



INDIANA UNIVERSITY

SCHOOL OF MEDICINE

New IUSM Website: FAQs

This document contains questions and answers that were addressed as part of the January presentations and in subsequent meetings and conversations.

Why do we need to rebuild our website?

In our current state, IUSM has an oversized and fragmented digital presence with very low usability. We're currently performing online at a very low level—far behind our peer medical schools—and have almost zero visibility/ authority online for our core areas of expertise. By integrating the school's entities on a single domain, we all take a giant leap forward by leveraging each other's content and traffic—and better conveying the School's full range of offerings. To ensure we maximize our potential gains in online visibility, it's important that we organize content on our site for easiest discovery by audiences. Further, this site rebuild centers on delivering information we know to be important to our target audiences.

How is this different from other times the site was reorganized or changed?

This website redesign initiative is focused on integrating all 100+ entities of IUSM—not simply updating design elements or migrating to a new content management system (CMS), although these aspects are also part of this rebuild. By consolidating and centralizing digital communications, IUSM can provide meaningful support and governance to communicators schoolwide and improve audience engagement.

Why changing CMS? Why WordPress?

Last year, IU Communications began proposing a migration of all IU sites to a new enterprise-level CMS called Cascade to occur over two years. The IUSM Strategic Communications team carefully evaluated Concrete 5 along with Cascade and other options to ensure that the school could ultimately deliver a more cohesive and helpful web experience to our audiences. Given the dispersed structure of content management at IUSM and the range of technical expertise among 135 web content managers, we knew the right platform must be intuitive and easy to use. WordPress offers this; it's the most widely used and easiest-to-use platform in the world and includes strong features we need for better audience engagement. It's also a consistent fan favorite among global enterprise businesses—even those with high compliance standards, making the process and cost of hiring developers much easier. Zero technical expertise will be needed to update content on the new pages.

Who is paying for the rebuild?

The IUSM Dean's Office approved a one-time budget request to build and deploy the new integrated site with updated content (including revised text, new photography,

and other assets such as graphics and video) and will cover routine maintenance and security. Individual entities of the School will not be asked to directly contribute financially to this initiative, but the work will require entity-level resources (such as time for providing strategic input, reviewing and updating content, interviewing faculty and staff for research updates). If specific departments want add-on/ non-standard features or functionality for these platforms, then costs may incur for that work. Since content will still be managed at the department- or center-level, any resources you currently devote to your site will continue following the rebuild.

What will happen with our current webpages? Will they be replaced by the new URLs? Is this mandatory?

The existing webpages (all subdomains for IUSM entities) will be incorporated into the new website and redirected to the new pages. This is mandatory.

What is the expected launch/ change date?

Dean Hess has asked for the entire new integrated site to be complete and deployed by November 2016 (one year from the project kickoff). The gateway and campus pages are the first sections to be developed; new pages for these sections will be live much sooner, likely by July 2016. You have no action items related to retiring the old URLs; any traffic to current URLs will be automatically redirected to the new pages.

How will content be organized on the new site?

A core goal of the new IUSM website is to integrate all entities under the school brand and make it as easy and intuitive as possible for audiences to find information. The intent is to use audience attention wisely by providing concise, high-value information in expected places. To achieve this, we're moving internally focused resources and tools off the public website to a new intranet (called MedNet) and developing topic hubs to serve as friendlier front doors to our brand. Strong inter-linking strategy will help guide users to the information they're seeking—whether that information is on the website, MedNet or other sites/ systems.

Will my content be buried on a consolidated website?

By structuring our site properly (like a good, comprehensive filing system) and developing content that addresses audience questions, all IUSM content will get the visibility it deserves—based on user search queries and intent. As with a good filing system, all topics rise up to increasingly general categories. This helps users and search engines intuitively navigate through the site. Keep in mind, visitors access specific pages in several ways that all depend on meaningful organization, including on-page merchandising (with short cuts), organic search (which is why SEO, search engine optimization, is critical), direct (knowing or having the URL address).

Why is SEO (search engine optimization) important?

An important aspect of SEO is making your website easy for both users and search engine robots to understand. Although search engines have become increasingly sophisticated, they still can't see and understand a web page the same way a human can. SEO helps the engines figure out what each page is about, and how it may be useful for users. (Moz)

Who's involved in this work to build a new website and intranet?

With coordination and guidance from the IUSM Office of Strategic Communications, the IUSM Department of Pediatrics IT team is handing the development work on both projects. The PedsIT team will host the new website and intranet on scaled-out department-level servers and will manage security and maintenance going forward.

Will my department still maintain its own site? If so, who will add/ update content on our pages and what kind of expertise does that person need?

While the new website and intranet will be integrated and centralized at the school-level, we are retaining a decentralized structure for content management. Each campus, department, entity will be responsible for keeping its web content up to date. The desired skills of the person who keeps your team's content on-point and accurate center on basic communications: writing for web (concise, audience-focused with use of links to other pages for more info to guide audiences). This person should be tapped into the strategic goals of IUSM and your entity so that content is most likely to motivate audiences to take desired action. The IUSM communications team will provide analytics and guidance as well as strategic oversight of the new IUSM website to ensure the content aligns with the school's communication goals and is optimized for maximum visibility.

Will content managers access editing tools with the CAS login system?

Yes. Access to the new WordPress website and the new intranet, MedNet (see related FAQ below), will require your standard IU credentials that pull from the active directory (ADS); the CAS filter will be used for web login.

When can we resume making updates to our web pages?

We absolutely don't want to interfere with site updates that involve informational accuracy and completeness for target audiences; by asking you to limit updates on your site, the intent was to minimize one-off sizable investments that will be overwritten by new platforms and branding standards that impact the School overall. Please continue to update the information on your existing site(s).

How will content managers access support for the new platforms?

Questions, requests, issues related to the new website and intranet will be submitted using a ticketing system that sends attention requests to the appropriate people for addressing in a timely manner.

If we're aligning our URL structure, can we also address email address consistency?

Yes! We are currently going through the process of converting the email addresses for all IUSM faculty and staff to iu.edu.

What database will populate faculty/ leader profiles on the new site?

We're aware of several different databases that currently populate faculty profile pages on existing IUSM websites, and WordPress is technically compatible with these systems. However, as part of our effort to streamline back-end support and keep the new system as clean as possible, we will limit the number of third-party applications/ databases pulling for the same type of information. In the case of bios

or profiles, we will select a single solution for populating these pages and eliminate the manual system that many departments and groups are currently using. The system we're most seriously considering at this point, given the large number of users already working with that system, is a custom platform built by developers in the IUSM Department of Medicine.

How do we balance talking about uniqueness of our campus and still appear "equal" for LCME?

With the new curriculum, fewer fundamental differences will exist among campuses in the area of academics. Since these new campus pages will launch this spring and the new curriculum rolls out in fall 2016, we will replace information about current curriculum at each campus with details about how the new curriculum is being implemented statewide so that the information is future-facing when we publish the new pages. Emphasizing campus-specific highlights (e.g., parking and housing, community engagement opportunities, how to access personal counseling, the patient population and clinical partnerships) as well as photography will convey a sense of place and campus culture. IUSM campuses have a lot of similarities, but each campus still has unique advantages. That's what that campus pages on the new site are intended to feature.

How can we add/ integrate an entity-specific newsfeed?

To streamline resources and ensure that school-level channels truly represent the entire IU School of Medicine, all new campus/ department pages will draw from a centralized news feed with improved tagging functionality. All campuses, departments, research centers, etc., should consider themselves to be contributors for schoolwide communications.

I want to start practicing using WordPress. How can I get started?

We're happy to see excitement about the plans and work underway to evolve the IUSM digital presence. But please don't worry about digging in too deeply to WordPress tutorials at this point. We will provide training and how-to materials in plenty of time for you to get prepared for managing content on the new site prior to its launch. In the meantime, we need all hands on deck to review existing content about our centers and departments and faculty and prepare new information and resources for the new site and MedNet, the new intranet. As mentioned in the presentation, the primary action items for content managers for school entities:

- Review draft architecture to identify gaps, duplications, misplaced information.
- Explain what your entity should be known for.
- Convey the core information needs/ tasks of audiences who visit your web pages
- Identify topic experts on your team: What are they doing? Why does it matter?
- Submit information/ dates for recurring events.

MedNet

What is MedNet?

MedNet is the new custom SharePoint intranet platform for IU School of Medicine. It will function as a limited scope intranet for school news and announcements. It will

also enable internal communication and collaboration and provide a home for internal resources that are currently published on the school's public website.

Why do we need an intranet?

Data from a recent internal communications survey revealed that we're using our website primarily to talk with each other instead of engaging prospective audiences. The abundance of internally-focused content on our website distracts visitors from finding and interacting with our priority content. It also confuses search engines about our core areas of expertise. To meet marketing objectives and business goals, we need to better leverage our digital platforms to strengthen our brand and talk about what we do.

Current state example: The high volume of IT-related information on the IU Knowledge Base pages outweighs the site's information on educational offerings. This tells search engines that the site is primarily focused on IT support, triggering Google and search engines to group the site more like IT companies than other schools. Yet a general user searching for IT-support terms will not necessarily find what (s)he's seeking when landing on the IU website.

If we move content for internal audiences off the website, how will people at partner organizations (without an IU login) access the information?

MedNet has a public, all-access front page and sections. No sign in is needed to access the main navigation items. Only when people get to the private portals will they need to sign in. In other words, a portion of the platform will technically be public –but set as “no follow” so we can duplicate content there with info on the website during the transition and beyond.

When will MedNet launch?

The new IUSM intranet, MedNet is live and a workgroup representing various entities throughout the school is currently populating the platform for a schoolwide rollout later this spring.

If you have additional questions, please contact Jenny Brown at jb56@iu.edu.