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>>> Hello everyone, welcome to today's webinar. My name is Alicia and I am the special projects coordinator. I organize the new media talks and I am the point of contact on the federal friendly terms of service. I wanted to thank you all for being here today for Acquia, Drupal and some other government guests to talk about the open government directive.

>>> A few items before we get started, if you are having problems accessing the webinar, call Carol Diamond at (202)208-0668, or email lead manager University at GSA.gov. You can also type the question in the queue and a box under control panel.

>>> If you like to minimize your panel, there is a small error in the left-hand corner.

>>> Today's webinar will be recorded and you will be receiving the link to access this along with the transcript and the electronic version of the power point slides following the webinar.

>>> Before we begin, I would like to say NICU to all of today's contributors for the webinar. But everyone has taken a considerable amount of time of their schedule to develop this presentation and be here today.

>>> Without further ado, I would like to introduce Kieran Lal, the Drupal community guide for Acquia.

>> It is great to be here. We are here in Washington D.C. and spent the morning talking to many people in government who are excited about opening up the government itself is great to be giving this presentation online as well as being able to talk to people here today.

>>> We had a lot of guests and Islanders then as on the Golan but for stubble start with myself. I and the Drupal community adventure guide for Acquia, and I have been involved with the Drupal community for a little over six years. I have also worked with Andrew on Drupal for about six years also. I spent a lot of my time helping to move that Drupal can she forward and reaching out to new industries that are affected and particularly lately we have been focusing in on the government. Today I will be covering every history of social publishing and talking about some exciting things that are happening in the U.S. government right now and I'll handed off to Andrew up to talk about his experience building up the new Drupal site and Neil will be talking about Commerce.gov, and now handed over to Kristin who is on loan from veteran Affairs to talk about her URL Shorter and the platform built on Drupal using USA.gov. And then it will have plenty of time for questions. And also talk about other opportunities that you have to engage with us more potentially.

>>> The first thing I wanted to talk about is the history of the Drupal project and why it is so exciting. And it is a little over nine years, on the way to its tenth year now and it was a Belgian college student who decided he wanted to build a college bulletin board to be able to indicate with people on his.

>>> And he is on the path that has now completed his Ph.D. and is a real respect to reassign this and has caught a lot of interesting research with industry luminaries. He had a lot of insight actually about how to build a bulletin board or a website, and one of the key architecture choices that he made early on was that he wanted to stay up to speed with how the weather was going to be balding, and this is very much the things that were interesting to computer scientists and years ago or emerging computer scientists. He started this bulletin board and released the first version of the software and at the time, thousands of people were eating different kinds of software to build websites and do all sorts of things. Because of that quality and architectural approach he made early on about user participation and letting others

do unspeakable to sign into the websites and built content, when the world became more social and not just about getting of the web, Drupal was at the right intersection of the right time. So several communities said [indiscernible] that have turned to Drupal. And you can see some of those big brands that it might recognize, international brands that are using Drupal today.

>>> One of the key architecture versions early on, you get a fairly modest set of capabilities, but still somewhat modest, and what is interesting is this marketplace, if you will, to have this great idea about how to expand the Drupal side and add new features and often in the Drupal community, if you don't see it, you're not trying hard enough. So there is a lot of competition going on, go to the town look link and look at modules and you can click on something and you might see there are like 100 modules on this topic. And that is exciting because it creates competition and collaboration. But the key point of things that you might think about is, all of that exercise and energy going into building that Drupal site is being made available to you. And that constant innovation and keeping up with something as fast as the Internet is possible because of the way Drupal is structured.

>>> And the last thing that is more important is the community and who is in the community. It get to meet three of the people in the Drupal community today, and it is not just that you are passionate about software, but -- for citizens it is that level of engagement that is so exciting, and so many people are so bright and solve interesting things with Drupal that makes it special.

>>> What does the software look like? You can't, and install it if you have a desktop home, you can go to Acquia.com and it will set up the software on your site right away, and you can play with it or demoted to were favored hosting company. But out of the box, you get what is traditionally called a web content management system. Effectively website out of the box. You can click on it and edit and add pages and content. And when they get updated, they get updated everywhere. It's not have to edit HTML. That is popular and have how people want to manage the web pages. Lots of you on a call have -- possibly thousands aesthetic HTML pages, and put it in a database and make it searchable.

>>> And we all have a boss and report to somebody so when you're doing work flow, there is often this approval part process, people who are working on it need to get approval receptor phases, so Drupal has powerful and flexible workflow management. So here are those extension modules.

>>> The next thing is taxonomy. You can have all kinds of content or tax to content, and people show up on recite and enter all kinds of interesting categorization of your site dynamically. Drupal has built in search but you are able to put in different search engines and the way people navigate around the Internet, he want to be able to use search around website and subscribe to things, so if you are familiar with a feed company can subscribed.

>>> The hot trend now is not only with analytics, which is how many people are coming to your site, and -- agencies are disturbing to -- how much traffic did we get, it was analytics and trying to get things like Social analytics are very popular now.

>>> So those are the traditional content management.

>>> If you remember back to the college bulletin board, and that sense of community and friends in the college, this is where it gets really interesting. They got ready early on to have all of these social features, so it allows every user to be able to log in and comment, but it turns out as dangerous and scary as the Internet is, there are some pretty good rules and practices for how to manage content and have moderation and technology, and tens of thousands of people are allowing for this, so sometimes it does make sense to let people have a user account to be able to comment or blog. And you set out some pretty easy guidelines.

>>> That takes us to blogs and wiki. Attendant collaborative features.

>>> If you are at a workshop and you want people to be able to take notes simultaneously, the wiki is appropriate. For people like this because we have today have interesting things to say on your topic so you want to give them their own block on your site where they can be treated in.

>>> Then you want to have it discussions they will bring in a forum and want to let people vote on it to get feedback and allow for these social tagging to help categories. And last is the ability to plug in social networks. So you want to be able to find someone or plug in an existing social network or put in something like baseball connected. So all these things about Drupal, a combination of classic Web Management and dynamic scoring web content clause of the social features makes Drupal so powerful.

>>> I'm going to go over just a couple of things very quickly but this is a key contact. In Drupal there is something called a node, and that is a computer science way of pointing out something in a network or a graph. So a note is basically a piece of content. But the difference is, most other places you are either a block or a wiki page. Drupal has a more generalized view of what content can be, so when the big pink became videos or images or mp3 or part Casting, because of that flexible content, Drupal -- exciting technologies there. So that flexibility of the content of a notorious for content and it can flexibly connected is very powerful.

>>> Also what people like about Drupal is content types. And if you can imagine yourself going to a lunch hour meeting and getting together with your colleagues and saying you need to collect intermission, that is very critical. Usually you would say, let's get a higher a program for a content or informal, and you store it in a database with all these different views. In the case to come at it in his discontent types and the threat configure a custom content type that has just the right amount of images, video and forms, whether they be members or e-mail addresses, and because of that flexibility, you can deploy those things before the afternoon is done by clicking through the user data base. And in a content that is unique to your organization is very critical.

>>> The third thing I wanted to talk about was these modules. I alluded to this earlier but this is the innovation of different kinds of modules. Kristin will talk later on about the modules she had developed and contributed back. And if you can sort of see that one out of every 10 modules that gets written for Drupal looking contributed back or gets back to come and there are ones that are unique to every business, but there are lots of things that are common to what everybody wants and one of the ways that we can solve different kinds of problems.

>>> Well, if you go to the site, he seemed like 100 something modules that are integrated into different kinds of mail. It is exciting to see that potential and options. Some of them are great quality, some are less quality and they are set up with one project or used again, but it provides a good starting point to get the function of a that you need. So this Beretta of modules is really what convinces a lot of people that they should use Drupal.

>>> All of this success and flexibility has led to a lot of adoption in Drupal so far. And probably what you have all heard about is what house.gov, the recovery site at Commerce to have to get put up after the recovery act very quickly and tears in his talking about science education.gov, and one reason that people like to put Drupal up is they don't have to go Sri Lanka procurement process, but once they get the sights set up, they can do in alters site.

>>> And back in December, the open government came out and the abominate [indiscernible] has come out and his first days, and we won't spend too much time talking about it. That.

>>> And that is to encourage participation and collaboration.

>>> And as you know, there are few dates coming up and only a few days away from the 45 table [indiscernible] and a little bit later on, there is [indiscernible]. What is really interesting is that they're trying to tackle this issue. Some of these are technology issues and policy issues but I'd think the one that is most interesting and white Drupal is so interesting is this culture that is so pervasive in the community, and that is through the open sores and open cultures and to get to bring some of that culture inside the organization, not just the software and technology and that helps you about it. And one of the things you have to think about in this 120 day plan the deliverable is what is the and that will help you think about whether Drupal can help meet the directives.

>>> And I will go through each and every one of those and spend a lot of time on transparency. I think everybody knows that they have to get three data sets, and a lot of people traditionally when they shared data sets, they think about how to get this on the weather. But one of the things that now has to happen is that the that not only has to be open and available but also available in an open standard. And in XL, a share, and that sort of brings us to the next thing which is that semantic web. And if you have been around for awhile, you know that this has been around for a while. But this is an interesting example of what the state can do.

>>> And that is great news.

>>> But when they go to put the budget, when they go to put the budget together, a lot of different agencies are required to put together their budget in an Excel spreadsheet and you have all the different agencies putting the Excel spreadsheets together and they all get emails or uploaded somewhere, and someone has to go cut and paste this different spreadsheets and put them together.

>>> But if you want to expose some data, why don't you put it in a standard format and make that available in two ways. First it has to be human and readable and actually look at it, and it kind of make sense in a discussion format, and it is now machine readable.

>>> And you can actually get and read your data and make sense of that. So google supports this new standard called RDFa. And with Drupal seven, if that that means is, if you have a government website and two have an open government out there, you can do this with Drupal. And this custom context that is used before, you can expose this.

>>> So you have that Drupal outside up there and the ability to share information, it is open and discoverable, and now what the what to do?

>>> And their budgets that will be submitted and there will put these out as the query points, and rather than have someone manually build these Excel spreadsheets, which can go out and run a query against these different agency websites and polling data automatically and things like that.

>>> So as things are changing dynamically, you can pull it automatically add online, and you can talk about what great opportunities we have seen a free can make a breakthrough and share information and a query.

>>> So everything that is done in terms of reading web pages, that we can do that with open government data using some of these semantic standards. So this represents a real breakthrough and as you think about how you can meet these goals over the next few years, think about supporting the semantic web. And this will all be available for free.

>>> And I look of the last two things pretty quickly, but we have some deliverables to get out in terms of zero [indiscernible] deliberation and one of the things I mentioned before, in half to talk about in your 120 day plan, what collaboration are you using.

>>> And in that innovation gallery, they're looking for an ovation in three

different areas, and one of the examples is the federal anti-bork built using teetoo.

>>> And if you look for participation -- Federal idea to [indiscernible] Drupal using Drupal as they are now and they have in [indiscernible] and the third one was collaboration. It was part of USA, to have the ability to God and say, what happens if we were to make this available through the local development, and that way, not only people that were experts in a candid comments, and this is how we want support from you and we have shortcut that loop and now everyone is getting involved in the participation. And now all of this an open government all all built on top of Drupal.

>>> And if you are interested in following up with me, you can go to my company website, Acquia.com, and we provide support for Drupal. And you can follow us on Twitter.

>>> You can also follow us on the free version of Acquia-drupal which is a series of models that we have bundle together and tested. And then you can go ahead and download and try it there.

>>> If you are in the DC area tomorrow, Andrew and I will talk about some of the things we talked about today, but will also be talked about and some of the folks -- talking about collaboration for the National Institutes of Health peak, so you can go to the web site.

>>> If you have any questions, I am happy to follow up.

>>> I will now turn it over to Andrew Hoppin, and he has sort of an interesting history. Taken a different path but coming to a different point, analyst Andrew give you a little bit of his history and background and what they are doing in at the New York senate.

>> This is Andrew Hoppin. At Karen and I first worked together back at sixth base, which is a not-for-profit which helped take Drupal and made it work for constituents and other constituents for not-for-profit organizations for the government in 2004 and 2005. And in particular, I helped insure that a group of vendors with help get up and running and provide commercial support for the platform so it would be an open source platform for any sustainable business ecosystem around the platform, and it was exciting to lay seats for that back then and see how much that aspect of that Drupal project has matured since then. It was also involved in and E Commerce program and that was to help raise money for not-for-profit organizations.

>>> And at NASA, we organized a lot of Offline events at Jaun with good benefits from having better tools to organize those events on line so they would go better Offline.

>>> That brings me to January 2009. And we will give you a brief on that the U.S. Senate and how their use of the Drupal at our website has helped further a broader effort to open up the institution and make it more transparent and more participatory.

>>> 2009, coming into January, we were not technologically of the leading edge as far as the public Internet work. There has been a one-party rule for 44 years and a law had not changed for a long time.

>>> Will brought in in January for a mandate two, as I mentioned, to make our institutions transparent and participatory.

>>> And so I said, how are we going to do that?

>>> The first thing has said was, not technology really but policy.

>>> Our institution had a history of being political and politicized, and we wanted to talk back part and politics, they are all about effective communication between,

in our case, constituents and their elected officials.

>>> And so we went to the GSA and their guidelines for what is appropriate to use a --.gov web site for.

>>> And [indiscernible] paper pressure for the Senate at the time, it didn't even deployed to content management system. And so as part of lodging this again, it will turn this into a-.gov website because double the fact that this is not a political website, it is a government but said. And we think the GSA for helping to establish and said that President and police that, if you will for that-.gov domain.

>>> And it was a hard because we had a few staff people in the Senate that could update it periodically. And what about 1300 people who worked for the New York Senate, 62 centers and more than 35 committees, and they all had content they wanted to get out to the world and in many cases what the content to come back from the outside world to affect what they do. So clearly, we needed a content management system to support that.

>>> Will have a preference coming in for open an open source content Management Systems, and the reason for that was, first without Michael for the long term we could save significant money for the senate. We are in a terrible budget pickle in a state so that was paramount for us, but we have a range of consultants that I knew of from a previous work and we were able to provide enterprise class and service support to open sores content Management platforms. We didn't feel like we were giving anything up in the terms of professionalism and services that we could contract for. We also wanted to reserve the right to bring our development work in-house. We started with no staff in house, but when it wanted to become self-sufficient, we wanted to become experts in support and maintaining our web site, so we wanted to reserve the right to not be dependent on the software that runs it.

>>> As I mentioned before, we were comfortable with open source because of the availability of what we have deemed to be enterprise quality support, but also because we thought there was a range of opportunity to choose from. And although we're talking about Drupal today, there was arranging even a different consideration had caused us to go a different direction, we felt like we were not going to be locked into is a good choice and we might have to make compromises we felt like we would rather not.

>>> Finally, and I think long-term most importantly, we wanted to collaborate with their peers in government. And in some form, that can be that kind of collaboration that we are engaging in today and share our lessons learned. But we wanted to get and hoped to get to the level of action of their peers. And certainly, in legislative bodies or other states even at the federal level, our peers in terms of organizations that are trying to similar results to what we're trying to effect in our institution, in terms of engaging citizens in government service, and open source as as up readily to do that because we don't have to be concerned about issues with intellectual property or the ability to share that Coates we write or build on.

>>> So we opened up for different open source, and go as a Python based platform and Drupal S.p.A. to be based. We ended up using it because of other effective examples of abuse in government. But we chose Drupal because of its widespread use in the public sector, and because we felt like a lot of these cases that we had had already been considered by other users of the platform and build out. Petition modules for elected officials who wanted to -- the direction of elected officials with constituents who were already nestling near by capabilities that had been built out in the Drupal platform.

>>> We also knew a lot of BHP and local talent and we thought it would be easier to hire our talent in house. We were impressed by the maturity of the developer community and Enterprise Service and support externally, and also, I had been involved with the Drupal platform since 2004, so we had in a platform with how it

was standing in the community around it, both the business community and community around it were trending. For sell like if it were going to be a sustainable technology stock for as to invest ourselves in, we didn't feel like there was a risk that there isn't star of developments that sometimes.

>>> Finally again, we saw our present government came in and out of the attention to Drupal and in some cases kind of supporting it and we thought that boded well for our role in collaboration with their peers.

>>> So the development process looked like this. We started with contacting an outside firm, because we wanted to roll this out yesterday when we got brought in, but we didn't have the talent to do it in-house. So an outside firm did our requirements gathering and our design and coding and hosting.

>>> And hired a project manager and leverage existing in-house staff that we already have for training and quality assurance because they were the end users, and they were very effective at doing quality assurance and a training on the side. We just had to set up the learning curve of that particular platform which was pretty gentle.

>>> We didn't deploy yesterday but we did deploy on a pretty aggressive schedule. We deployed about three and a half months after we started the project and is essentially, that is a staff that we hired by the outside developmental from -- and have had to expand beyond that, because there that fishing off of the talent of some in the other developers is the Drupal community, and the platform which is well maintained by the community.

>>> Hands on work that we needed to do day in and day out is pretty light relative to the scope of what we have undertaken. This team has executed hundreds of bug fixes and at dozens of new features since launch, it is very much of a dynamic on going iterative effort to do the site more and more overtime.

>>> And a couple other things to mention quickly which are totally outside of the realm of implementing anything, as we mentioned, we needed to -- we were not in the business of posting high traffic public websites, or should we be. And we have hosted our website and were clear to get [indiscernible] and we needed to create new policies to address all of these things that we were on to allow senators and the public alike to do, everything from what kind of content can you put on the side to what is the copyright as seceded with it at the state level with different constraints at the federal level.

>>> Privacy policies, and when we publish data, what were the constraints and the policies that go along with that? You process these, the Senate had never developed but said internally, and who are testicle is that make ultimate decisions? What is good enough in terms of quality assurance? We needed to figure all that out on the fly with staffing house who were arrested quarters and had never been involved in web development before.

>>> I already mentioned it how we handled it from a town perspective, and we played a suite of to tools to do this at a very low-cost, support tools essentially, but trackers and -- but trackers and tools.

>>> And finally, we needed to help work with our communications folks and wanted to have them speak in new and different ways about our web work. It is much more dynamic and more real time, not so much a press release this week and normal communications flow after this.

>>> So they effectively needed to [indiscernible] these new tools.

>>> And we decided these were arrested within a new grip, and I had mentioned it briefly, a new copyright. There were thought were the first legislative body and wanted to make it affirmative. But we wanted to make an affirmative statement that you can take the content on MSM.gov and make use of it with very narrow exclusions.

with all that was important because we don't want anything the Senate rates, which is very deep and rich in terms of its educational value and in terms of the value it can bring to constituents and vice versa, and the things that the constituent can -- and this should go out to social media sites so that it can be considered as far and wide as possible. And it creates a very nuanced set of guidelines to which that can be done so we end up having people make use of and reused and share all of the content that our staff invests so much time in creating.

>>> We borrowed very directly from the white house for our new privacy policy and also terms of participation. We're glad to follow other people's precedents in this regard so we didn't have to make it out on their own, and I think a lot of the folks have to do with those, so thank you, but that made our lives a lot easier.

>>> Briefly, which deployed in software and service management tool so we didn't have to go through any procurement or oppose anything in house, we needed to have distributed teams both external and internal, very quickly and collaborative Lee, the same thing with bug tracking, and what resulted was and why Senate.gov. It was comprised of 62 [indiscernible] committees, and marriage and quality was one of the present issue is where a lot of attention was paid to nationally. And that is our primary purpose in the world, we make sure to put a lot of our effort into helping citizens find and make feedback about legislation, which are looking into in a bid.

>>> And we are not subject to that directive but we have a lot of principles in terms of what we have attempted to accomplish in terms of opening up the senate.

>>> And then the standard website, the clever you might expect about us, those of the newsroom and things like that. And you will see what we went through in the top navigation. And I want dissect every piece of it, but quickly make it very easy and front and center to highlight the issues and the stories, and we also make it very easy to find out who your senator is. At the state level, often people do not know much to be chagrined. And it makes it easy to sign up for an emailed is a letter from the senate.

>>> And also fall us on the social weather. We publish our feet from the content on the site and there is an actively used Twitter account and face book account, so the content goes out to the social web and is not reliant on people coming to Drupal to find it.

>>> And it is easy to get to an alphabetical index of centers but also people that want a sort of went to one traditional mechanism to communicate, there is a way to do that, and you can say, I contact you about this so it can be routed appropriately to the right person. And it also links to the appropriate accounts and we encourage each center to adopt tools and that this book so they can go to [indiscernible] Senate.gov.

>>> This is building a very similar fashion and to the same code as the Senate home page, so obviously a different lens. Sell some idyllic but the lack biography but there are not on the Senate white site. And all the power to manage content on the site is given directly to the senator's staff. Sell Drupal has a very last systems which makes it easy for us to give particular set of Staff a particular set of provisions that is Senator is going to grant the staff over content. But for a different sector to give a different set of Staff a slightly different set of provisions, and that flexibility is important in her case because each of these 62 senators has somewhat different ideas of how much Department it wanted to give that staff or not. And so essentially, 62 equals stakeholders or 62 CEOs in the senate.

>>> And similarly in committees, this is where they are making it happen. And each community has a web site now that this this members that list of coming events. And this month will start streaming live video of all the committee hearings. Very important for the transparency, we think, because this is where we have a chance to affect how a law is written and what is in it, and part of the launch of sites, it was very difficult to find out who was on the committee and where it was meeting and what happened, let alone getting your input and feedback on it, Napolitano where and

when to show up and give your input in person.

>>> With a joint concentric to me to before, so every committee in the Senate itself has an easy way for a form based citizen input, and if that provides the input and that goes to the upper Christoph prison, so whether this is the content form overall, will automatically route it to be a presenter, and if your address book that corresponded to a particular senator, that is a very different case than that I was a member of the press corps press inquiry or effect on the bug on the web site and wanted to direct it to the web master. Similarly, we tag it down to communications based on pre issue era allocated to their appropriate staff of that issue. But again, Drupal makes it very easy, the taking and taxonomy structure makes it very powerful and supports the structure of the data quite readily.

>>> Open Senate, this is our version of the open governor's directive. The two pinpoints ferrous are open legislation, and you see a search box on top which make it Google easy, just so we don't have any search engine preference, but bottom line, and of the to be a legislative professional anymore.

>>> I will show you what results from that in a minute.

>>> And open data, that is our ability to mirror the data D the initiative at the federal level. That is where we put all of our IT Ministry of information.

>>> And which Cure to four required a Pallia request to get that information. So this is an import part of our government transparency initiative.

>>> If you able to go to the [indiscernible] custom built using the existing Drupal code, but would build it because we have different ways of structuring our administrative data and in particular committees. Again, that was quite straightforward for us to build. And also we do that for all the content on the sights, and that we have 65 committees greeting content, so the potential for content overload, if you don't provide good space tools to help people drill in to find exactly what they are looking for, this is used by staff to find out, this other Senator on my committee, what are they writing about this issue on any given day. And if you find it in [indiscernible] search engine blocks, it would come back with something like this. This is not a 82-cent, this is an independent site with built-in Java, that it is easy to integrate it into the search by the black box, and it takes you out to that comprehensive overview and give you a calendar from one happens and actions legislatively that have occurred, and what the current status is, and also, who voted on it up and down against the Bears equality Bill which failed, and a lot of people interested and it got a ton of traffic.

>>> And over the top, it shows, leave your comment about every bill, and that has been the change in terms of the ease of getting your input to the senate. You used to have to show up and lobby and a lot of that still does happen, but we think this is a much lower bar to jump over to actually provide your feedback from many people.

>>> The final area I would really do in terms of what we're doing, and we would think this is an important aspect of transparency.

>>> And that was published after the fact but allows [indiscernible]. with reference external infrastructure almost exclusively. And this is called light stream imbedded into our Drupal site. You will see right now in this moment in this particular debate supporting ED148, like the rest of that stream, we would not to rely on providing 148 streams to 148 Viewer hysterically. We're not happy to outsource the heavy lifting to lead St. But bring people into our web site to view that which allows us for example to take comments here, if he were to [indiscernible] and comments about what is going on.

>>> And also at the top of the page, and if you were looking at that eikon, that will take you to the face book profile it would end up in my new strain on face book, so we try to make it extremely simple and quick for people that are consuming

content on NYSenate.gov to get it to frankly where a lot more people are spending time communicating with their peers about issues that they care about.

>>> What does it take to do all of this from a Drupal perspective.

>> I will not say it is trivial but I will point out what we had to do custom had what we did. There were about 131 Drupal modules involved in this, and I will go into detail here but you can ask follow-up details if you want. And we also had things that were so nuanced that we felt we needed to build it ourselves, so we think that is a good ratio. And this is oversimplifying a little bit but, over 131 custom pieces of functionality that already existed in the platform that we could directly leverage and use administrative tools to tweak, and the 19 elements that we have to do some custom programming for. It saved as thousands and thousands of programmer hours do not have to build this bedside from scratch, we were able to leverage Drupal in this way.

>>> Finally, we think the community aspect of this was important, and curing already spoke to the strength of the Drupal community. We're trying to build our own, but we have had Offline events, one recalled [speaker/audio faint and unclear] which was hosted at the Capitol building, and we think it is very important two not say, we know how to do this, we are going to do it, and then, we hope you'll like it, but it is said to engage citizens public alike. And maybe there are some things we hadn't thought of that are imported, so it is ongoing feedback two. How we are approaching transparent [indiscernible] and participatory government. And in the process of helping our peers levers of what they are doing, it would post all of our code, and anything you want to look at come take a look and contact us directly, and ask for help, and we hope in Internet E will leverage Drupal.

>>> There is my contact information.

>> Okay great.

>>> Before we head over to Neil, one of the things I wanted to talk of a bit about how we help organizations in both the New York Senate and the Commerce Department. And what Acquia does is provide commercial support for organizations that are looking to use Drupal. And a lot of times when you start your docket the expertise that is available, or sometimes you have the expertise but it is built into the site in the future and what the what is the 247 support typically in the government, there are rules that if your one to suffer, it has to be supported. And I was providing support to some of that developers in York Senate last week, they were rolling out new features and I think it was 1130 at night on the weekend, and that is always a great time to roll of those features and suddenly it started being a problem. And so that it is a posting that is a problem. And so it is great to have that 24-seven enterprise level support, and that is what would provide for the York senate. And for other organizations, if you have any projects that need to go, we have a program called jump-start and we come in.

>>> And self Acquia is a very rich and [indiscernible] not a large organization that Enterprise, Services that supports hosting System Administration, and the government in particular that is used to working in exclusively a Java platform were in windows-based platform so they want to use the Social Beatty features that are common on the Peachtree and lab platform so they don't have those programs to reach out and have it done that help them.

>>> And we provide a lot of support beckon to the project and we also have [indiscernible]. And that is how we go in to did take to project.

>>> And so I hope will handed over to Neal now.

>> Hi.

>>> Yes, I and new media director at the Department of commerce. And as Cure Kate Kieran Lal Angenette I am training people to get up to speed on Drupal. And we are fortunate that our technology job is familiar with [indiscernible] applications that the reduction of the critical in helping us get some additional information and knowledge about how to deploy Drupal efficiently.

>>> And that was our first Drupal based site here as far as I know within the department.

>>> Which is Drupal, it has been gone over -- Andrew did a great job of talking why he too chose it and frankly chose to use it for a lot of the same reasons, the biggest one being that a lot of other people were using it in government and there was a growing user base. And it was almost starting to become a standard across a lot of government sites.

>>> In some cases, and naked is important to be wary of standards especially if they are chosen for the wrong reasons, but it is standard is developed, one of the benefits is getting to share the resources and develop a sense that come out of it, and we saw leadership emanating from the white house, there were in the process of transmitting to Drupal, and they were in the process of recovering, and we decided that this was a great opportunity to leverage their resources at a bunch of other cabinet level and white house level projects, and kind of turn it on to our own.

>>> So that was the big thing.

>>> The other part of that though was, because there is it the development community around Drupal can you have that different module expansion. The tinge to it a little bit with the New York Senate example but here too, when you go to the community and look for a particular tool to connect to social media websites, or deal with data more efficiently, you kind of benefit from resources and really, you reduce duplication, that is one of the things coming from Japan private sectors, and in the government, they have tremendous resources but because they are silent off, we don't use them as efficiently as we possibly could.

>>> Another thing that got as interested in Drupal was its scale ability.

>>> And we were still interested in looking to develop a platform to kind of provide resources across the department for Drupal. And we are interested in how we can host multiple sites and set them up quickly and answer all the needs for a growing and changing Department, and Drupal provides that in a lot of different ways. And there is a robust development community out there to find solutions when we do run into hurdles. And that gets into the last point, which I think is critical. We have been using a content management system there which was, A, a bit older and B, was proprietary. And when you are using his system like that, you have to go back to the same developer over and over again to get a particular feature added, we're to make a change to it in some way, shape or form. And that is just getting locked into a single contractor and not being able to break out for is a tax payers money or get the advantage of that. And it is a robust community. If we have an issue that we can't solve internally, we can search, it's a range of different provider if we can't find a module that we can packed so to speak on the outside.

>>> So that been said, that is not to say that the road to Drupal has been incredibly easy.

>>> There was some kind of talk and it sounds like that New York said it is lucky that their folks are comfortable pushing their data up into the cloud.

>>> I know that some CIOs throughout the government are kind of afraid of that or not sure how to deal with death Security Internet. And some of them were dealing with those concerns and making sure that the across all of their piece, so to speak. And that was a concern also because those technologies are all wrapped into social need, and it is kind of a in in some ways to Drupal at a deep level, that provide some additional concern, floats in the Internet Technology community that are concerned about [indiscernible] so what on and so forth.

>>> So that is something to pay attention to end the cognizant that that is an issue, but as we can see time and time again, there are a lot of federal government websites that are using dribble.

>>> And when problems do the merged company chances are you can't find someone who can help you fix it or someone who has told you before can help you with their approach.

>>> Can't we share a lot of similarities across the government in our various departments and agencies.

>>> And all of us are unique and we have our unique cultures and we have to work within it, but if we band together and think about this truly as a community, will see the benefits of using these technologies by Drupal.

>> Very good.

>> Can you hear me?

>> Yes.

>> Okay. They are changing the conference now, so everyone will hear a little bit of background noise now.

>>> The thing that I was calling in to talk about was Drupal, and how we use it for go USA D. And I think Karen, you will be pushing my slides for me. [audio interference] [audio interference] and I work in the chief information -- excuse me, I work in the office of information and technology, and I am currently moving to the quality and performance office probably next week.

>>> What I specifically do and what I am talking about for the next five minutes, I will talk about some third-party modules that we utilize actko in USA.gov. And the reason we are -- and go USA.gov.

>>> The first thing I will do is talk about some of the resources that I wanted you to keep in mind throughout the presentation.

>>> Their resources slide is all about, first, getting involved in Drupal. It is really the main [indiscernible] issue a wealth of opportunity to learn about modules of blood is available and how you can get involved. But getting involved in the Drupal.org means that there are lots of opportunities that you can participate in.

>>> The next person you will see there is Sean. If you have questions about Drupal, or an agency has concerns or questions that are specifically -- he is very have pensions.

>>> He works at the NDP software which is not a contractor, so he can answer some basic questions that you may just need a couple of seconds worth of help with.

>>> Accept there is a link for discover.

>>> Discover is actually a Drupal platform and they used organic groups to build discover in order to basically create separate groups and separate websites for individual groups so that we can have more of an interaction between members.

>>> And on discover a started a group called open sores. And all we talked about in that particular group are how we as government employees can take it to the next level in terms of open sores or even Drupal.

>>> And the next one up there is the google group. I started that three or four months ago, and we share stories and all we are trying to do is share lessons on Drupal and we do that through google groups. So if you wanted to e-mail me, please use your government e-mail because it is only open to government employees.

>>> And this particular grouping of Maxwell [indiscernible] and he works for the U.S. senate. He has been instrumental in creating this group, and there are people from all of the world there.

>>> And that was a small problem with the google group and the Drupal group and has a good advice from someone in Brazil working for the library.

>>> And the next slide is about what exactly we are using for go USA the GATT. And this is an actual picture of the web site. The reason for doing this is the social media goal. It was in order to be able to create trustworthy .gov URLs so you didn't have people not knowing where there we're going in the end. Additionally it provides a lot of government-wide URL metrics.

>>> The next slide is about what exactly and talking about and who can use it and who can't use it. This is only open to government employees, and on top of that, it is only available for them to short-term government based URLs. So that means that these types of the URL as I can be shortened. It must be at a government employee to be able to do it, but you can only shorten government URLs. Why do we bother doing this? The reason for that is we thought citizens were using Social media and the government has a chance to provide them with basically a government grant, an authentic way to get them real government information and resources, and the best way of doing that is to provide something that was shorter. Some of us were using other things, and in the end, we were losing the branding piece to that. It wasn't authentic and if you expanded the Twitter list, you ended up getting random fraudulent things that you're getting, and I know that I clickable that I probably shouldn't have played, but that encouraged me as a user not to click on URLs. If you see this, you know you are getting really good information. Additionally, because we were able to use this with a database portion, what we were able to do was click on the URL, and that was -- that give us the ability. Currently this is a beta test and it has been and limited beta test for a while. As of Thursday, with a short 690 URLs and click them over 100,000 times. So I'd think that pretty much Seals the deal and really, this is working. But how exactly did we do this? Well, what we used was clearly Drupal. We used Drupal as a platform for a developing a Web application, not a content management system. We took this from concept to live beta test in 90 days and didn't for less than \$1,000. We did this through the use of third-party modules. Yes, I know, I do mean that there is a third-party module for that and that is where we talk about some of the modelers. First of all, you do have to use Drupal. There is no getting around that. But we did something to eat Shoreham are you are AI, something that was going to provide us that metrics portion and give us a good user interface. When you put all those things together, we found the modules and they were already there. A shortened at URL. We developed [indiscernible] and we had to customize it.

>>> So let's talk first about the restriction. This is based on the specific top-level domains, and we could only a short specific top-level domains. One of the reasons for doing this was security reasons. We don't need anyone to be spinning amming our .gov. So one of the opportunities for using this and stopping any stammer is, was that .gov part of it. We did restrict what users could up loaded into the short -- the short Turner.

>>> All of that is okay because all of the government information will still be good. If you have to shorten the government URL that is specific to your agency, you will be able to know that that is stored in the database and we have the metrics for it.

>>> This particular module greeted the database, and this was created by [indiscernible] who is a face to employee and kind of just did it on the side, and greeted this particular module. The stores all the information we needed to show in the tax portion in the database.

>>> What it did not have was a user interface, and that came with the short and module. The shortened module works with short but it provided that user interface framework. And once we have the framework there, we added the [indiscernible]. I would like to call that a clue, it helps provide a crisp clean user interface to make it as easy as possible for federal, state, and a government local employees to shorten used URLs.

>>> And this will shorten of of a third party theme called blueprint.

>>> Now let's talk about the summary of the construction of this -- top-level restriction. And somewhere down the road, GSA decides to release this -- and if you want to participate in the Drupal community, it may want to contact Russell O'Neal and offer to provide some help because, you can help. If you know anything about BHP or Drupal, contact him and see if there is something that you can do to create bookmarks for API is in the future.

>>> Last but not least, my resources page again.

>>> Highly participate in the Drupal community. It is only as good as those participating in the community, and if we're government employees, it should be able to participate as well.

>>> And please feel free to give John a call or drop him a line. If you are participating in the [indiscernible] we have about 50 people right now in the google Group, and we share a lot of information and I highly recommend that you e-mail me and we located the insight to that google group.

>>> That is that for me, thanks a lot everyone.

>> A great, great. If you have any specific questions that it would like to have addressed by anyone, go ahead and put them in the chat room. And we have about 20 minutes or so to be able to take questions.

>>> Before we go to questions, I wanted to thank all of our presenter yesterday. Andrew and Kieran Lal are actually here today at the GSA building so it's great to host them and have them here and are building. And this has been a great collaboration. Everyone who presented today collaborate it a little bit on parts of the presentation during the run through, and I just thought it was great.

>>> So, thank you, and we can't get to questions in just a moment.

>>> Are you ready for questions?

>> I am. I hope I am seeing them. We have a debt of an open floor for questions right now. I no there are a few hundred of you out there. Don't be shy. We all started at the very basics, it's a one of that great things about the Drupal community is how keyed we are to help each other. It is infectious.

>>> Okay. I will give folks a few more minutes. Just so everybody knows, if you are located in Washington D.C., to is an open government workshop, today. A lot of folks from the federal government are meeting together and talking live, so that is going on this afternoon at the Department of transportation. And if you are interested in that, there is a social afterwards if you like to meet up with people to talk about those topics that do not fit into your schedule for today. And once again, Andrea and I will be talking to Merrill at the Miller hotel after practice and I put the URL earlier in the presentation for that. You can contact us if you have any answer questions.

>> How was going to throw out a question of my own, and I think we may have to scroll here.

>> Okay, there are lots of questions, we just did not see them.

>> The I was going to throw out was, one of our challenges has been, we do in lot with a very limited staff with our Drupal based website right now, and we are very good at burning the midnight oil to get help from other people to solve our needs. In spite of our best intentions though, I don't think we have figured out the optimal way to in turn help our peers in government leverage off of our work, because it takes extra work. We are obviously very responsive to questions and explicit request for help, but for example, I would like to package our customized excessive Drupal organization for other bodies, to help them build a web site for identical use case, essentially, without having to do a lot of the extra work that we had to do.

>>> And there are ways to adapt to that because that is something that we cannot budget for hire extra staff to do and they are processes that we need to take hold and realize that optimization of leveraging off of each others work in government. I

1470519

know that some of you have mentioned that you are working on the Drupal community, forming relationships that will effectively help with that. And we're thinking of taking more explicit steps in our case in terms of perhaps dividing a partner not-for-profit organization that could help us package up our code and make it easier to use for our government. So I just thought I would throw that out there and that is essentially what we're asking ourselves internally, and I would be happy to get feedback from other panelists or anyone listening to the webinar.

>> Let's go ahead and respond to the questions.

>>> Let any quickly fire off a answer to Book a bunch of them?

>> Drupal out of the box doesn't allow in all of those, and it does come out of the box as 508 compliant. It does have a theme layer, so what is critical is taking the core themes or those he know to be complaint and extending back to ensure it meets compliance and you do have to continue to meet the testing.

>>> So the answer is, out of the box it does meet all four major browsers, and you just have to be careful as you are changing things that you do not break it in one of the browsers as you are going along.

>>> There are some questions about security issues are hacking that? Has encountered? And I will say that first, security has been something that a lot of people have addressed, obviously the white house had to address it, I have talked to folks at the NSA and the community is very strong and one of the reasons that Drupal has been very successful and stood out amongst our peers, is key security practices.

>>> These are built into Drupal and will notify you when security updates are available. And [indiscernible] that Drupal has suffered from. We have been ahead of that. There are a lot of policy and configuration, given the right amount of provisions to the right people, going back and making sure that you are implementing policies directly and preventing proposals and not just running in random modules that are not well maintained, and all of those things are part of the Interior site security. That is certainly at the highest level has seen Drupal get locked down and be made to fit kind of security processes.

>>> And we mentioned multiple sites, but can it be integrated in multiple fashions?

>>> There are a few things [indiscernible] great things about Drupal it is that it has sort of this multi site configuration to put it in a folder or directory underneath Drupal and then pick changes for each site off of that but for all the modules that are uncommon, the code can be managed in an integrated fashion. There is certainly not one way you can manage them altogether. There are some command line [indiscernible] script does together and run all of the updates in a row or one sequentially one after another. And then there are other tools out there like a e.g. why are that people are using to deploy sites and manage them, and people are pushing [indiscernible] and something called features and then there are things that people are interested in doing some kind of dashboard if you will of all of their sites. So there has been interesting work that folks particularly at Warner Brothers Records had done some interesting stuff, so there are managing about 130 sites and they need to be able to do analytics.

>>> I think everyone has sort of a different level a threshold, but there is a lot of innovation in terms of how to manage content and extending it to a base so you can see, things.

>>> So there is no out of the box across all of the sights of passports but of course the organizations that manage sites ski ticket ticket things that they can see everything together.

>>> What does it take to remove an existing medium size sight with both static and generated pages over to teetoo? That is a great question. For a medium-sized site, there are a couple of approaches, one is, if you want to mature static HTML pages, this a model called HTML imports. If you are already getting your Ph.D. pages in

1470519

there, one of the things you can do is [indiscernible] make it into my as to how, and then you want to use a series of Drupal module tools called back up at my grade. And then you go through an editor of process of pulling data out of your dynamic households and putting them into a specific content type and then basically a very back-and-forth until you are satisfied that you are capturing enough data.

>>> And everybody knows if you are not migrating, there is data you can always capturing across, and [indiscernible]. Back and forth until you have net worth threshold and captured as much as I think is reasonable. You have lost any data, and then you are ready with those tools to go live.

>>> What module for C comments.

>> I believe there is a creed of Commons module out there that sort of helps to define -- there is a model for that. And I thought there was a greater comment module that would help you define what [indiscernible] creed of Commons, assuming that is what that means.

>>> One of the questions that was ousted earlier is, is Drupal 508 compliant?

>> It is right out of the box and that is important for a [indiscernible] community, and there are always challenges that we are continuing to see that are the increasing the adoption of tools for like JavaScript, and we have certainly had some complaints in the past that while the opportunity continues to be useful in Drupal, there are more challenged as people come to rely on JavaScript. And for a large part of these audiences, they can neglect people that have some challenges in navigating interfaces.

>>> And there are groups that work on 508 compliant and accessibility, and you can do things on our own site to customize the back and so there are more complained. Storm and the way you can see this is, Drupal can be run on my SQL. The challenge is for each one of those contributed countless to be responsible for [indiscernible] and so people choose not to run Drupal on my SQL. So what is happening is we have the marquee with the Microsoft folks and they are now deploying to their lead contact explore, and they will [indiscernible] install as my SQL as well into a windows environment. And that works pretty well. And the folks at Microsoft are working on what is going to be called a peach peach data object driver, which would allow them to put a driver would be automatically that support for my SQL.

>>> And if you could contact me, I would appreciate if you could connect with folks at Microsoft to have been working with and let them know that there are some damage increasing demands to get out there to get that driver out there if they are interested.

>>> The next question is, define any sites in terms of technical implementation, and is a sub post office of the -- okay.

>>> In terms of technical and Plantation -- okay, so I use the term micro recite for mini site. And if I have [indiscernible] Commerce D for example, they are in the process of evaluating -- there would have a series of such sites that would come up like Commerce.gov or open, and they would supply the directories and go into the site folder, and they would create a new site boulder in create a new database, and so, Andrew has a great example of how they created the committee sites.

>>> Well they are not actually separate web sites. It is a single instance of teetoo that we use, and we is a functionality called used to create what appears to end users and Senators in this case to be there on distinct standalone website. And so we are able to prove views -- nuanced effectively create a standard web site, for independent mini site if you will from the standpoint of the visitors and also to cut his managers for that site. But from a hosting perspective and a site by industry perspective, it is all one read site.

>> Okay, great. -- it is all one website.

>>> Okay. There was another question about compliance. How much modification does it take to make -- also to be 508 compliant.

>>> Okay. Drupal it has a solid security set of tools in its remark to make things there. If you do have to be careful with some of these scanners, and you have to understand that these are being used as responses in the framework, and what they think are security issues often are, and I think if there are different kind of violations you are looking for -- and I would look at it as an interactive process and talk to someone with some Drupal expertise, and say that this got flag as a security issue, and it turns out that we will go back and explain why it may or may not be legitimate because there are provisions or controls, or the output that came out was actually it filtered output and remove anything that they may have taught in the air. And then there was another question about 508 compliance that we addressed earlier.

>>> And from Kirk, how much of the content did you -- from the previous like did you migrate into the new site?

>> With close to 100% of the -- what we thought was static content from the previous night, and that was sort the, without us content primarily. There were independent content for each senator there were hosted by third-party, and it was not Exodus same technology stack that listed the Senate website hysterically. And so we did make a lot of the content, almost 100% of their content which was primarily press releases, and so our web consultant and our staff wrote some automated importation script to the fact that, because it was coming from a third-party proprietary content management system into Drupal, so we were able to write scripts previously that allowed us to migrate most of that content information.

>>> Are there any modules that capture clicks through statistics?

>>> There are a couple of things, Drupal has a need statistics module in it that does capture some things. Usually what most people use our google analytics, and you can actually program against those analytics to get more detail.

>>> And if you go on at the pages, you will be done exceed those blocks on the side, and that is a research project from the University of Michigan, and we want to see how our recommendations. And so what we do is we measure using the google analytics API, we measure to see how many people click on the measurements we make and we do matrix. And Andrew is pointing out that the tools that we use from the New York Senate is chart beat.com. That provides good measurements.

>>> Is there a plan to provide Drupal hosting with the ability to brand.

>>> -- does anyone have any insight into the branded Drupal hosting?

>>> We will come back to that for you.

>>> How easy is it for non attacked people to add content to the website?

>> De answer to that is, teetoo out of the box has the ability to do the Text markup of the site. To make it easier, most people when their site is being built will choose to use one of several, what you see is what you get typed editor is where you click on the bold or italics or underline and click on something and upload an image or inserted into a page. So what we do for Drupal to make it as easy as possible is to have the present constructing a site to download these editors for content. Specifically to the types of content and work flow. If you can, you can certainly download and install one that you like. There are probably about a dozen different editors that are available and, it is pretty straightforward. The bar is pretty low with face book and Twitter and things like that.

>>> We tend to be fairly high-tech in terms of our internal technical support for the Senate staff, so we actually developed a training class, with a 100 page manual for our side because we wanted to cover every nuance and detail. But effectively after sitting down in the class with one of our trainers for about an hour, 90 percent of the work that 90 percent of our over 100 staff members creating content needed to do, was covered, and they are off to the races.

>> I think we are at Carnegie Bennett's right now. There are a few more questions so

1470519

I will try to follow Offline.

>> Do we have more time, or do we wrap up now?

>> It which should probably wrap up, and there are a lot of questions, and I have if you on my end here also, but we can make sure we get answers and post them on line.

>>> This has been really great. A lot of the questions around security or how much technical information you need to be able to use teetoo, those are some of the more common questions, so I am glad that we got to those.

>>> Again, I wanted to thank you guys and Neal and Kirsten, I am not sure they are online, thank you for taking the time to do this today.

>>> I wanted to remind everyone that you will be receiving a follow-up e-mail within an evaluation link. Please fill this out because it is important to make sure that our new media talks are hitting the market. Make sure that you fill that out. Also, you will receive at different e-mail from web Manager University -- web manager University with a link to the slides and the recorded webinar.

>>> We have another free webinar on wednesday called the three essential to tips for creating a task based web site. You can go on with the content.gov to register for that. And our full schedule is posted as well as some preliminary information about our conference. But so please go to web content.gov for any of that information.

>>> And you can also reach out to me with any questions.

>>> And again, thank you so much.

>>> Any last words that you have?

>> We're just excited to be on this adventure with federal government.

>>> Please don't forget about us at the state level. We look at constituent services at all levels of government, so we are excited about the chance to collaborate across all levels of the different political geography.

>> It has been fun working with people and there has been a lot of excitement throughout the government, so feel free to join us at this conference tomorrow at the Willard hotel. Hopefully we can spend more time one-on-one with jokes.

>> Great, this is the end of the webinar. Thank you.

>>> [event concluded]