



DRIESNOTE

DRUPALCON NASHVILLE
2018

w/ DRIES BUYTAERT

Founder & Project Lead, Drupal
@dries | dries.es

The **opportunity** is there for us to grab



AGENDA:

Grow together



I.
Drupal 8
update




II.
Growing
adoption



III.
Fostering
community

DRUPAL 8 UPDATE

SECTION I.

A stylized illustration of a robot with glowing blue eyes and joints, pushing a vintage-style stroller. The stroller has the number '8.5' on its side. They are on a grassy hill under a dark sky filled with stars. The background has a yellow-to-blue gradient.

Drupal 8.5 released

March 7th, 2018

What is new in 8.5?

Easier content & media management

(Media, content moderation)

Simplified site building

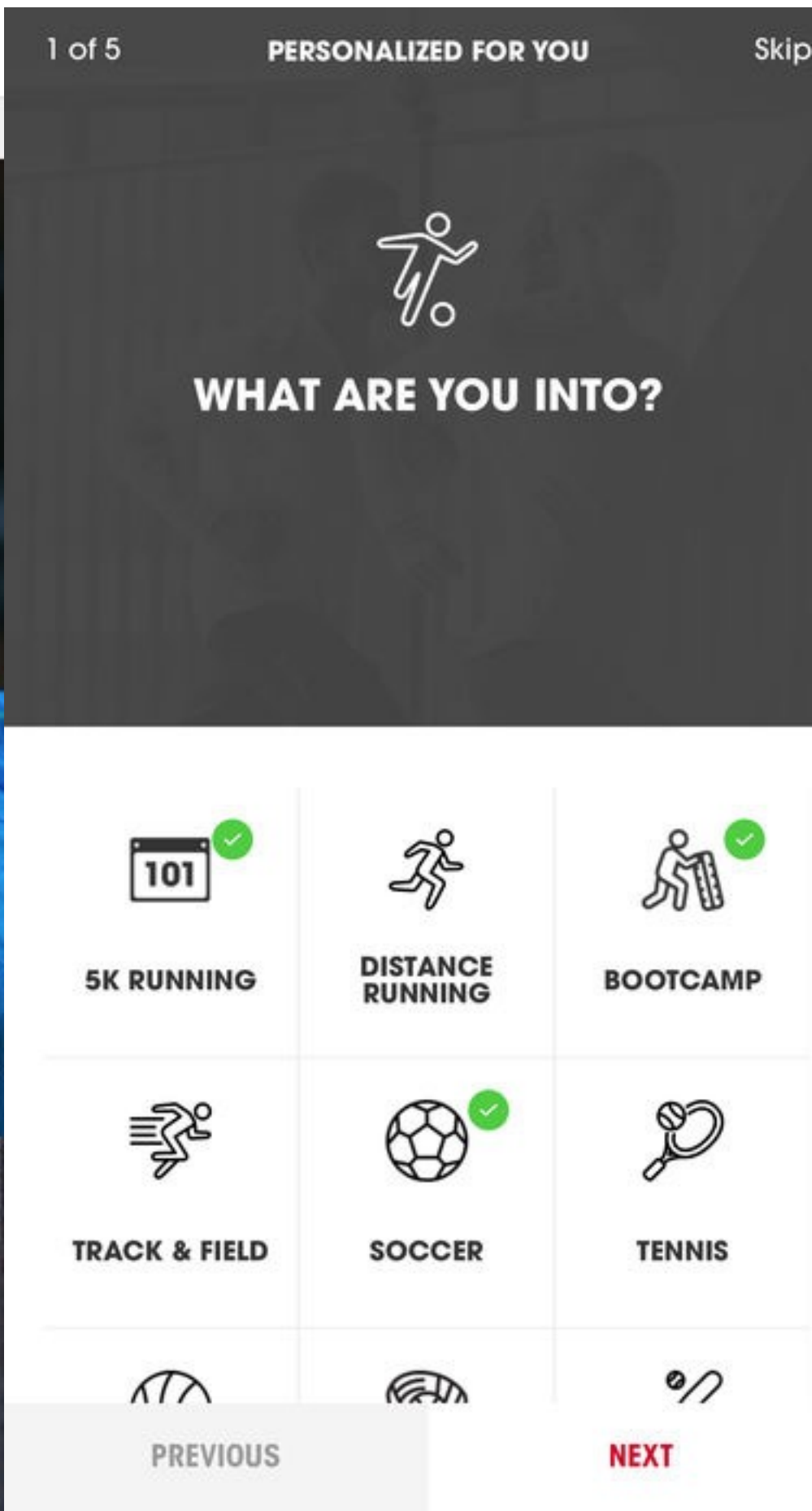
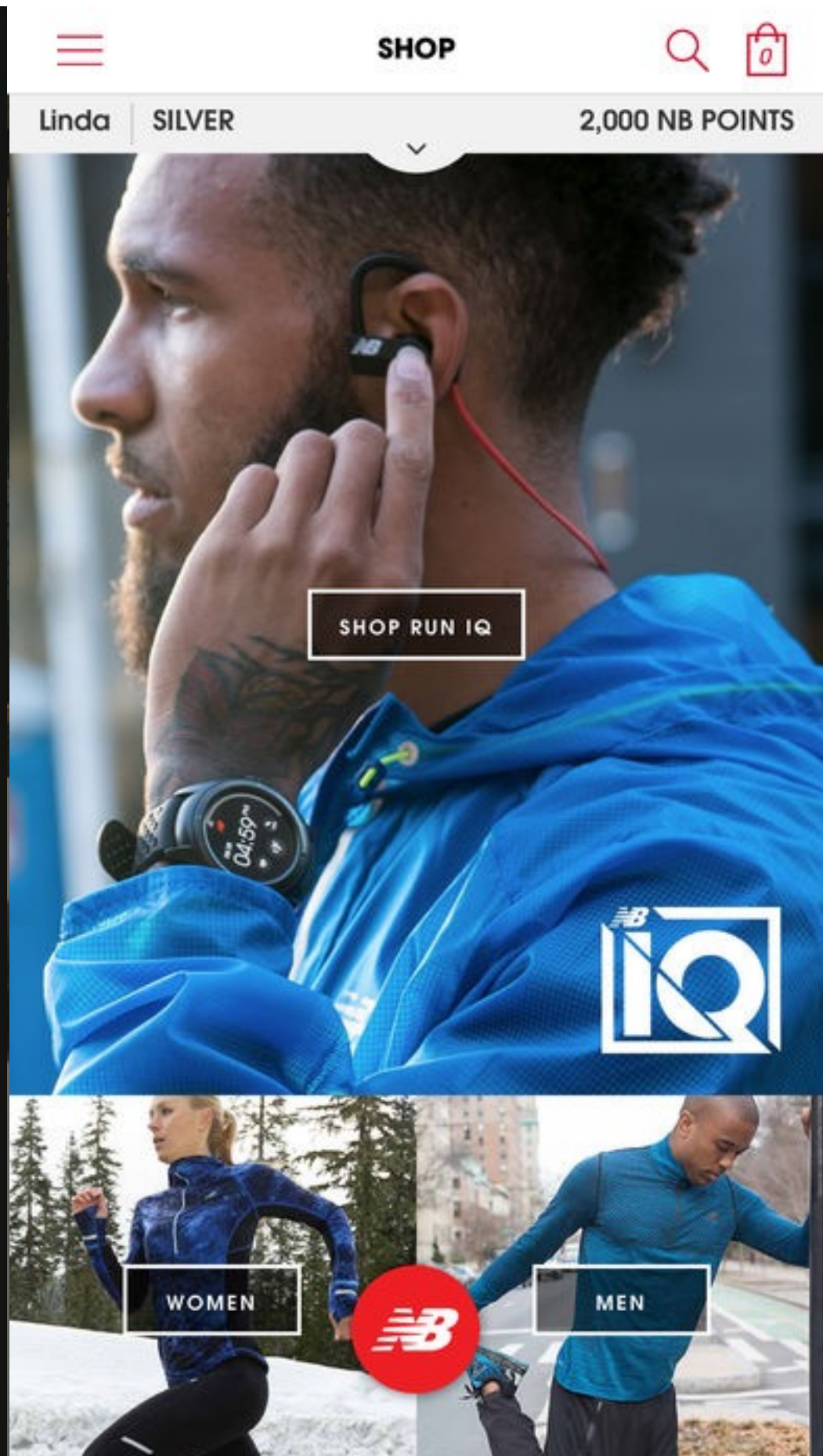
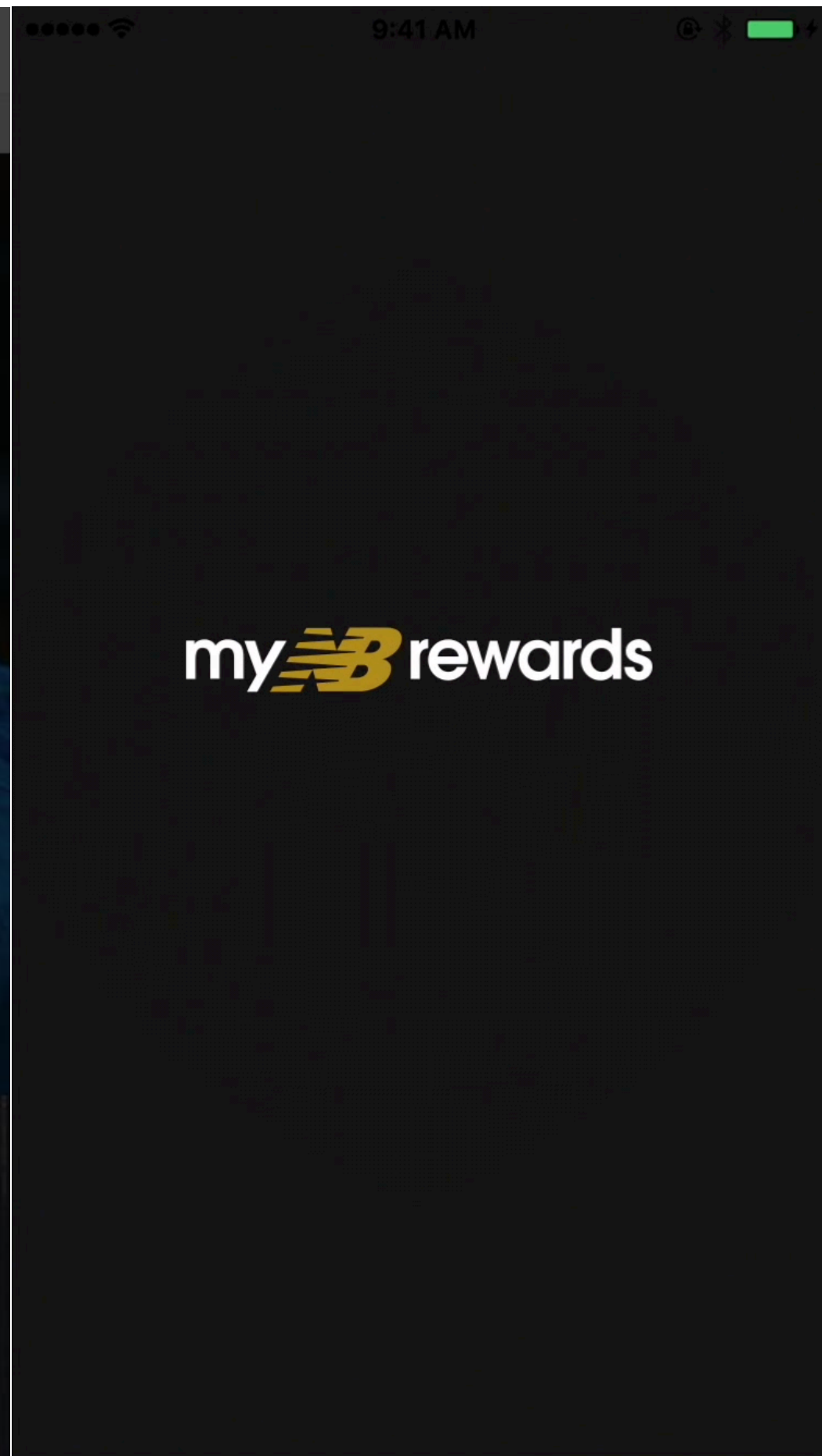
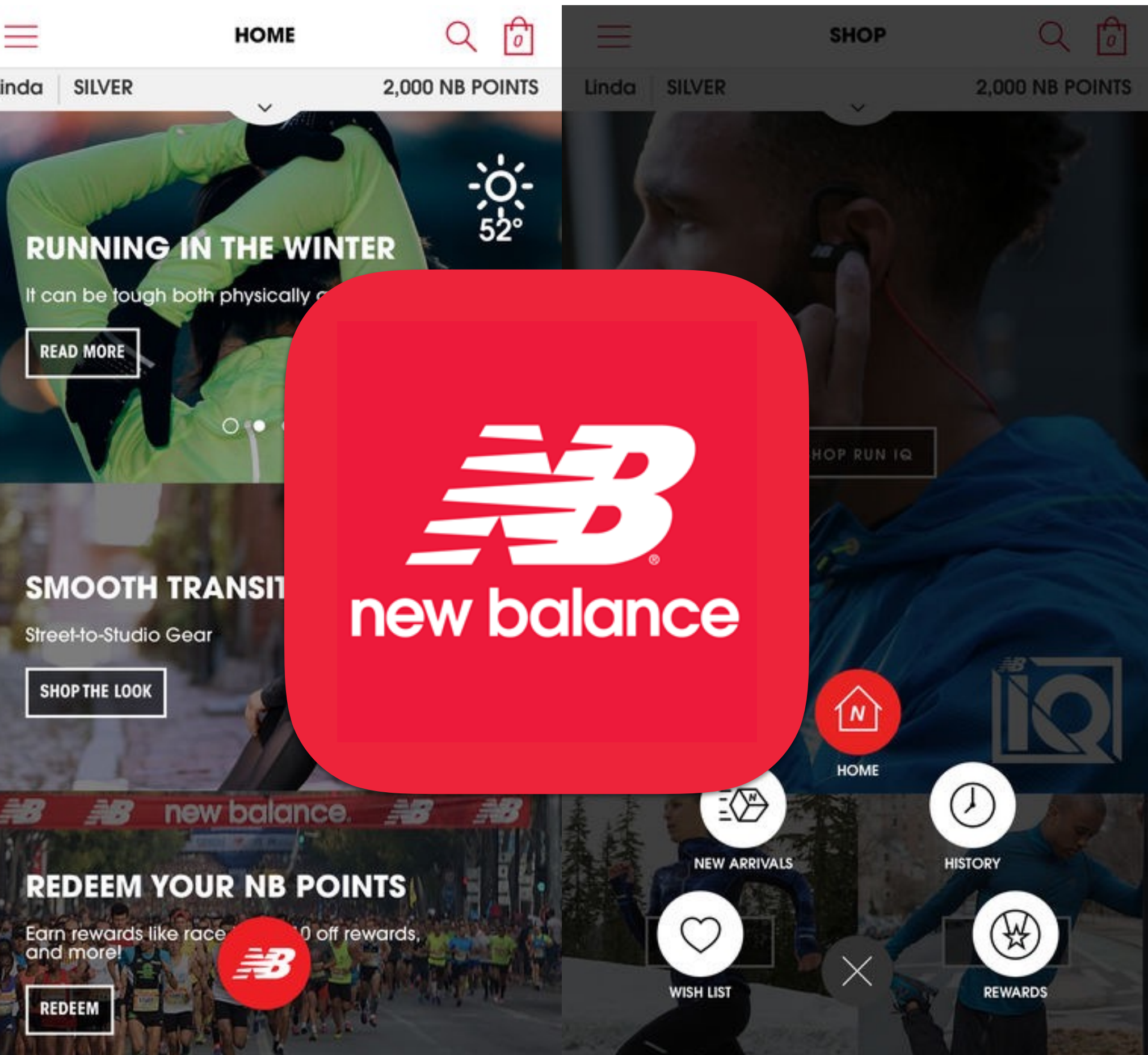
(Settings Tray)

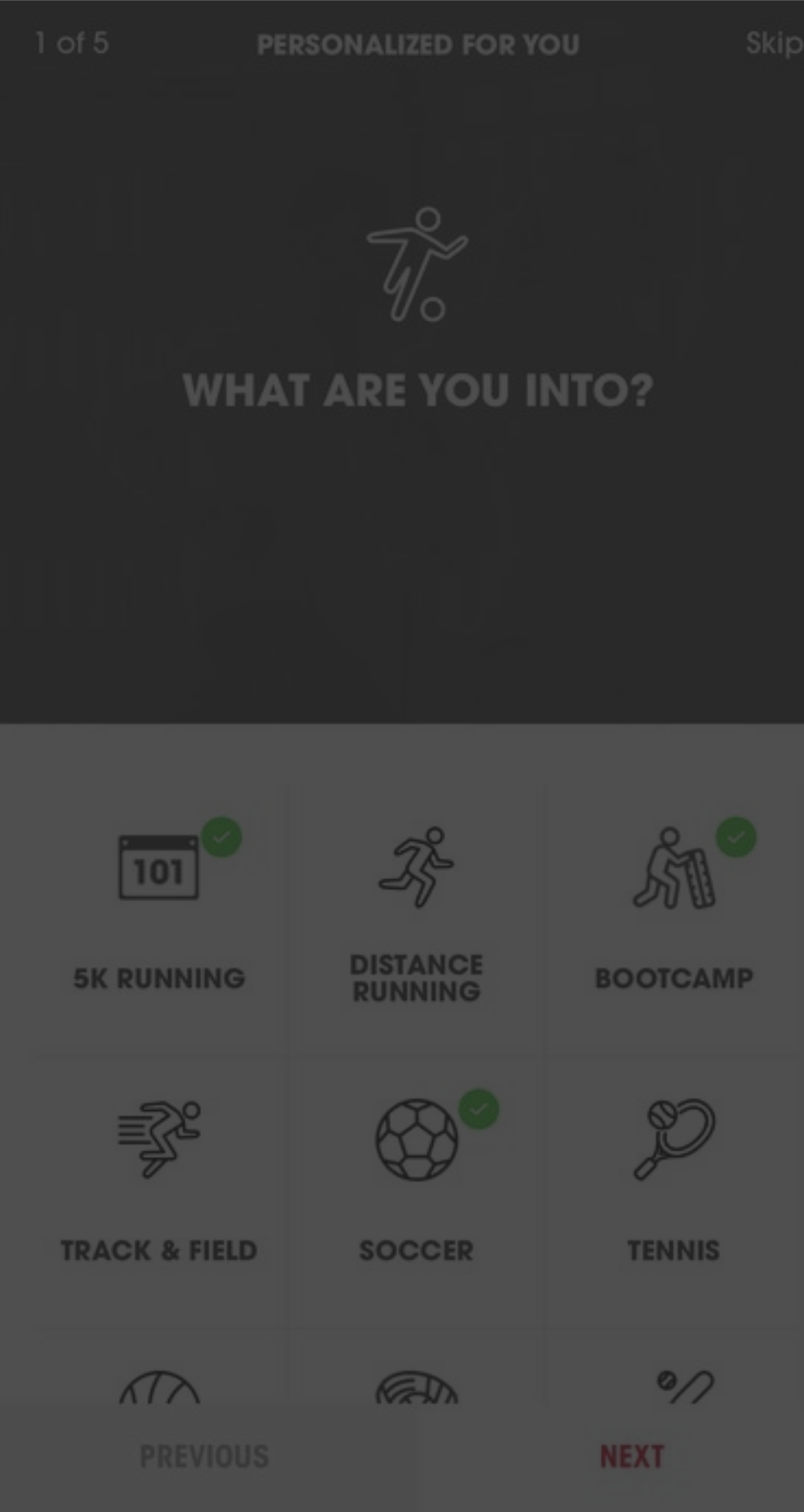
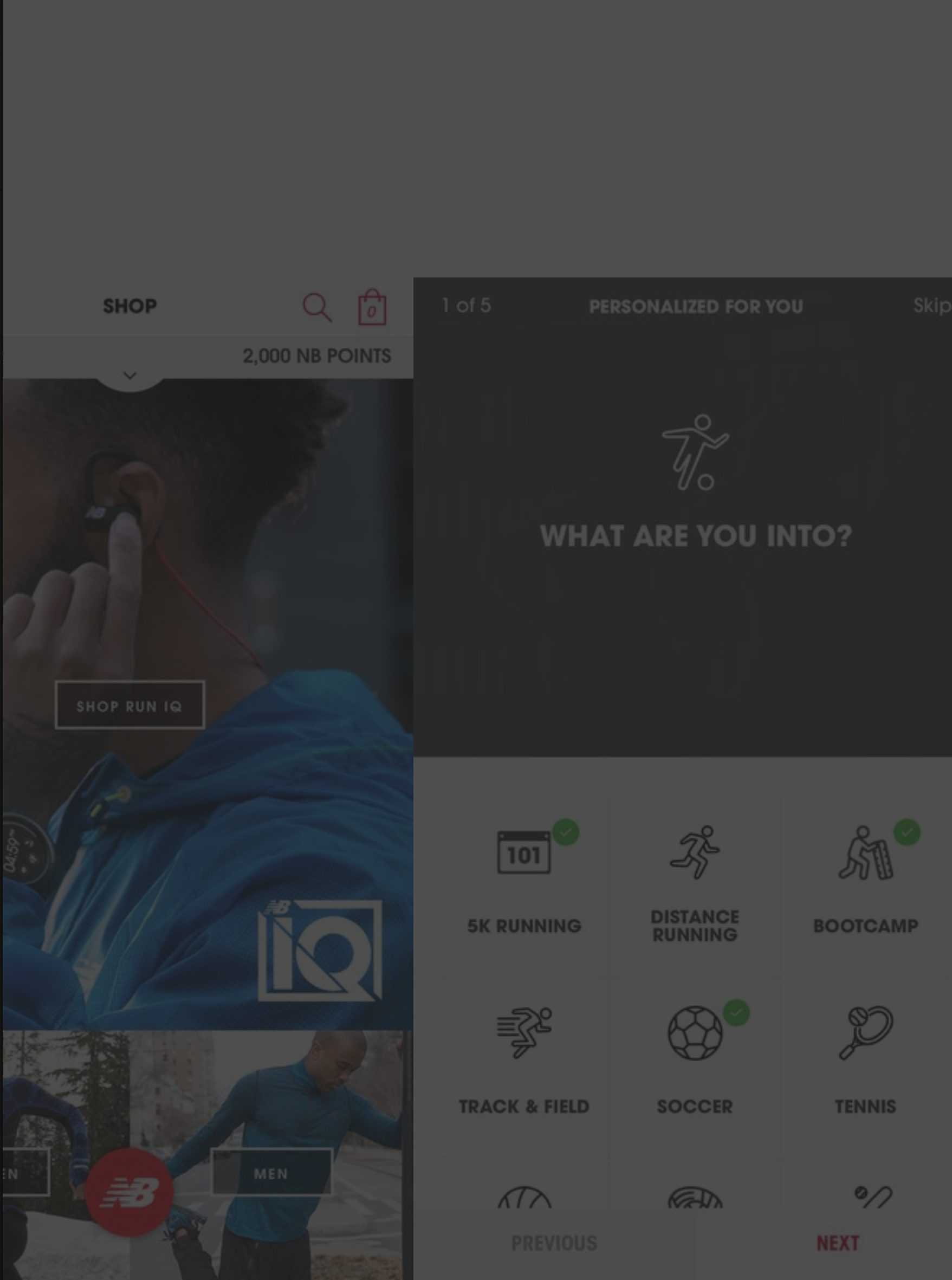
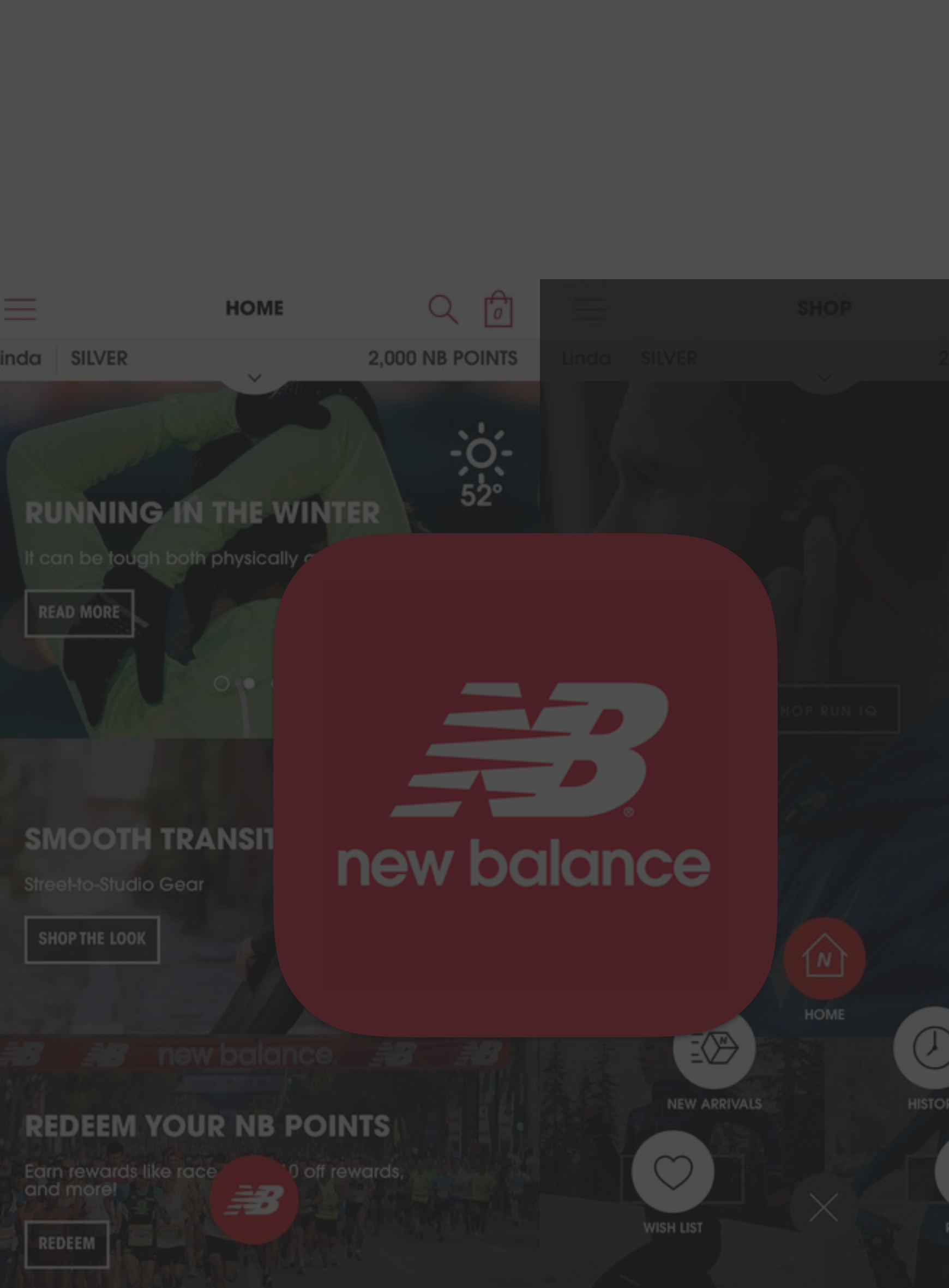
Stable upgrade path to Drupal 8 (non-multilingual)

(Migrate)

Vastly improved API-first platform

(REST API)









On the horizon

Drag-and-drop
layout and page
building

Better site preview
and content
staging

Better
out-of-the-box
experience

Improved web
services with
JSON API

A rich,
JavaScript-powered
administration
experience

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[Home](#)[Features](#)[Recipes](#)[Magazine](#)

♥ Our recipe pick

Chicken, garlic and mushroom tagliatelle

[VIEW RECIPE >](#)



Recipe

Vegan double chocolate brownies

[VIEW RECIPE >](#)



Feature

Tips for growing and storing herbs

[VIEW FEATURE >](#)

+ Add Block

+ Add Block

+ Add Block

♥ Our recipe pick

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[VIEW RECIPE >](#)



Hang on a minute...
**Can we actually use
stock images for this?**

Recipe

Vegan double
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Keith

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[VIEW RECIPE >](#)



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stock images for this?**



Keith



Holly & Sharon



Holly Foat

Freelance Content Marketeer

Sharon Jay 💧 sharjay

Business Manager, Co-Owner @ Five Mile Media

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Drupal 8 roadmap

Disclaimer: This roadmap is subject to change and depends on volunteer efforts

8.5 Mar 2018

- ✓ Content author "quick admin" tool
- ✓ Publishing workflows
- ✓ Content layouts (experimental)
- ✓ A Drupal 8 demo (experimental)

8.6 Sept 2018

- ✓ Content layouts
- ✓ A Drupal 8 demo
- ✓ YouTube support
- ✓ Drupal 7 to Drupal 8 migration path
- ✓ Support for JSON API specification (experimental)
- ✓ Media Library (experimental)
- ✓ Full-site previews (experimental)

8.7+ ~Mar 2019

- ✓ Full media support
- ✓ Full-site previews
- ✓ Redesigned JavaScript admin interface (experimental)
- ✓ Auto-generated API docs

Wishlist

- ✓ Automatic updates
- ✓ Redesigned, rich administrative interfaces
- ✓ Redesigned data modeling tools
- ✓ Support for GraphQL specification
- ✓ Hoverboard prototype

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Drupal 8 roadmap

- Ease of use for content creators
- Spend less time maintaining

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Drupal 8 roadmap

- Ease of use for content creators
- Spend less time maintaining
- Differentiators / longer-term innovation

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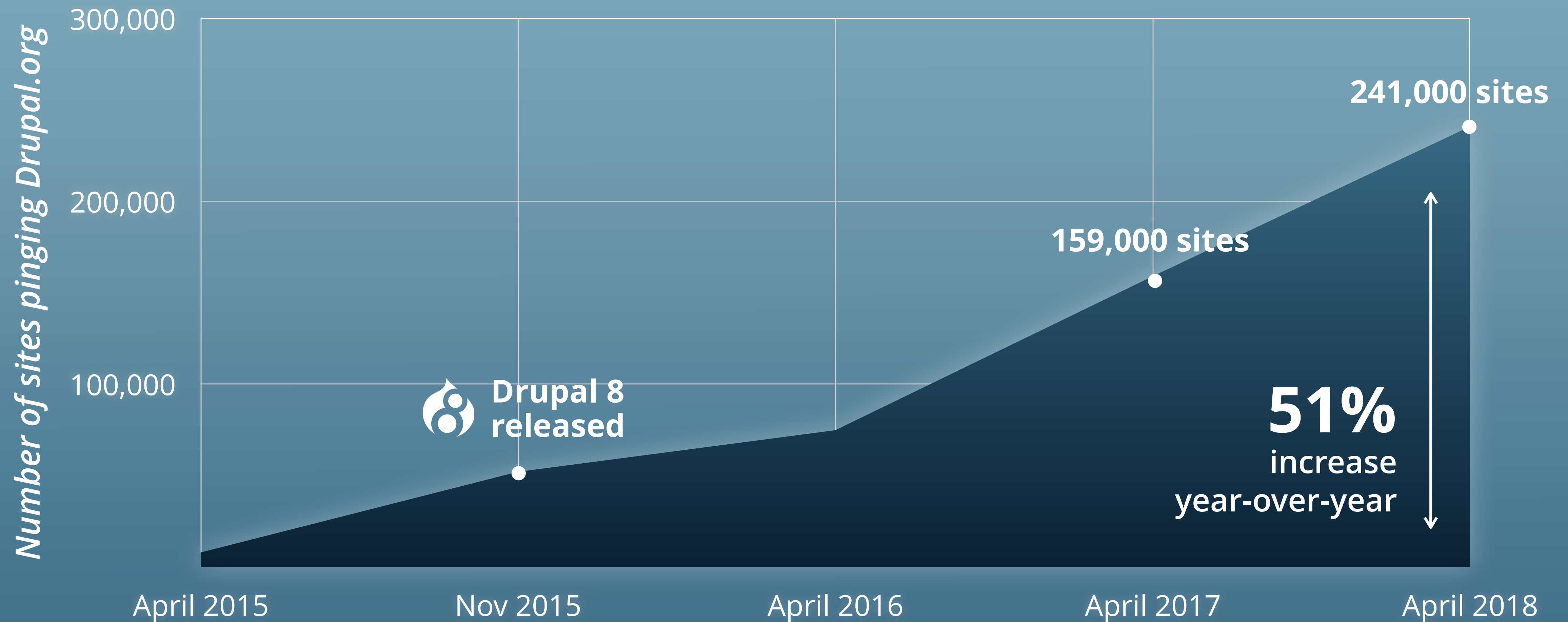
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✓ Support for GraphQL specification

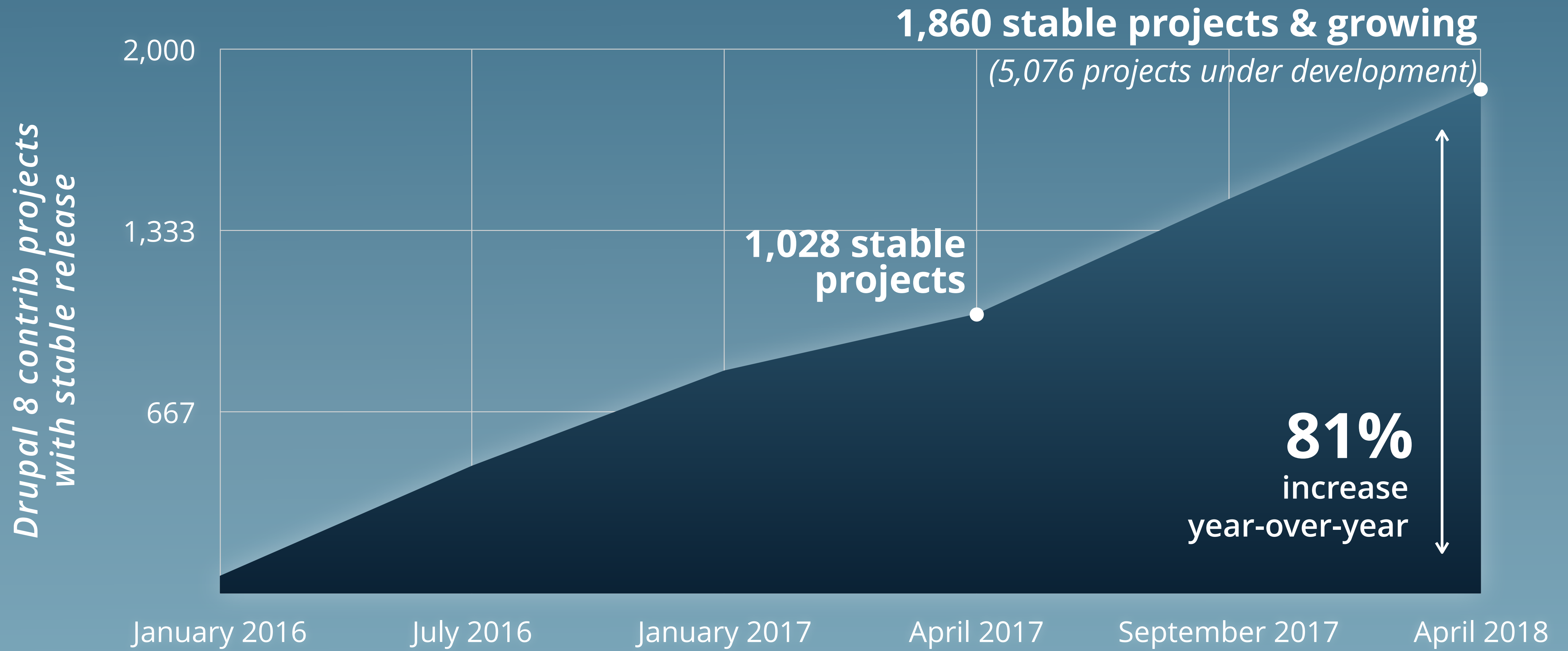
✓ Hoverboard prototype



Drupal 8 sites have grown 51% in the last year



81% more Drupal 8 modules are now stable



In summary:

- ✓ We have a plan for **Drupal 8**
- ✓ Drupal 8 module ecosystem is more **mature**
- ✓ Drupal 8 is becoming **easier to use** for content creators, site builders & evaluators
- ✓ We have very **healthy engagement & contribution levels**
- ✓ Strong track record in delivering Drupal 8 **releases on time**
- ✓ Impressive **ambitious experiences** are being created with Drupal 8

GROWING ADOPTION

SECTION II.



We interviewed **150+ individuals**
around the world in **different**
roles at **different skill levels**



Content authors ✦

✦ Site builders

Trainers ✦

✦ Developers

Contributors ✦

✦ Sellers and marketers

Drupal Association staff ✦

✦ Digital agency owners

We got a lot of answers and there
were very **consistent patterns**



We identified a list of things to address
that are **realistic & achievable**



We need to do the following things:

1.

Improve the technical
evaluation process

2.

Improve content
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Promote Drupal to
non-technical decision makers

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*matthewgrasmick.com/
compare-php-frameworks*



GRASMASH

23 FEB 2018

Stranger in a familiar land: Comparing the novice's first impression of Drupal to other PHP frameworks

Drupal 8 adoption is flagging. Why? I tried to lay my biases and assumptions aside and set out to find the answer. What I found surprised me.



I decided to perform an experiment. Placing myself (as much as possible) in the shoes of a senior developer *without* any Drupal experience, I attempted to get a new "Hello World" site up and running in four different PHP frameworks: Wordpress, Laravel, Symfony, and Drupal.

Effort required to get a Drupal site up and running

	Drupal	Symfony	WordPress	Laravel
Clicks	*20+	3	7	3
Total time	*15:00+	1:55	7:51	17:28

** Matthew **gave up** counting clicks after 20 clicks and 15 minutes of reading documentation.*




Google Search

I'm Feeling Lucky

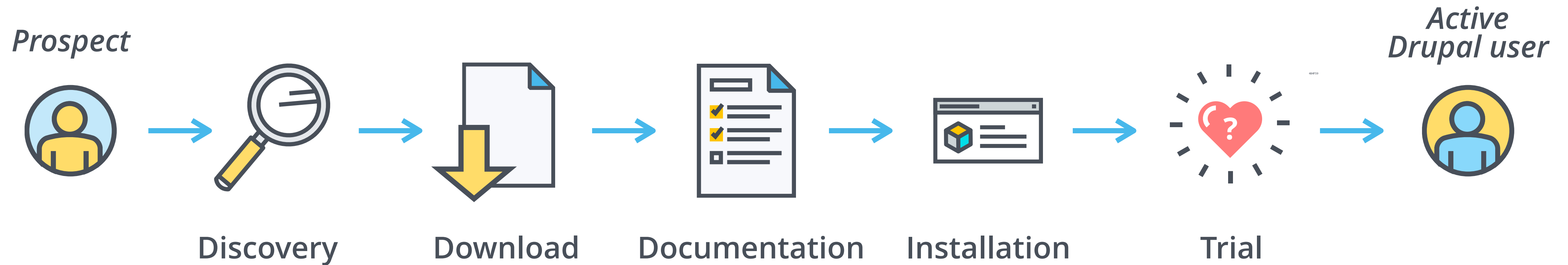
Celebrating George Peabody

Discovery & Download

A young boy with short dark hair, wearing a blue button-down shirt, is looking down with a sad expression. He is standing in a warehouse or industrial setting with metal shelving units in the background. Other people are visible in the background, including a woman in a grey shirt and a man in a blue shirt. The text "It's no surprise people give up" is overlaid on the right side of the image.

*It's no surprise
people give up*

Evaluator path to Drupal

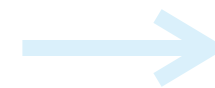


Core improvements only help active Drupal users

Prospect



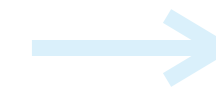
Discovery



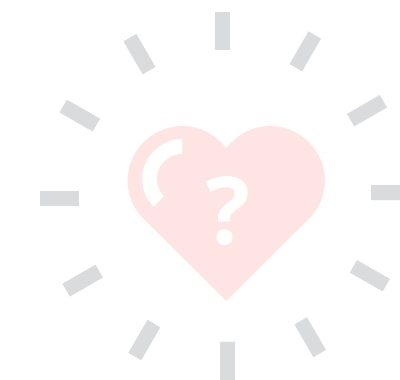
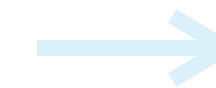
Download



Documentation



Installation



Trial

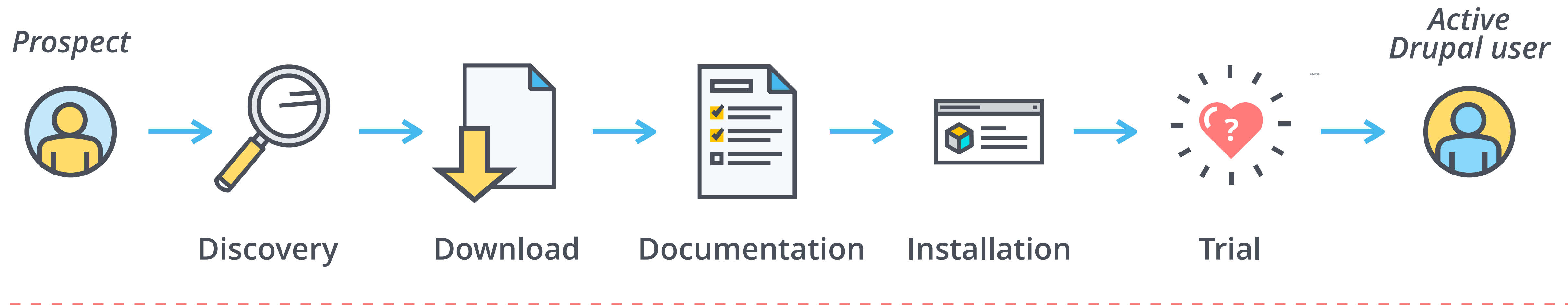


*Active
Drupal user*

Migrate
Media
API-First
Layouts

Workflow
Settings Tray
Out-of-the-Box
JavaScript Modernization

We need to focus on the entire experience



To improve the **technical evaluation** process,
we will need:

- Better discovery experience on drupal.org
- Better “getting started” documentation
- Easily accessible demo of what Drupal can do
- More modern administration experience

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To improve the **technical evaluation** we will need:

✓ **Check!**

Part of Drupal Association's
2018 Execution Plan

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[Why Drupal?](#)[Build](#)[Solutions](#)[Services](#)[Community](#)[Resources](#)[Association](#)[Try Drupal](#)

Drupal™

We're the leading open-source CMS for ambitious digital experiences that reach your audience across multiple channels.

Because we all have different needs, Drupal allows you to create a unique space in a world of cookie-cutter solutions.



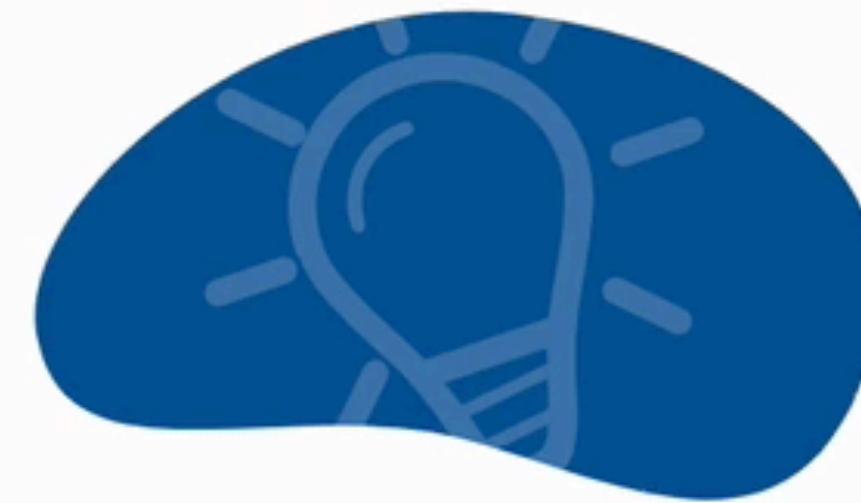
Drupal for **Developers**

*Build the open web
with Drupal*



Drupal for **Marketers**

*In a world full of templates,
be original*



Drupal for **Agencies**

*Achieve your
clients' ambition*

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Matthew Grasmick
(💧grasmash) appointed to
Documentation Working Group
to help spearhead this initiative

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Umami demo release before 8.6



Search by keyword, ingredient, dish

Search

Log in



Home

Articles

Recipes

[Home](#) » [Recipes](#) » Vegan chocolate brownies

Vegan chocolate brownies

Recipe category [Snack](#)



Preparation time
20 minutes



Cooking time
20 minutes



Number of servings
8



Difficulty
Medium

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- ✓ More modern administration experience

✓ Check!

Phase 1

Refresh of the admin theme styles
to reflect more modern design

Cristina Chumillas (💧ckrina) & Roy Scholten (💧yoroy)
have offered to coordinate this initiative

Phase 2

Further enhancements to information architecture,
common UI patterns, dynamic interactions from
the JavaScript Modernization Initiative's efforts

People

List

Permissions

Roles

Home » Administration

+ Add user

Name or email contains

Status

Role

Permission

- Any -

- Any -

- Any -

Filter

Action

Add the Administrator role to the selected user(s)

Apply to selected items

<input type="checkbox"/>	USERNAME	STATUS	ROLES	MEMBER FOR	LAST ACCESS	OPERATIONS
<input type="checkbox"/>	admin	Active	• Administrator	5 days 4 hours	54 seconds ago	Edit

Apply to selected items

CURRENT

[+ Add user](#)[👤 Users](#)[👤 Roles](#)[🔑 Permissions](#)[Home](#) ▸ [Users](#)

Users

▼ FILTER

Name or email contains



Status

Any ▾

Role

Any ▾

Filter

Actions ▾

1-13 de 105

< 1 2 3 4 5 6 >

☐

USERNAME

STATUS

ROLES

MEMBER FOR ▾

LATS ACCESS

OPERATIONS

☐

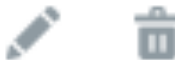
[admin](#)

actiu

Administrador

1 hora 50 minuts

07/19/2017 - 20:33

☐

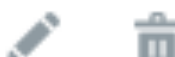
[Jordi Mercè](#)

actiu

Editor

8 hores 24 minuts

07/19/2017 - 20:33

☐

[accuram](#)

actiu

Editor

23 hores 15 minuts

07/19/2017 - 20:33



MOCKUP / AFTER

We need to do the following things:

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A screenshot of the macOS Photos app interface. On the left, a sidebar contains three options: 'Photos' with a camera icon, 'Movies' with a film strip icon, and 'Options' with a button. The 'Options' button is highlighted. The main area of the app shows a progress bar and two buttons at the bottom right: 'Cancel' and 'Open'.

▼ IMAGES

FILE INFORMATION

[Stock photos](#)

OPERATIONS

CURRENT



Alternative text *

Remove

This text will be used by screen readers, search engines, or when the image cannot be loaded.

 [stock-photo-st-stephens-church-112868985.jpg](#) (267.27 KB)

Add a new file

Choose Files No file chosen

Unlimited number of files can be uploaded to this field.
2 MB limit.
Allowed types: png gif jpg jpeg.

Image

[Browse...](#) No file selected.

One file only.

32 MB limit.

Allowed types: png gif jpg jpeg.

RELATED MEDIA



Generic file



Drupal 8 Twitter C...



[Add Media](#)

[Save and publish](#)



[Preview](#)

FUTURE

CREATE NEW PAGE

PAGE TITLE

Contact

STARTER LAYOUT

✓ All Layouts

About
Contact
Details
Features
Images
Team
Misc.

Blank

Aa



About 1

START EDITING

FIELD MEALS

New Page

+ Home

Events

This page is empty. Start editing and add content blocks.

Powered by Squarespace

Squarespace
Easy page builder

To improve the **content creator** experience, we need:

- Drag-and-drop media management
- Drag-and-drop layout and page building
- Better content staging with previews
- More modern administration experience

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Existing initiatives!

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We talked about this in the context of evaluator experience

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Configuration management is new in Drupal 8 and a big step forward...



dev

stage

prod

Configuration management is new in Drupal 8 and a big step forward...



...but it doesn't cover several real-world use cases.

For example:



"No, don't email all of my customers from dev!"

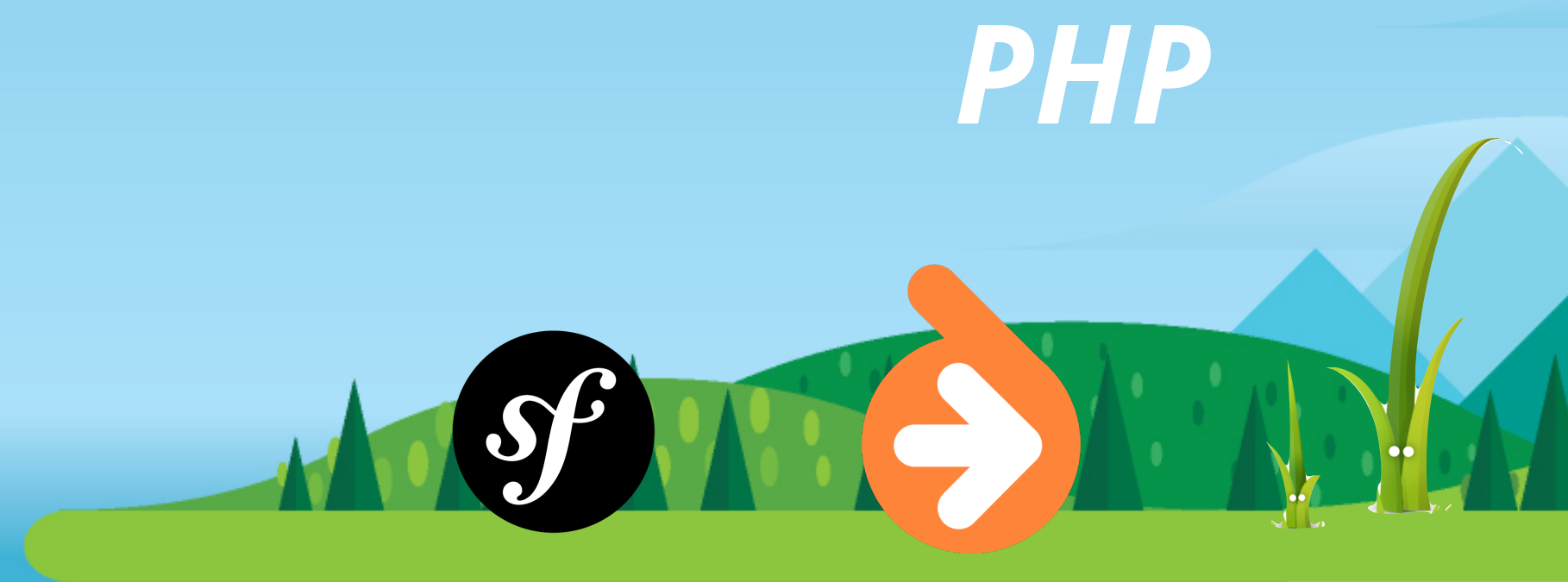
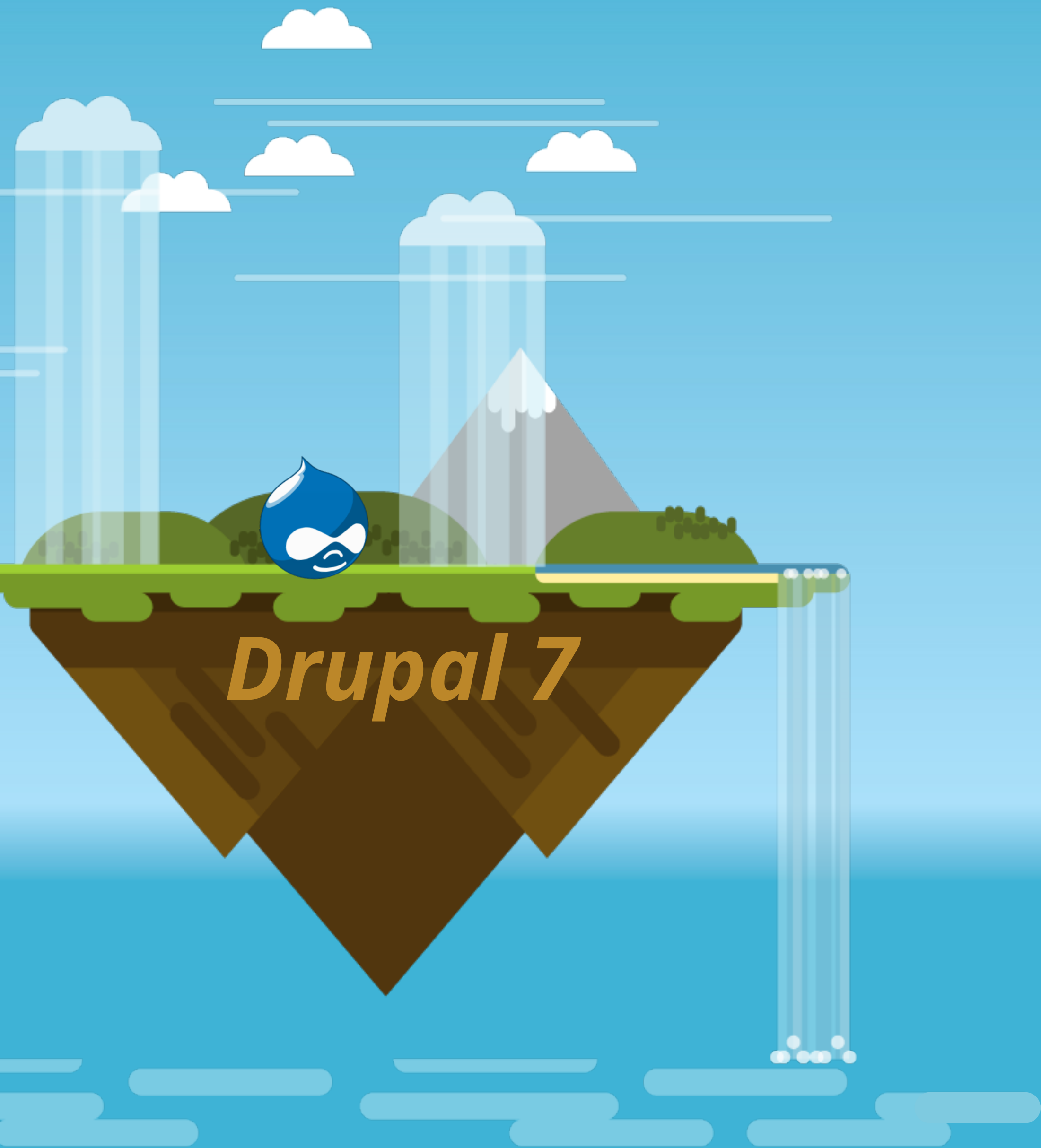
... so let's support more use cases like this in core

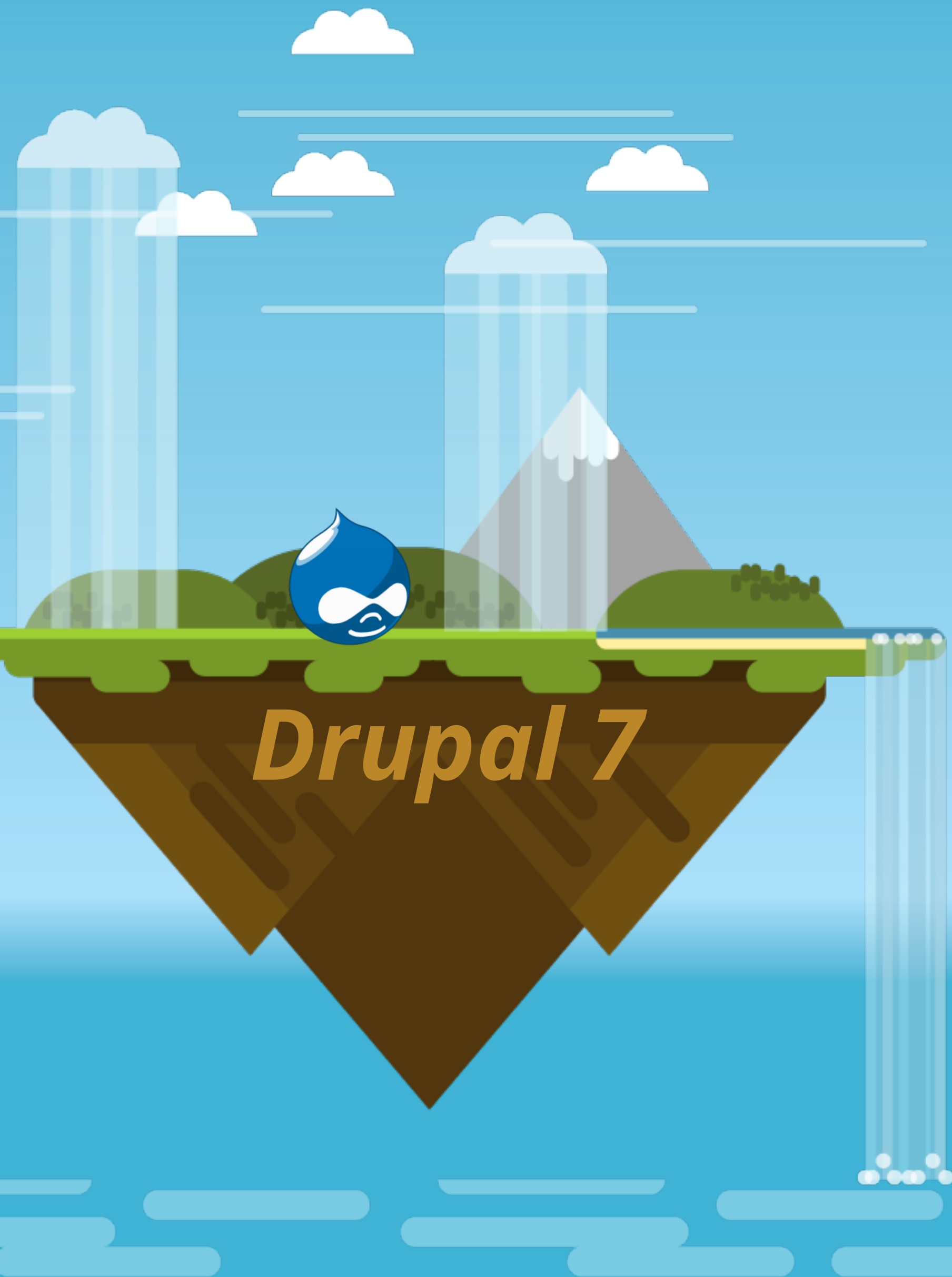


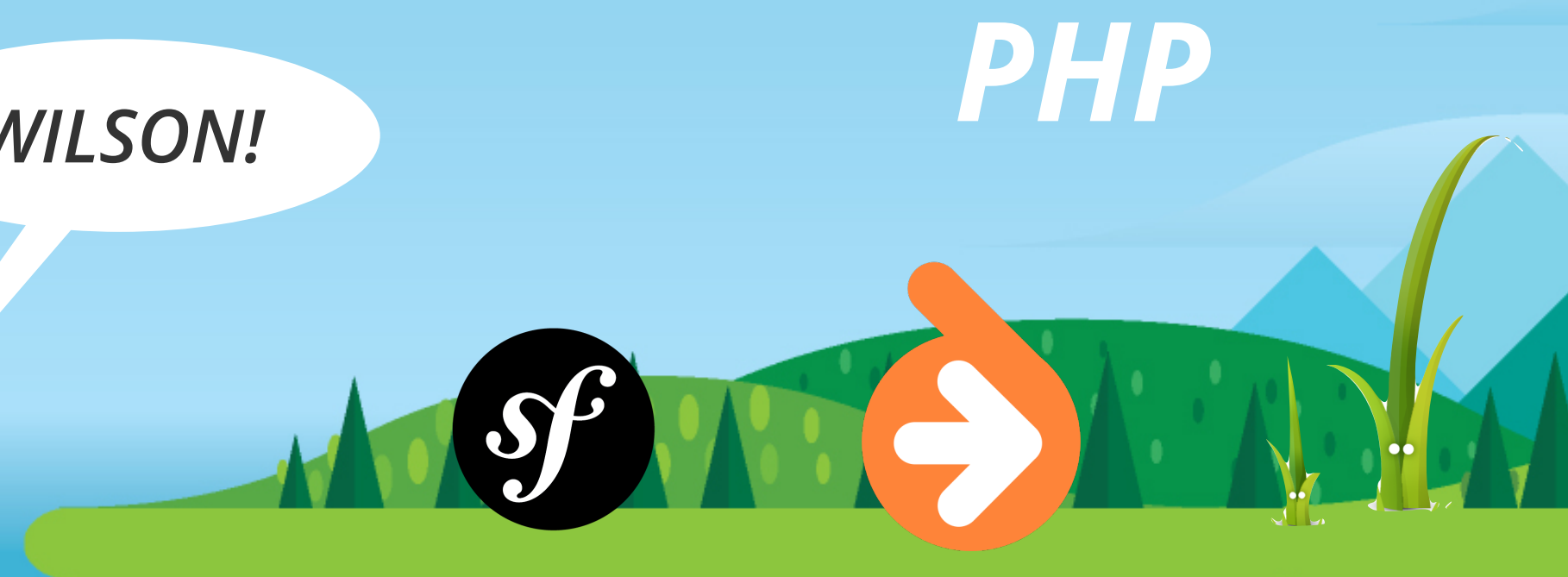
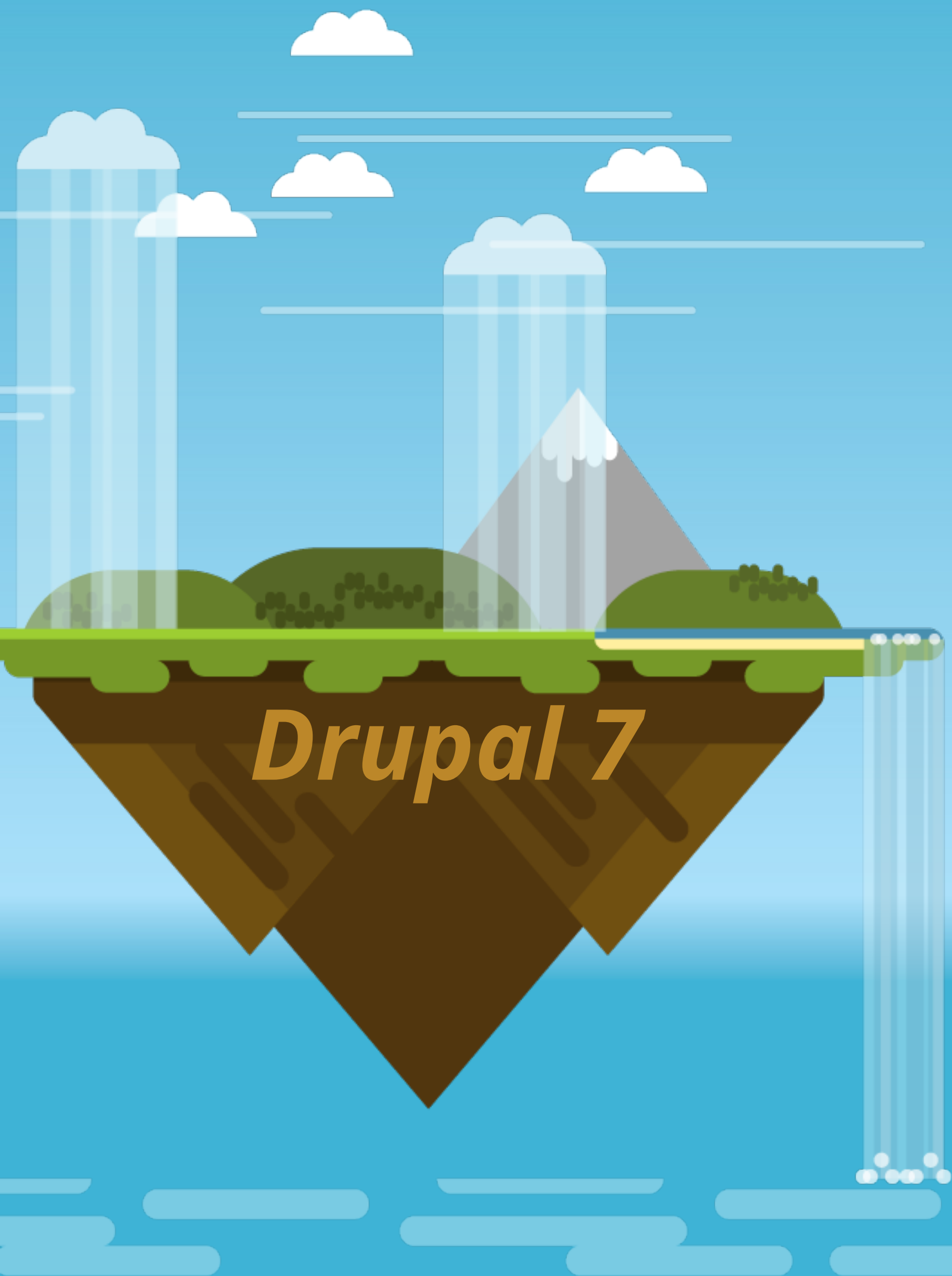
"Yes, I want test email configuration in dev and stage!"

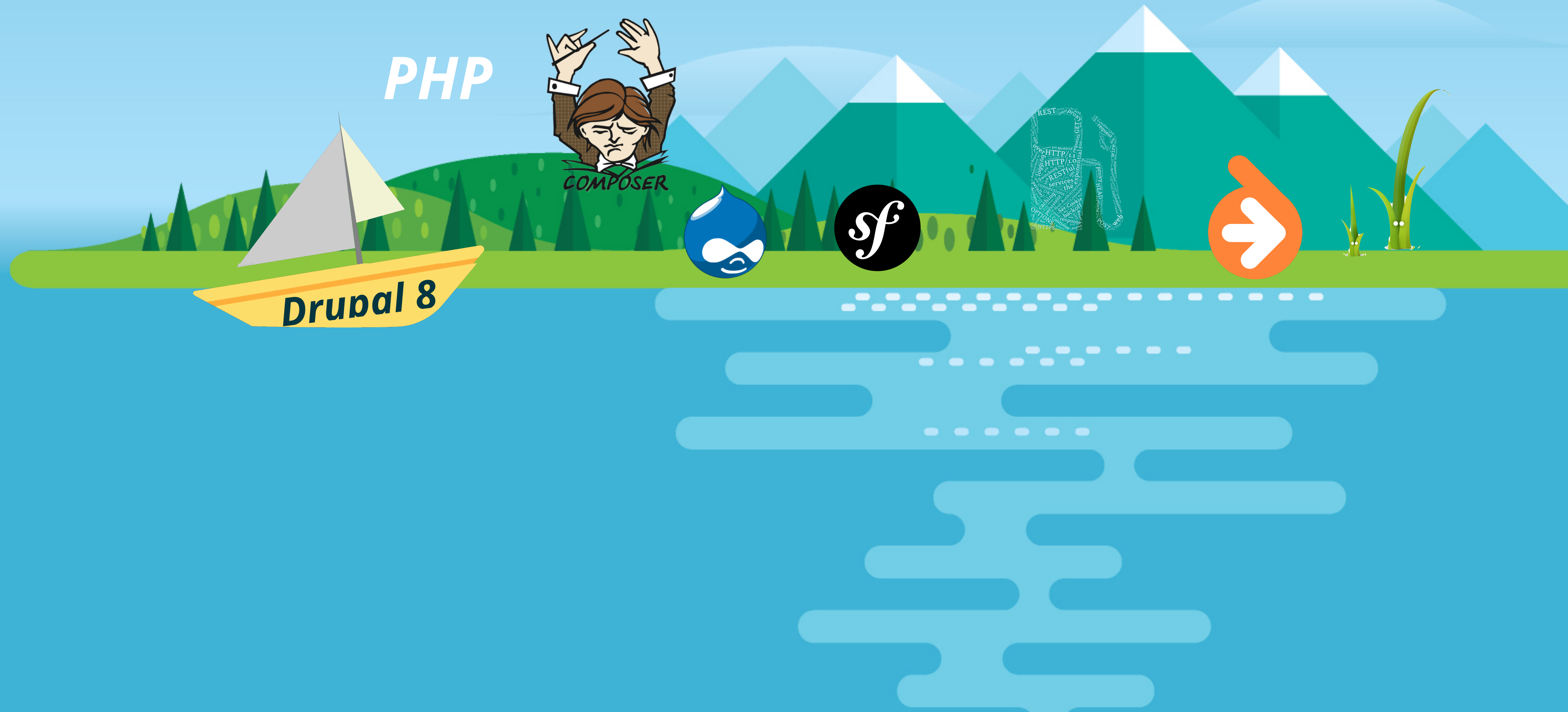
Drupal core needs to make this











PHP

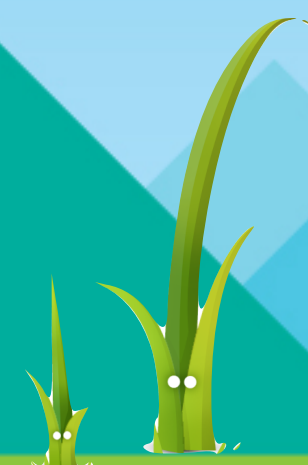


PHP





PHP

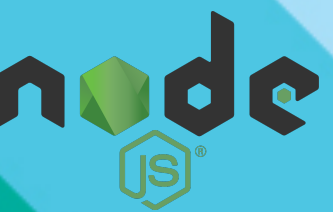




PHP



JavaScript



Drupal core needs to make this



as well.

What about **making required updates *easier***?

CURRENT STATE:

After a new minor Drupal release, teams have 6 weeks to upgrade before losing their security updates

A horizontal timeline on a teal background with vertical dashed lines. Three light blue circles with black outlines are placed at regular intervals. The first circle is labeled 'Drupal 8.5', the second 'Drupal 8.6', and the third 'Drupal 8.7'. Below the timeline, the text 'March 2018' is on the left and 'January 2019' is on the right, separated by a solid vertical line.

Drupal
8.5

Drupal
8.6

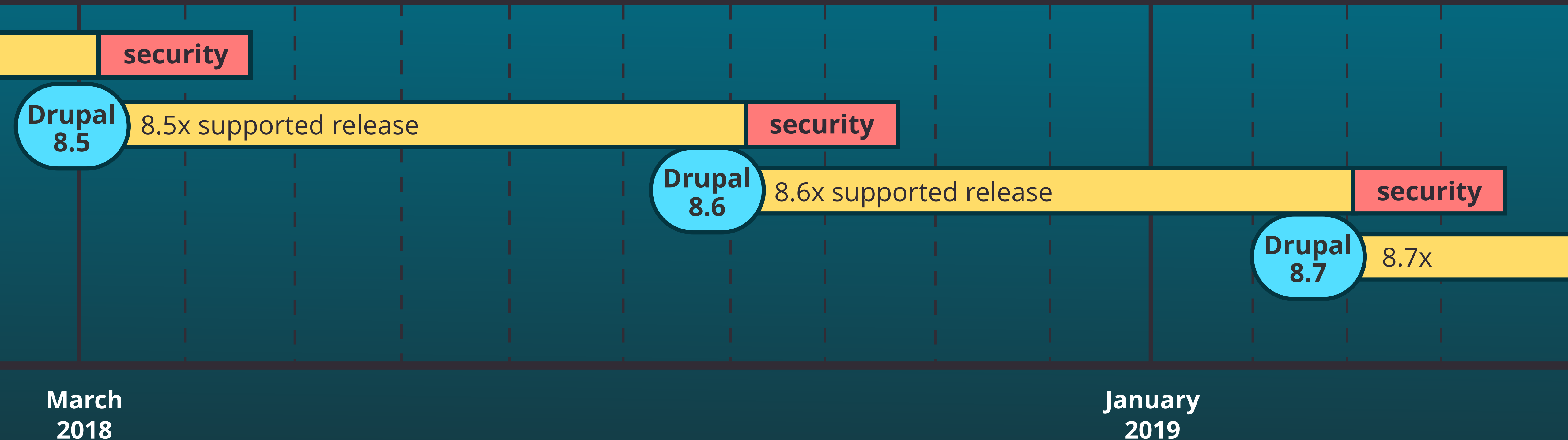
Drupal
8.7

March
2018

January
2019

CURRENT STATE:

After a new minor Drupal release, teams have 6 weeks to upgrade before losing their security updates



PROPOSED:



To improve the **site builder experience, we need:**

- Configuration management for more common use cases
- Improve the relationship between Composer and Drupal core
- Longer grace period between required updates

To improve the **site builder** experience, we need:

- ✓ Configuration management for more common use cases
- ✓ Improve the relationship between Composer and Drupal core
 - Longer grace period between required updates

To improve the **site builder** experience

- ✓ Configuration management for more contributors
- ✓ Improve the relationship between Community and Drupal core
 - Longer grace period between required

In planning

Move "best of" solutions from contrib to core.

Both maintainers and core committers support solving these issues.

To improve the **site builder experience, we need:**

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To improve the **site builder** ex

- ✓ Configuration management for
- ✓ Improve the relationship between
and Drupal core
- ✓ Longer grace period between required updates

In planning

The security team & Drupal 8 release managers are working on how to make this possible.

More dedicated time from security team members could help.

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Improve the site
builder experience

4.

Promote Drupal to
non-technical decision makers

*You should totally
use Drupal!*

Technical
decision maker

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use Drupal!*

Technical
decision maker

What is Droop-pal?

Non-technical
decision maker

*I know Drupal but I'm told
it is just for developers*

Is open source right for us?

*You should totally
use Drupal!*

**Technical
decision maker**

What is Droop-pal?

**Non-technical
decision maker**

*I need help selling Drupal to
non-technical decision makers*

**Drupal agency
Owner**

*I know Drupal but I'm told
it is just for developers*

Is open source right for us?

*I need Drupal to be on
the radar of marketers*

Here are some of the things we need:

Strategy & plan

- Brand & messaging guide
- Marketing templates
- Persona research
- Build channel to agencies, local DAs, DrupalCamps

Drupal.org improvements

- Technical comparison brochure
- Evaluator documentation
- Demos
- Case studies
- Whitepapers
-

Public relations

- Write press releases
- Pitch to media

Events & advertising

- Event marketing kits
- Ad strategies
- Ad resources
- More

How we are promoting Drupal today

Drupal
events

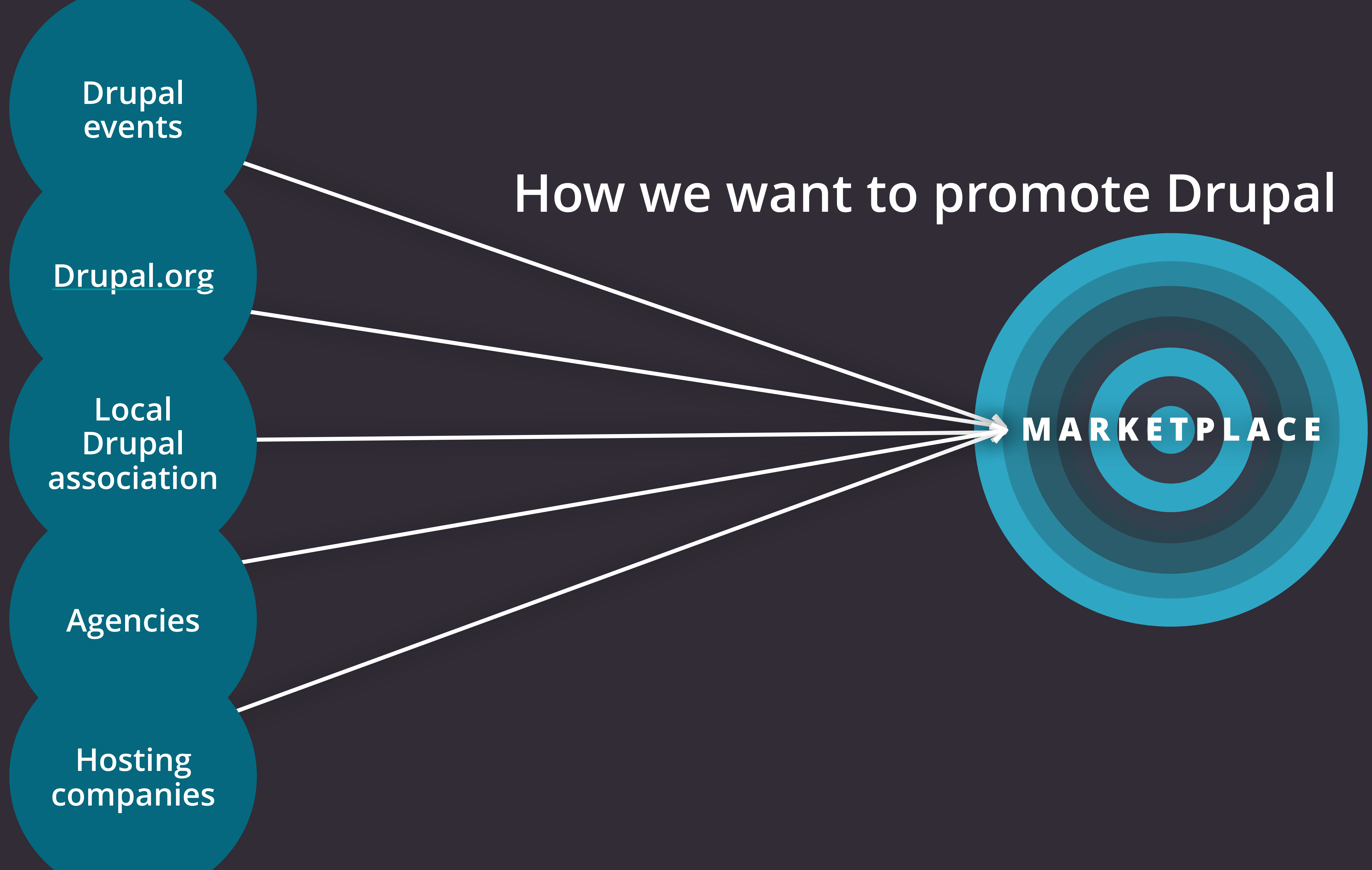
Local Drupal
association

[Drupal.org](https://drupal.org)

Agencies

Hosting
companies

How we want to promote Drupal





Promote Drupal Initiative

Owner: Drupal Association



Donate

<https://www.drupal.org/promotedrupal>

\$54,000 raised already – thank you!



\$54,000 raised already – thank you!

INDIVIDUAL
SPONSORS

Dewen Sinocrest

Donna Benjamin

George Matthes

Paul Johnson

Megan Sanicki



COMPANY
SPONSORS







DONATE

<https://www.drupal.org/promotedrupal>

We need to do the following things:

1.
Improve the technical
evaluation process

2.
Improve content
creator experience

3.
Improve the site
builder experience

4.
Promote Drupal to
non-technical decision makers

INITIATIVE	OWNER	INITIATIVE COORDINATOR	STATUS
Better Technical Evaluator Experience	Drupal Association	💧 hestenet	Under active development
Documentation UX (Issue 2956879)	Documentation Working Group	💧 grasmash	In planning
Modernized Admin Experience (Issue 2957457)	Core contributors	💧 ckrina & 💧 yoroy	In planning
Composer & Core (Issue 2958021)	Core contributors (in concert with the Drupal Association)	Volunteer needed!	Proposed
Config Management 2.0 (Issue 2957423)	Core contributors	Volunteer needed!	Proposed
Security LTS (Issue 2909665)	Core release management (in concert with Security Team)	N/A	Proposed, Under discussion
Promote Drupal Initiative	Drupal Association	💧 megansanicki	Proposed (needs fundraising to start)
Existing initiatives: Media, Layout, Workflow, Out-of-the-Box	Core contributors	(various)	Under active development

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Search the “Simplify Drupal” tag on drupal.org to find out more about these

**If we do all of this,
then we will...**

- ✓ Deliver a **competitive user experience**
- ✓ Promote Drupal's **benefits** to decision makers
- ✓ Better communicate Drupal's **value to evaluators**
- ✓ Equip ourselves to **learn, build & support Drupal**
- ✓ **Reduce the cost** of building, upgrading & maintaining Drupal

We also want community-
suggested initiatives from **you**

www.drupal.org/getting-involved

FOSTERING COMMUNITY

SECTION III.

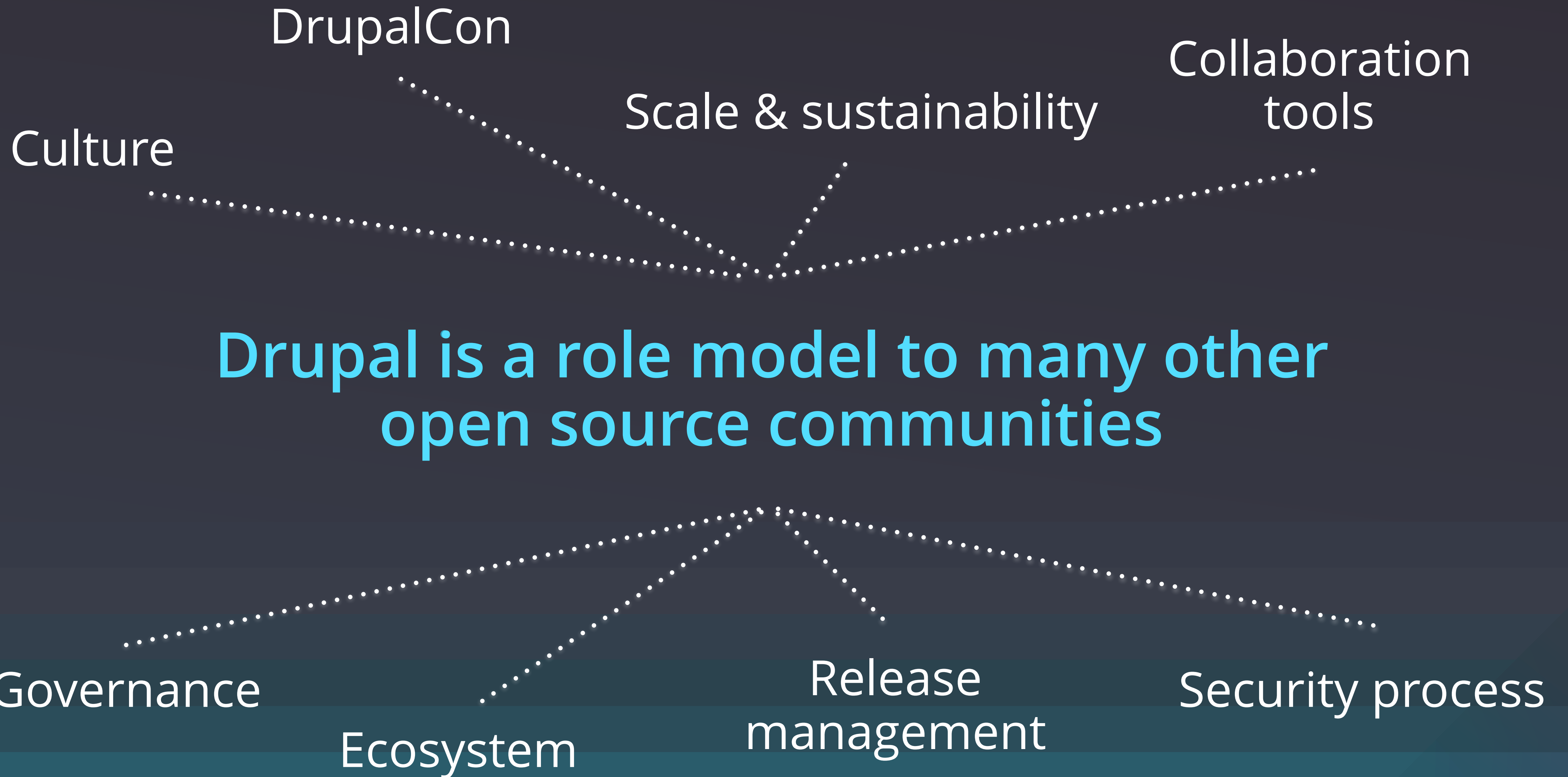
The background of the image is a digital illustration of a desolate, rocky alien planet. Two astronauts in full space suits are walking away from the viewer towards the horizon. The ground is covered in dark, jagged rocks and patches of reddish-brown soil. In the distance, there are low, rolling hills. A brilliant, golden-yellow light source, possibly a sun or a distant star, is positioned directly in the center of the horizon, creating a strong lens flare and illuminating the scene. The sky is a deep, dark blue, filled with numerous small, white stars. The overall mood is one of exploration and vastness.

"There is no power for change greater than a community discovering what it cares about"

— Margaret Wheatley



Drupal has **grown considerably**
since the early days.



We can no longer simply pass our
values along by **word of mouth**



We need to **capture the values** that
guide our culture & behaviors





How do you condense **17 years of Drupal learnings**
into a simple set of values & principles?

DRUPAL VALUES & PRINCIPLES



5 VALUES

PRIORITIZE
IMPACT

ENJOY WHAT
YOU DO

STRIVE FOR
EXCELLENCE

BETTER
TOGETHER

TREAT OTHERS WITH
DIGNITY & RESPECT

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PRIORITIZE IMPACT

PRINCIPLE 1:
Impact gives
purpose

PRINCIPLE 2:
Build software that
everyone can use

BETTER TOGETHER

PRINCIPLE 3:
Foster a learning
environment

PRINCIPLE 4:
Decisions should
be collaborative

PRINCIPLE 5:
Everyone has
something to
contribute

PRINCIPLE 6:
Choose to lead

STRIVE FOR EXCELLENCE

PRINCIPLE 7:
Embrace change

TREAT OTHERS WITH DIGNITY & RESPECT

PRINCIPLE 8:
Every person is welcome,
every behavior is not

PRINCIPLE 9:
Be constructively honest,
& relentlessly optimistic

PRINCIPLE 10:
Be growth-minded
& open-minded

ENJOY WHAT YOU DO

PRINCIPLE 11:
Be sure to have fun

PRINCIPLE 6. CHOOSE TO LEAD

Leadership is not something that is appointed; it is a role that any individual can take on. I invite you to discover how you can help lead a part of Drupal.

Leadership is about having positive influence, not about having a specific title or authority. If you have the capacity and desire to influence others or drive change, you can be a leader.

Leadership is also not dependent on having the greatest knowledge of software or skills. Instead, great leaders care deeply about others, and understand the importance of putting the project first.

Recognize that leadership is learned over time, often from an accumulation of challenging experiences. The expectation of leaders is not that they are perfect or have years of experience. The expectation of leaders is that they learn from their mistakes, rise to the challenge, support others ahead of their own needs or ego, and continuously work to improve themselves.

Everyone has heard stories about companies where employees show up to work, do the minimum, assume no responsibility and collect a paycheck. Employees end up finding little purpose at work and simply go through the motions; the result is that companies grow stagnant.

I fundamentally believe people do their best work when they are empowered to take on ownership and responsibility. I've personally invited many people to take ownership over parts of Drupal, and I encourage you to do the same within our community.

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Posted 1.0-alpha at

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& relentlessly optimistic

<https://www.drupal.org/principles>

PRINCIPLE 5:
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contribute

PRINCIPLE 6:
Be growth-minded
& open-minded

PRINCIPLE 6:
Choose to lead

POSTED

1.0-alpha

FEEDBACK

Test, debate & revise
to make it ours



POSTED

1.0-alpha



EXPAND

Add missing principles

FEEDBACK

Test, debate & revise
to make it ours

POSTED

1.0-alpha

LIVE

them

EXPAND

Add missing principles



Today's principles of focus

PRINCIPLE 6. CHOOSE TO LEAD

PRINCIPLE 5. EVERYONE HAS SOMETHING TO CONTRIBUTE

PRINCIPLE 1. IMPACT GIVES PURPOSE

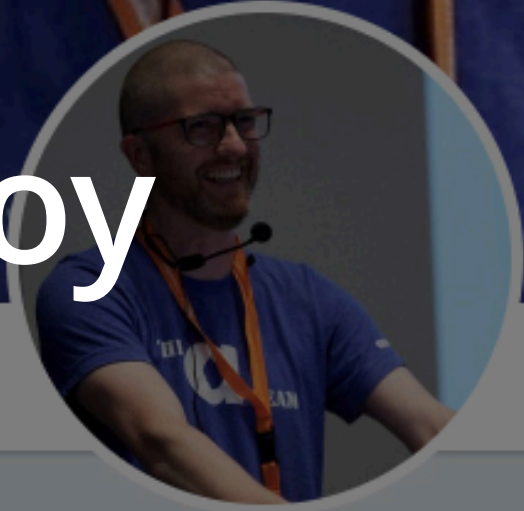




PRINCIPLE 6. CHOOSE TO LEAD

Mark Conroy

💧 markconroy



Marky Conroy
@markconroy

Lead frontend #Drupal developer with @annertech (Web Agency of the Year). Making the Out of the Box experience for Drupal core better.

📍 Ireland

🌐 mark.ie

📅 Joined September 2008

PRINCIPLE 6. CHOOSE TO LEAD

**Marky Conroy** @markconroy · Jan 13
Here it is: the MEGA patch to add the demo_umami profile and umami theme to #Drupal core for the #OOTB initiative!

**Create experimental installation profile**
Working issues [#2822414] There's a sandbox with prototype code and more tasks. Background There are two initiatives working on default content and new drupal.org

2 10 19

**Marky Conroy** @markconroy · Jan 13
And the first installation of it - du7gz.ply.st

1 2

**Marky Conroy**
@markconroy [Follow](#)

A coupe of years ago I was thinking, I'd be so proud of myself if I could write a Drupal theme.

Today I just posted a patch for the new official theme for #Drupal.

Chuffed? I'm on cloud nine here!

12:00 PM - 13 Jan 2018

5 Retweets 27 Likes



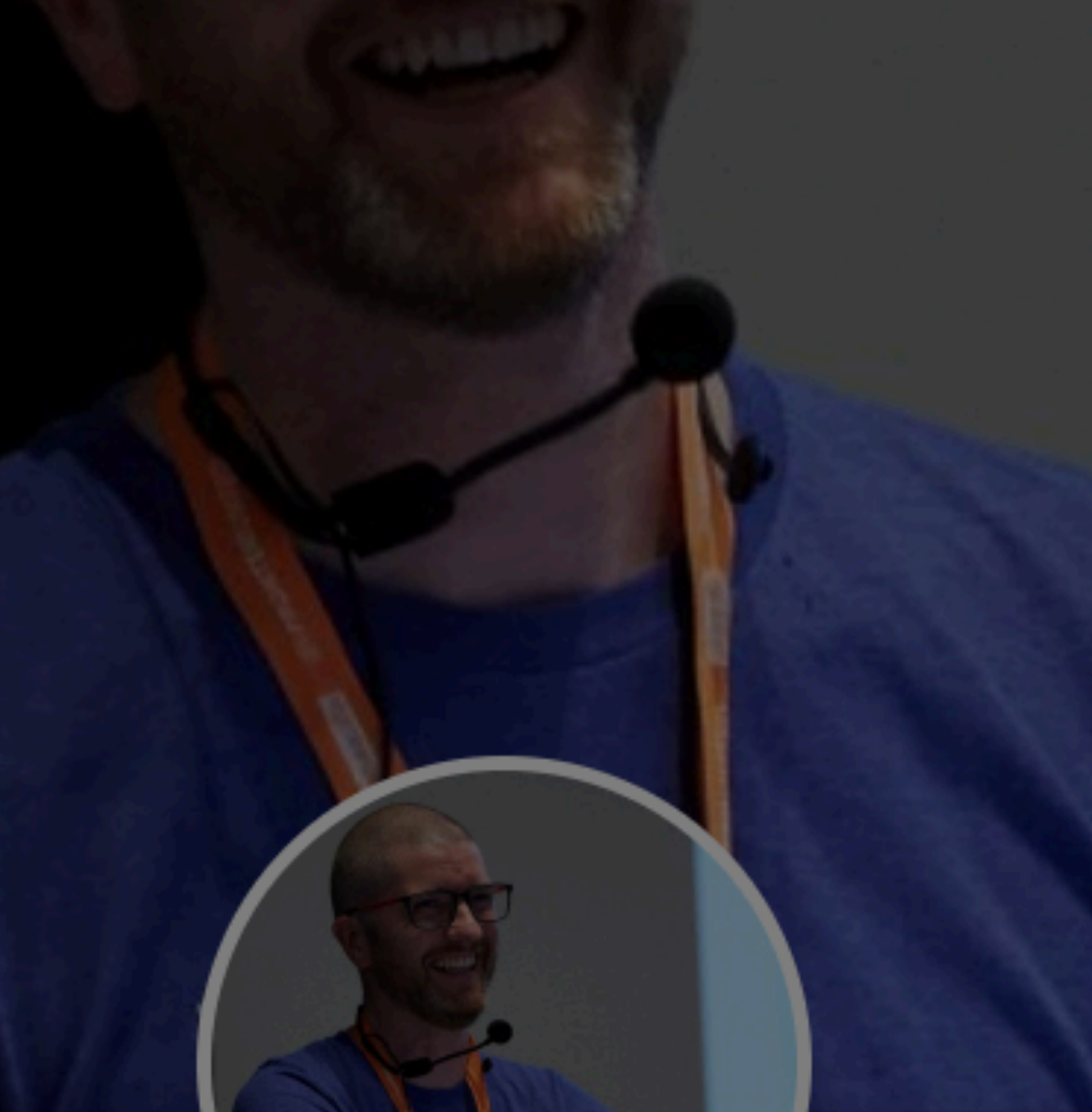
6 5 27



**Marky Conroy** @markconroy · Jan 15
If you worked on the #OOTB initiative for #Drupal, please add your name to the issue description here drupal.org/project/drupal... so you can be credited on the commit message.

Lead Front-End
Drupal Developer
@ Annertech

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Marky Conroy

@markconroy

Lead frontend #Drupal developer with @annertech (Web Agency of the Year). Making the Out of the Box experience for Drupal core better.

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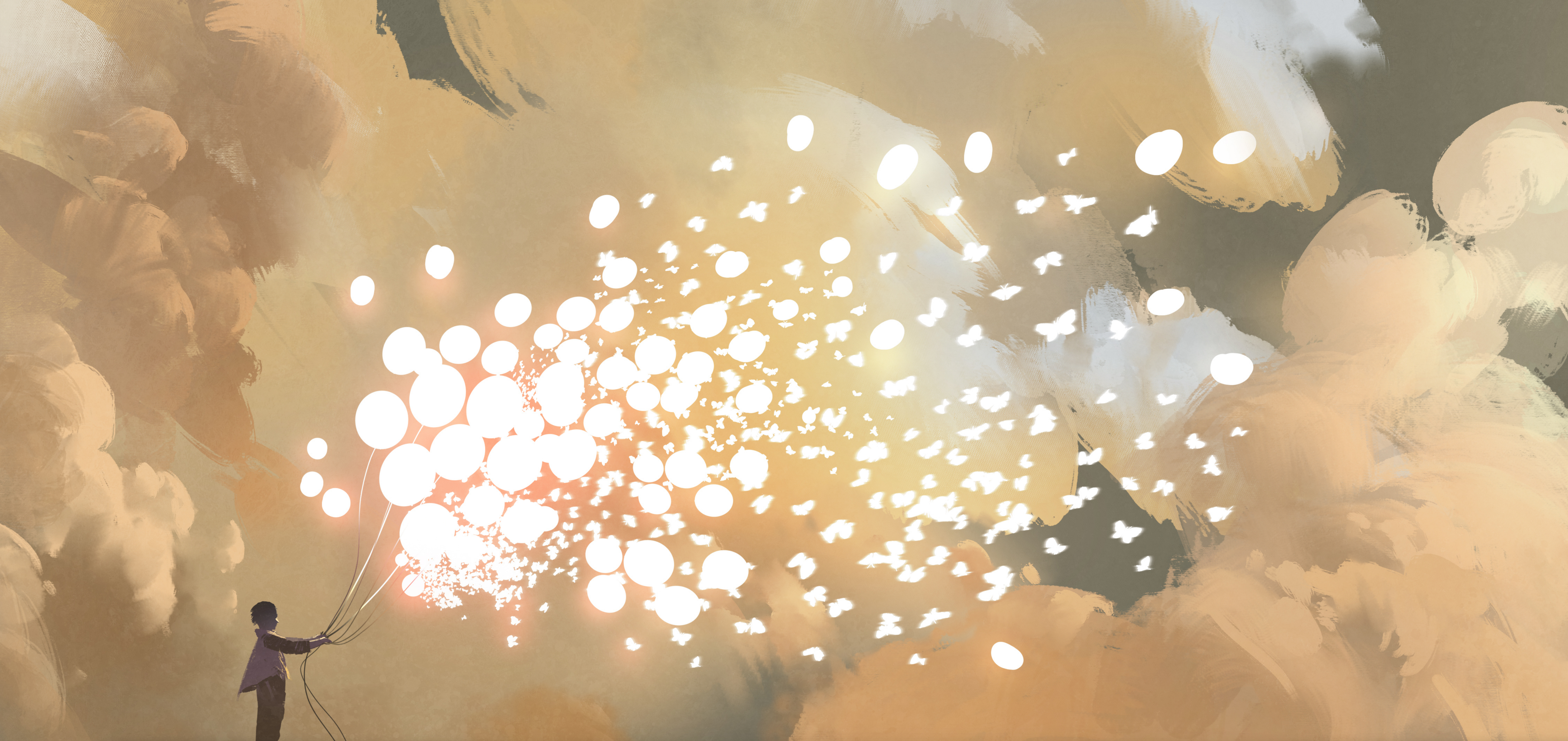
Tweet your reply

for #Drupal, please add your name to the issue description here drupal.org/project/drupal... so you can be credited on the commit message.

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A lot of people say that one of the biggest

PRINCIPLE 6. CHOOSE TO LEAD



PRINCIPLE 5. EVERYONE HAS SOMETHING TO CONTRIBUTE



Mike Lamb 💧 mikelamb

*Senior Director, Architecture,
Engineering & Development
@ Pfizer*

PRINCIPLE 5. EVERYONE HAS SOMETHING TO CONTRIBUTE

PRINCIPLE 1. IMPACT GIVES PURPOSE



PRINCIPLE 1. IMPACT GIVES PURPOSE

Rebecca Pilcher 💧 RyeBurd
Director of Marketing @ Drupal Association



I always want to share amazing
Drupal stories from **you**

AGENDA:

Grow together



I.
Drupal 8
update



II.
Growing
adoption



III.
Fostering
community

AGENDA:

Grow together



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community

We have a great history
and a bright future



A glowing yellow lightbulb is the central focus, set against a dark blue background. Inside the bulb, a stylized plant with three leaves and a small flower bud is growing. The background is decorated with various white, glowing shapes resembling stars or distant galaxies. The text "Let's grow Drupal together" is centered within the lightbulb's glow.

Let's grow Drupal together



THANK YOU

DRIESNOTE Q&A SESSION

Thursday, April 12th

2:15pm | Room 202