

# United States Department of the Interior

In Reply Refer To:

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November 13, 2014

EMAIL TRANSMISSION – 11/14/14  
Instruction Memorandum No. MT-2015-017  
Expires: 9/30/2018

To: Montana Dakotas Leadership  
Attn: State Program Leads; Web Team

From: State Director

Subject: BLM Montana/Dakotas External Website Transition DD: 1/15/2015; 1/31/2015

**Program Area:** All program areas

**Purpose:** This Instruction Memorandum (IM) provides the Montana Dakotas Leadership Team and State Program Leads with direction and background to transition our external website pages from Communique (CQ) to the OpenDOI Content Management System (CMS) by late spring 2015. This strategy will enable us to transition from our current site of approximately 2,460 webpages to a site containing about 500 pages. This new streamlined website will help the BLM Montana Dakotas to efficiently deliver quality information to the public.

**Policy/Action:** Upon the issuance of this IM, all Field Offices and Programs within BLM Montana/Dakotas are asked to begin external webpage audits of content related to their areas.

To assist with external webpage migration, audit forms are being prepared and will be issued to each Program Lead and Field Office. These forms will guide managers and staff in auditing web content and making decisions on priority web pages to be transitioned. Field Office audit results should be coordinated with District Public Affairs Specialists and/or Field Office Program Leads, who act as onsite advisors for communication outreach and content specialists. Brad Purdy from the State Office of Communications will work with Program Leads at the State Office and Billings Field Office.

The State Office of Communications will host a one hour webinar November 19, 2014, from 1:30 – 3:00 p.m. Field Managers, Web Team members, and Program Leads should plan to attend. Information on the WebEx follows.

**Physical Location:** Montana State Office Conference Room, Side A

**WebEx Address:**

<https://doilearn.webex.com/doilearn/k2/j.php?MTID=t23a26fe055d4d86b609f2f2dec261b3d>

**WebEx Passcode:** hello123

**Audio Call In:** 877-891-6971 Passcode: 44612

Completed audit forms should also be returned to BLM Montana/Dakotas State Web Lead Brad Purdy by January 15, 2015. If no audit sheet is received by the State Office of Communications by the deadline date, web transition and migration will proceed as outlined in the audit sheet.

Upon completion of audit forms, the State Office of Communications will complete a URL and link inventory of Montana/Dakotas external webpages identified for transition. Content that is identified for migration will have to be re-created in OpenDOI. Managers should expect Web Team members to assist in migration efforts to accomplish the external website transition.

Website maintenance will continue to be restricted to those certified and trained in use of the CMS. OpenDOI training for Web Team members will occur following the DOI launch of OpenDOI.

**Timeframe:** Effective upon issuance. Managers will receive their audit forms by November 24, 2014; completed forms are due to the Office of Communications by January 15, 2015. The URL inventory will be completed by January 31, 2015. The tentative OpenDOI launch date is March 2015.

**Budget Impact:** Minimal.

**Background:** The Department of the Interior has decided to bring all DOI Bureaus and Agencies under one common CMS. This CMS is being referred to as OpenDOI and will replace the existing CQ CMS used by the BLM. OpenDOI is intended to provide new and positive attributes and features that facilitate a more effective and user-friendly website; more information on OpenDOI can be found in Attachment 1.

Our external websites are not intended to be an archival system. As managers make decisions on page deletions, considerations are necessary for safely archiving content that will be “brought down” from the Internet. At a date to be determined, CQ will be shut down and all content not transitioned or archived will be lost.

**Manual/Handbook Sections Affected:** No BLM handbooks or manuals are affected by this IM.

**Coordination:** This IM has been coordinated with the Washington Office Public Affairs and New Media staff, the State Leadership Team, the Montana/Dakotas Leadership Team, and the Montana/Dakotas Web Team.

**Contact:** If you have any questions regarding this IM, please contact Brad Purdy in the Office of Communications at 406-896-5258.

Signed by:  
Jamie E. Connell  
State Director

Authenticated by:  
Ann Boucher (MT912)

2 Attachments

- 1-Drupal/OpenDOI Guide (2 pp)
- 2-Sample Worksheet (3 pp)

# BLM Montana/Dakotas Guide to Drupal and OpenDOI

## What is Drupal?

Drupal is an open source, module, content management system (CMS) that has been selected by the Department of the Interior to standardize external web content management across all Bureaus and Offices in DOI.

There are all kinds of CMSs; for the past several years the BLM has used a CMS called Communicate or CQ. CMSs allow people with little or no HTML programming knowledge to create and manage content on the web. Website maintenance will continue to be restricted to those certified and trained in use of the CMS.

Open source is a term used to describe software that is free to license, use, and modify.

In software design, the term module is used to describe the functionality of programs that are able to run independently from each other, are compatible, and are thus interchangeable.

That means Drupal is a content management system that is free to use and has independent and interchangeable applications that can be “plugged in” to make the overall system more productive. In Drupal, modules are used for creating webpage content, which also means that new modules can be developed as new technologies are created. Similarly, as technologies become irrelevant it is possible to “un-plug” a module and keep the site administration as simple as possible. This modular design means Drupal has the ability to evolve over time which means it will likely be our CMS for a long time.

## Is Drupal Free?

The software is, but there’s no free lunch. There are things like servers, and security, and modules to consider. The DOI and BLM want solid modules to ensure things work properly. The good news is that DOI has been working on a lot of these items for several months. The modules the DOI will adopt will be collectively called OpenDOI. The software is being built by a company called Phase2 and the hardware is being developed by IBM. This Phase2/IBM team should deliver a new CMS sometime in 2015. Currently DOI is scheduled to launch its new OpenDOI site in March 2015.

## Auditing and Transition of blm.gov

As directed by the Department of the Interior and the Bureau of Land Management Washington Office, IM No. MT-2015-017 spells out how BLM Montana/Dakotas will prepare for the transition of our website. There will be several key steps that require an extensive team effort.

1. Webpage Inventory – Completed in August 2014
2. Webpage Audit and URL Inventory
3. Preparation of webpages and N:/Websters/stagingwww/ folders for transition

**Once OpenDOI is launched, the transition will proceed in 5 phases:**

**Phase 1 Kickoff** - This phase will introduce the new design and admin side of OpenDOI and [blm.gov](http://blm.gov)

**Phase 2 Training** - Training of staff to use OpenDOI

**Phase 3 Migration** - The longest and most workload intensive phase as National, State, Division, and Field Office teams work to rebuild the domain [www.blm.gov](http://www.blm.gov). No automated or contracted migration service is currently being considered by BLM or DOI. During this phase websites will likely be active but only the CQ version of [blm.gov](http://blm.gov) will be available to the public. Effective immediately, content creation is limited to public safety and mission-critical content as most efforts will be spent migrating content to OpenDOI. New content posted to CQ during this time will also have to be simultaneously posted to OpenDOI. Simply put, web maintenance will double.

**Phase 4 Clean-up** - Testing and tweaking issues with the new site. BLM Montana/Dakotas will continue to limit content updates to public safety and mission-critical information during this Phase.

**Phase 5 Release** - New website is released and CQ is shut down. All content that has not been transitioned to OpenDOI or archived to disk will be lost. Web operations return to normal in the new OpenDOI environment.

Highlighted text denotes new or consolidated content.

# BLM Montana/Dakotas Website Transition Worksheet

Division/Branch: Division of Resources, Planning and Fire/Branch of Social & Cultural Resources  
 Program: National Conservation Lands  
 Program Lead: Dave Lefevre

Webpages are fluid and ever changing communications products. The webpage transition worksheet is only a tool to transition to the new OpenDOI CMS and represents a new starting point to develop a new, improved, and streamlined website for the public.

Current Page Inventory (see attached page structure)	OC Recommended Transition	OC Recommended Deletion	Program Lead Concurrence	Program Lead Recommended Deletion	New Pages/Consolidation of Content
=> NLCS ↓ LCNHT ↓ WSAs ↓ EMDD ↓ Terry Badlands ↓ Gallery ↓ Seven Blackfoot ↓ Gallery ↓ Bridge Coulee ↓ Gallery ↓ WMD ↓ Humbug Spires ↓ Gallery ↓ National Monuments Page ↓ Wilderness Areas	=> NLCS ↓ National Monuments Page ↓ Wilderness Areas ↓ <b>WSAs/Other</b>	LCNHT => WSAs ↓ EMDD ↓ Terry Badlands ↓ Gallery ↓ Seven Blackfoot ↓ Gallery ↓ Bridge Coulee ↓ Gallery ↓ WMD ↓ Humbug Spires ↓ Gallery			=> Create consolidated WSA page that ties in with a recreation national effort if possible or a statewide effort following launch of OpenDOI.

**OCC Recommendation Notes:** The current WSA's that are listed have been deactivated since 6/27/12. Existing links link to WSA and wilderness information link back to a FO Recreation Page. During the transition it is recommended that BLM MT/DK monitor a national effort to list WSA's with or separate from other BLM recreation opportunities and if no national effort presents itself, work on creating a statewide WSA web inventory under the NLCS website following OpenDOI rollout. Lewis and Clark National Historic Trail Information should also be part of a larger effort or consolidated on the NLCS home page with other NLCS units like Wild and Scenic Rivers.

**Program Lead Comments (If necessary):**

DSD/Division/District/Field Office Manager Signature: \_\_\_\_\_

Program Lead/Field Office Program Lead Signature: \_\_\_\_\_

*Managers and program leads are encouraged to work with District and/or State Office Public Affairs Specialists to ensure relevant content is transitioned to the new CMS.*

URL Inventory (completed by State Office of Communications following page inventory):

## CQ Webpage Folder Inventory

NLCS	LCNHT		
	WSAs	MDD	Terry Badlands Gallery
			Seven Blackfoot Gallery
			Bridge Coulee Gallery
	MD	Humbug Spires Gallery	
National Monuments Page			
Wilderness Areas			