Recommendations for Enhancing PKI Web Presence

It is generally agreed that the current Member Section web site format does not adequately meet the needs of the OASIS PKI Member Section. The focus on "News" results in the site appearing out-of-date. The predominance of links that point directly into the OASIS site can be confusing to new visitors and may detract from the site's mission. The "meat" of the site, the Resources and White Papers, are not sufficiently highlighted and may be overwhelmed by secondary information. The site also does not adequately address one of the key objectives of the Member Section, i.e., to promote the use of PKI by building and fostering the PKI community.

OASIS is in the process of launching a series of XML.org Focus Areas for specific standards. These web sites serve as community gathering places and non-commercial information resources that advance the work of OASIS. Based on the Drupal open-source platform for community-driven web sites, the Focus Areas provide a Knowledge Base of technical and educational materials, collaborative workspaces (through a wiki interface), and discussion areas.

In view of the above, OASIS staff recommends the following three action items with budgetary estimates to total $30,000:

- A PKI XML.org Focus Area be established to enable community postings, forums, blogs, product/services listings, testimonials, wiki pages, etc. The PKI Focus Area will be developed using Drupal as the infrastructure for all the content. The cost estimate for an experienced Drupal consultant is $15,000.

- The OASIS PKI Member Section web site be redesigned and simplified to focus more attention on the MS mission statement, consolidate and highlight primary links, and serve as an access point to the PKI XML.org Focus Area. The cost estimate for the various modifications and restructuring to all remaining (less fluid) OASIS PKI web pages is $5,000.

- The existing content will require a fairly extensive revamping and reloading. Not only to update and eliminate a variety of existing content but also to populate the new more interactive elements of the 'drupalized' PKI Focus Area with current, relevant information that will showcase the past and future path of the OASIS PKI Member Section. Based on other proposals, we can estimate a budget of $10,000 for competent completion of this phase.

PKI XML.org Focus Area

See "Creating and Maintaining XML.org Focus Areas" and the DITA XML.org Focus Area (http:dita.xml.org)for more details.

Deliverables of the Member Section and the OASIS PKI TC (white papers, etc.) would continue to be hosted on the MS and OASIS sites; links from various places within the PKI XML.org Focus Area would direct visitors to these resources.

OASIS PKI Member Section Web Site

Homepage:

A redesign of the PKI Member Section homepage would feature:

1) An expanded mission statement (all the info that's currently on the "About" page)

2) Space for quick links (this could be used for breaking announcements on webinars, meetings, etc., if no current announcements apply, links to 3-4 white papers could be used)

3) Links to:

- OASIS PKI Technical Committee

- PKI XML.org Focus Area

- Join (a new page with specifics on how/why to join the OASIS PKI Member Section, with a link to the OASIS Join page)

- Governance (bios of Steering Committee members, link to RoP)

- Member list

- Resources http://www.pkiforum.org/resources/ (links to white papers and other deliverables of the Member Section; these resources would also be linked from the PKI XML.org Focus Area)

- FAQ on the Member Section (http://www.pkiforum.org/faq.html)

- OASIS homepage

Other pages on the PKI Member Section site:

Note: No links will be broken as part of the above actions. All existing pages will be preserved or redirected as follows:

1) About (http://www.pkiforum.org/about.html)
   Most of this info will be move to the homepage; "About" text will also be consolidated with "FAQ" http://www.pkiforum.org/faq.html info; we can redirect "FAQ" to "About" page, so we have one page of background.

2) Governance (http://www.pkiforum.org/governance/)
   This page would remain the same, with a link to the RoP added to the body text.

3) Steering Committee (http://www.pkiforum.org/governance/index.html)
No change; this page already re-directs to the "Governance" page.

4) RoP (http://www.pkiforum.org/governance/rop.html)
No change

5) Members (http://www.pkiforum.org/members/)
No change (Note to Dee: ensure we have a process in place to keep this page updated.)

6) Resources (http://www.pkiforum.org/resources/)
No change; all the pages linked from here would also be linked from the PKI XML.org Focus Area's "Resource Directory" page.

7) White papers (http://www.pkiforum.org/whitepapers.html)
No change; all the pages linked from here would also be linked from the "White Papers" page on the PKI XML.org Focus Area's "Resource Directory."

8) FAQ (http://www.pkiforum.org/faq.html)
This copy should be integrated with the "About" text; FAQ link should be re-directed to "About."

9) New page: Join
We should create a new "Join" page to explain how/why people can get involved with the Member Section. (Currently, the PKI "Join" link goes directly to the OASIS "Join" page, which may be confusing for many visitors. A PKI MS "Join" page could be similar to http://www.cgmopen.org/join/.

Alternative Approaches

Why not simply create an OASIS PKI Member Section site based on Drupal and not launch a PKI XML.org Focus Area?

One of the reasons OASIS established the XML.org Focus Area program is because the OASIS web site and the sites of its Member Sections are devoted to information that directly relates to the work of the consortium. It is not appropriate for OASIS (or the Member Sections) to host commercial data or information from other consortia or trade groups, e.g., product listings, company press releases, links to web sites that are not affiliated with OASIS, white papers not vetted through the TC process, user group information, special interest groups, books, blogs, etc. While it would be possible to "Drupalize" the Member Section site, that would not address the need to foster the PKI community by providing a central location where commercial and non-commercial information is readily available and public dialog and information sharing takes place.

Creating a PKI XML.org Focus Area also enables PKI to be included in the XML.org program, assuring its logical place alongside other standards Focus Areas. It would be easy and intuitive for visitors to a future SAML XML.org Focus Area, for instance, to navigate to a PKI XML.org Focus Area. Directing them to a Member Section site instead might be jarring and cause undue confusion (why is this different?).

Why not simply create a PKI XML.org Focus Area and redirect all MS pages there?

Although XML.org is hosted and operated by OASIS, the Focus Areas areas provide an open community of information. It makes sense for specifics on the MS itself--such as governance, mission, instructions for joining, etc.--to be hosted on a separate site. Links to MS pages would be available through the Focus Area (and visa versa).