Principles for Enterprise CMS Services at UW
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Background

Over the last few years, the demand for and use of modern content management systems (CMS) to provision website services has expanded on our campus. An official CMS Assessment of website technologies in use across the UW-Madison campus was started mid 2015, with the 2015 first phase report indicating Drupal and WordPress were the most popular and desirable CMS choices from a technologist and customer standpoint. The second phase of this CMS Assessment concluded in mid-2016 with a recommendation that campus formally support and fund centralized Drupal and WordPress services. This final report was passed through IT Governance (MTAG), which in time recommended that campus fund a contract with Acquia for Drupal services, and also fund the Campus WordPress Consortium for WordPress services. The UW-Madison Interim CIO has received these recommendations, and decided to act on them, even though they have emerged during a time in which the UW-Madison is in the midst of a major effort to reshape how we make decisions about IT projects and services.

The principles outlined below are intended to guide us as we continue to move forward on these recommendations and make decisions based on known risk levels and governance that responds to community needs.

Principles

1. **Reduce Total Campus Cost of Ownership/Increase reliability**. The University of Wisconsin-Madison will seek to reduce total costs of ownership, while increasing service reliability. *Specifically, we intend to offer one central Drupal service and create one central WordPress service, collectively governed by the community, and retire many of the individual Drupal and WordPress instances over the next few years*.
2. **Leverage Central funding**. Given that Drupal and WordPress have a significant installed base on our campus, and have persisted as effective tools for many years, we will leverage central funding to provide a dependable, consistent, reliable Drupal and WordPress services at scale. *Specifically, an investment of $135,000 will be provided to the Campus WordPress Consortium, and a contract with Acquia will be sought, both leveraging central campus funds to create a reliable WordPress framework and a centralized Drupal solution.*

3. **Service Levels or Service and Risk Management**. The CMS Steering committee will establish the overall level of service goals. *Specifically, the UW-Madison CMS community needs to decide the level of enterprise services, along with risks and service expectations. There are a continuum of options related to service levels and cost of which the appropriate option for UW-Madison at this time will need to be identified by the community.*

4. **Scope of Services**. The UW-Madison Drupal and WordPress environments will serve and be available for publication of academic, research, outreach, and administrative websites by faculty, staff, programs, and units. *Specifically, there is a need for CMS services in all of the above areas that allow for use by UW-Madison faculty, staff, units, and programs. Individual student websites are currently out of scope for these services.*

5. **Transparency**. The CMS Steering committee will provide yearly business plans and reporting to the appropriate IT governance committees. *Specifically, the business plans describe items such as service levels and management of dependencies with related campus services.*

Having a robust Drupal and WordPress framework will allow the UW-Madison community to innovate while knowing the level of service they can depend on. It is about choices based on risks, and governance that responds to community needs.