

Roadmap for a 2017 implementation of the TDWG website

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Summary

TDWG needs a website to communicate and support its outputs and activities. One that 1) provides a clear overview of what TDWG does, 2) welcomes new members, and 3) can be easily maintained by its volunteer membership. None of this is provided effectively by the current website at www.tdwg.org, which contains over 300 (outdated) pages and relies on a complex and undocumented set of tools to maintain it, resulting in a lot of fragility and the majority of the membership afraid to contribute to the website in fear of breaking things.

To allow easier and more collaborative maintenance, we propose to use a static site generator (like Jekyll) rather than a dynamic CMS (like Typo3) for the TDWG website. A good introduction to static site generators is provided in [this blog post](#), but the main advantages are speed, version control of the content (e.g. Markdown files), and simplicity. Static site generators also integrate well with GitHub, which TDWG already uses extensively. Doing so, allows us to 1) offer a publication workflow where anyone can suggest changes to the website, which then go through editorial via pull requests, after which the website is automatically generated via a build process and 2) use the same system, documentation and tutorials for maintaining standards, the main website and information on the various interest groups and functional subcommittees.

Moving to a new system also offers a good opportunity to rethink the content and presentation of the TDWG website, to offer a better overview of what TDWG does and to make it more inviting to newcomers. We therefore propose to do this at the same time. See the next section for a more complete overview of what this entails.

Contract deliverables

These are the tasks we consider necessary for a 2017 implementation. These tasks will be implemented via an agile process, so they can be adapted if need be, but all tasks are required before the new website can completely replace the old one.

A. Infrastructure analysis

1. **Test and choose static site generator:** Review/test which static site generators (e.g. from [this top 10 list](#)) best meet the requirements for TDWG (simple setup, GitHub integration, Markdown driven, possibility to create own theme, well documented, free, open source, etc.) and then choose one.
2. **Test and choose satellite pages setup:** Determine if information regarding IG/TG/FS/standards/conferences will be managed by their maintainers as satellite pages

in their respective repositories (also under the TDWG organization), as normal pages within the main website repository or a combination of both. Both approaches have their advantages and disadvantages.

3. **Propose membership management system:** Review membership management requirements (individual and institutional) and propose an easy-to-understand and maintain system that does not rely on custom Typo3 code.

B. Infrastructure setup

1. **Information architecture and site design:** Design the general sitemap, navigational components (menus etc) and design / brand of the overall website. Consider building off commonly used frameworks such as Google's Material Design or similar.
2. **Setup publication workflow for main website:** Implement and document a straightforward workflow to update/add/review pages on the main website using GitHub and the static site generator.
3. **Setup publication workflow for FS:** Implement and document a straightforward workflow to update/add/review information on the FS (satellite) pages using GitHub and the static site generator. This includes the management of FS charters.
4. **Setup publication workflow for IG/TG:** Implement and document a straightforward workflow to update/add/review information on the IG/TG (satellite) pages using GitHub and the static site generator. This includes the management of IG/TG charters.
5. **Setup publication workflow for standards:** Implement and document a straightforward workflow to update/add/review information for standard (satellite) pages using GitHub and the static site generator.
6. **Setup publication workflow for conferences:** Implement and document a straightforward workflow to update/add/review information for conference (satellite) pages using GitHub and the static site generator.
7. **Setup GitHub-integrated build process:** Implement and document an automatic build process, where changes suggested via GitHub pull requests automatically trigger a new (draft) version of the website(s) and those can be published to the production website once reviewed.
8. **Setup membership management system:** Implement and document a system to manage membership and membership payment. This includes potential integration with PayPal.

C. New website development

1. **Define website navigation/structure:** Define a straightforward navigation and structure for the new website.
2. **Develop theme & page templates:** Develop a custom and mobile-friendly TDWG theme that can be used by the static site generator. This includes creating templates for specific items and pages (navigation, footer, home page, overview pages, IG/TG/FS pages, conference pages, standard pages, etc.).
3. **Create home page:** Write and layout an inviting home page for the new website.
4. **Create about/organization section:** Write and layout an easy-to-understand about section for the website. This includes mission, short history, constitution, membership list, executive list, FS overview, and copyright/contribution statement.
5. **Create standards overview page:** Write and layout an easy-to-understand overview of TDWG standards, showcasing the most used ones.

6. **Create community/activities overview page:** Write and layout an easy-to-understand overview of what the TDWG community is currently working on. This includes an overview of IG/TG one can participate in.
7. **Create participation/membership page:** Write and layout how one can contribute to TDWG, either by becoming a member (financial support) or becoming involved in the TDWG community activities.
8. **Create latest conference page:** Include latest conference pages into the website.
9. **Start setting up landing pages for IG/TG:** Create a template for IG/TG home pages that includes all the required information (title, rationale, how to contribute, etc.) and start setting this up with the maintainers of these groups.
10. **Start setting up landing pages for standards:** Create a template for standard home pages that includes all the required information (title, rationale, how to contribute, etc.) and start setting this up with the maintainers of these standards.
11. **News:** An easily updatable 'news' section will be created. These news items are also to be send to membership via MailChimp.
12. **Search:** A functional search functionality needs to be implemented.

D. Website archiving

1. **Archive current website:** Investigate if the current website is sufficiently backed up by the [Internet Archive](#) and/or archive it ourselves as static HTML pages and documents.