



# INDIANA UNIVERSITY

SCHOOL OF MEDICINE

## New Website FAQs

September 2016

### **What is the timeline for the new website rollout?**

The Phase One launch of the new site is scheduled for November 2016. Departments, programs, teams that are not part of this first phase rollout will migrate based on content readiness. That is, when a team submits new draft content, the IU School of Medicine Communications team will review and provide guidance to optimize the information for best performance online. You can check status updates regarding the new IUSM website (and explore related resources) by visiting the [Website page of MedNet](#).

### **Is the new IUSM website compliant with accessibility standards recently described by IU President McRobbie?**

Accessibility standards was a primary trigger for the website rebuild work that began last fall, as most of the legacy web pages, especially those on Concrete 5 platform, fall far short of current requirements. Even prior to the communication from President McRobbie, the IUSM web team has been focused on creating new web templates that meet accessibility standards set by best practices of the digital communications industry. Accessibility of the new IUSM web templates, from a technical standpoint (meaning the use of clean, semantically relevant code) is firmly in place. But true accessibility centers on proper web content development, including clear writing, proper use of alternative text for images, graphics and videos, intuitive anchor text for links, and more. These content-based considerations will be addressed in training for team web leads, as maintenance of accessible content on the site—by all 100+ web content managers—is critical for us to ensure maximum accessibility of our web content going forward.

### **How will URLs be handled going forward? Is it correct that they will change from iadc.medicine.iu.edu to medicine.iu.edu/iadc? Or is it too early to determine this? This matters for us as we do printings.**

We don't yet know what the URLs will be for specific centers and programs not included in the Phase I launch. What we do know is that we will minimize the use of acronyms and instead use relevant search terms in URLs to help with search rankings and overall visibility of our new pages. Please continue to use the existing URLs and update those pages as needed until we migrate your group's entities.

### **I understand URLs will change, so is there a plan to have old URLs forwarded to the new ones?**

Yes, the IU School of Medicine web team is implementing one-to-one redirects of all legacy site URLs. That means that a page that currently covers a given topic will be redirected automatically to the page on the new site that covers that same topic. This will ensure that traffic properly lands on the corresponding new page.

**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?**

The new website will be integrated and centralized at the school level, so we will have one site that includes all the school's departments, centers and programs. But 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 web lead for each team (the person who accepts publishing rights for the team) should have strong communications skills and understand the strategic messaging goals of the team. 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.

**We have many different people who help update content on the website. Can we all have rights to make these updates?**

Many people can have contributor status to propose updates, but we're trying to limit publishing rights to one person per group—to improve accountability for content updates. Content maintenance seems to work best long term when one person takes the lead for a team. Extending responsibility across multiple people incrementally increases the likelihood of gaps and neglect, a result of confusion about who owns what. To be sure we loop in the right people from your team, please verify that we have the proper [web lead and contributors for your team](#). (Only the team lead will have publishing rights. That person will take overall ownership and responsibility for the department-related content.)

**Will the new web pages include links to external pages?**

Yes, the new IU School of Medicine pages will link to external websites—when the link benefits our target audiences or guides people to the information they're seeking. For example, we will link heavily to IU Health and clinical partner pages for people trying to find patient-focused information. We will also link to other educational and governmental pages that help answer a question or address an issue for our audiences. That said, we will be strategic about the links we embed on our site, because we lose a little search authority with every external link—as we're basically telling users and search engines that we aren't the authority on a specific topic. That's not an issue for topics we clearly aren't trying to own, but it gets trickier when we get into medical education and research topics for which we want to be known as a top authority. When we guide people to another site via links, we essentially say “We can't help you as well as this other group can.”

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

A central element of the new IU School of Medicine digital strategy is thought-leader campaigns for faculty educators, physicians and researchers. To provide a consistent and professional landing place for references to IU School of Medicine faculty, we've created faculty profile pages that will auto-populate core fields from the HRMS database (name, title, department, campus address, phone number, email). Many other fields must be manually populated by department web leads. For access to the faculty database system, please contact Jenny Brown at [jb56@iu.edu](mailto:jb56@iu.edu).

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

Training and how-to materials will be available for web leads and contributors prior to the Phase I launch. In the meantime, please focus on preparing your team's content for new web pages. Instructions for preparing content for the new site is available on the [website page of MedNet](#). When preparing content, please remember to stay focused on 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? Explain what your entity should be known for—in everyday language that engages our various target audiences.

**How will event fields be populated on the new website?**

For now, IU School of Medicine will use the IU calendar as a data source for event feeds on the new website. Find instructions for posting new events to this calendar at <https://events.iu.edu/post-publish-event/add-edit-event.html>. Please also submit information/dates for recurring events to Jenny Brown (at [jb56@iu.edu](mailto:jb56@iu.edu)) to help complete the Editorial Calendar.

Note: At any time, you can check status updates regarding the new IUSM website (and explore related resources) by visiting the [Website page of MedNet](#). If you have additional questions, please contact Jenny Brown at [jb56@iu.edu](mailto:jb56@iu.edu).