
Maintaining Web Sites for Non-Profits

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Overview

- Background
- Site Development Questions
- Content Creation / Maintenance Options
 - “Handcrafted”
 - Content Management System
- Who will do it?
- Questions & Discussion

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Background

- My “day” job (7+ years)
- UW Learning Innovations (part of UW Extension)
<http://learn.wisconsin.edu>
- Online Learning (Academic / Commercial)
- Other non-profit related
- Camp Friedenswald (3-4+ years, off and on)
<http://www.friedenswald.org>
- Madison Mennonite Church
<http://www.madison-mennonite.org>
- CSS/XML-based design, XML & XSL, PHP, MySQL, Java, Javascript

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Questions to Consider

- What are the basic goals for the project?
- Who will maintain the site and/or its content?
- What special functional requirements are needed? (i. e. event calendar, others?)
- How will the site be served/hosted?

*For others see handout

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Content Management Options (Handcrafted)

- HTML production
 - Macromedia Dreamweaver and/or Contribute
 - notepad, bbedit, vi (just kidding...sort of)
- Image production
 - Adobe Photoshop and/or Illustrator; Macromedia Fireworks
- Multimedia?
 - Macromedia Flash; Audio/Video (Final Cut Pro, Adobe Premiere, etc.)
- Can't afford Macromedia prices? <http://www.techsoup.com>
- Design inspiration (CSS Zen Garden <http://www.csszengarden.com>)

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Content Management Options (CMS)

- Commerical
 - Microsoft SharePoint: <http://www.microsoft.com/sharepoint>
 - Citrix: <http://www.citrix.com>
 - Others?
- Open-Source or Free
 - Madison Communities: <http://www.madison.com/communities>
 - Try before 'buy': <http://www.opensourcecms.com>
 - wide variety of applications to try; generally PHP/MySQL required (important when choosing hosting); portals (phpNuke, mambo); others that only require PHP (CMSimple, Pivot).

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<tag /> your it! *(i. e. Who maintains it?)*

- Who gets to have all the fun?
 - Volunteer
 - In-house
 - Commercial
 - Freelancer
- Based on the option(s) you have available will they have the skills to produce at the level you expect?
 - Camp Friedenswald example

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In Summary

- Spend time identifying goals and requirements
- Identify who will handle maintenance
- Based on goals, requirements, and who will maintain the site, identify options.

? Questions ?

Feel free to contact me with any additional questions (...or project/job offers!)

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