

Memo to Working Group re Prototype of AFS Module in Drupal

From: Teresa Brinati [mailto:tbrinati@archivists.org]
Sent: Tuesday, January 31, 2012 12:52 PM
To: Fundamental Change Work Group
Subject: [fcwg] Product Sample in Drupal
Importance: High

Dear Fundamental Change Working Group Members-

One of the to-do's was for me to develop a sample product in Drupal as a possible publishing solution for the new AFS modules. This would be part of a proposed subscription-based solution that would be administered by SAA and use a combination of the content management system (Drupal's Organic Groups module with custom modification) and the back office operating system (MemberMax for ecommerce). The development costs are to be determined and would need to include, among other things, integration between these two systems.

With the assistance of my colleague Carlos, here's a bare bones sample of what content would look like in Drupal: <http://www2.archivists.org/node/15372>

Some things to note:

- 1) The text is from Chapter 2 in the *Preserving Archives and Manuscripts* draft manuscript. It includes text, footnotes, subheads, subsections, tables, photos, and captions.
- 2) Carlos and I collectively spent 10 hours formatting this sample. Drupal is more nimble when you create within the CMS. It is prickly when pouring in a Word doc and even worse with a PDF. We first tried copying and pasting text from the final PDF sent to the printer in 2010, but discovered that when copied and pasted in Drupal the excellent formatting did not stick and instead ran all of the text together. So I found an earlier version of Chapter 2 that was a Word doc and used it for this sample. The largest amount of time was spent massaging the text into place using an established Drupal template.
- 3) The notes move in both directions. You can click on the number in the text and it takes you to where the end note is at the bottom of the page. Conversely, you can click on the end note and it will return you to the text.
- 4) There is the potential to add a column on the right of the page for sidebars, badges, and/or other boxed info (see <http://www2.archivists.org/profession>).
- 5) This sample does not look "pretty" when output. It outputs in a smaller font and is hard to read. Developing a print-friendly version, probably a PDF, would require an investment of additional time and human/financial resources.
- 6) There are no interactive or multimedia elements in this model. Audio/video can be embedded (for example, see <http://www2.archivists.org/profession>). No matter what e-solution is selected, interactivity would be a distinguishing feature and something that should be leveraged.
- 7) Although Brian indicated at our meeting in November that it would be theoretically possible to restrict content in Drupal based on ecommerce transactions, there is no proof of concept at this point. From a usability standpoint, Brian and I are concerned that directing users to a secondary ecommerce system that was not designed for this purpose may not yield satisfactory results.

The missing piece in a publishing solution for the new AFS modules is our consumers' needs. We don't know if our users want content delivered via an interactive website or e-readers or some other media solution. The Member Needs and Satisfaction Survey, which closes on Feb. 6, will yield some important information regarding ePubs and our members' preferences. With more than 20% member participation on the survey to date, we are going to get some good data that will inform our business model. Let's build on that info and conduct some focus groups to better identify the best solution for the modules.

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