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**WE SOLD
DRUPAL TO THE
WORLD**

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**NOW WE MUST
SUPPORT IT.**

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HERE'S HOW.

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**We sold Drupal to the
world**

We sold Drupal to the world

Where do we see this?

We sold Drupal to the world

Where do we see this?

“Once we had those sites up and running there was a huge pent up demand for other sites in the company, and we launched 37 more. It was a big task, as some of those websites hold tens of thousands of pages - being highly regulated we are required to post everything we do online.”

- Bob Kerner, NYSE SVP & Chief Digital Officer 2010

We sold Drupal to the world

Where do we see this?

“[NBC Universal has] 30 to 40 leading brands, such as Bravo, Syfy, Telemundo.”

- Christopher Herring, Director, Publishing Program, NBC Universal

“We continue to push Drupal as our standard across the company.”

- Rob Gill, Director, Operations, NBC Universal

We sold Drupal to the world

Where do we see this?

How many Drupal websites are currently in action at Pfizer?

Approx 500

Mike Lamb - Director Marketing Technology at Pfizer

We sold Drupal to the world

Where do we see this?

How many Drupal websites are currently in action at Pfizer?

Approx 500

How many people would you say it takes to support these sites?

Easiest to calculate suggesting a core team of 12 and then approx 1 person for every 15 sites, so approx 45 people. That's to keep the platform running – projects and enhancements is additional.

Mike Lamb - Director Marketing Technology at Pfizer

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How many non-Drupal sites will become Drupal sites over the next few years?

I'd say approx 200 migrations per year. Drupal launches are a combination of site migrations and completely new sites.

Mike Lamb - Director Marketing Technology at Pfizer

We sold Drupal to the world

Where do we see this?

How many Drupal websites are currently in action at UMASS?

OIT hosts around 120 production sites. I believe there are probably another two dozen hosted by various departments managing their own servers.

Gary Parker - Systems Analyst at University of Massachusetts

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Where do we see this?

How many Drupal websites are currently in action at UMASS?

OIT hosts around 120 production sites. I believe there are probably another two dozen hosted by various departments managing their own servers.

How many will become Drupal over the next few years?

Given the number of sites currently in development and our rate of growth, I'd expect 30-50 additional Drupal sites within the next year.

Gary Parker - Systems Analyst at University of Massachusetts

We sold Drupal to the world

Where do we see this?

Yale?

We sold Drupal to the world

Why has this happened?

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Why has this happened?

- Open Source software is inherently inclusive and collaborative.

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Why has this happened?

- Open Source software is inherently inclusive and collaborative.
- The vast majority of participation is driven by intrinsic motives for personal growth, relationships, and helping others.
- Participating is an endeavor that creates actual happiness, dedication, and community.
- Open Source thrives to the extent it is shared.

**What are the next
challenges?**

What are the next challenges?

Supporting Drupal efficiently?

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Supporting Drupal efficiently?

Are we able to provide the needed level of support at a sustainable affordable rate?

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Are we able to provide the needed level of support at a sustainable affordable rate?

Is there a supply and demand issue with supporting Drupal?

What are the next challenges?

Supporting Drupal efficiently?

Are we able to provide the needed level of support at a sustainable affordable rate?

Is there a supply and demand issue with supporting Drupal?

Is that a problem?

What are the next challenges?

Supporting Drupal efficiently?

“We are basically pretty unhappy about the migration - it almost killed support for Drupal on this campus, and still might. If we could do it all over again we'd probably still be on 6.”

Name Withheld - VIP, A Five College Institution

What are the next challenges?

Talent shortage?

What are the next challenges?

Talent shortage?

Some 1.2 million computing jobs will be available in the US in 2022, yet United States universities will produce only 39 percent of the graduates needed to fill them, the N.C.W.I.T. estimates.

What are the next challenges?

Talent shortage?

How did you get into this field?

What are the next challenges?

Talent shortage?

How did you get into this field?

What are the barriers to entry?

What are the next challenges?

Team retention

What are the next challenges?

Team retention

If there is a talent shortage, then retention will be a challenge.

What are the next challenges?

Team retention

If there is a talent shortage, then retention will be a challenge.

Who's seen this happening?

What are the next challenges?

Team retention

Then there are many facts like this:

56% percent of Women leave IT by mid career

What are the next challenges?

Recruiting

What are the next challenges?

Recruiting

“Finding good candidates is the biggest challenge recruiters face.”

What are the next challenges?

Recruiting

“Finding good candidates is the biggest challenge recruiters face.”

with

“Filling positions fast.”

in close second

What are the next challenges?

Community

What are the next challenges?

Community

What can we do?

What are the next challenges?

Community

Hack Talent Shortage?

What are the next challenges?

Community

Buy more kegs for the office?

What are the next challenges?

Community

Get recruiters access to some NSA backdoors?

What can we do?

Community

“And, what did you do?”

Rita (Nana) Albrecht, My Grandmother (1914-2014)

What can we do?

Community

We need to look at ourselves.

What can we do?

Talent Shortage

We need to look at ourselves.

What can we do?

Talent Shortage

Find and support those working to ease entry in this field.

What can we do?

Talent Shortage

Find and support those working to ease entry in this field.

Dr. Mark A. Friedman

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What can we do?

Retention

We need to look at ourselves.

What can we do?

Retention

- Manager and Maker schedule distinction

What can we do?

Retention

- Manager and Maker schedule distinction
- Consider who your policies and improvements benefit

What can we do?

Retention

- Manager and Maker schedule distinction
- Consider who your policies and improvements benefit
- Increase inner company dialog and communication

What can we do?

Retention

- Manager and Maker schedule distinction
- Consider who your policies and improvements benefit
- Increase inner company dialog and communication
- Increase inner company transparency

What can we do?

Retention

- Manager and Maker schedule distinction
- Consider who your policies and improvements benefit
- Increase inner company dialog and communication
- Increase inner company transparency
- Make a Company Code of Conduct

What can we do?

Recruiting

We need to look at ourselves.

What can we do?

Recruiting

Who are we attracting?

What can we do?

Recruiting

Who are we attracting?

Does your organization prioritize things like:

What can we do?

Recruiting

Who are we attracting?

Does your organization prioritize things like:

Beer outings

What can we do?

Recruiting

Who are we attracting?

Does your organization prioritize things like:

Beer outings

Ping pong/Air hockey

What can we do?

Recruiting

Who are we attracting?

Does your organization prioritize things like:

Beer outings

Ping pong/Air hockey

Long hours with big one-time rewards

What can we do?

Recruiting

Who are we attracting?

Does your organization prioritize things like:

Beer outings

Ping pong/Air hockey

Long hours with big one-time rewards

What else?

What can we do?

Recruiting

Who are we attracting?

How are we attracting?

Intimidating job offers?

What if you change...

Something like this:

If you think you have the drive and positivity to fill these shoes:

- One
- Million
- Bulletpoints

What if you change...

To something like this:

If you have skills in one of these and are excited by the rest:

- One
- Million
- Bulletpoints

What can we do?

Recruiting

Who are we attracting?

How are we attracting?

Consider adjusting our hiring techniques

What can we do?

Recruiting

Who are we attracting?

How are we attracting?

Consider adjusting our hiring techniques

What talent are we looking for?

What can we do?

Recruiting

Who are we attracting?

How are we attracting?

Consider adjusting our hiring techniques

What talent are we looking for?

Where are we looking?

What can we do?

Recruiting

Who are we attracting?

How are we attracting?

Consider adjusting our hiring techniques

What talent are we looking for?

Where are we looking?

How hard are we looking?

Consider this

26% of the computing workforce in 2013 were women.

with how you answered this:

“How did you get into this field?”

Consider this

Your next Drupal expert could currently be hiding beneath a rock of self doubt.

What can we do?

Community

We need to look at ourselves.

What can we do?

Community

Are our events intimidating?

What can we do?

Community

Are our events intimidating?

Are our events inclusive enough?

What can we do?

Community

Are our events intimidating?

Are our events inclusive enough?

Code of Conduct?

What can we do?

Community

Are our events intimidating?

Are our events inclusive enough?

Code of Conduct?

Are we giving our events the credit they deserve?

...and here's the pitch...

Join the Community

<https://nerdsummit.org/user/register>

Be involved. Get the monthly newsletters about:

- Ongoing Events
- Collaboration opportunities
- Learning opportunities

NERDs social media places

- <https://twitter.com/nerdsummit>
- <https://www.facebook.com/nerdsummit>
- <https://www.linkedin.com/company/new-england-regional-developers>
- <https://plus.google.com/communities/116894398989164774421>

Come to the Summit!

<https://nerdsummit.org/node/1>

Get your tickets!

Friday, September 12, 2014 - 8:00am to
Sunday, September 14, 2014 - 6:00pm



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