

Upgrade Your Website

Going Dynamic and Data Based, 2 views

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Existing Website

- Built under the direction of first UMRA Webmaster Judy Howe
- Began in 2004-2005
- Built by professionals from University Relations using standardized University of Minnesota Templates
- Maintained by Webmaster Ron Anderson 2007-2010
- Current Webmaster David Naumann maintains “the same site” since 2011
- Built and Maintained using Adobe *DreamWeaver* software
- Take a look: <http://www1.umn.edu/umra>

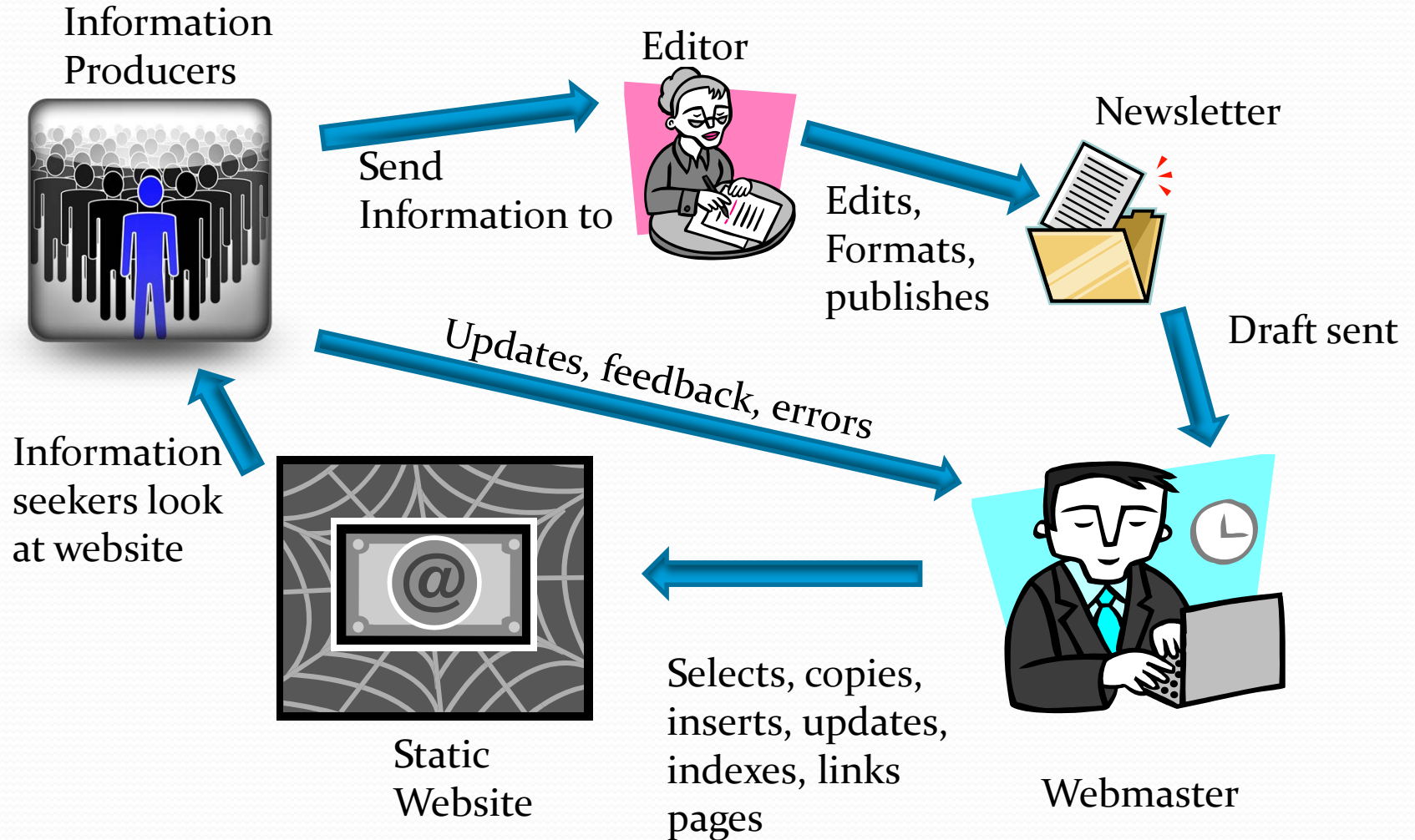
What is a “Static Website” and What is the Problem with it?

- a web page that is delivered to the user exactly as it is stored in a file
- Static web pages are suitable for contents that never or rarely need to be updated
- Maintaining large numbers of static pages as files is difficult or impractical without automated tools
- All input must flow through a technically proficient maintainer – delays and a bottleneck
- Content changes/updates don't get done in a timely fashion
- For the Website maintainer this quickly becomes an onerous task: modifying and adding fixed pages
- The audience quickly learns not to expect frequent updates or other new material from your website

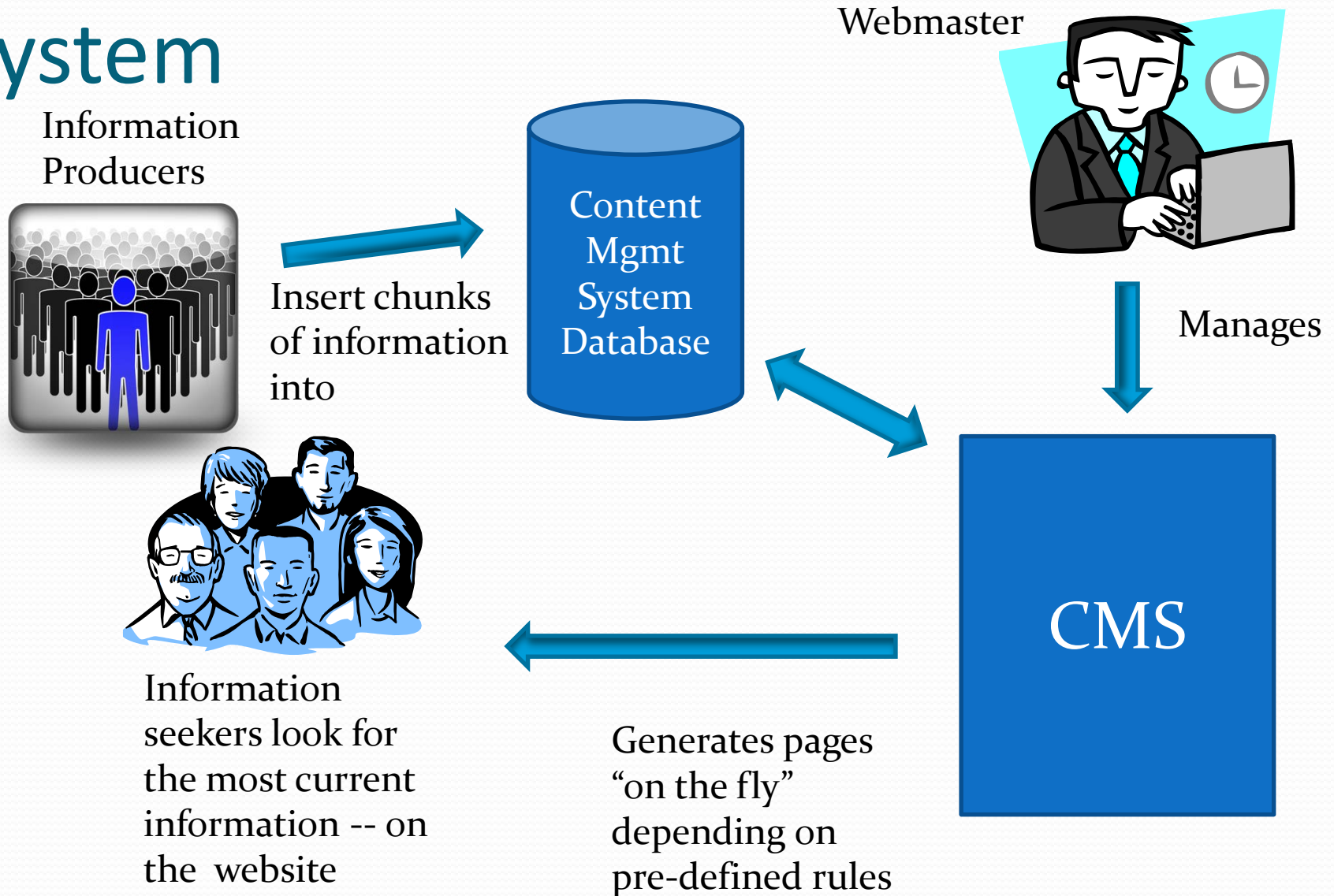
Can we process transactions on a static Website?

- The server must be able to identify the person who is connected
- The results of any transaction must be reported and securely retained
- Security is required to prevent mischief and fraud
- The Website must have its own memory
 - Who is authorized to do what
 - What permitted actions are they taking/did they take
- Taken together, this calls for a database

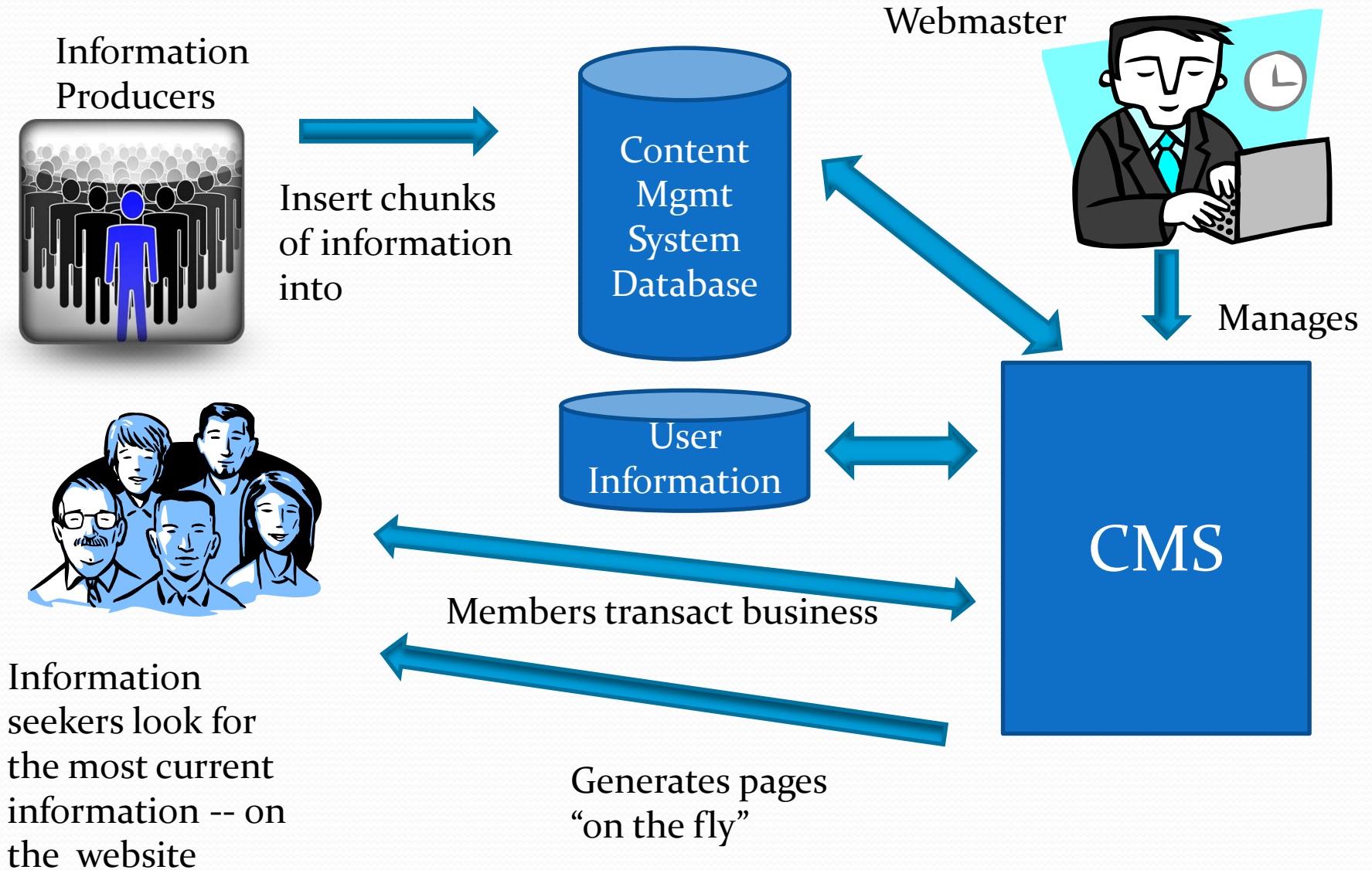
Static Website Interactions



Add a CMS: a Content Management System



Add a Database to the CMS



CMS plus Database fulfills user needs

- Those who have information can share when it is new and relevant
- Authoring access can be tailored to each person and/or role, optionally can be edited online before publishing
- Every query response is generated “on the fly” by the CMS, according to templates set up by the designer
- Users may log in, based on database based validation, to manage and update their own information
- Logged-in users may conduct transactions such as payments, donations, reservations, etc, entirely online