What we’ll cover today

- Drupal transition update
- How to get things done
- What’s ahead: Getting styles on all sites to baseline, design revamp: Nokomis 3.0, getting things done in the new model
- AHC Events Calendar: New!
- Researcher resources: Research Toolkit, Research Services site, research ethics statement, making a researcher resources page, research labs / studies
Town Hall follow-up

• We’ll send the recording and slides

• **Next AHC Web Town Hall: March 2, 2017**
   Moved to once a semester “state of the web” update, other opportunities for connecting: open labs, consultations, monthly training, etc.

• **AHC Web Events:**
  [http://hub.ahc.umn.edu/communications/web/about/attend-event](http://hub.ahc.umn.edu/communications/web/about/attend-event)
Our web presence has been on a journey of transformation...
DRUPAL TRANSITION UPDATE

In 2+ years we’ve transformed 165 UMContent and other web properties (formerly 275) to 76 Drupal sites serving more than 100+ AHC units, and the audiences they serve.
We are out of UMContent but still transitioning a few web properties to Drupal
Closer to a new web model...
provide clarity // improve quality
//////// build a strong foundation
/////////// move to a model of continuous improvement

web vision
REALITY

UMContent?
Responsive?
Creative Agency?
numbers Our web presence is large-scale and frequently sought.

Known websites: 300+  |  Web themes in use: 12+
Contributors: 500+ people with UMContent access

Page views—one year: 19,677,273, one month: 1,639,773
Visits—one year: 6,305,194, one month: 525,433
Unique visits—one year: 3,716,417, one month: 309,702

ANALYTICS FROM KNOWN WEBSITES FOR REPORTING PERIOD
JULY 1, 2011–JUNE 30, 2012

More web visits than people who live in Minnesota

AHC websites get more visits in one year 6,305,194 more than the population of MN 5,344,861. 2011 Census

To maintain a website with relevant and current content requires continuous review. We have an estimated 100,000 pages of web content. Working full-time and doing nothing else, a 1-hour review of each page would take 48 years. A 10-minute review of each page would take 8 years. So if someone began reviewing our web content at age 30, they could finish before their 80th birthday.

(Total pages doesn’t include items not on our servers, blogs, databases, applications, and more. Full-time = 40 hours per week at 52 weeks, which is 2,080 hours per year.)

“health” is the 13th highest of 1,185,094 terms searched through the University’s Google appliance over 84 days. All AHC colleges/schools (except Veterinary Medicine) and “ahc” come up in the top 150 queries.

(Reporting period: May 1–July 23, 2012. Queries are specific phrases searched.)
trends
Our current web model focuses on maintaining the status quo. We need the ability to adapt on a continuing basis.

Findability
234 million total websites existed as of December 2009. In 2009 alone, 47 million websites were added. To use our websites, people must be able to find them. To find us, our content must be relevant to the people looking for it and function as an "answer engine." It takes people to plan and create the web.

Mobile and devices
"Mobile reaches 87% of the world's population, and is more pervasive than any other mass medium. More people have access to mobile phones than to running water... 31% of U.S. citizens use mobile devices as their primary way of accessing the web." There was a 600% growth in traffic to mobile websites in 2010. The average smartphone user visits up to 24 websites per day. "The number of mobile-connected devices will exceed the number of people on earth by the end of 2012. By 2016, there will be 1.4 mobile devices per capita. So, our sites need to work well on desktop, mobile, and other devices.

Online reputation, global gateway
More than 2 billion people use the Internet. Your website is your front door to the world, frequently providing people's first impression of your organization. Because of search, every page is a home page. Your website functions as an essential hub for all methods of communication—social media, phone, print, advertising, in person.

―Eric Schmidt, Google executive chairman/former CEO
Evolution of our web presence

**WILD WEST**
Early days of the web
- website?
- no clear methods
- just “put it up”

**HODGEPODGE**
Status quo (2003–12)
- structure + CMS
- perpetual migration
- one-offs, wizzbang

**A TRUE ECOSYSTEM**
The future we are making
- clarity
- quality
- strategy guides decisions
Our web presence is used and the work to support it is valued.

We continuously improve the web for our AUDIENCES.

People know the answers and take care of their websites.

YES, I FOUND WHAT I NEEDED!
WEB POINT PERSON

- Subject Matter Expert
- Web Editor
- Project Manager AHC Web Team
- Reviewer
- Goal Setter
- Requester
- Approver
A guiding principle: People know how to get things done
Tips, best practices, how to...

- AHC Resource Hub: 
  z.umn.edu/ahcweb

- AHC Drupal Training site: 
  training.ahc.umn.edu
Help!

- Email ahcweb@umn.edu

- Attend a web building open lab twice a month, next is November 17
<table>
<thead>
<tr>
<th>Event Date</th>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, November 3</td>
<td>1:00pm</td>
<td>AHC Web Town Hall</td>
</tr>
<tr>
<td>Thursday, November 17</td>
<td>2:30pm</td>
<td>Web Building Open Lab (for AHC web contributors)</td>
</tr>
<tr>
<td>Thursday, December 15</td>
<td>1:00pm</td>
<td>DRP101 - Contributing Content to an Enterprise Drupal Website</td>
</tr>
<tr>
<td>Thursday, January 19, 2017</td>
<td>2:30pm</td>
<td>Web Building Open Lab (for AHC web contributors)</td>
</tr>
<tr>
<td>Monday, February 27, 2017</td>
<td>2:00pm</td>
<td>Web Building Open Lab (for AHC web contributors)</td>
</tr>
<tr>
<td>Thursday, March 2, 2017</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Events shown in time zone: Central Time
Discuss strategy; seek web expertise, guidance, advice

Schedule an appointment or consultation
Get access and learn how to update in Drupal

- Attend AHC Drupal Training
  Monthly, in-person, 3 hours on West Bank Campus (must be the AHC training)
- Once attended, login into [X].umn.edu/login and then email ahcweb@umn.edu that you’ve taken the training and logged into [X] site
Get access and learn how to make updates in bios

- Email ahcweb@umn.edu to arrange a training for AHC Bios System, which is used to update faculty, staff, and other bios across our supported sites.
Share an idea

Submit wish list items for design, functionality, bios, and anything else you are imagining for consideration to the:

Web Features and Functionality Form
https://umnhealth.wufoo.com/forms/z1jtmg2s0zfogni/
Report broken links, submit website feedback, reach a site contact

Use the **feedback form** found in the footer of whatever site you are on. It’s usually: sitename.umn.edu/feedback
Inform about a staff change

Help us keep our records current!
Email ahcweb@umn.edu if web responsibility in your area has changed and someone no longer needs access, if there’s a new contact, etc.
What’s ahead: Living in the new web model
The plan for early 2017...

- All web properties on U Drupal platform in responsive, Nokomis web theme
- Updated AHC flagship sites: health.umn.edu and hub.ahc.umn.edu
- All six AHC colleges and schools in the bios system
Updating the web section on the AHC Resource Hub

• Goal: easier to use and find things
• We’ll send a note with key changes when they are being made
• To share input before or after, use the site feedback form: http://hub.ahc.umn.edu/feedback
Starting in 2017…

• Roll out regular check-ins
• Clear ways to request things and know what to expect (e.g., forms for specific content types, like blog)
• Getting earlier sites that launched updated to the most current settings
• Continue to evolve and improve tools and support: Theme, bios, training, etc.
• Special projects (improvement, new efforts)
Thrive in the new model

• **Support**
  – Resources, training, troubleshooting, improvements, new features, build capacity

• **Oversight on what we manage**
  – Our system, tools, and sites (health, hub, training)
  – Web community and web strategy

• **Projects requested from units**

• **Projects we initiate**
  – Improvements to benefit many units
  – AHC Communications strategic initiatives
WEB THEME

#1 Getting to same baseline
#2 Nokomis 3.0
We define *web theme* as the combination of visual look, templates, styles, standards, system for content updating, and contributor experience used by one or more websites.

**Nokomis** is the Academic Health Center's official web theme, built on the Drupal platform.
#1 GETTING TO SAME BASELINE
Updating all sites

- Updating all styles and new bios format—early sites don’t have all new ones, different language in WYSIWYG
- **Timing:** Starting experiments this month, will use to estimate timing
- **More info:** See the newest styles at training.ahc.umn.edu
#2 NOKOMIS 3.0
Design updates

• Change in the look and feel
• NOT a migration
• Will happen behind the scenes
• **YOU DON’T NEED TO DO ANYTHING**…
  …except provide input if you want to
What to expect for the “refresh”

• Clean, modern look; versatility
• “Bake” in more options (blog, news, etc.)
• Not alter contributor experience – what you learned in Drupal won’t change but some names of styles and how they look will
• Usability and accessibility a priority
Example change:
Fonts used throughout

Neutraface is U’s font and new wordmark font for AHC schools—use for “branded” areas and accent

Roboto as primary header and text font

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Version</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roboto Light</td>
<td>Condensed</td>
</tr>
<tr>
<td>Roboto Regular</td>
<td>Condensed</td>
</tr>
<tr>
<td>Roboto Medium</td>
<td></td>
</tr>
<tr>
<td>Roboto Bold</td>
<td>Condensed</td>
</tr>
<tr>
<td>Roboto Black</td>
<td></td>
</tr>
</tbody>
</table>
What might change?

- Fonts
- Also looking at things like maroon tab, maroon navigation bar, styles, callouts, layouts, content types, reducing AHC footer, etc.
- Shouldn’t impact special sections, site-within-a-site, custom design accent etc.
Some theme milestones…

- July 31, 2013—Nokomis 1.0 (in Drupal but not on U Drupal)
- July 14, 2014—Last UMContent site launched in Harriet web theme
- August 28, 2014—First AHC site on U Drupal platform
- October 2, 2014—First site in Nokomis 2.0

- Much to consider for Nokomis 3.0!!!
Next steps for Nokomis 3.0

• **Gather input:** Past usability, feedback, input from features/functionality form, conversations, best practices/trends, etc.

• **Share update** at next town hall March 2 and via email to AHC Web Group

• **Reviews of concept:** usability, accessibility, other reviews

• **Implement:** Goal is to start in summer/fall and have all sites done by end of 2017
Share your input!
AHC Events Calendar
Introducing the AHC Events Calendar

• **Why:** Provide a go-to place for AHC events
• **What:** Any event that people can attend
• **Enter once, appear twice:** University-wide Events Calendar and AHC Events Calendar
• **Future plan:** enter once, appear three places—feed on specific website
Mini U Events Calendar

https://events.umn.edu/health-sciences/online/

health.umn.edu
AHC Events Calendar

See All Events
Filter by Category

Campus Calendars
Crookston
Duluth
Morris
Rochester
Twin Cities

7th Annual Masonic Cancer Center Research Symposium
- Wednesday, November 02, 2016 12:30 PM
- TCF Bank Stadium, Minneapolis

American Cancer Society Minnesota Research and Innovation Breakfast
- Thursday, November 10, 2016 07:00 AM
- Campus Club, Coffman Memorial Union, University of Minnesota

American Cancer Society Minnesota Research and Innovation Breakfast
How to enter events

• Add your events to both the U Events Calendar and AHC Events Calendar at one time:
  • Go to events.umn.edu
  • Select "MyAccount" and login
  • Select "Create an event"
• **Fill in the form.** Don't forget to complete event category and subcategory, presentation type, campus, and college/school.
All Academic Health Center Events

7th Annual Masonic Cancer Center Research Symposium
- Wednesday, November 02, 2016 12:30 PM
- TCF Bank Stadium, Minneapolis
- November 2, 2016: 12:30-8 p.m.

American Cancer Society Minnesota Research and Innovation Breakfast
- Thursday, November 10, 2016 07:00 AM
- Campus Club, Coffman Memorial Union, University of Minnesota, Minneapolis
- The Masonic Cancer Center is hosting the Minnesota Research and Innovation Breakfast for the American Cancer ...
The most important step:
Add "ahc-events" to section 5, Keywords and Filters. It needs to appear exactly as it appears below—lower case, separated by a hyphen (-) and "events" needs to be plural. By adding this tag to your event it will also show up on the AHC calendar.
Keywords and Filters

Keywords

ahc-events
Questions?

• U-wide tool, not directly supported by AHC web team

• **Schedule training:**
  events-calendar@umn.edu

• **Contact** the **U of M Tickets & Events Support Team** with questions or issues
• Events calendar features
• Self-help guide
• FAQs
• Events Calendar Users Group

• Promote an event:
  http://hub.ahc.umn.edu/communications/internal-communications/promote-event
Enter early, enter often!

• **Call to action:** Get entering!
• We will promote more widely across AHC but it requires individual action… a calendar is only as good as the events entered in it
• Sparked from leadership and faculty interest in seeing a solution for an AHC events calendar
Researcher resources
ways to help on the web
The Research Toolkit helps investigators and their teams find the resources they need to conduct research at the University of Minnesota.

Here, you’ll discover research tools, templates, information, and guidance developed by a wide range of sources, from University organizations to federal agencies.

Navigate the chronological study steps

- Get Started
- Apply for Funding
- Set Up Study
- Conduct Study
- Close Out Study and Share Results

Research Toolkit

Search

Contact us

Have a question? Want to schedule a consultation?

Email the Research Navigator
Print this page
AHC Research Services site

http://www.researchservices.umn.edu/

Academic Health Center
Research Services
Find services, facilities, and equipment for researchers

Types of services:
- Regulatory support
- Facilities and equipment
- Laboratory services
- Study planning and implementation
- Animal resources

Featured AHC service: Flow Cytometry Resource
Researchers can use the Flow Cytometry Resource's staff-assisted and -unassisted flow cytometry sample analyzers and cell sorters.

External to the University?

View services available to you

Explore all services

Find Academic Health Center (AHC) service units to support your research:
Research ethics commitment

Add and track or request web team add and track through form:
http://hub.ahc.umn.edu/communications/web/web-content-guide/common-content-examples/research-ethics

The University of Minnesota is committed to protecting participants, upholding ethical standards, and improving our practice at every step of our work. Learn more about our Core Commitments in research ethics.
Making a researcher resources web page

http://hub.ahc.umn.edu/communications/web/web-content-guide/common-content-examples/researcher-resources

• Guidance for how to link to key resources without duplicating all the same info
• Keep current
Our researchers have substantial support: state-of-the-art facilities, extensive funding opportunities, a collaborative work environment, and outstanding research support services.

Nurtured by funds, facilities, partnerships, and technologies, our researchers lead the way to discovering the treatments of tomorrow.

- **Biomedical Discovery District**—Academic Health Center researchers working side by side in world-class, modern facilities that foster collaboration
- **Experts@MN**—Find a research collaborator by searching topics and profiles generated through the Scopus © publication database
- **Bio-Medical Library**—Researcher support, instruction and reference services, and strong collections
- University offices: [Clinical and Translational Science Institute](#) | [Office of the Vice President for Research](#) | [Institutional Review Board](#)

Explore more researcher resources

**University resources**
- [Grants management](#)
- [Policies and regulatory affairs](#)
- [Data](#)

**Service units**
The [Research Services website](#) lists the many University of Minnesota units that serve researchers.

**Guidance**
The [Research Toolkit](#) curates tools, templates, information, and guidance from the University and beyond.
Web presence for research labs, studies, projects

http://hub.ahc.umn.edu/communications/web/content-guide/common-content-examples/faculty-research-labs

Gives three options:

• Include on parent unit’s site supported by web point person and AHC web team
• Unsupported standalone (recommend OIT tools Drupal Lite, Google Sites – 1-HELP
• Combo
At the Gillick Pediatric Research Lab, we believe that all children with cerebral palsy have the potential to influence their level of function throughout their lifetime.

Bernadette Gillick and her fellow researchers are focused on making a significant, positive impact on the lives of children with cerebral palsy through advancing neurorehabilitation. Inquiries and discussions are welcome, without obligation of participation.

Look inside the lab

- Current studies from the Gillick Lab
- Past Studies
- Funding
- Publications
- Awards
Research Focus

Normal Adult Neurogenesis

The discovery of neural stem cells (NSCs) in the adult mammalian brain, including humans, has raised the intriguing possibility of using endogenous NSCs for regeneration and repair of damaged brains. Specifically, endogenous NSCs have been found in the subventricular zone (SVZ) and the dentate gyrus (DG).

Exogenous Cell Transplantation and Cell Reprogramming

Together with Walter Low, Ph.D., we are studying the potential use of human non-hematopoietic cord blood stem cells found in bone marrow (nh-UCBSCs) for the treatment of stroke.

CMRR Collaboration

The Center for Magnetic Resonance Research (CMRR) located at the University of Minnesota is a world renowned MRI research facility. Known for its pioneering work in ultra high-field MRI, the facility produced the world's first human-compatible 7-tesla scanner in 1999.
AHC Events Calendar:
Promote research seminars, lectures, etc.
World Usability Day
November 10
program on West Bank
making life easy
COMMUNICATORS FORUM

introducing… Digital

Communicators Circle

“Digital Tools and Tips”

November 30, 1-2 p.m.

McNamara Alumni Center, Laukka Room
Thank you!

QUESTIONS? COMMENTS?

Web resources: z.umn.edu/ahcweb
Web community: z.umn.edu/webgroupahc

Contact: ahcweb@umn.edu