# Medical School Web Presence

**VISION:** Our web presence encompasses well-planned sites that work together to help audiences find what they need, serve our goals as an organization, and be manageable over time for our web contributors.

## Medical School – med.umn.edu

Brings together information for current and prospective students, residents, and fellows that were on separate websites (UME, GME, programs).

**Site content includes:** About (directory, our campuses, history); Admissions (how to apply, financial aid); Education & Training (degrees and programs, clerkships, residencies, fellowships); Research (strengths, interdisciplinary); Patient Care (overview, direct to umnhealth.org); News & Events (blog, Medical Bulletin); Alumni; Current Students; Residents & Fellows; Give.

### Big-picture content goals:
- **Create content** that puts user needs first
- **Balance the focus** between the Twin Cities and Duluth
- **Showcase the research** happening at the Medical School
- **Highlight what sets our school apart:** flexible options that allow students to customize their education, and an emphasis on lifelong learning

## Departments

The Medical School’s 27 departments will each have a standalone website, with its own web point person assigned to manage it. The department sites will be linked to and from the Medical School website, but will live as separate entities while utilizing connection points from the Medical School website. (Note: Two sites are managed by CBS.)

**Department sites** will typically include:
- About (explanation, mission, history, value)
- Contact, directory, faculty and staff listing
- Research
- Clinical services
- Education and training opportunities: Academic programs, residencies, fellowships, clerkships, continuing education
- Give
- What’s important to that department’s audiences and goals, e.g.—news, events, alumni, outreach activities, impact, patient care (linking to relevant web content)

## Centers & Institutes

Some centers and institutes will have standalone websites, and some will live as part of a department site or the Medical School site. Those centers with a Medical School wide designation and/or that are considered a comprehensive center, and those with a highly distinctive customer base (e.g., patients) will typically have a standalone web solution. Comprehensive centers reach a broad audience and their focus includes several of the following: research, clinics, outreach, and education. This is determined using a framework that considers unit type, identifies the audience(s) being targeted, and results in what type of web solution the unit needs. Where the new web solution will live is determined by unit ownership and audience(s).

Some examples of standalone center sites: Lillehei Heart Institute, Center for Immunology, Stem Cell Institute, International Adoption Clinic.

## Continuing Professional Development

More than 50% of audience extends beyond Medical School.

- Offer health care professionals, medical students, and patients engaging, enriching continuing education courses to support both license requirements and lifelong learning
- Provide course directors and faculty resources to help them create world-class courses

## Medical School Resource Hub

Geared toward internal audience

Provide a clear home for content tailored to the needs of faculty and staff: Administrative Services (admin centers, HR, finance, etc.); Dean’s Office; Faculty Affairs (promotion and tenure, governance); For Educators (program coordinators and directors, faculty advisors, more); Policies & Procedures (e.g., UME, GME, Med).

## INTEGRATION POINTS:

To make it easier for site visitors to navigate and find the information they need, and to avoid duplicate and inaccurate content, we identify connection points for each site. Some are links to relevant content, and some are feeds that pull in value-added content. This includes University of Minnesota Health and UMPPhysicians, Bios system, experts.umn.edu, Health Talk blog, news, and more from the Med School, AHC, and U.

## NOT SUPPORTED:

The Medical School’s overall online presence is comprised of more than what is supported by the AHC web team, such as: Moodle, BlackBag, social media, third party systems, independent faculty lab sites, intranets, Google sites, databases.
Medical School Web Strategy

Our core strategy statement sets a long-term direction for the flagship Medical School website, med.umn.edu, and unites us around a common purpose. Every website within the Medical School should have its own core strategy, and its own web point person who oversees the site and supports the strategy.

Our Medical School is a global leader in medical education, research, and clinical care. Our website supports the Medical School’s strategic vision to achieve excellence in these areas, and conveys its strengths through a well-planned site structure, a clean design, and user-focused content.

Our website is home to key information and resources: opportunities to learn and work with us; stories and discoveries that define us; answers about who, what, where, and why we are (and how to contact us); tools to accomplish important tasks and common activities; data to inform decisions. We orient site visitors and help them find their way by creating intuitive navigation labels, well-organized sections, and links that anticipate user needs.

Reflect the [excellence] of the University of Minnesota Medical School by being a [community-focused] [information source] for medical education and research that motivates people to take [action].

Our website addresses the interests of prospective students, residents, and fellows; prospective faculty and staff; current students, residents, fellows, faculty, staff, alumni, donors, and patients; and influencers in Minnesota and in medicine. To serve these groups, we build each area of the site on a foundation of who they are and what they are trying to learn or accomplish.

People come to our website already having a level of interest in our school. Our website makes it easy to take the next step: apply, connect, donate, support, learn, feel pride. We influence these actions through clear language, a personable tone, providing evidence, and promoting trust.

Project timeline: 2013–2015

<table>
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<tr>
<th>Medical School</th>
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<th>Phase 2</th>
<th>Departments &amp; Centers</th>
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<tbody>
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<td>A fresh start—</td>
<td>Incorporate additional</td>
<td>Upgrade Medical School</td>
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<tr>
<td>Resource Hub</td>
<td>launch two improved sites.</td>
<td>content and high priority features.</td>
<td>unit websites, each with their own project start and end points.</td>
</tr>
</tbody>
</table>

Beyond

A website is never done. With these changes, we’re building a strong foundation. We need to manage and innovate these web properties over time so we don’t lag behind.

- Maintain to keep current, accurate, and relevant; evaluate; promote
- Special projects to improve and innovate
- Address new situations that arise