SIUMED Web Training

SIU MEDICINE
FORWARD. FOR YOU.

DESIGN GOALS

- Content-centered approach
- Focus on highlights (news), events and calls to action (CTAs)
- Enable content reuse across
  - Departments / Groups / Divisions
  - Sites (siumed.edu, siumed.org & intranet)
- Content is moderated
- Automatic management/archiving of highlights & events
- Reduce technology barriers
  - System is web-based

DESIGN GOALS - VISUAL

- Consistent visual theme
- Decouple content from visual design
  - Look & feel centrally managed
  - Allow users to focus on content/message
  - Quicker central response to changes in viewing methods (tablet, phone, etc)
- Graphics / Images
  - Many elements centrally managed
  - Optional on most content
  - Minimum resolution & aspect ratios enforced
  - Contact PR/Marketing for assistance
- Design automatically handles various screen sizes

DESIGN GOALS - CONTENT

- Bottom up design – focus on content first
- Eliminate duplicate content (LINK, DON'T COPY!)
- Site organized around
  - Missions
    - education, patient care, research, service
  - Audience
    - alumni, faculty/staff, patient, resident, student
- Automatic aggregation of content by mission & audience

CONTENT CONSIDERATIONS

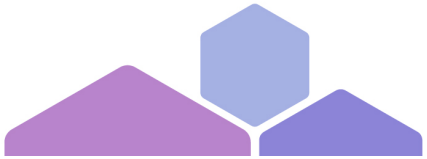
- Departments responsible for content and updates
- Considerations
  - Primary Audience
    - www.siumed.edu audience isn't us!
    - www.siumed.org targeted at patients
  - Primary message
  - Origin of information
  - What should be deleted?
  - How will content be kept current?
  - Public Relations & Marketing are resources!

CONTENT BUILDING BLOCKS

- Individual “chunks” of content
  - Highlights, events, faculty bios, places, etc.
- Navigational Elements
  - Menus
    - Not all pages can be linked in menu
    - Menu structure provided for clinical & discovery science departments
  - Featured Page
    - Navigational “routing” page
    - Displays nicely on mobile device
  - Links in basic pages, etc.
  - Many navigation / list elements built by system automatically

CONTENT TYPES

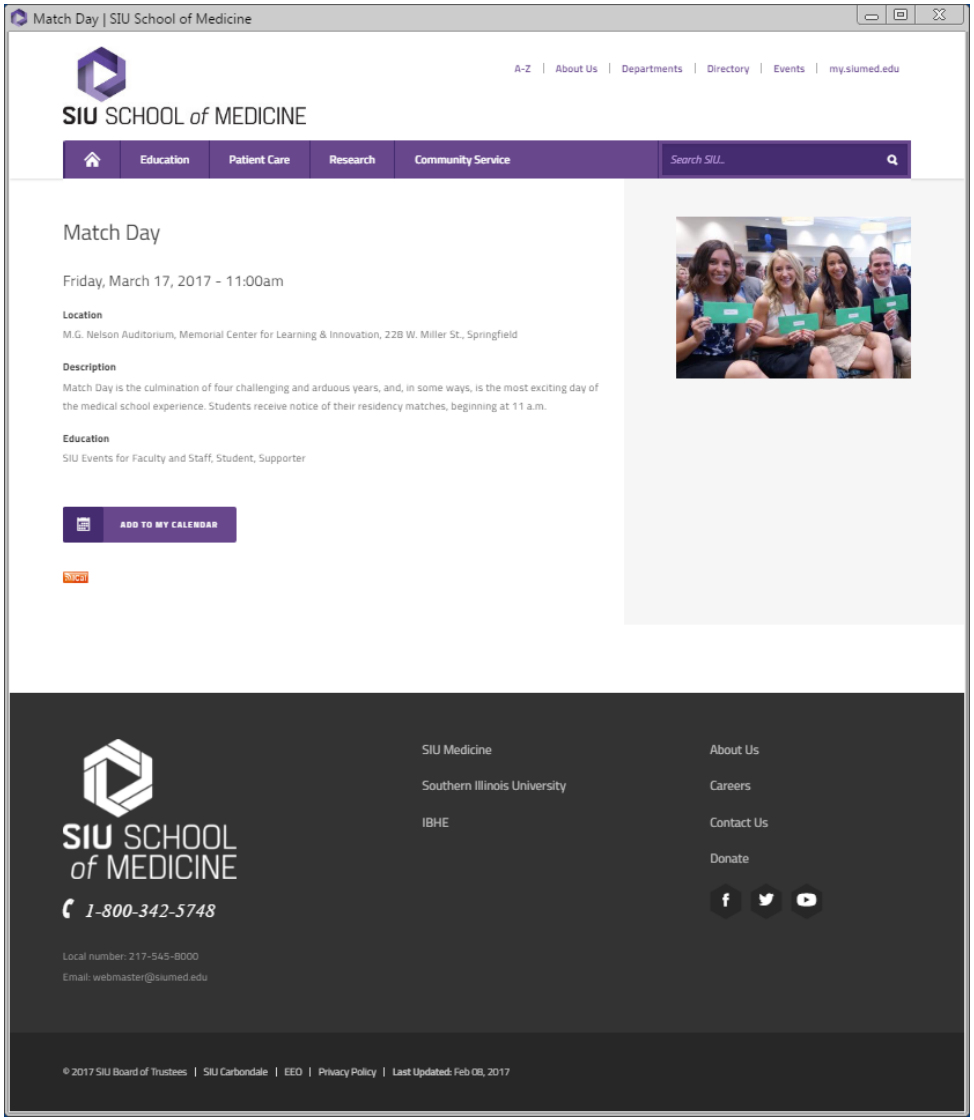
- Erroneously referred to as “templates”
- Actually structured data containing fields
- System knows how to
    - Display one
    - Display list
    - Search
    - Filter
    - Aggregate
- Use “best match” when selecting content type



Visual Guide to Content Types

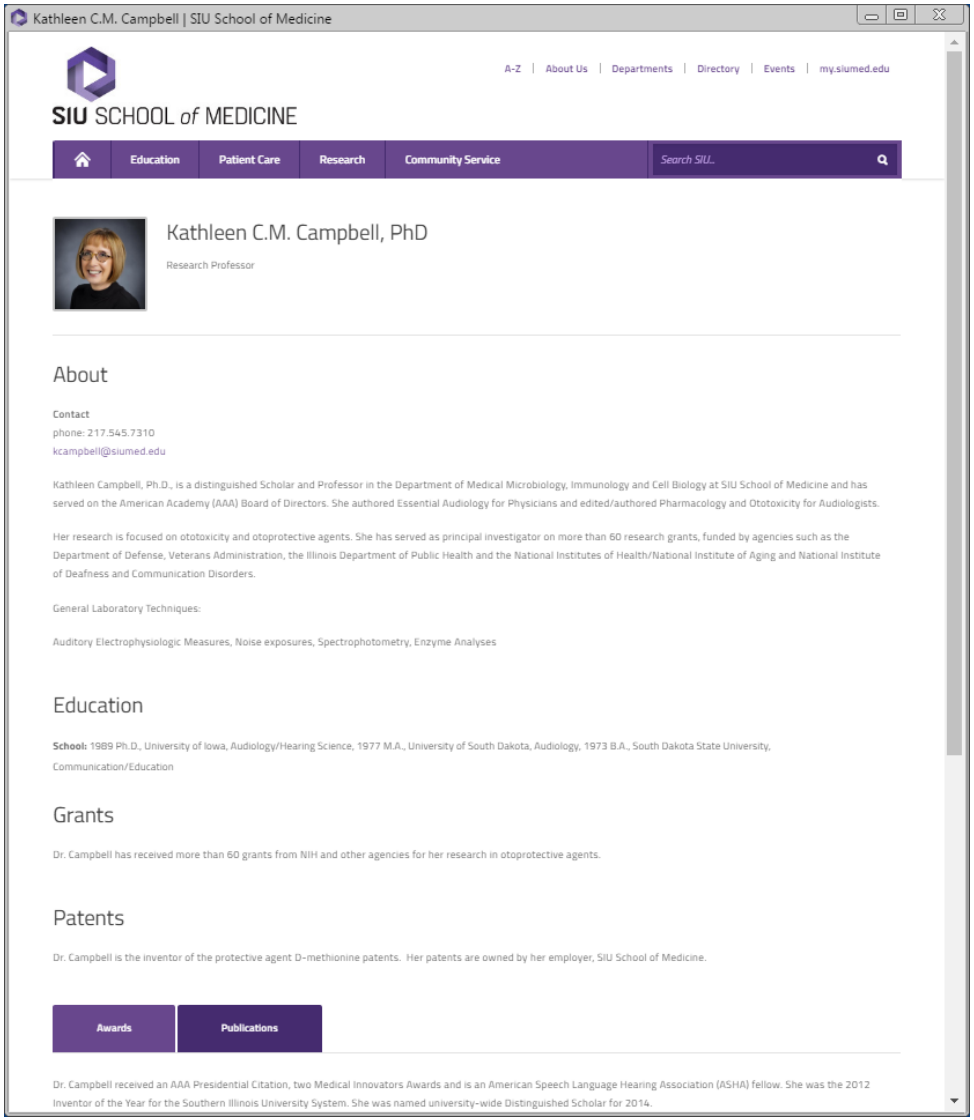
CALENDAR EVENT

Calendar event is added to the calendar for the group or unit you select when you create the event. Calendar events will fall off once the event date/time has passed, but they must be unpublished or deleted to be removed from the site.



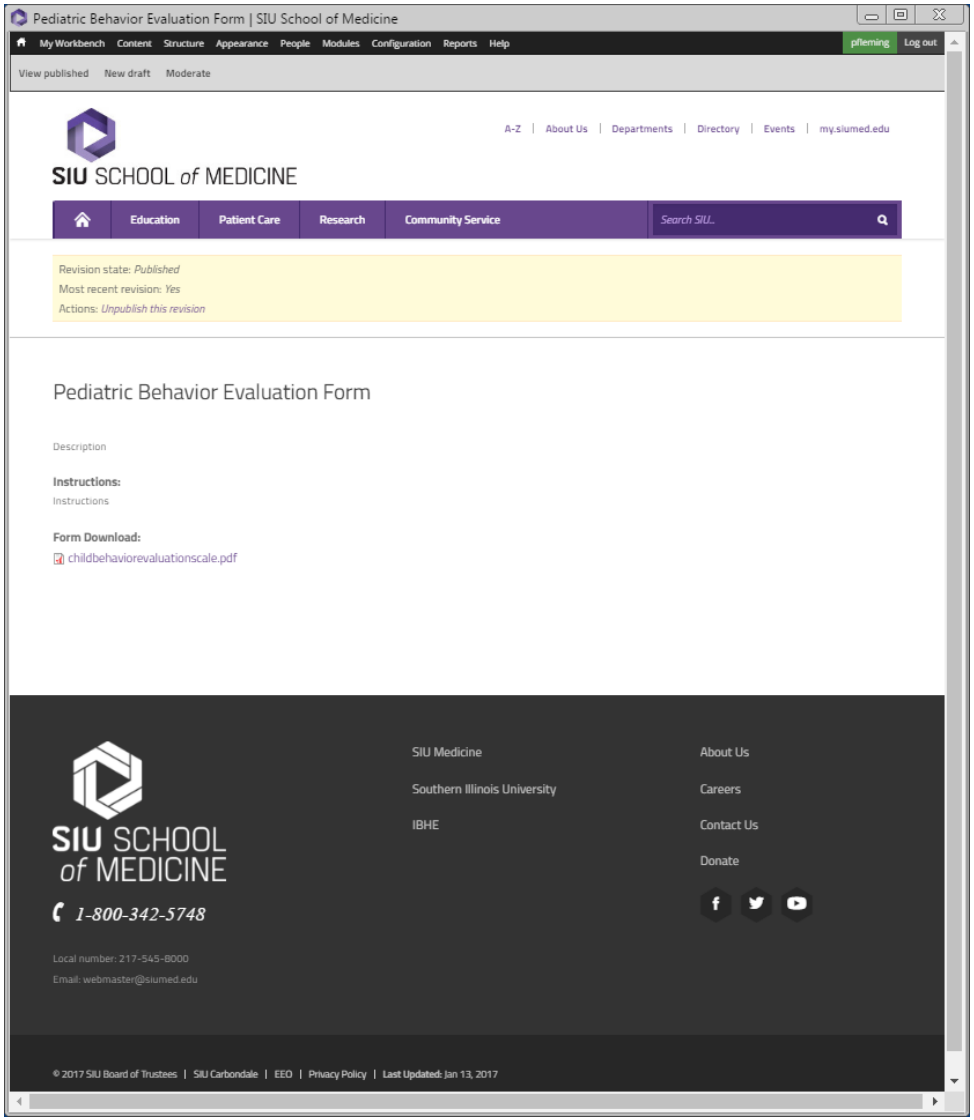
FACULTY BIO

Academic faculty bios. This bio is seperate from the Doctor provider on the SIU Medicine site.



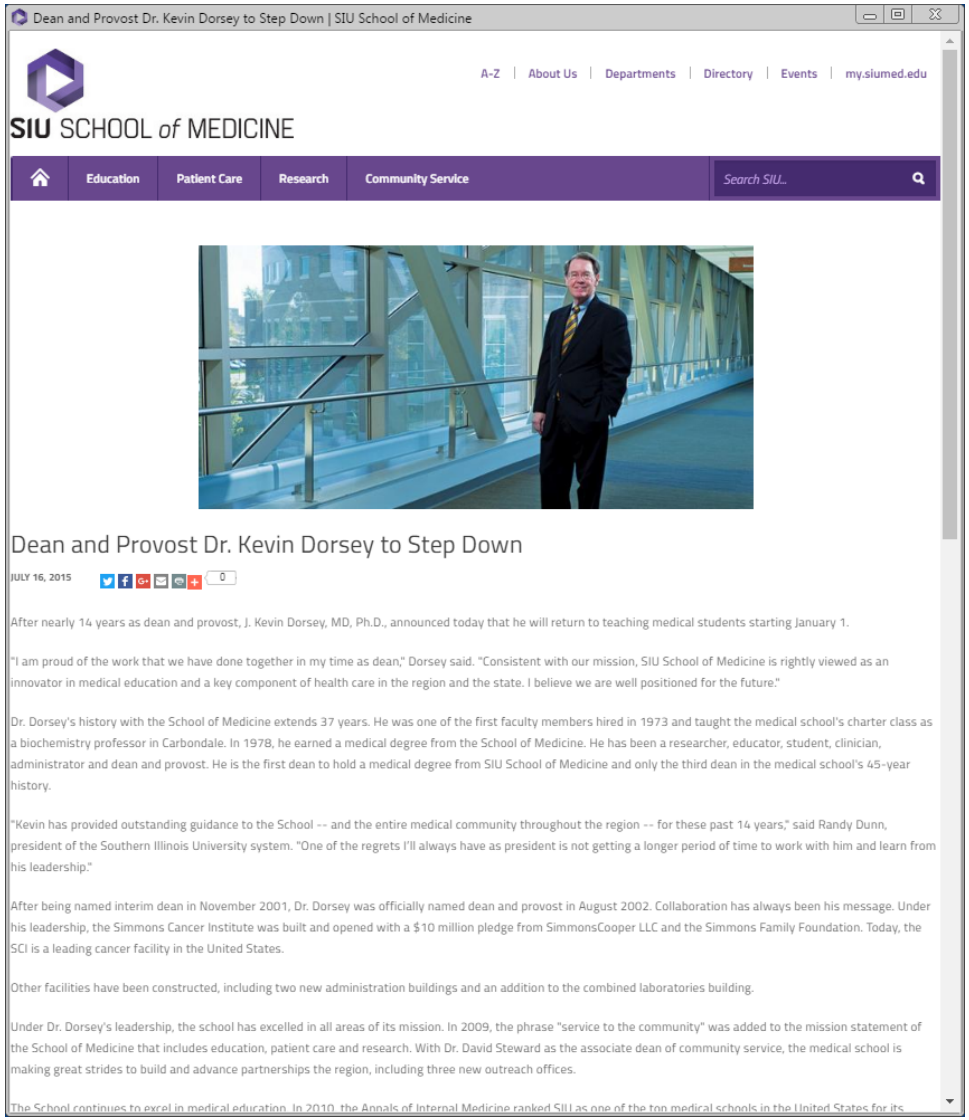
FORM

Add a new downloadable form. A description and instructions are required. An optional PDF can be attached.



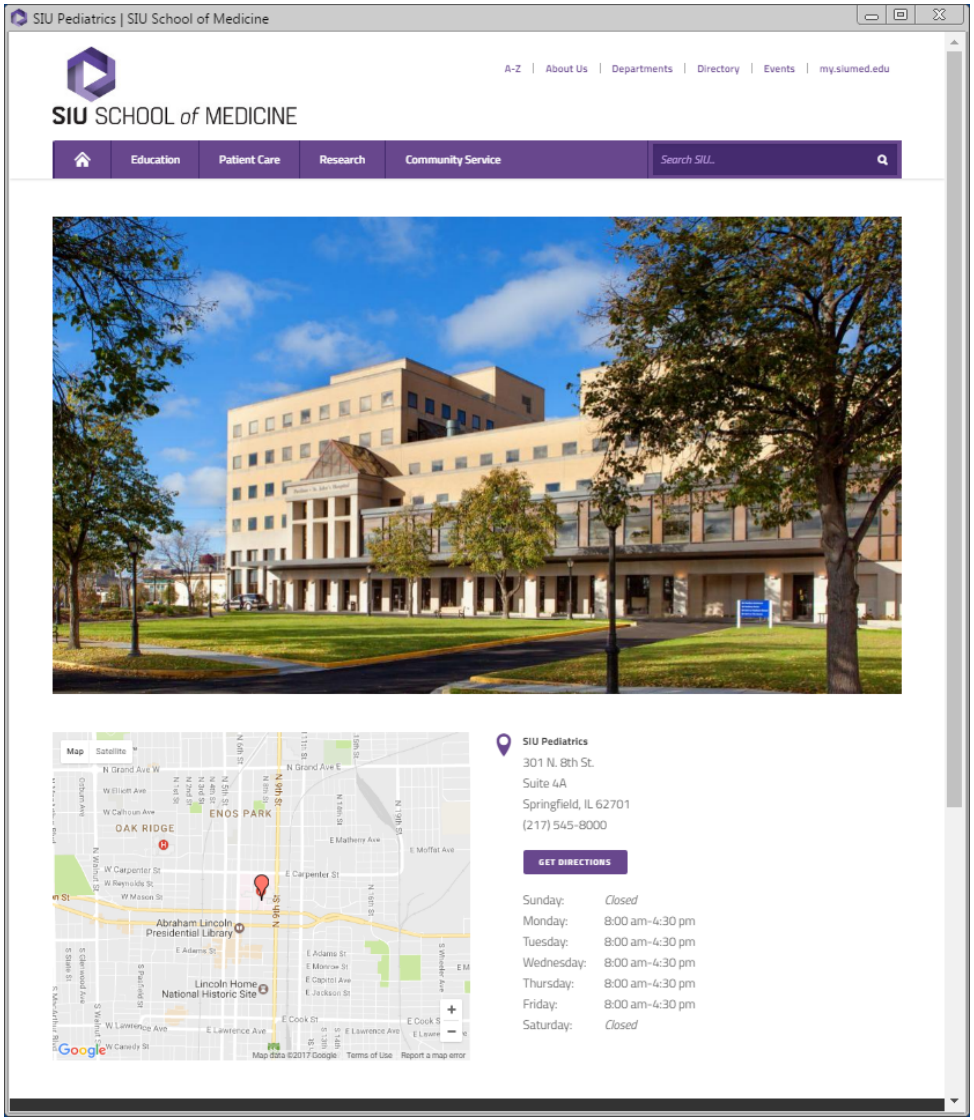
HIGHLIGHT

Use this to post a news article to the site.



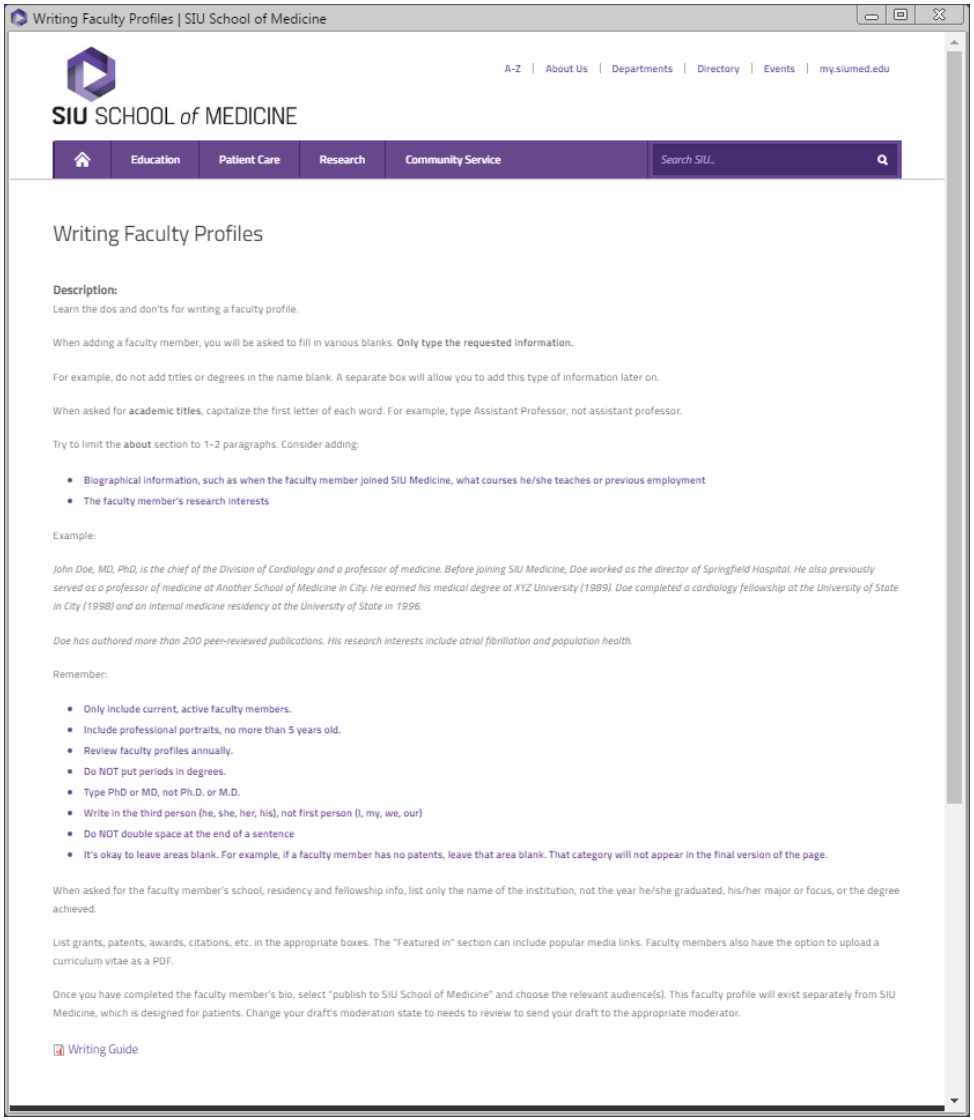
PLACE

Create a location for a specific group/unit. Place represent physical locations. Building information is automatically provided (including photo and map). Include your specific location, phone, hours, etc.



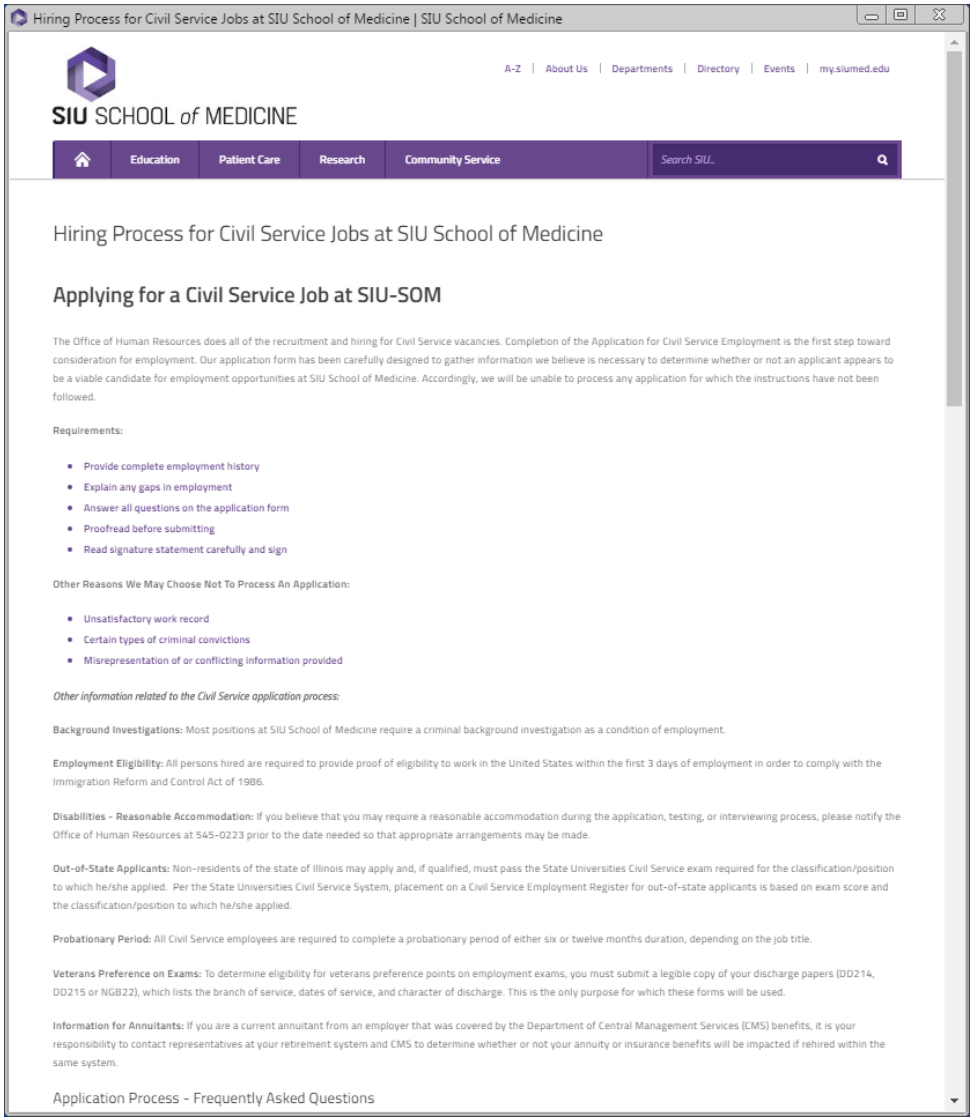
POLICY / GUIDELINE

Use this option to create and share a policy or guideline. There is also an option to provide a link to downloadable a copy of the policy. Do not use this to upload a form. Use the form type instead.



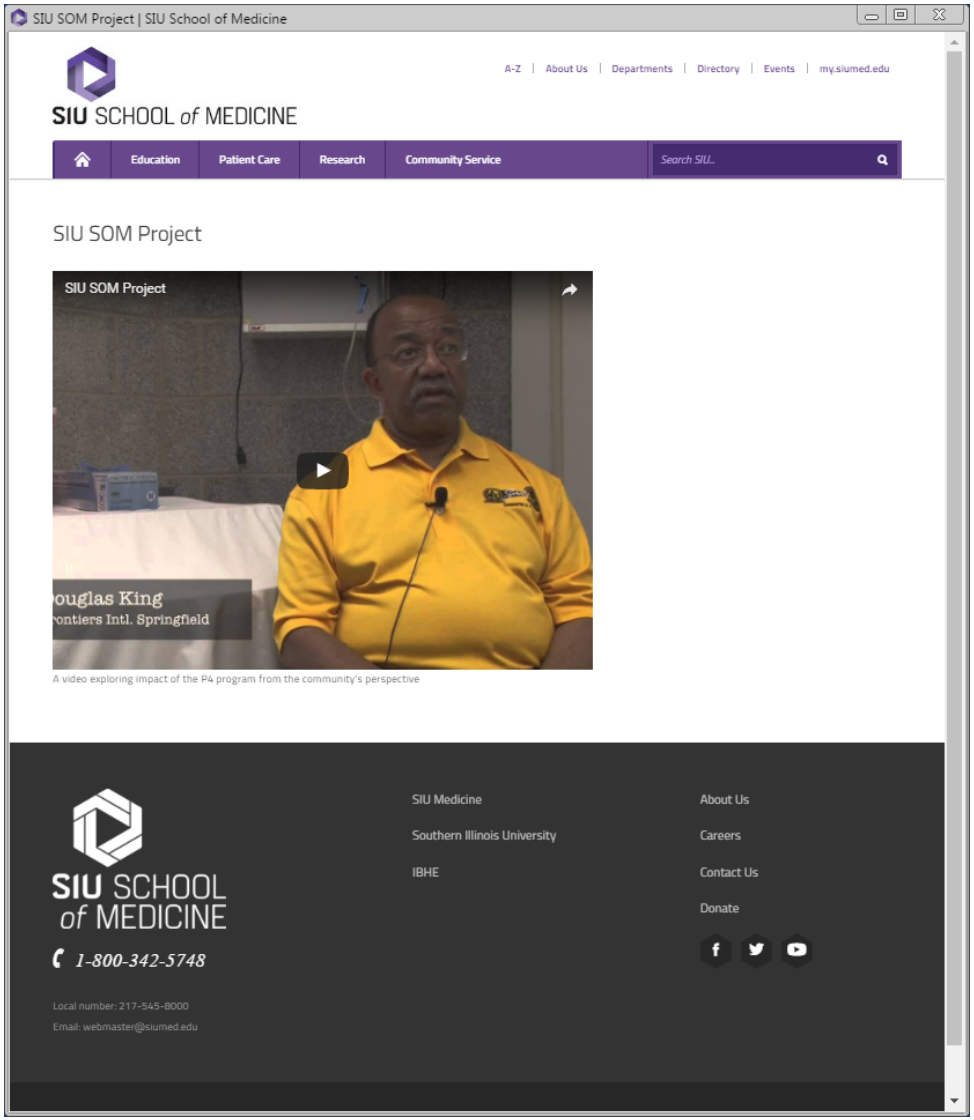
PROCESS

Create a process page. Process pages are special web pages that are used to document a process. This could be simple text instructions or something more interactive that includes links to other content forms, or images and video.



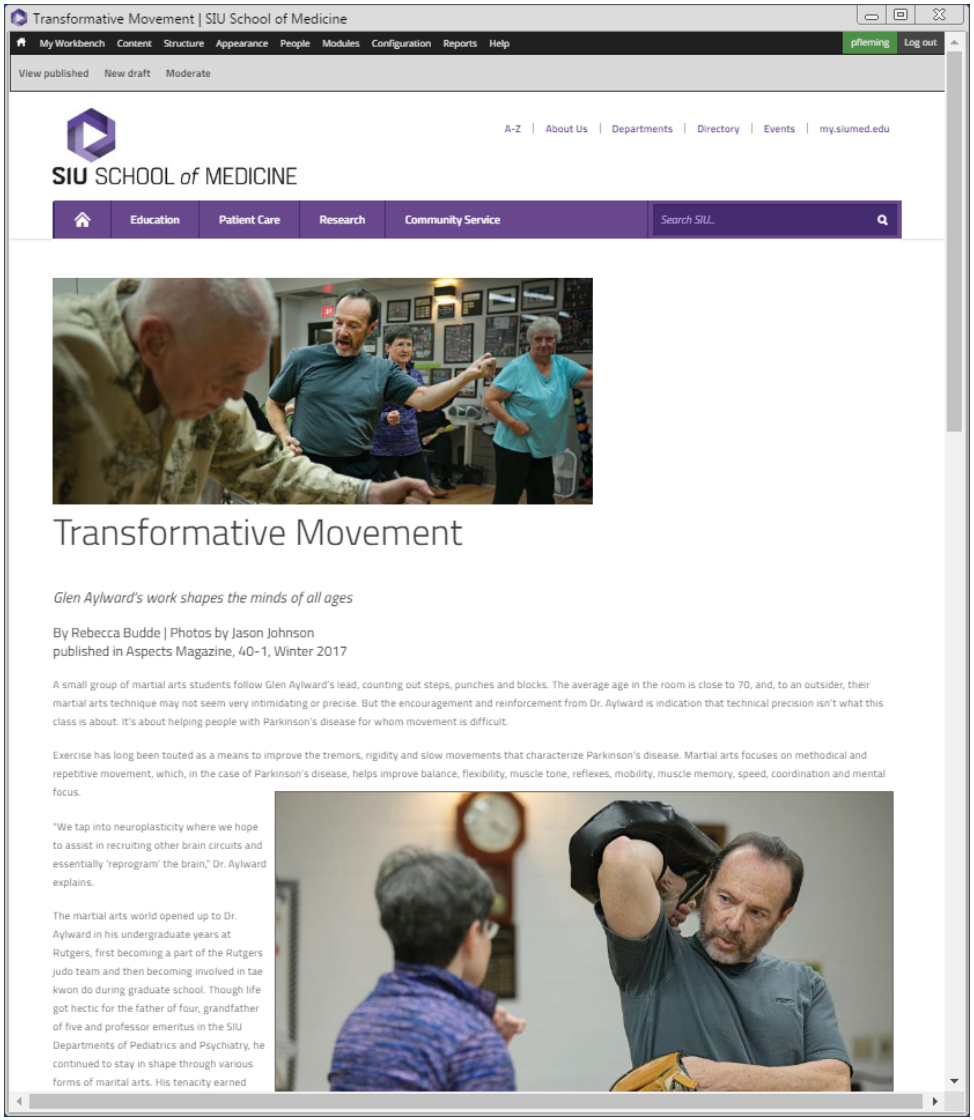
VIDEO

A content type to hold a YouTube video.



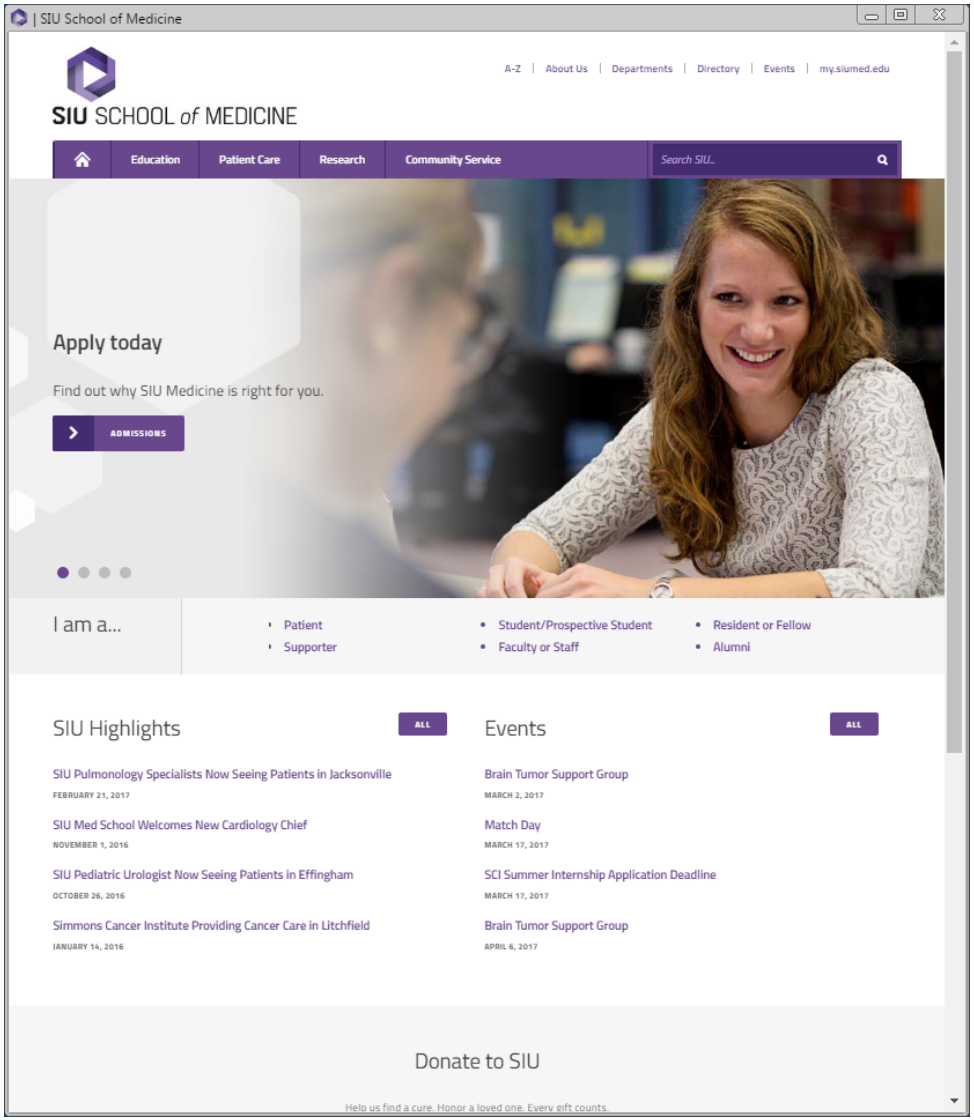
BASIC PAGE

A basic page is the most unstructured content type. Use this content type to create a stand-alone webpage when another content type cannot be used. Basic pages are frequently used to build "wall of words" pages.

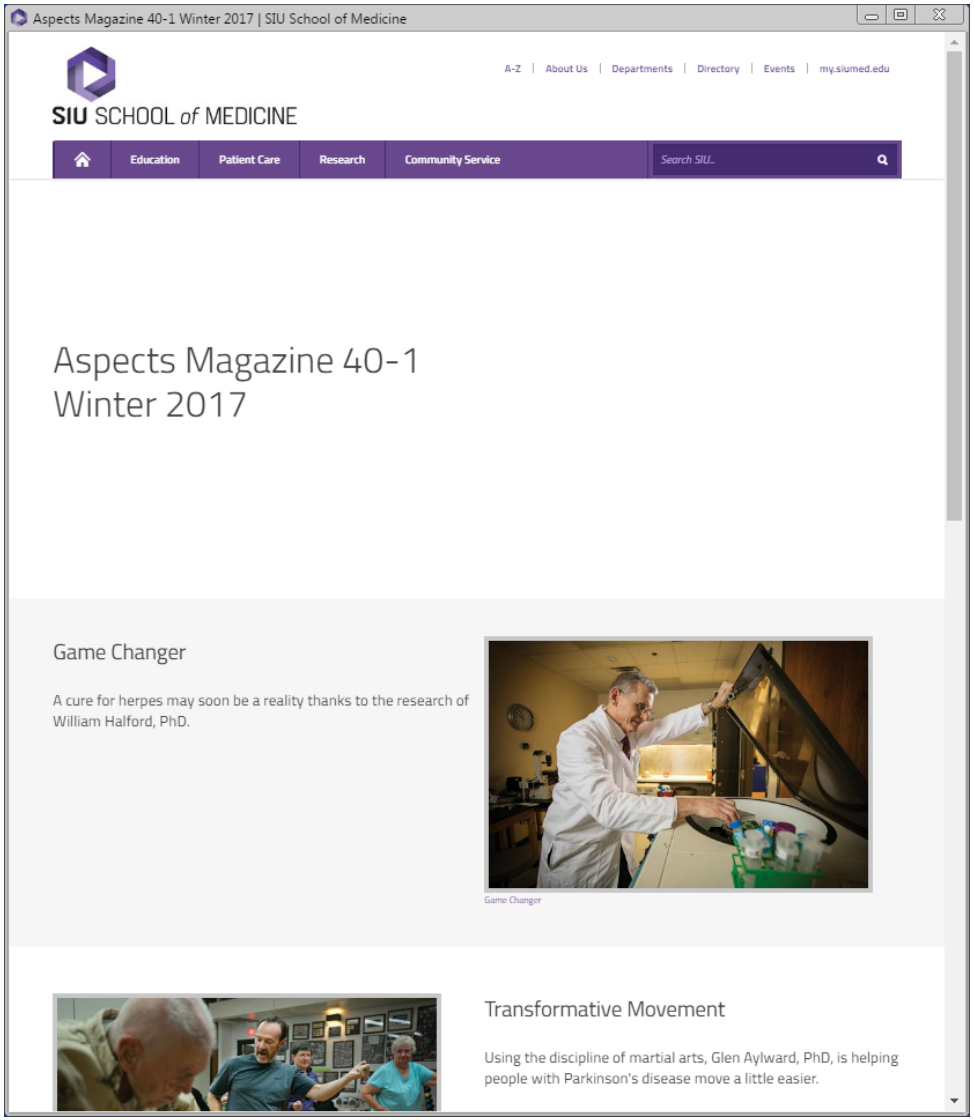


CALL TO ACTION

Calls to Action appear as "slider" images on the SIU HealthCare and SIU SOM homepages and department homepages. When possible, try to limit the number of published CTAs to between 3-5 to improve performance.



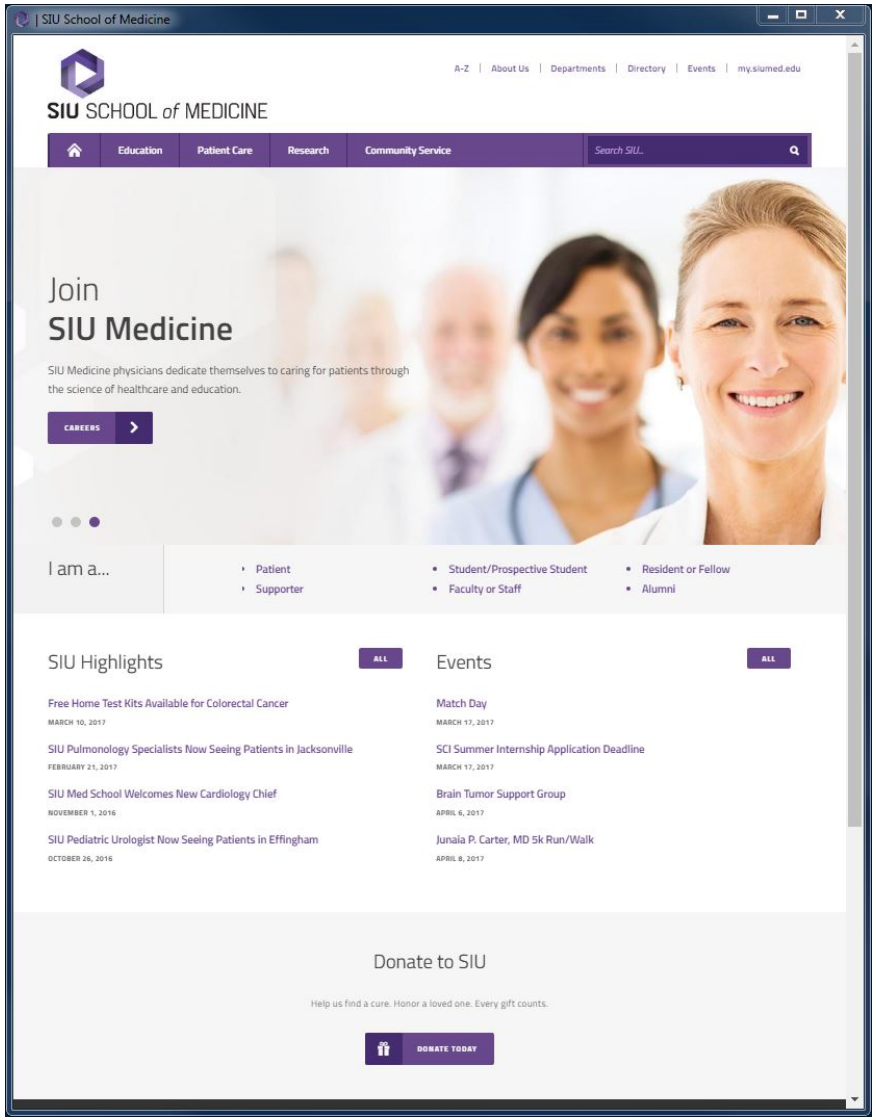
FEATURED PAGE



Automatically assembling the building blocks

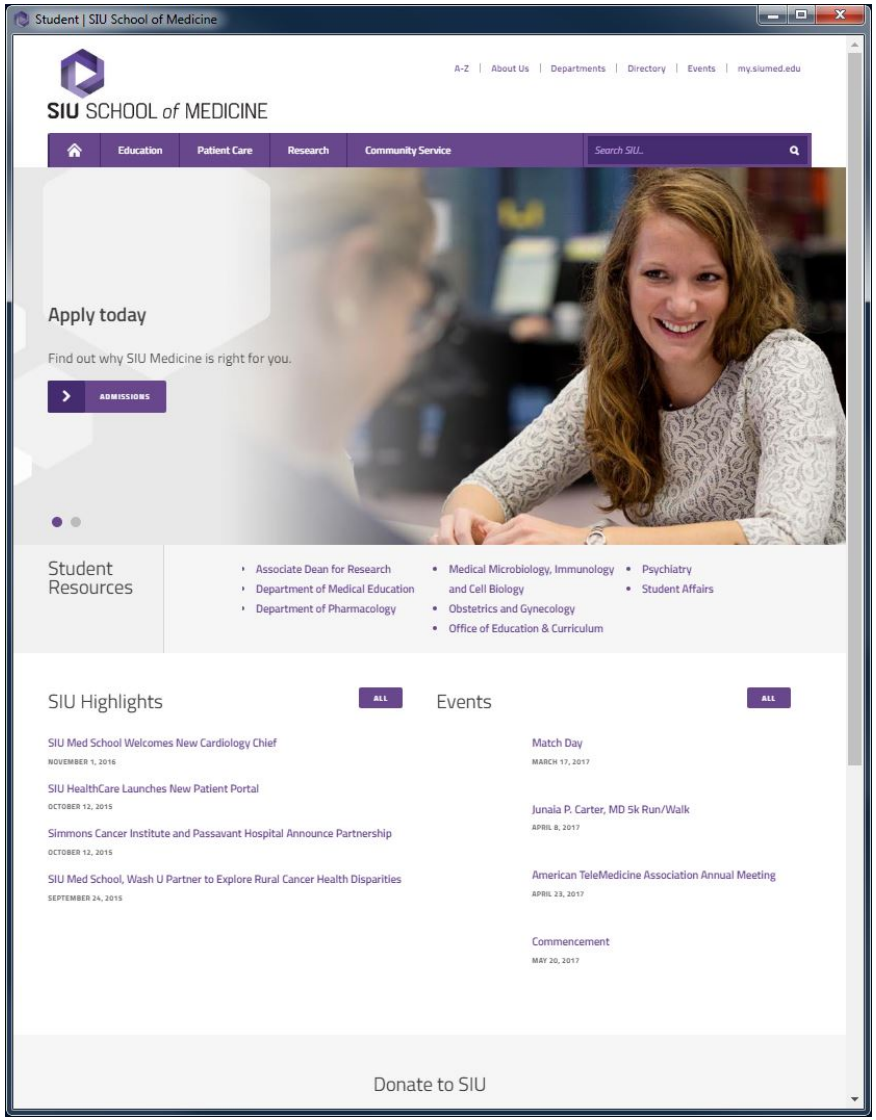
HOMEPAGE

- Featured CTAs
- Audience & Mission links
- Site wide highlights & events



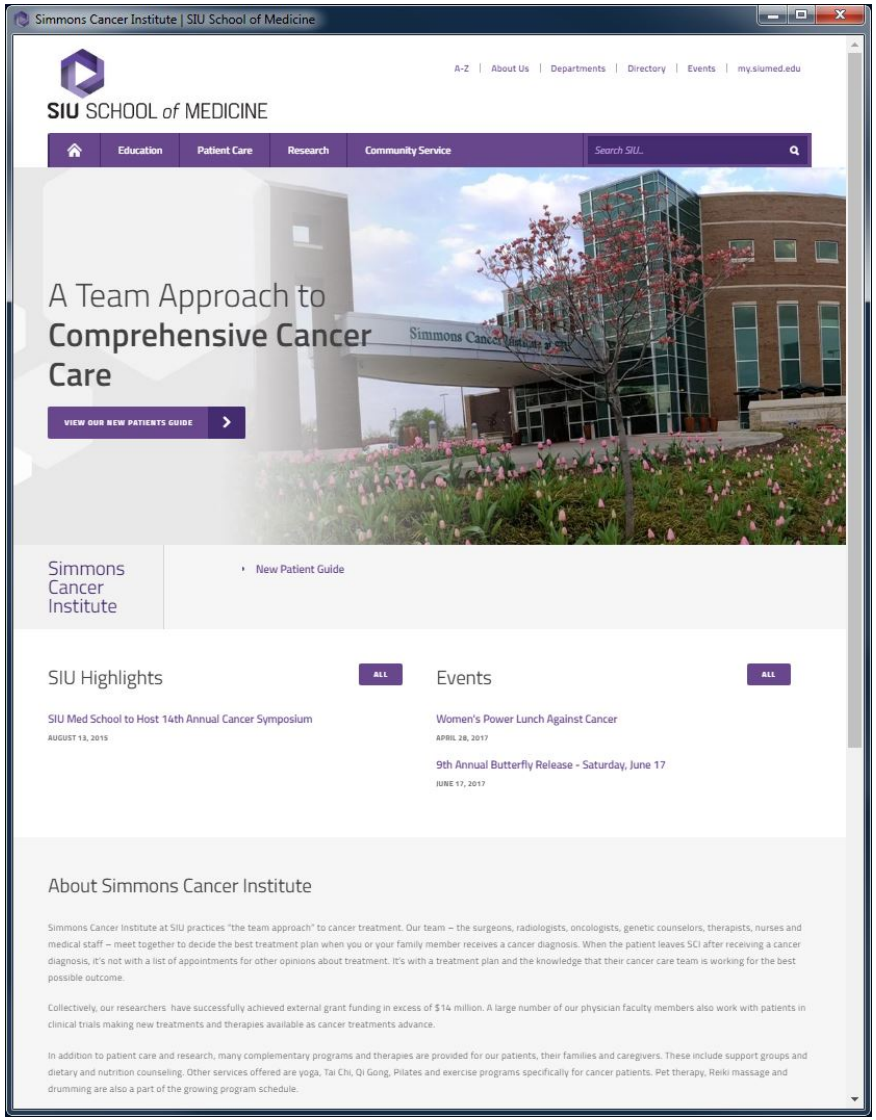
AUDIENCE / MISSION

- Content targeted to selected audience/mission
  - CTAs
  - Departments
  - Highlights
  - Events



GROUP HOMEPAGE

- Content targeted to selected group/unit
  - CTAs
  - Sub-units
  - Menu
  - Highlights
  - Events



CLINICAL DEPARTMENT REQUIRED CONTENT

- Education
  - Overview
  - Current Residents – built by GME office
  - Resident Program
    - Curriculum
    - Application
  - Link to clerkship page
- Patient Care
  - Department specific info
  - Links to SIU Medicine general info
- Research
  - Overview
  - Optional links to specific pages/labs/etc. as required
- Divisions (or specialties)
  - Overview Page (featured page content type)
  - Links to divisions
- About Us (
  - Chair's message,
  - Faculty– lists built automatically as individual bios are populated

The Mechanics

MODERATION

- Content States
  - **Draft**
    - Content visible to other authors
  - **Needs Review**
    - Content needs reviewed by moderator
  - **Published**
    - Content is published to site
- Can have published content and new draft simultaneously
- ANY edits start moderation process over

FIELDS REQUIRED FOR ALL CONTENT

- Mission
  - Education, Patient Care, Research, Service
- Audience
  - Alumni, Faculty/Staff, Student, Resident, etc
- Publish to
  - SIU School of Medicine (www.siumed.edu)
  - SIUMED Intranet (intranet.siumed.edu)
  - SIU Medicine (siumed.org)
- Groups
  - Department/Unit