TEN 7

Getting your team on the same [web] page: Drupal for non-developers

Twin Cities Drupal Camp 2023:
Kelly Auxier – September 14, 2023 - RM 324

Agenda

What

What do I mean by Drupal for non-developers?

Why

Why is this be important for my team?

How

How do we move forward?

Who am I?

Currently

Digital Project Manager, TEN7

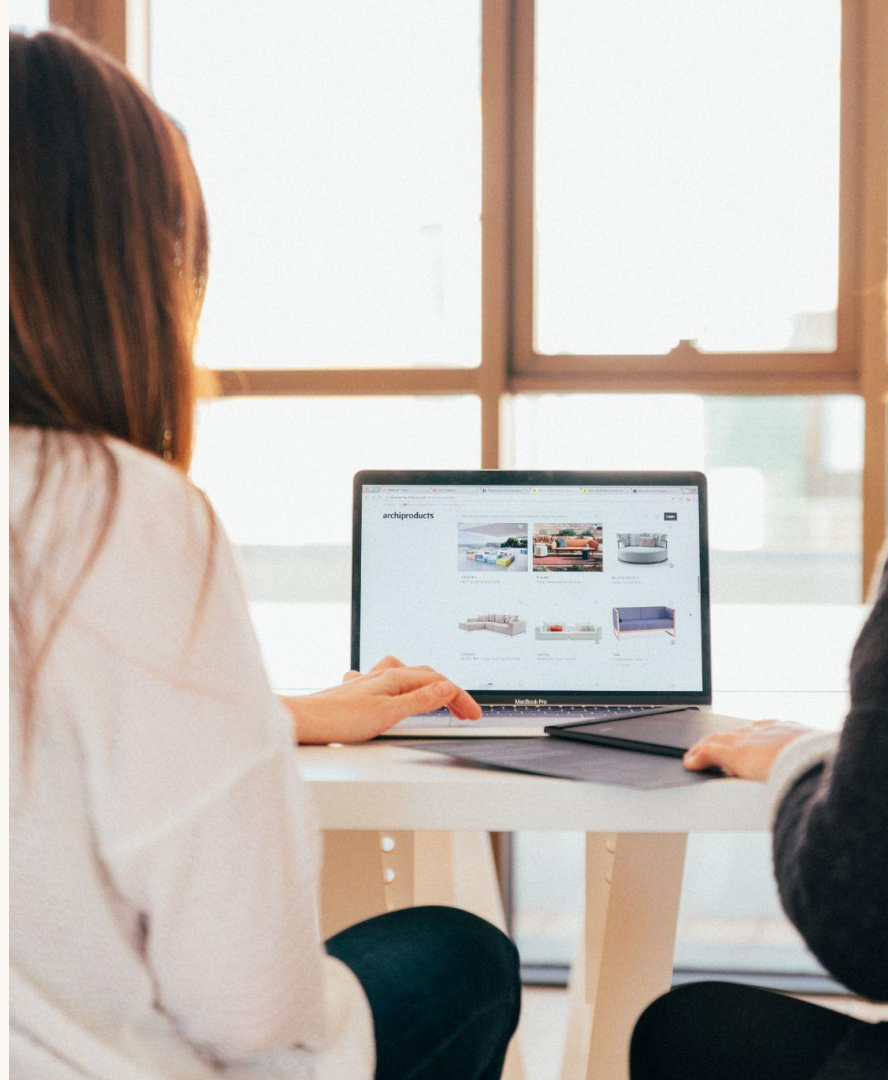## Past Experience

Digital Communications Specialist, UMN

Project Manager, UMN

What do I mean by Drupal for non-developers?

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This talk is **<u>not</u>** about learning to code, nor is it a crash course in learning Drupal basics.

It is about **<u>why</u>** a comprehensive understanding of Drupal and its capabilities is beneficial for all team members, not just developers.

Why is Drupal knowledge & experience for my non-developer team members be important?

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Advocacy

Our project managers can confidently lead conversations with clients:

→   Outline possible options & next steps.

→   **Provide context** for decision-making and best practices.

→   Build a strong case for Drupal as a platform for their needs.

→   Can be your **first level of triage** for easier CMS configurations.

→   **Empower clients** on how to make updates/edits themselves.

"A knowledge of Drupal allows me to better translate the technical details of any given task into terms our clients may better understand."

Nora Allen, Digital Project Manager

Growth

Team members can professionally develop while the company can confidently expand services:

→ Team members feel more **connected and confident** in their capabilities.

→ We have **grown our capabilities and services** by training non-developers in more Drupal-specific knowledge.

- Non-developer team members can help with content-related work to increase capacity on projects.

"Having a strong knowledge of Drupal helps me feel more like part of the team, even though my role isn't usually directly dev-focused. Being able to keep up with (and even weigh in on or ask questions about) ideas being passed around for client solutions keeps me engaged on a day to day basis."

Erin Cardinal, Chief of Staff

Alignment

Our non-development functions are confident in the products they create:

→ Our Growth team is more confident in the proposals and contracts that are shared with clients.

→ Our designs are **built with the specific details** the development team needs in mind.

→ Our UX team can **provide stronger strategic guidance.**

"What we're really trying to do is increase the overlap between content and design; design and development. Thereby sealing the cracks that can lead to scope creep and work duplication."

Janna Netland-Lover, Director of UX

CONFIDENCE

How can you help expand Drupal knowledge & experience for your non-developer team members?

There is no one answer or tool that will work for every team.

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Things that have worked for us are:

→ **Recruiting members with Drupal experience**

    → If they do not have experience, are they willing to learn?

→ **Fostering an environment of learning.**

    → Find Drupal training resources & allow time to learn.

    → Encourage team demonstrations & knowledge sharing.

Tools & Resources

→ **Team-generated content**

> → Internal recordings of presentation

> → Site and process documentation

→ **External resources & tools**

> → Drupal.org and Drupalize.me

> → Weitzman's Drupal Test Traits

> → Introducing Drupal Test Traits

> → Smart Web Developer - Web Development Techniques

Tools & Resources, continued

Not specifically Drupal, but good intro resources for non-devs:

→ CLI crash course - Jenna Pederson - super basic, but super helpful resource for folks who don't currently use the CLI

→ PHP.net

→ https://httpstatusdogs.com/

→ Testing Accessibility - Marcy Sutton

→ Web Accessibility Initiative

→ https://ohshitgit.com/

→ https://rogerdudler.github.io/git-guide/files/git_cheat_sheet.pdf

→ Web AIM

In conclusion

Expanding Drupal knowledge and experience across all team members fosters **confidence** in the work and better outcomes for all projects and relationships.

Create an **environment of learning** by providing opportunities for team members to expand their understanding through independent learning or knowledge-sharing across functions.

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Thanks!

Sending a personal shoutout to everyone who has shared their Drupal knowledge with me.

Questions?

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