

# SOM Website Update

March 2017



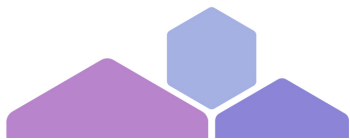
## CURRENT .EDU SITE VS NEW .EDU SITE

### Current

- Loosely connected set of “micro-sites”
- Content
  - Typically designed top-down
  - Look & feel per page
  - Content & “code” interwoven
  - Content reuse / updating challenging
- High technology barriers
- No centralized review

### Future

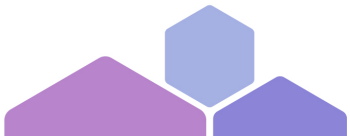
- Consistent theme throughout entire .edu site
- Content-centered approach
- Focus on news, events and calls to action (CTAs)
- Moderation process
- Improved ability to reuse, search and update content





## WHAT WE'RE KEEPING

- Website organization
  - Mission & Audience
- Content Authorship / Responsibility
  - Departments will maintain control of content and updates.



## WHERE WE'RE HEADING



- Structured data
  - Faculty bios
  - Highlights (news) / Calendar Events
- Enable content reuse across
  - Departments
  - Sites (siumed.edu, siumed.org & intranet)
- Consistent visual design
  - Centrally managed & updated
- Elimination of duplicate content (LINK, DON'T COPY!)
- Content moderation (Clinical Marketing & Public Relations)



The background features a large white triangle pointing to the right, set against a backdrop of various shades of purple and blue geometric shapes. A vertical purple bar is on the left, and a blue shape is on the right. The text 'Technical Details' is centered within the white triangle.

# **Technical Details**

## LAYOUT CHANGES



- Emphasis on call to actions (CTAs) where feasible
- Switch to “row-based” layout
  - Easier support of mobile devices
- Eliminate fly-out menus
  - Accessibility improvement
  - Better mobile support
  - Easier to maintain/scale



## GRAPHICAL CHANGES

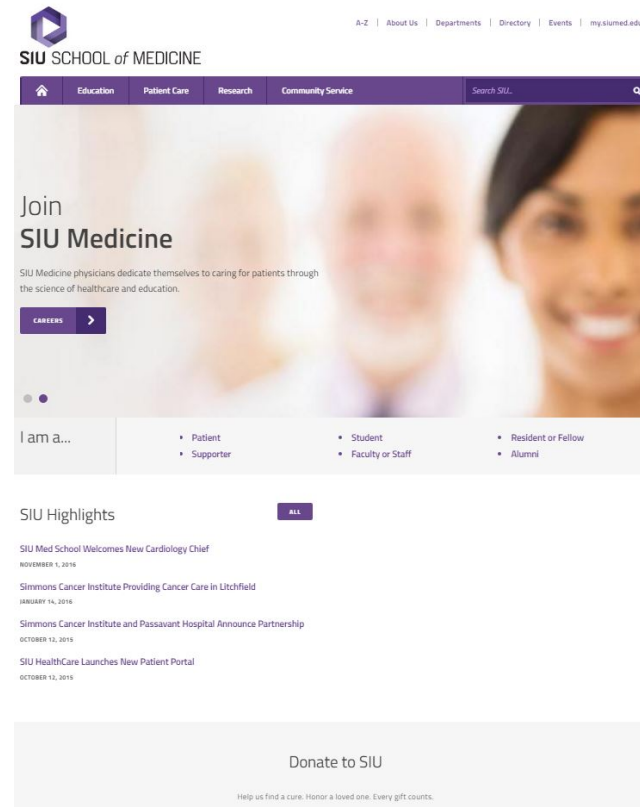


- Most graphical elements centrally managed
- Minimum resolutions are required to maintain quality & aspect ratios
- High resolution, stock SIU photos will be available through a shared server
- Building library of stock SIU photos
  - Call to action banners
  - Featured page banners



# HOMEPAGE

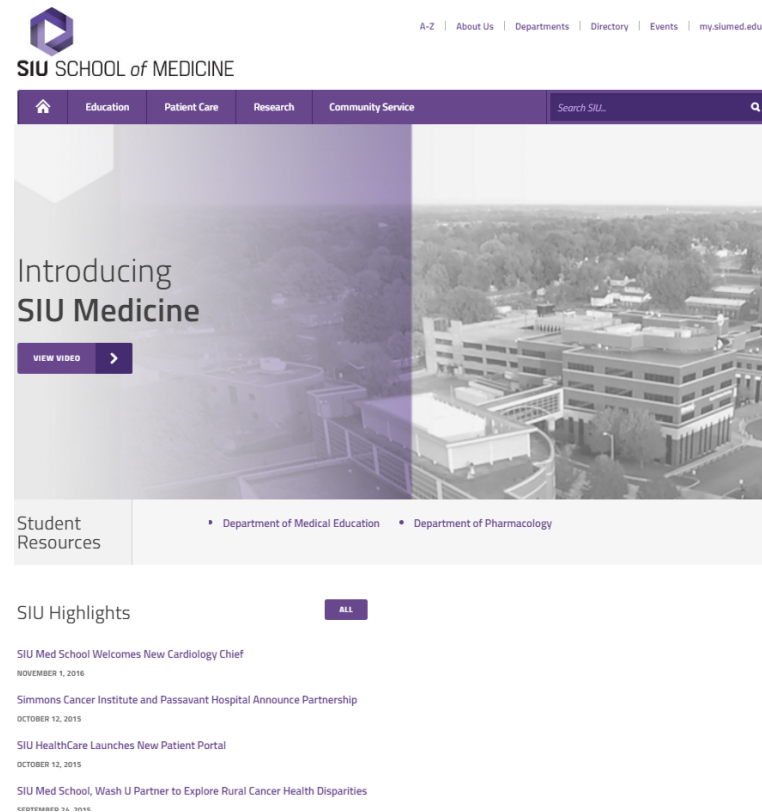
- Featured CTAs
- Audience & Mission links
- Site wide highlights & events





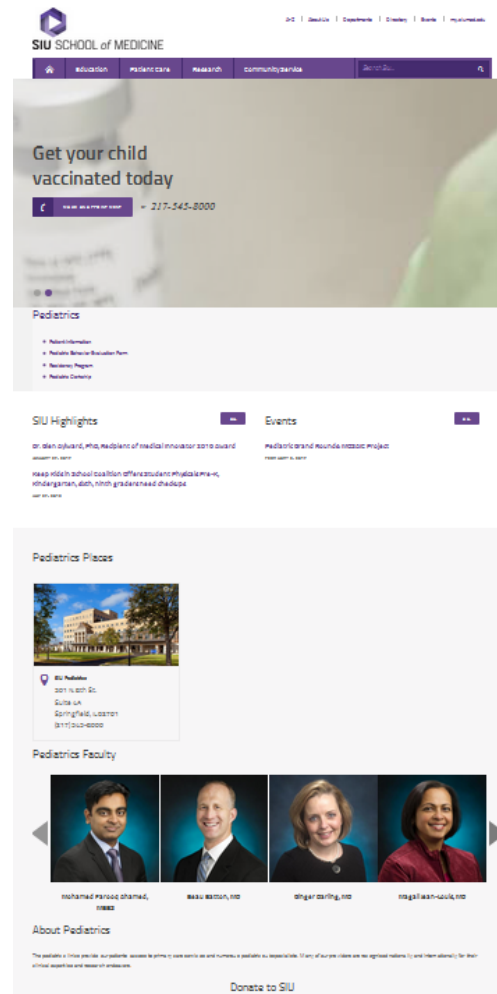
## AUDIENCE/MISSION PAGE

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




# DEPARTMENT PAGE

- Content targeted to selected department
  - CTAs
  - Sub-units
  - Menu
  - Highlights
  - Events



# FEATURED PAGE



A-Z | A-Z | About Us | Departments | Directory | Events | mysiuamed.edu

SIU SCHOOL of MEDICINE

[Home](#) | [Education](#) | [Patient Care](#) | [Research](#) | [Community Service](#) |


## Giving Priorities

The Southern Illinois University Foundation, established in 1969, is a nonprofit organization that manages the SIU Foundation's assets to support the university's mission. The SIU Foundation is an independent, nonprofit organization that exists solely to serve the educational, service and research mission of SIU. It is a designated 501(c)(3) organization. The Foundation's programs are supported by the Internal Revenue Service to issue tax deductible receipts for contributions received to support Southern Illinois University's education.

### Professional Development

Shape the Future for Better Health for All. Gifts solidify our legacy of innovation and ensure that SIU School of Medicine continues to serve the healthcare needs of Illinois citizens through funding of scholarships, professorships, and research. Donors may fund medical breakthroughs developed within our labs, improve patient care or provide the means for some to attend medical school. Your support to help improve healthcare is greatly appreciated.

[SUPPORT](#)




Dean & Provost Jerry Rhoad MD, MPH

### Research

Support Medical Breakthroughs Every day, Southern Illinois University School of Medicine scientists and investigators are unraveling the mysteries of illnesses such as heart disease, cancer, neurological disorders and hearing loss. Our current research efforts cover a wide range of basic and clinical sciences with special emphases on cancer, hearing and aging. The expansion of the Springfield Combined Laboratory Facility and the Simmons Cancer Institute at SIU have enabled us to broaden research that benefits the region.

[SUPPORT](#)




Research

### SIU Medicine Learners

Educate Future Physicians, Scientists and Health Care Professionals. There is a physician shortage across the country, especially in rural Illinois. The majority of our state's doctors will retire in the next two decades and it takes approximately 10-15 years to produce one doctor. The answer is clear: We need your support to make sure we are sufficiently preparing physicians and health care professionals to meet the demands of our citizens today and tomorrow.

[SUPPORT](#)



SIU Med Wire



# BASIC PAGE



## Photography & Videography Services

Senior Photographer Jason Johnson maintains photography and videography services for SIU Medicine, in particular, external, public relations and marketing-driven storytelling videos.

To discuss your photo and/or video needs, contact Jason at 217-545-6419 or [jjohnson@siumed.edu](mailto:jjohnson@siumed.edu).

### Portrait Considerations

Think of your SIU portrait as your official face for the university. As such, it will be used throughout the web site, in publications and distributed upon request. Please allow 3-5 working days for availability.

Portrait sessions will take approximately 15-20 minutes. You will be asked to select your preferred portrait at that time. See <http://siumed.zenfolio.com/portraits> for examples

The studio is located at 327 W. Calhoun, Room 261.

### Portrait Tips

- Formal SIU portraits are photographed with the same blue/green background. Please keep the background color in mind when making a wardrobe selection.
- Dark colors photograph well against the background and help draw more attention to the face. Avoid busy patterns.
- Choose an outfit that is business professional – a suit or equivalent.
- Physicians should bring their white coats in addition to dressing business professional so that a full-length white-coat portrait can also be taken.
- Wear long sleeves. Exposed skin at the bottom of the frame is distracting and takes the attention off of the subject's face. Short sleeves also tends to look more casual.
- Women should wear makeup but not more than an average day. Skin will be smoothed and retouched in the photograph. Too much makeup makes skin look discolored in the photograph.
- If you have a preferred side to be photographed, please let me know and we can discuss.
- If you usually wear glasses, it is recommended that you have your portrait taken with them on.

### Group Portraits

Group portraits can be a challenge, but we will work together to come up with the best results.

Various options are available for group and faculty pictures, including composite images made from small groups or individual images.

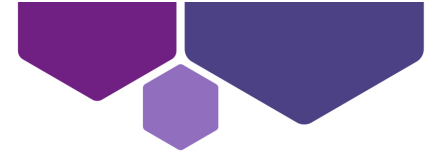
- Groups should dress similarly. Pants, especially with white coats, should be of a similar color spectrum. All members should be of equal professional dress.
- Please note that time constraints and minimal staff prohibit "Photoshopping" people into group photographs.
- Please note in request: • Number of people • Group location • Your ideal portrait setting • Contact person

To schedule a portrait or group portrait, contact Jason Johnson at 217-545-6419 or [jjohnson@siumed.edu](mailto:jjohnson@siumed.edu).



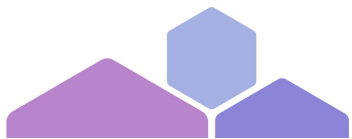
The background features a large white triangle pointing to the right, set against a backdrop of various shades of purple and blue geometric shapes. A vertical purple bar is on the left, and a blue bar is on the right. The text "Next Steps" is centered within the white triangle.

**Next Steps**



## HOW TO APPROACH DEPARTMENT WEBSITE

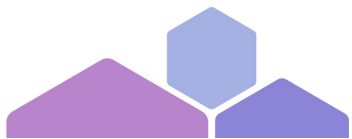
- Design with usability in mind
- Know your target audience
- Keep website simple
- Keep it easy to maintain
- Don't duplicate content that's already published (Locations, About Springfield, Patient appointment information)





## HOW TO ORGANIZE DEPARTMENT WEBSITE

- Approach content like an org chart
- The closer to your homepage, the more general topics should be
- Know the types of pages available to build within site (basic, featured, highlights, etc.)
- Plan how content will be presented and organized
- Try to avoid using .pdfs on site





## TO DO:

- Determine a website contact(s) within your department
- Determine workflow process for migrating content and keeping content updated
- Get trained in Drupal (sessions are being scheduled)
- All content needs to be migrated to new site no later than April 15

