

# AN INTRODUCTION TO CONTENT MANAGEMENT SYSTEMS (CMS)

April 18, 2009

Presented by

***cc:asis&t***  
*The Carolinas Chapter of the American Society  
for Information Science & Technology*



Society for  
Technical  
Communication

## AGENDA

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9:00 – 9:30     **“What is a CMS? Do I Need One?”**  
Room 307       *Jeff VanDrimmelen*

9:40 – 11:30   **CMS-Specific Sessions**  
*Julia Kulla-Mader, Jonathan Pletzke, Jeff VanDrimmelen*

	● <b>Blue Group</b>	● <b>Green Group</b>	● <b>Red Group</b>
9:40 – 10:10	Rm. 304 Drupal	Rm. 208 Joomla	Rm. 307 WordPress
10:20 – 10:50	Rm. 307 WordPress	Rm. 304 Drupal	Rm. 208 Joomla
11:00 – 11:30	Rm. 208 Joomla	Rm. 307 WordPress	Rm. 304 Drupal

11:30 – 12:00   **Lunch**  
Room 214,       *Pick up your lunch in Room 214 and bring it to 307 to enjoy it.*  
307

12:00 – 1:00    **Questions and Answers**  
Room 307       *Diane Neal, moderator*  
*Julia Kulla-Mader, Jonathan Pletzke, Jeff VanDrimmelen*

In your packet, you should have a note about what group you are in for the CMS-Specific Sessions. Each participant is assigned a color (blue, green, red) that indicates which room and which sessions you are assigned to, during specific times.

## ABOUT THE PRESENTERS

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### **Julia Kulla-Mader**

<http://www.juliakm.com/>

Julia is a web developer/projects coordinator for the Association for the Advancement of Sustainability in Higher Education (AASHE). She started using Drupal in 2006 and enjoys working with it 92.4 percent of the time. Julia has a master's degree in Information Science from UNC's School of Information and Library Science at the University of North Carolina at Chapel Hill and is especially interested in how to use Drupal as a platform for classifying and sharing data.

### **Jonathan Pletzke**

Jonathan Pletzke works in Information Technology Services (ITS) at UNC Chapel Hill on software applications. Prior to coming to UNC, Jonathan started Aji Publishing (<http://www.AjiBooks.com>) with his wife Victoria, who still runs the company. The mission at Aji Publishing is to identify and implement new trends in traditional and electronic publishing, including online web publishing. Jonathan has over 25 years of computer experience in many industries and got started with content management systems because he was tired of creating webpages and found that a CMS was a good solution.

### **Jeff VanDrimmelen**

Jeff VanDrimmelen's background is in teaching with a dual BA in Music and German Education, an MA in Germanic Literature, and an MBA with an IT Management Emphasis. He has taught at the high school and collegiate level, but found his true love with technology and is currently an Instructional Technologist for the Office of Arts and Sciences Information Services at University of North Carolina at Chapel Hill. He started doing web design and development in 2004 and has deployed dozens of CMS sites in Wordpress, Joomla, and Drupal.

## CMS Matrix

CMS Matrix taken from <http://cmsmatrix.org/>

<b>SYSTEM REQUIREMENTS</b>	<b>Drupal</b>	<b>Joomla</b>	<b>WordPress</b>
Application Server	PHP 4.3.5+	Any that supports PHP (Apache recommended)	Apache recommended, any server that supports PHP and MySQL
Approximate Cost	Free	Free	Free
Database	MySQL, Postgres	MySQL	MySQL version 4.0 or greater
License	GNU GPL	GNU/GPL v2	GNU GPL
Operating System	Any	Any	OS Independent
Programming Language	PHP	PHP	PHP version 4.2 or greater
Root Access	No	No	No
Shell Access	No	No	No
Web Server	Apache, IIS	Apache	Apache, mod_rewrite
<b>SECURITY</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
Audit Trail	Yes	No	Limited
Captcha	Free Add On	Free Add On	No
Content Approval	Yes	Yes	Yes
Email Verification	Yes	Yes	Free Add On
Granular Privileges	Yes	No	Yes
Kerberos Authentication	No	No	No
LDAP Authentication	Free Add On	Yes	No
Login History	Yes	Yes	Free Add On
NIS Authentication	No	No	No
NTLM Authentication	Free Add On	No	No
Pluggable Authentication	Yes	Yes	Yes
Problem Notification	No	No	Free Add On
Sandbox	No	No	Limited
Session Management	Yes	Yes	Free Add On
SMB Authentication	No	No	No
SSL Compatible	Yes	Yes	Yes
SSL Logins	No	Yes	Free Add On
SSL Pages	No	Yes	Limited
Versioning	Yes	Free Add On	Free Add On
<b>SUPPORT</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
Certification Program	No	No	No
Code Skeletons	Yes	No	No

<b>SUPPORT continued</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
Commercial Manuals	Yes	Yes	No
Commercial Support	Yes	Yes	No
Commercial Training	Yes	Yes	No
Developer Community	Yes	Yes	Yes
Online Help	Yes	Yes	Yes
Pluggable API	Yes	Yes	Yes
Professional Hosting	Yes	Yes	Yes
Professional Services	Yes	Yes	No
Public Forum	Yes	Yes	Yes
Public Mailing List	Yes	No	Yes
Test Framework	Free Add On	Yes	Yes
Third-Party Developers	Yes	Yes	Yes
Users Conference	Yes	Yes	Yes
<b>EASE OF USE</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
Drag-N-Drop Content	Free Add On	No	Yes
Email To Discussion	Free Add On	Free Add On	Limited
Friendly URLs	Yes	Yes	Yes
Image Resizing	Free Add On	Yes	Limited
Macro Language	Free Add On	Yes	Free Add On
Mass Upload	Free Add On	Yes	Free Add On
Prototyping	Limited	Yes	No
Server Page Language	Yes	Yes	Yes
Site Setup Wizard	Limited	No	
Spell Checker	Free Add On	No	Free Add On
Style Wizard	Limited	No	No
Subscriptions	Free Add On	No	Yes
Template Language	Limited	Yes	No
UI Levels	No	Yes	Yes
Undo	Limited	No	Free Add On
WYSIWYG Editor	Free Add On	Yes	Yes
Zip Archives	No	No	Free Add On
<b>PERFORMANCE</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
Advanced Caching	Yes	Yes	Free Add On
Database Replication	Limited	No	No
Load Balancing	Yes	Yes	No
Page Caching	Yes	Yes	Free Add On
Static Content Export	No	No	Limited

<b>MANAGEMENT</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
Advertising Management	Free Add On	Yes	No
Asset Management	Yes	Yes	Limited
Clipboard	No	No	No
Content Scheduling	Free Add On	Yes	Free Add On
Content Staging	Free Add On	No	No
Inline Administration	Yes	Yes	No
Online Administration	Yes	Yes	Yes
Package Deployment	No	No	No
Sub-sites / Roots	Yes	Yes	No
Themes / Skins	Yes	Yes	Yes
Trash	No	Yes	No
Web Statistics	Yes	Yes	Free Add On
Web-based Style/Template Management	Yes	Yes	Yes
Web-based Translation Management	Yes	Free Add On	Limited
Workflow Engine	Limited	No	No
<b>INTEROPERABILITY</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
Content Syndication (RSS)	Yes	Yes	Yes
FTP Support	Limited	Yes	Free Add On
iCal	Free Add On	No	
UTF-8 Support	Yes	Yes	Yes
WAI Compliant	Limited	No	Limited
WebDAV Support	No	No	No
XHTML Compliant	Yes	No	Yes
<b>FLEXIBILITY</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
CGI-mode Support	Yes	Yes	No
Content Reuse	Limited	Yes	No
Extensible User Profiles	Yes	Yes	No
Interface Localization	Yes	Yes	Yes
Metadata	Yes	Yes	Yes
Multi-lingual Content	Yes	Free Add On	Free Add On
Multi-lingual Content Integration	Free Add On	Free Add On	Free Add On
Multi-Site Deployment	Yes	Free Add On	No
URL Rewriting	Yes	Yes	Yes
<b>BUILT-IN APPLICATIONS</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
Blog	Yes	Yes	Yes
Chat	Free Add On	Free Add On	Free Add On
Classifieds	Free Add On	Free Add On	Free Add On
Contact Management	Free Add On	Yes	Free Add On
Data Entry	Free Add On	Free Add On	No
Database Reports	No	Free Add On	No

<b>BUILT-IN APPLICATIONS continued</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
Discussion / Forum	Yes	Free Add On	Free Add On
Document Management	Limited	Free Add On	No
Events Calendar	Free Add On	Free Add On	Free Add On
Events Management	Free Add On	Free Add On	No
Expense Reports	No	Free Add On	No
FAQ Management	Yes	Yes	Free Add On
File Distribution	Free Add On	Free Add On	Free Add On
Graphs and Charts	No	Free Add On	No
Groupware	Free Add On	Free Add On	No
Guest Book	Free Add On	Free Add On	Free Add On
Help Desk / Bug Reporting	Free Add On	Free Add On	No
HTTP Proxy	No	No	No
In/Out Board	No	No	No
Job Postings	Free Add On	Free Add On	Free Add On
Link Management	Free Add On	Yes	Yes
Mail Form	Free Add On	Yes	Free Add On
Matrix	No	No	No
My Page / Dashboard	Free Add On	No	Yes
Newsletter	Free Add On	Free Add On	Free Add On
Photo Gallery	Free Add On	Free Add On	Free Add On
Polls	Yes	Yes	Free Add On
Product Management	Free Add On	Yes	No
Project Tracking	Free Add On	Free Add On	No
Search Engine	Yes	Yes	Yes
Site Map	Free Add On	Free Add On	Free Add On
Stock Quotes	Free Add On	No	No
Surveys	Free Add On	Free Add On	Free Add On
Syndicated Content (RSS)	Yes	Yes	Yes
Tests / Quizzes	Free Add On	Free Add On	Free Add On
Time Tracking	Free Add On	No	Free Add On
User Contributions	Yes	Yes	Yes
Weather	Free Add On	Free Add On	Free Add On
Web Services Front End	Limited	Yes	Free Add On
Wiki	Free Add On	Free Add On	Free Add On
<b>COMMERCE</b>	<b>Drupal</b>	<b>Joomla!</b>	<b>WordPress</b>
Affiliate Tracking	Free Add On	Free Add On	No
Inventory Management	Free Add On	Free Add On	No
Pluggable Payments	Free Add On	Free Add On	No
Pluggable Shipping	Free Add On	Free Add On	No

COMMERCE continued	Drupal	Joomla!	WordPress
Pluggable Tax	Free Add On	Free Add On	No
Point of Sale	No	Free Add On	No
Shopping Cart	Free Add On	Free Add On	No
Subscriptions	Free Add On	Free Add On	No
Wish Lists	Free Add On	Free Add On	No

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## CMS RESOURCES

### CMSs Featured at Today's Event

- Drupal  
<http://drupal.org/>
- Joomla!  
<http://www.joomla.org/>
- WordPress  
<http://wordpress.org/>

### CMS Matrix

<http://cmsmatrix.org/>

Provides a way to easily compare CMSs and has a long list of just about any CMS you might want to compare.

### Sites that Offer Descriptions and Reviews of CMSs

- CMS Critic  
<http://cmscritic.com/>
- CMS Watch  
<http://www.cmswatch.com/>
- CMS Review  
<http://www.cmsreview.com/>

### Case Studies and Other Articles of Interest

- Amsler, A. & Nichols, R. (2008). Blazing a web CMS trail at the University of Delaware. In the *Proceedings of the 36<sup>th</sup> Annual ACM SIGUCCS Conference on User Services* (pp. 137-140).
- Delgado, D.B. (2007). Inspiring teamwork & communication with a content management system. In the *Proceedings of the 35<sup>th</sup> Annual ACM SIGUCCS Conference on User Services* (pp. 55-59).
- Harney, J. (2008). Making a Case for Content Management. *AIIM E-Doc Magazine*, 22(4): 54-57.
- Huttenlock, T.L., Beaird, J.W., & Fordham, R.W. (2006). Untangling a tangled web: a case study in choosing and implementing a CMS. *Library Hi Tech*, 24(1): 61-68.
- JuicyStudio: Choosing an Accessible CMS (as in handicap accessible)  
<http://juicystudio.com/article/choosing-an-accessible-cms.php>
- Kane, D. & Hegarty, N. (2007). New web site, new opportunities: Enforcing standards compliance within a content management system. *Library Hi Tech*, 25(2): 276-287.
- Kitsite: Content Management usability  
<http://www.kitsite.com/articles/cms-usability.html>
- Kmetz, T. & Bailey, R. (2006). Migrating a library's web site to a commercial CMS within a campus-wide implementation. *Library Hi Tech*, 24(1): 102-114.

- Miller, R. (2005). Raising the Host Bar: Hosted CMS Model Comes of Age. *EContent*, 28(10): 22-27.
- Misek, M. (2006). A Case of Marine Life Online. *EContent*, 29(5): 45-47.
- Playing with Wire: Open Source and usability: Joomla vs. WordPress  
<http://www.playingwithwire.com/2009/03/open-source-and-usability-joomla-vs-wordpress/>
- theOTHERmedia: How to choose a content management system?  
<http://www.othermedia.com/industry-insight/how-to-choose-a-content-management-system,13,TA.html>
- Web Worker Daily: OpenSourceCMS Puts You in the Content Management Driver's Seat  
<http://webworkerdaily.com/2009/02/12/opensourcecms-puts-you-in-the-content-management-drivers-seat/>

**opensourceCMS: try before you install**

<http://www.opensourcecms.com/>



**AN INTRODUCTION TO  
CONTENT MANAGEMENT SYSTEMS (CMS)**  
Evaluation Form

Please pull this form out of your packet, complete it, and either leave it on the table where you are sitting in Room 307 or drop it off at the registration desk in the lobby. Thanks!

1. How did you hear about this event?

- Word of mouth       LinkedIn       Other: \_\_\_\_\_
- Flyer       upcoming.yahoo.com      \_\_\_\_\_
- Facebook       Listserv: \_\_\_\_\_      \_\_\_\_\_

2. Before coming to this event, how would you have qualified yourself in terms of level of expertise with content management systems? (Please check one)

- Little-to-No Knowledge/Skills  
 Beginner Knowledge/Skills  
 Intermediate Knowledge/Skills  
 Advanced Knowledge/Skills  
 Expert Knowledge/Skills

3. How would you rate the overall quality of this event? (Please check one)

- Excellent  
 Good  
 Fair  
 Poor

4. What were the strengths of this event?

5. What were the weaknesses of this event?

6. What would you like to see covered in future events on content management systems?

7. If there are content management systems you would like to learn more about, what are they?