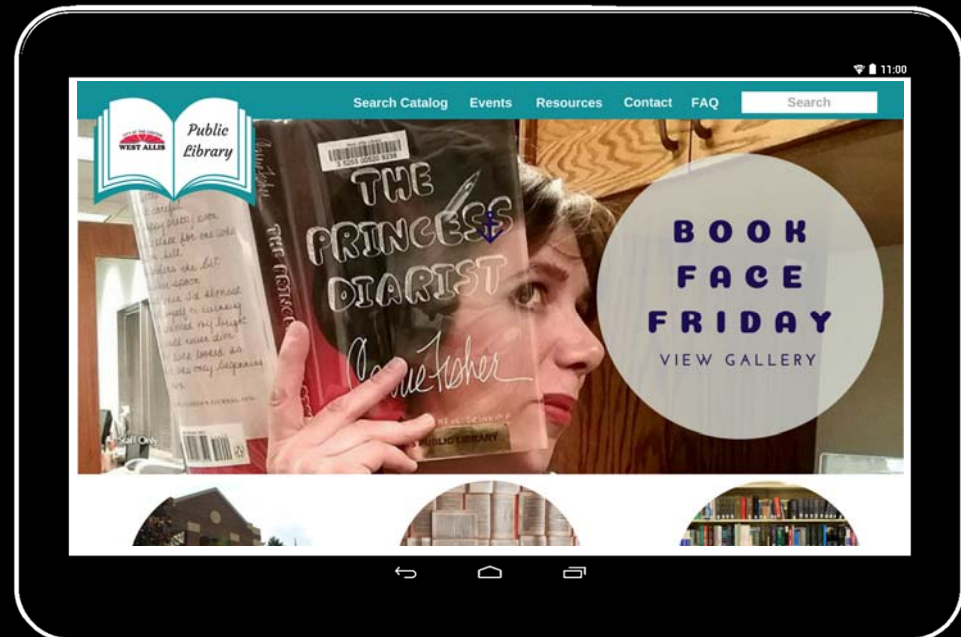


## West Allis Public Library: CMS Options



# Introduction

- 15 years marketing/communications
- Agencies and in-house
  - Clients: Bayer®, Walgreens®, Target®, Snap On®
- Social media/content management
- Experience with Wordpress, Kentico, Wix, Weebly, Microsoft/ASP.net systems, CivicPlus
- Led 8 website redesigns
- Joined City of West Allis 2017



# What is a CMS?

## Content Management System

- Allows non-developers to manage a website's public facing content, including text, images, pages/navigation, and all other files
- No coding skills needed (but they help on some platforms)

# Open vs. Closed Source

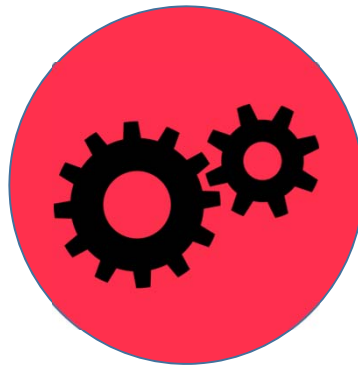
**Open source** refers to software that has its source code made available to the public by the original creator or copyright holder

**Closed source** is proprietary software that cannot be modified or distributed by the public. The source code is closed from the public, meaning the infrastructure cannot be altered

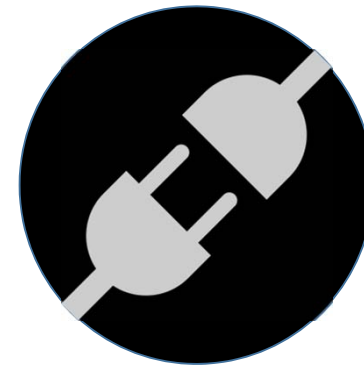
<https://www.bostoninteractive.com/blog/development/open-source-vs-closed-source-cms>



# How do they work?



**Widgets** help users add visual elements that shape the site's layout and usability



**Modules/Plug Ins** help users manage functionality – forms, files, etc.



# CMS Salad



**Open Source** widgets/plugin ins are created by an open community; are not supported, may not work well together



**Closed Source** widgets/modules are fully supported and designed to work together





Open Source	Closed Source
Wordpress, Drupal, Weebly, Joomla	Kentico, CivicPlus, ExpressionEngine
Users can modify software, impacting functionality	Users cannot modify software, ensuring functionality
Development methodology often not defined or documented	Well-defined development methodology
Little vetted project documentation	Extensive vetted project documentation
Unstructured/informal/unproven testing and quality assurance methodology	Formal, structured testing and quality assurance methodology
Use at your own risk	Formal risk assessment process
Evidence regarding quality isn't collected	Evidence regarding quality routinely collected and analyzed to aid future development
No security monitoring	Active security monitoring
No one is responsible for software	Full support from vendor if software issues arise



# Why CivicPlus?

	Wordpress (Farmers Market, Historical Society, WACIF, Eat West Allis)	CivicPlus (City website)
<b>Size of Site</b>	Simple – Less than 15 pages/subs	Complex – More than 25 pages
<b>Frequency of Updates</b>	Infrequent – monthly/as needed	Frequent – daily/as needed
<b>Complexity of Site Functions</b>	Simple – Text, images, forms	Complex – text, galleries, videos, forms, registrations, notifications, payments, software integrations
<b>HTML/CSS/Custom Coding</b>	Yes	No
<b>Support/Training</b>	None	24/7 Support; comprehensive documentation tutorials
<b>Experience Required to Maintain</b>	Moderate-Advanced	Beginner/None
<b>Security</b>	Low	High
<b>ADA Compliance/Accessibility</b>	Not monitored	Provided
<b>Responsive Design</b>	Varies by template	Default of design



# Features

	Wordpress	CivicPlus (City website)
Supports Video/Images	+	+
Ease of Use for Users	-	+
Responsive Design	-	+
Continuity/Shared Staff Knowledge	-	+
Training Documentation	-	+
24/7 Support	-	+
Security	-	+
Calendar	-	+
Activities Registration/Management	-	+
Contact Forms	+	+
Site Analytics	-	+
Blog Capabilities	+	+

# Costs

	Custom Site from Third Party	CivicPlus (City website)
Hosting Fees	\$8 - \$30/month x 12 mo. = \$72-\$360 an.	\$650 annually (paid by City of WA Communications Dept.)
Development of Site	\$10,000+; depending on site size, medium size sites can land in \$25,000 range	\$8,150 (for subsite)
ADA Compatibility Review	\$50,000 <a href="#">LA Times 6/11/17</a>	Included in annual service fees
Annual Service Fees	\$1000+ (will vary by retainer vs. hourly and by agency; does not include additional costs related to security/antivirus protection, purchased plug ins/upgrades; training not included)	\$1,575 (includes 24/7 support, phone consulting, security updates, improvements/testing, antivirus protection, content back up, ADA metadata scanning, dedicated support personnel, webinars and training)
Estimated Costs Year 1	\$11,000 - \$75,000+	\$8,150
Estimated Costs Year 2	\$1,360+ (with limited service)	\$1,575 (full service)

# ADA Compliance



The Americans with Disabilities Act (ADA) and, if the government entities receive federal funding, the Rehabilitation Act of 1973, generally require that state and local governments provide qualified individuals with disabilities equal access to their programs, services, or activities. **It is important to note that these standards apply not only to web page content,** but to posted content such as PDF documents, and audio and video content.

# ADA Compliance: Consequences



Bank of America 



*charles*  
SCHWAB

“The ADA has produced endless lawsuits at astronomical cost. More than 240 businesses across the country have been sued in federal court over website accessibility since the beginning of 2015. (Yet) The cost of having a knowledgeable consultant reconfigure or even audit a website could be prohibitively expensive. Merely reviewing a website's code and metadata to determine its compatibility with a blind user's screen-reading software can cost \$50,000.”

[Is your company's website accessible to the disabled? You'd better hope so](#)  
[LA Times, June 11, 2017](#)

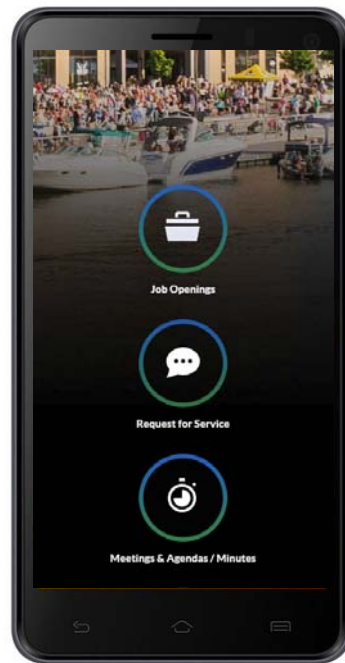


# Responsive Design

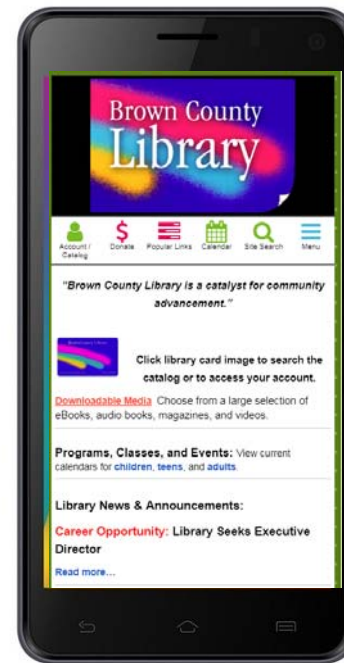
51%  
of visitors to  
[www.westalliswi.gov](http://www.westalliswi.gov) are on  
mobile devices



# Responsive Design



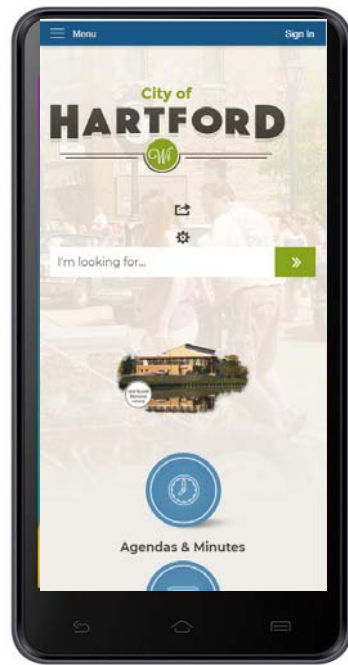
[Green Bay, WI](#) – CivicPlus Site



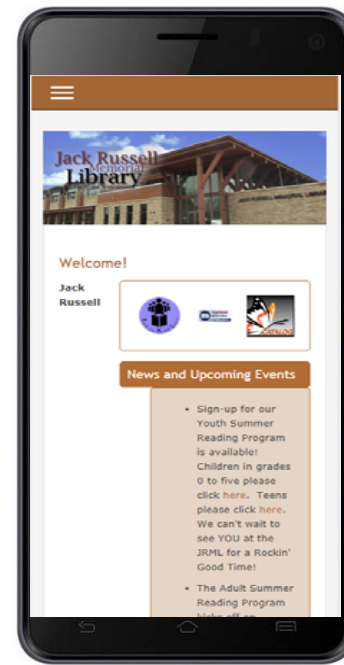
[Brown County Library](#) – Not CP



# Responsive Design



[Hartford, WI](#) – CivicPlus Site

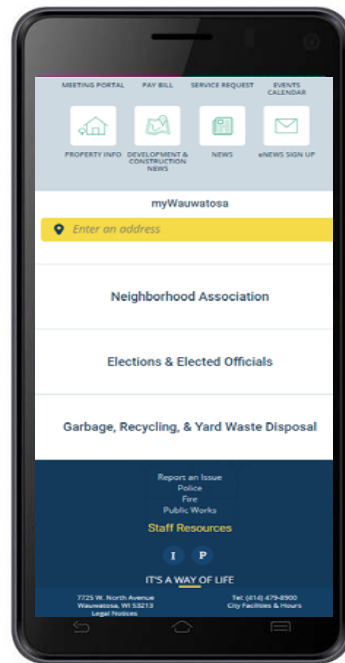


[Hartford Library](#) – Not CP





# Responsive Design



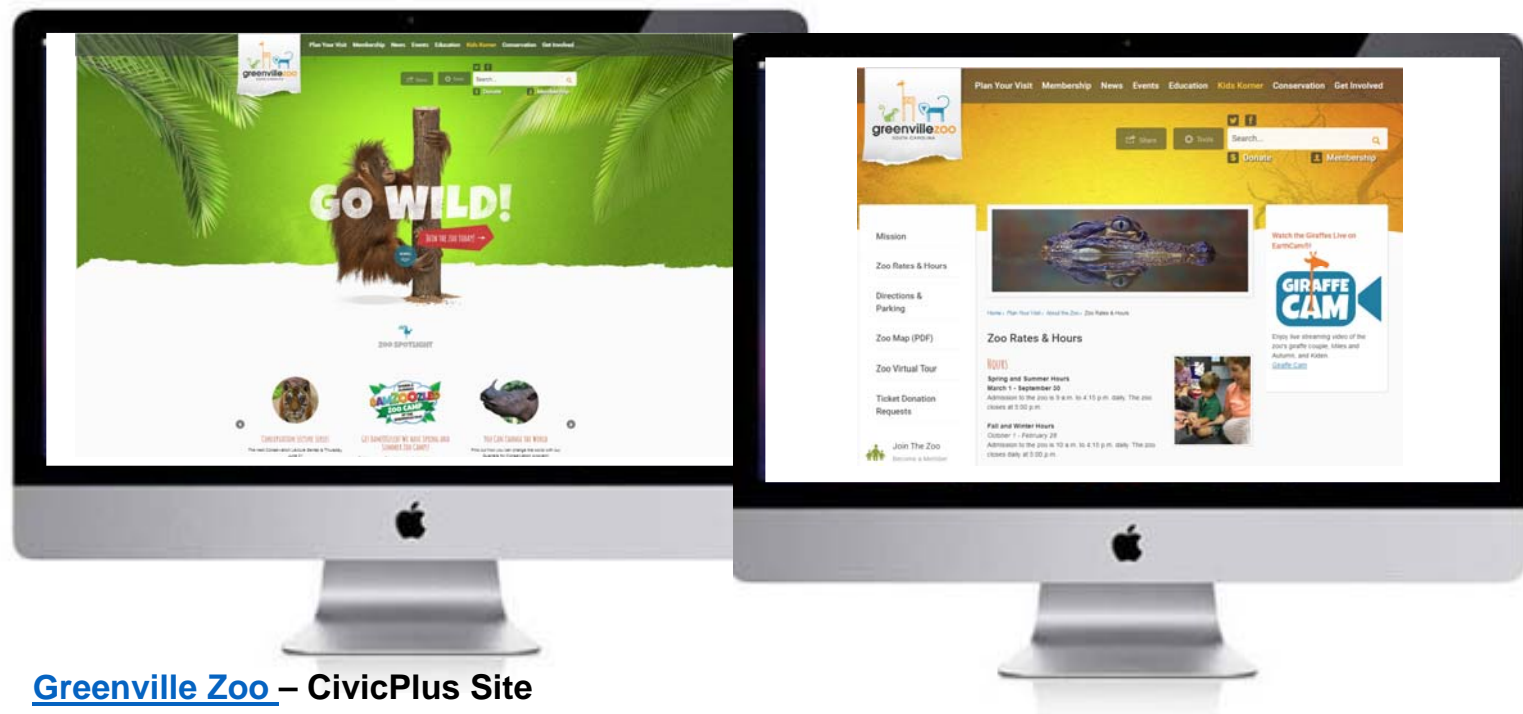
[Wauwatosa, WI](#) – Vision Site



[Wauwatosa Library](#) – Not CP

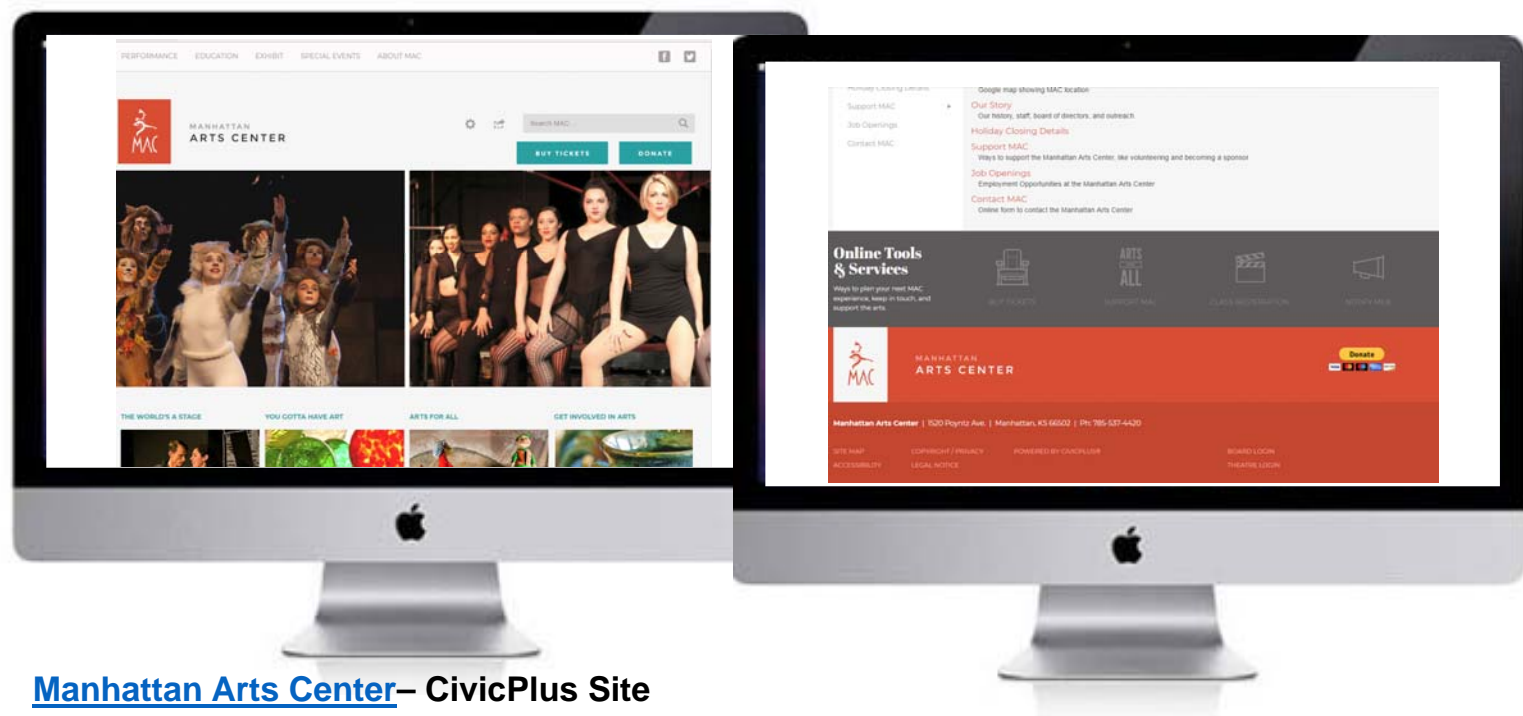


# Site Appeal: Greenville Zoo



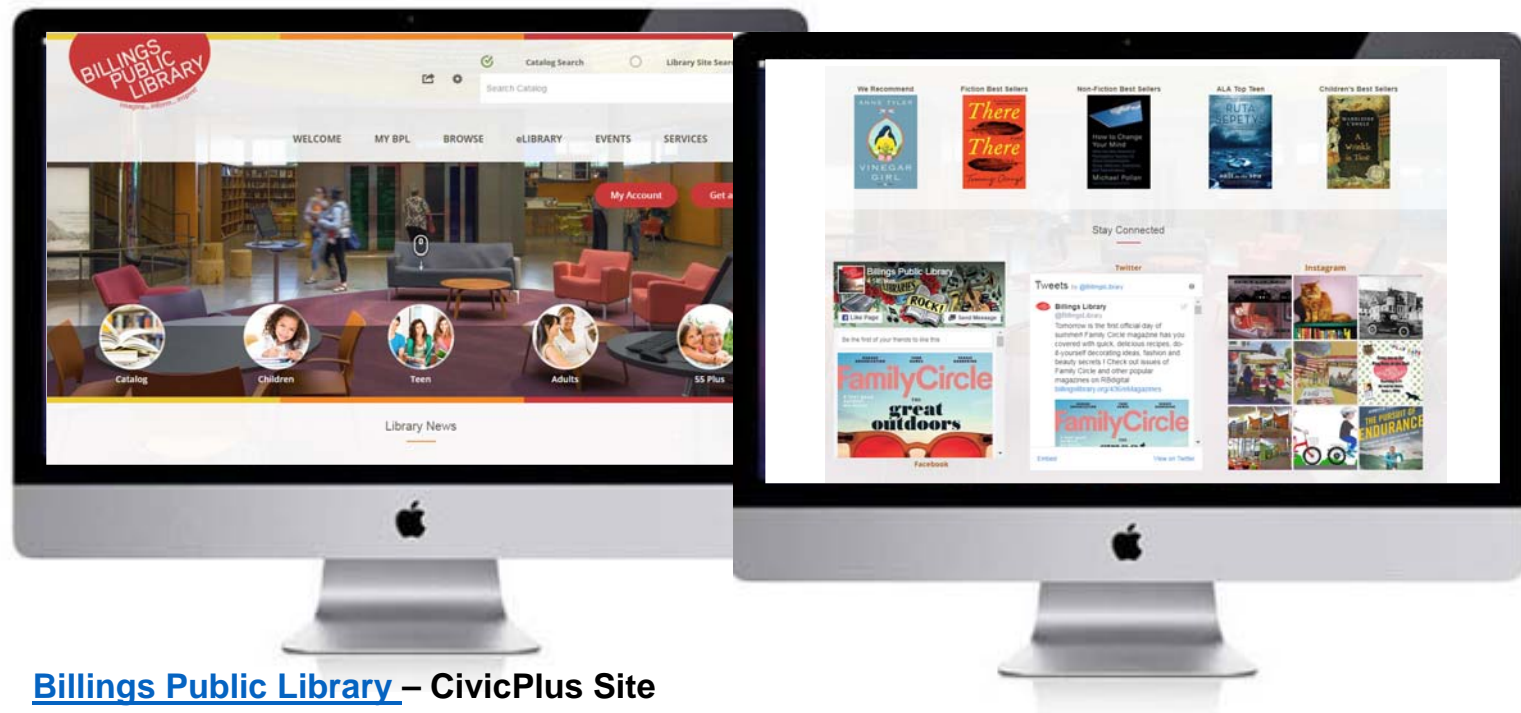
[Greenville Zoo](#) – CivicPlus Site

# Site Appeal: Manhattan Arts



[Manhattan Arts Center](#)– CivicPlus Site

# Site Appeal: Billings Library



# Site Appeal: Chesterfield Library



[Chesterfield Public Library](#) – CivicPlus Site

# Next Steps

## **Document your site needs in a wish list**

- Size (in potential pages)
- Functions (Registrations? Forms? Online payments? Blog? Calendar?)
- Branding & visual elements (City branding or unique branding? How will unique branding be defined and a style guide created? Are high resolution, royalty-free images available to you?)
- New content (Do staff bios need to be written? A blog managed? Pages drafted?)
- Update frequency (Daily? Weekly?)
- Team skills (Anyone experienced in CMS systems? Web design? Content creation? Web copywriting? If not, consider learning curve and training options)
- Remember responsive design and ADA compliance!



# More Samples/Information

<http://ca-dixon2.civicplus.com/> Dixon CA City Site (Still in development)

<http://co-parkpace2.civicplus.com/> Parker Arts Center (Still in development)

<http://va-chesterfieldcountylibrary.civicplus.com/> Chesterfield Library (Still in Development)

<https://www.greenvillezoo.com/> Greenville Zoo

<https://www.manhattanarts.org/> Manhattan Arts Center

<http://www.planotomorrow.org/> Plano Tomorrow

<https://spwater.org/> Sammamish Plateau Water Utility

<https://www.dallasecodev.org/> Dallas Economic Development

<http://www.portsmouthpubliclibrary.org/> Portsmouth Public Library

<https://www.shreve-lib.org/> Shreve Public Library

<https://www.civicplus.com/civicengage/ada-compliant-website>

<https://www.civicplus.com/civicengage/website-security>





# Timeline

## **City website redesign: timeline milestones**

- July 31: Initial design concept presentation
- Sept. 17: Design approval
- Nov. 23: Content deadline (no content changed on current site after this date will migrate to new site)
- Jan. 8 , 2019: User training
- Jan. 28, 2019: New website launch



# Final Thought

“Imagine a resident going to a web site to obtain a library card. Upon doing so, we are able to determine that leaf pick up is scheduled for their block the next day, and we can remind them in real time that they can take advantage of this other service. In this way, we can use information that we have to help make residents’ lives more simple and their experience with the City a good one (rather than a necessary evil). To achieve this ambition we need a way to capture all the interactions we have with our residents across all the governmental bodies that support the community. We need to work together to serve our residents best, including through our use of technology.”

– Tony Warkoczewski, Director of Information Technology



