Your Website's Journey to Drupal Cloud

The Web Development Process

Colin Murphy | Special Communications Initiatives Manager

November 2022

Today

Why Re(Web)Development

An Overview

Schedule

Considerations

Take Aways

Why Re(Web)Development?

Epidemiology

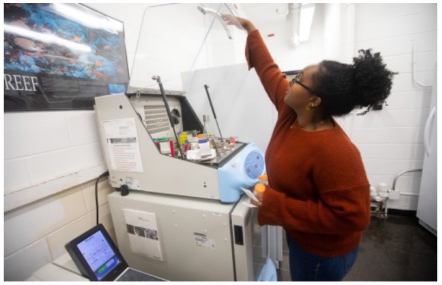
A cornerstone of public health

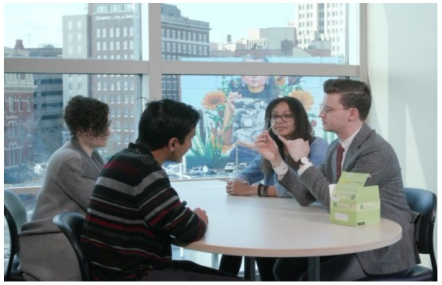
Epidemiologists study and analyze the incidence and distribution of diseases. We look at defined populations, considering the possible control of diseases and other factors relating to health.

Epidemiology's impact extends beyond the classroom: it shapes policy decisions and identifies targets for preventive healthcare. The work we do is fundamental to the practice of evidence-based public health and medicine and affects the lives of millions of people worldwide.

Explore Epidemiology at Brown

Discover the programs and people that make up the Epidemiology department at Brown University

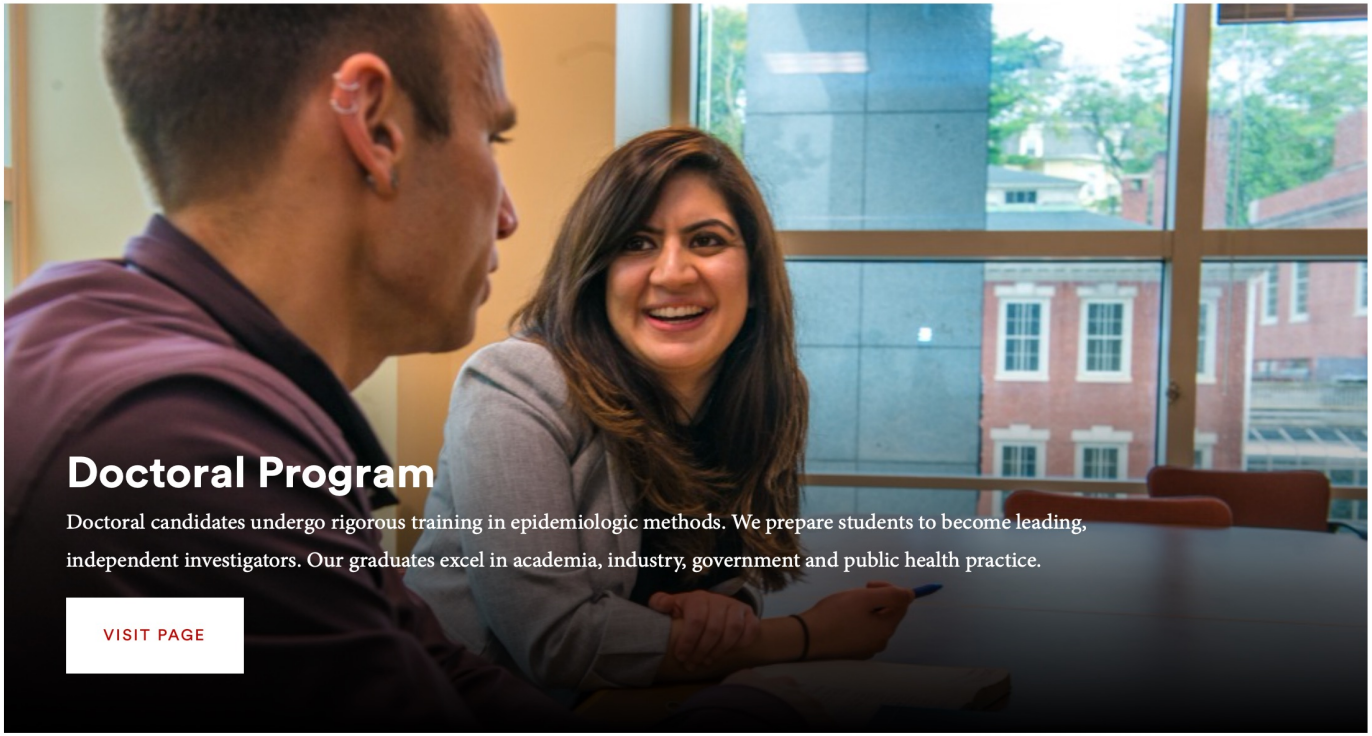




Degree Programs

Study epidemiology with world-renowned faculty

Brown's Epidemiology graduate program offers a doctoral degree and a MPH concentration which will prepare students for careers in research or public health which require knowledge of advanced epidemiologic methods.



Doctoral Program

Doctoral candidates undergo rigorous training in epidemiologic methods. We prepare students to become leading, independent investigators. Our graduates excel in academia, industry, government and public health practice.

VISIT PAGE

Whether it is investigating an infectious disease outbreak, assessing the impact of in-utero exposure to environmental pollutants and endocrine disrupting chemicals, or the relations of nutritional, genetic, stress-related factors to cardiometabolic health, epidemiology is the foundational discipline underpinning many public health stories in the headlines every day.

2

Unique Degree Paths

We offer a Ph.D. in Epidemiology and support an MPH Epidemiology Concentration

21

Primary Faculty Members

With over 50 Secondary and Adjunct Faculty Members

Over 50%

of our recent F31s submitted received funding in their first round

Comparatively, F31 success rate was 27.8% across all NIH institutes in FY2020

RECENT NEWS

ALL EPIDEMIOLOGY NEWS →

NEWS FROM BROWN

Extreme temperatures take deadly toll on people in Texas prisons, study finds

November 4, 2022

BROWN PUBLIC HEALTH

Summit explores pathways to end childhood lead poisoning in Rhode Island

October 7, 2022

EPIDEMIOLOGY, LIPPINCOTT

Jorge Ledesma: Community mitigation strategies, mobility, and COVID-19 incidence across three waves in the United States in 2020

September 21, 2022

Brown Epidemiology @Brown_Epi

We are excited to share our first Faculty Spotlight Video featuring Dr. Angie Bengtson! Each video will highlight an educator here in our department and the vital research they are doing. @BengtsonAngie

14 Nov 2022

Brown Epidemiology @Brown_Epi

We're proud to see Dr. Eric B. Loucks' research featured in @American_Heart. Read more about his findings on the promise of mindfulness to lower blood pressure. newsroom.heart.org/news/mindfulne...

9 Nov 2022

Brown Epidemiology @Brown_Epi

Check out PhD student, Jorge Ledesma's talk at Research Matters from this past April about how we can use estimates of the global burden of tuberculosis to inform policy to end the epidemic.

youtube.com/watch?v=paHPwv...

4 Nov 2022

Brown Epidemiology @Brown_Epi

Please join us this Thursday, November 3rd for our Epidemiology Virtual Information Session! Complete the form linked below to be added to the invite list: apply.professional.brown.edu/register/?id=d...

31 Oct 2022

Events at Brown SPH

NOV 16
SPH Faculty Meeting
12:00 pm - 1:00 pm
121 South Main Street

NOV 17
SPH Comms Tutorial Series: Your Website's Journey to Drupal Cloud & An Introduction to Drupal Cloud
2:00 pm - 3:00 pm
Virtual

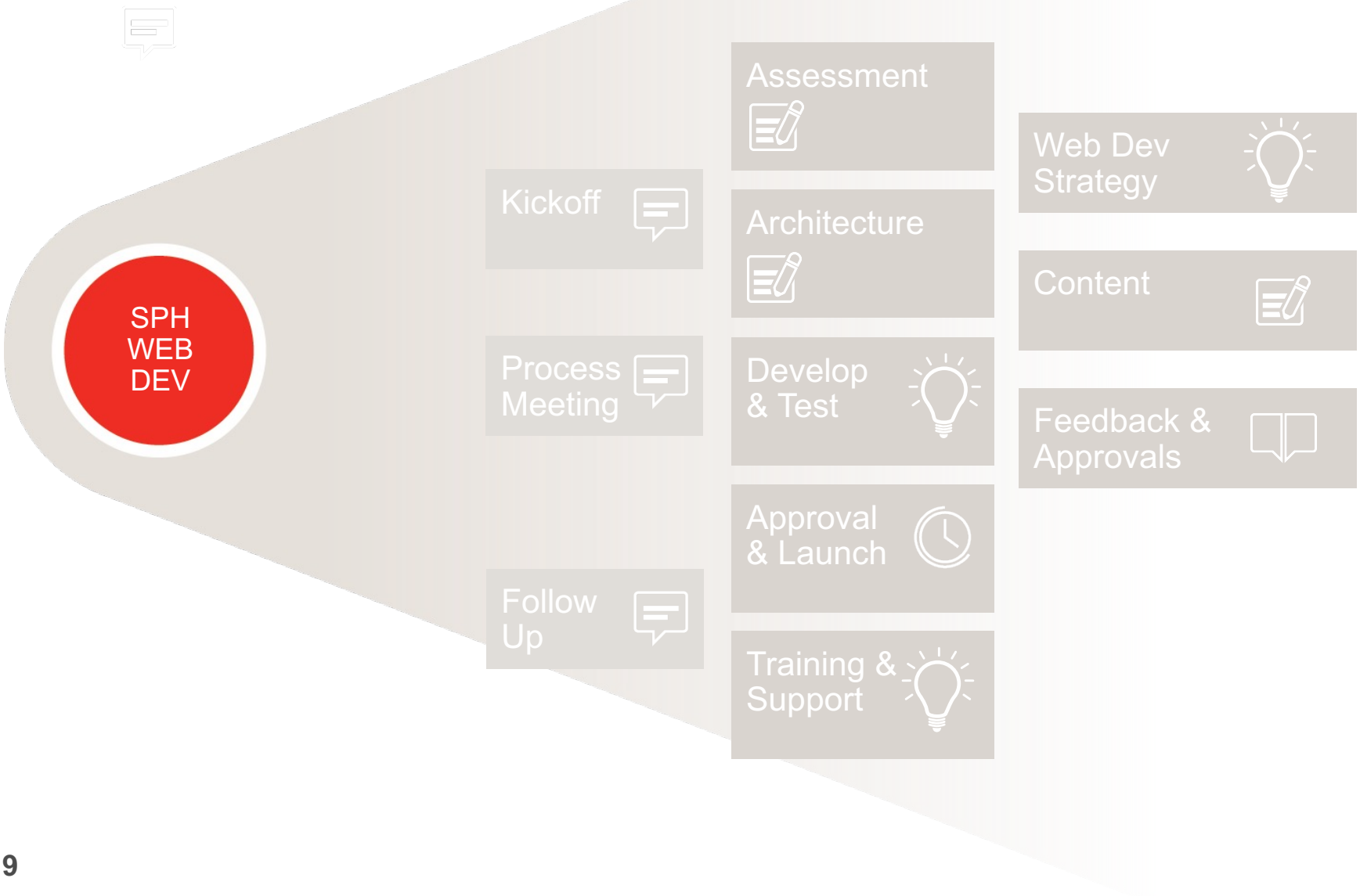
NOV 21
VIRTUAL
First-Gen SPH Students and their Journey to Medical School
6:00 pm - 7:00 pm

NOV 22
VIRTUAL
Advance-CTR Implementation Science Seminar Series: Eva Woodward, PhD
12:00 pm - 1:00 pm
Zoom

VIEW FULL CALENDAR

Web Dev: An Overview

Web Dev


SPH
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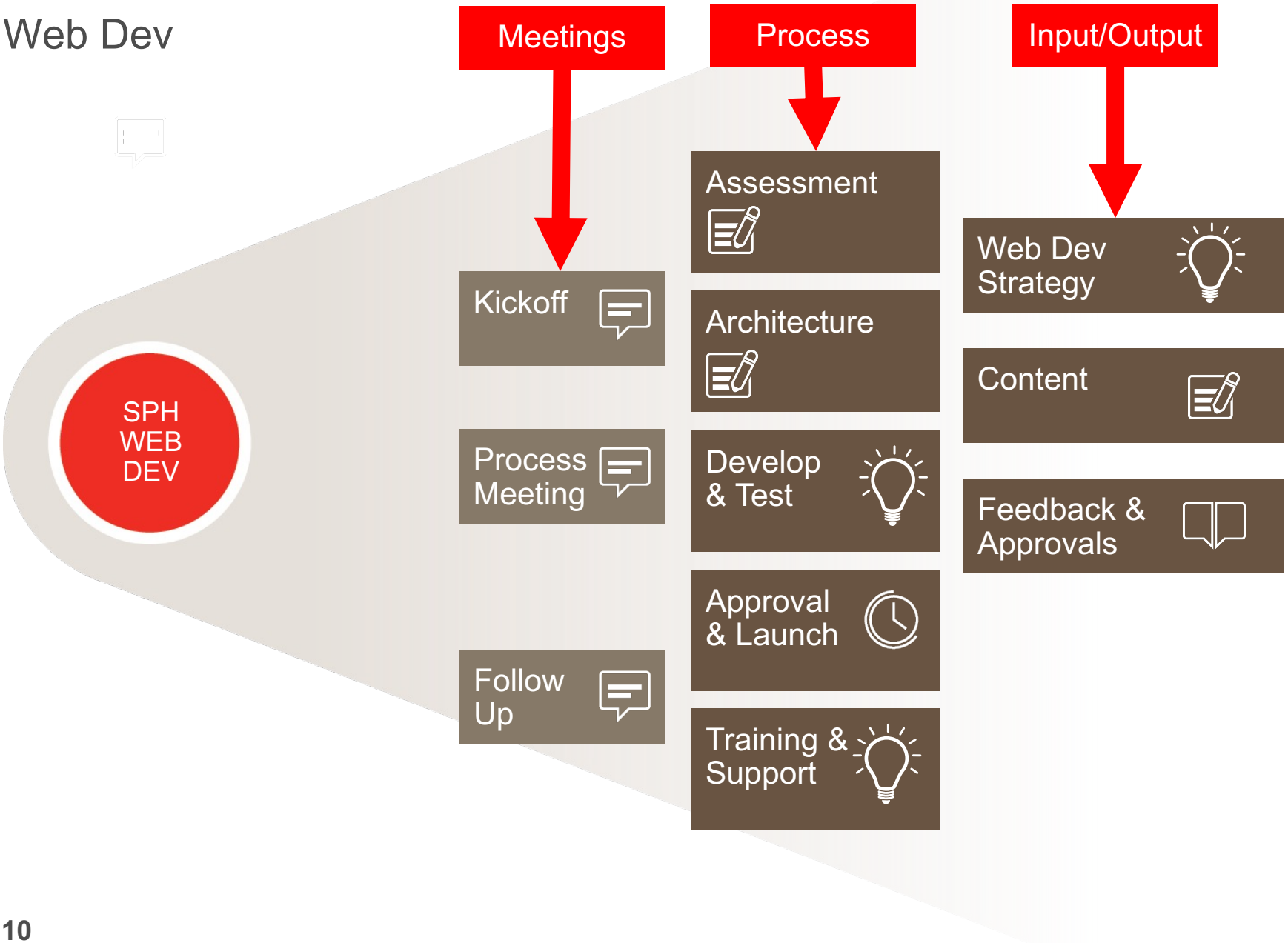
Develop
& Test
Approval
& Launch
Training &
Support
Web Dev
Strategy
Content
Feedback &
Approvals

Web Dev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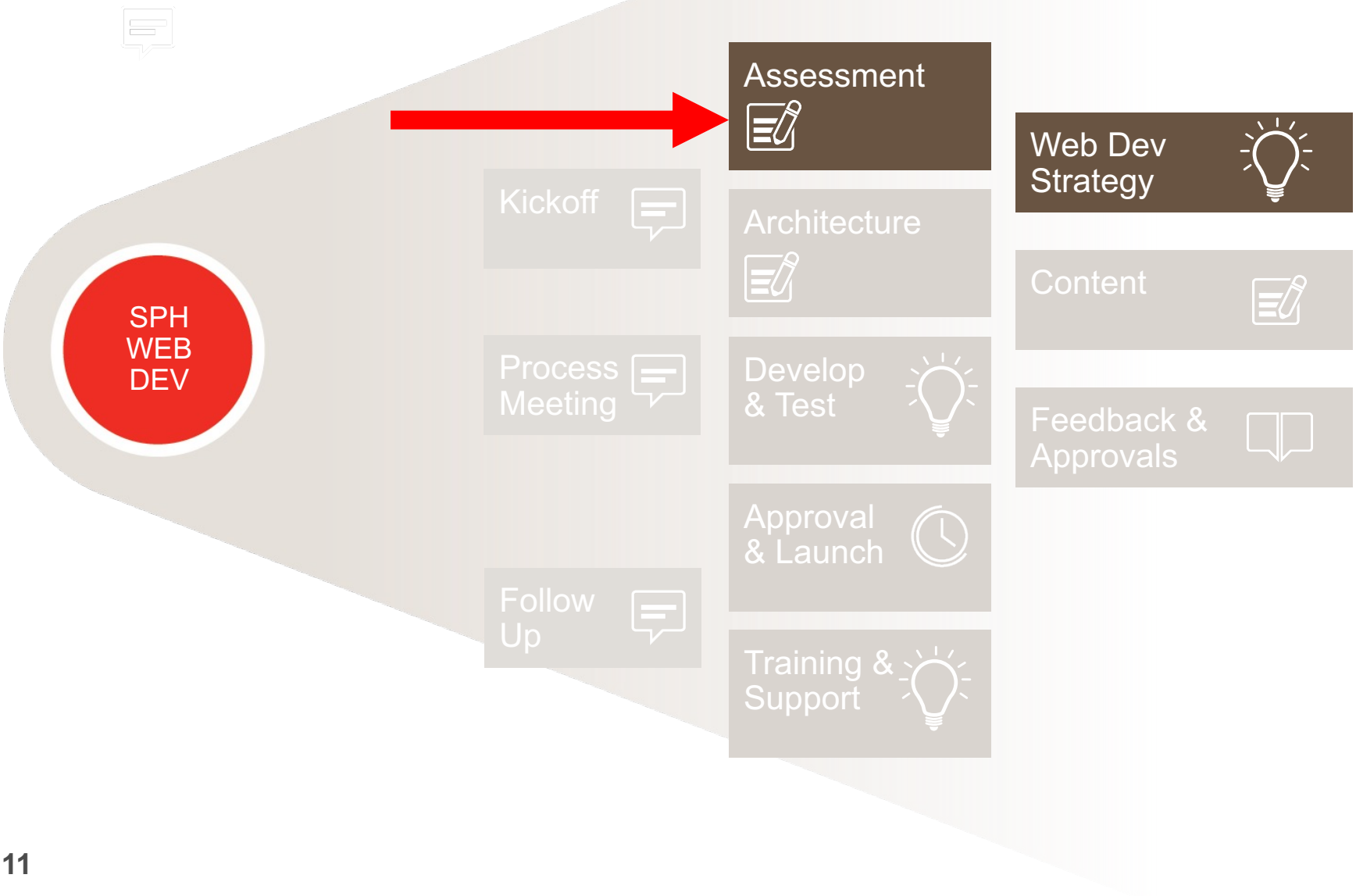
Feedback &
Approvals

Web Dev


SPH WEB DEV
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Assessment
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Approval & Launch
Training & Support
Web Dev Strategy
Content
Feedback & Approvals

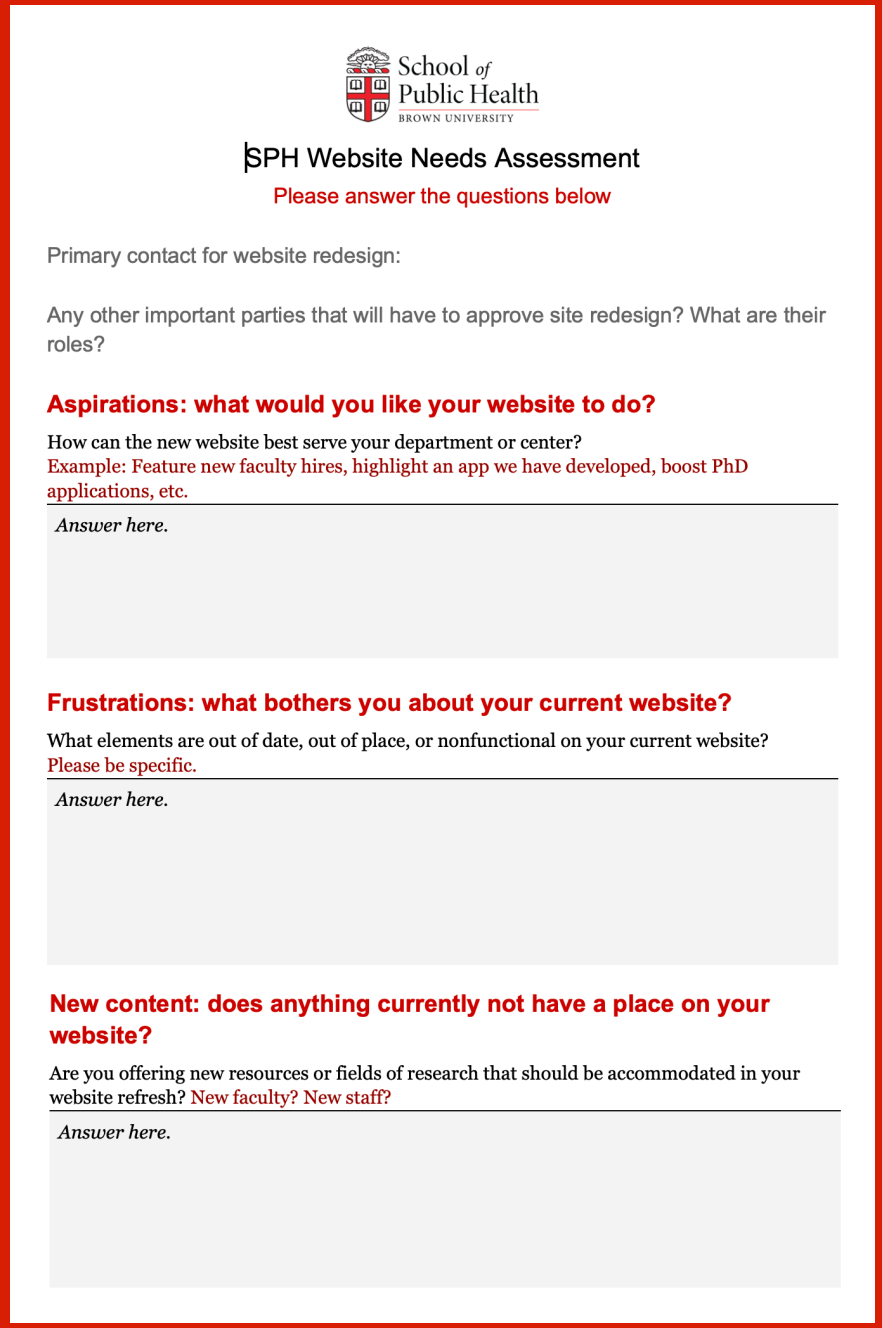
Web Dev

NEEDS ASSESSMENT

Aspirations
What would you like your website to do?

Frustrations
What bothers you about your current website?

New Content
Does anything currently not have a place on your website?



School of Public Health
BROWN UNIVERSITY

SPH Website Needs Assessment

Please answer the questions below

Primary contact for website redesign:

Any other important parties that will have to approve site redesign? What are their roles?

Aspirations: what would you like your website to do?

How can the new website best serve your department or center?
Example: Feature new faculty hires, highlight an app we have developed, boost PhD applications, etc.

Answer here.

Frustrations: what bothers you about your current website?

What elements are out of date, out of place, or nonfunctional on your current website? Please be specific.

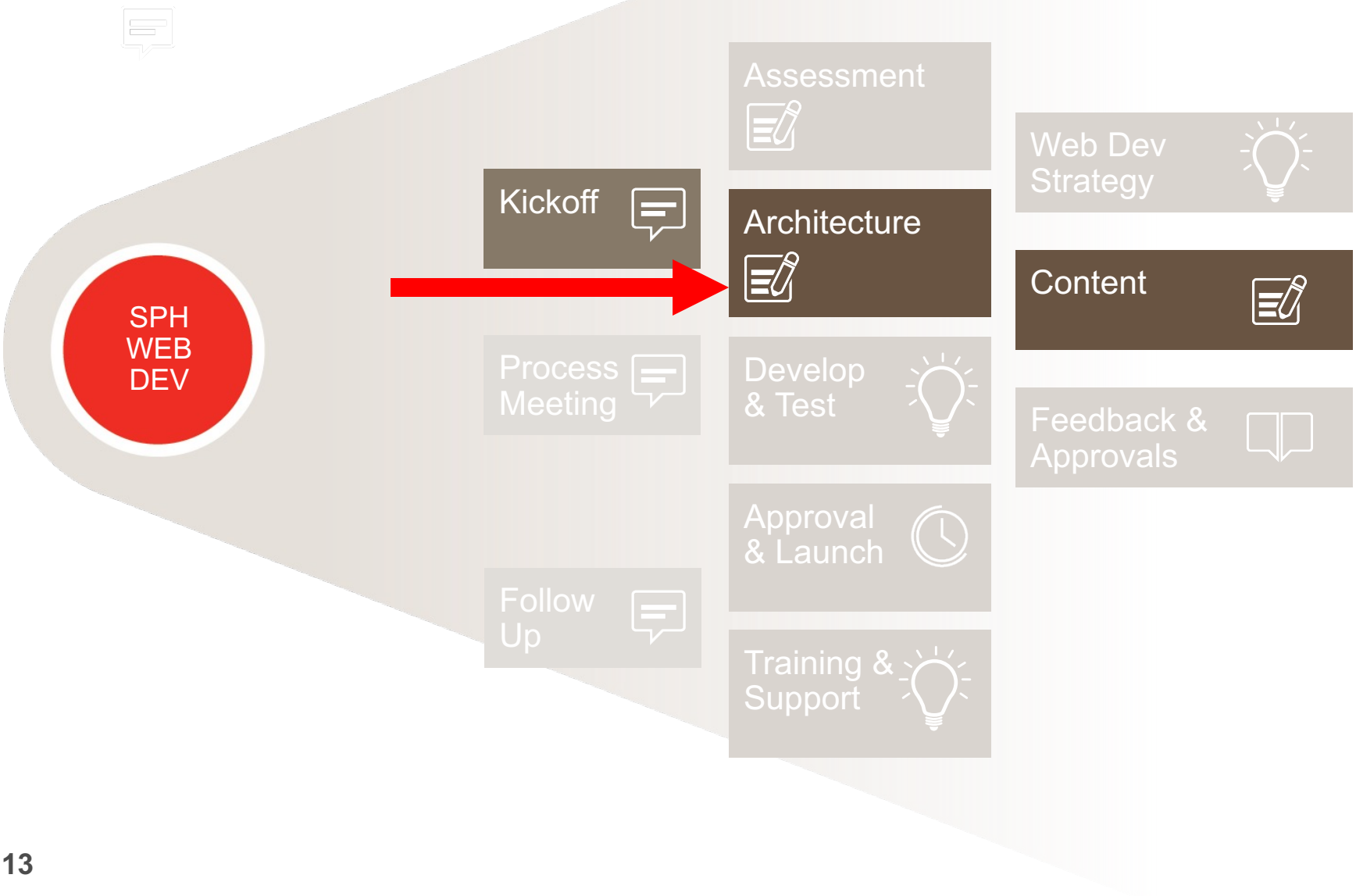
Answer here.

New content: does anything currently not have a place on your website?

Are you offering new resources or fields of research that should be accommodated in your website refresh? New faculty? New staff?

Answer here.

Web Dev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Web Dev Strategy
Content
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INFO ARCHITECTURE

Understanding Information Architecture
The structure, or organization of the web site

Types of Navigation
Categories include topic, audience, and action

What to Avoid

General Information Architecture (IA) Guidelines

Understanding Information Architecture

The structure, or organization, of your website is called information architecture (IA). The IA is a site map in an outline form.

Information architecture reinforces your identity and messaging. The priority you give to certain categories of content sends a message about:

- What you value.

Types of Navigation

There are three distinct categories of navigation you should consider: topic, audience, and action.

- Topic navigation organizes your website by topic (For example: About, Academics, Research, etc.).
- Audience gateways are "information for" target audiences (For example: Current Students, Faculty, Staff).
- Calls to action are a navigational set of actions you want the audience to take (For example: Apply, Give).

What to Avoid

1. Don't create an IA that mimics an organizational chart. Users should not need to understand how your office is organized to find the information they need.

2. Don't bloat your IA by creating pages with content that are actually owned by other offices. Instead, create links to the authoritative sources for certain types of information.

Your Site
Website Information Architecture

First tier (1, 2, etc.) will appear in the main navigation. Second tier (1.1, 1.2, etc.) will drop down from the main nav upon rollover. The third tier (1.1.1, 1.1.2, etc.) will appear as a secondary nav on their second tier parent's page.

Homepage

Web Dev

INFO ARCHITECTURE

Your Sites Navigation (Outline)

Department of Epidemiology
Website Information Architecture

First tier (1, 2, etc.) will appear in the main navigation. Second tier (1.1, 1.2, etc.) will drop down from the main nav upon rollover. The third tier (1.1.1, 1.1.2, etc.) will appear as a secondary nav on their second tier parent's page.

Homepage

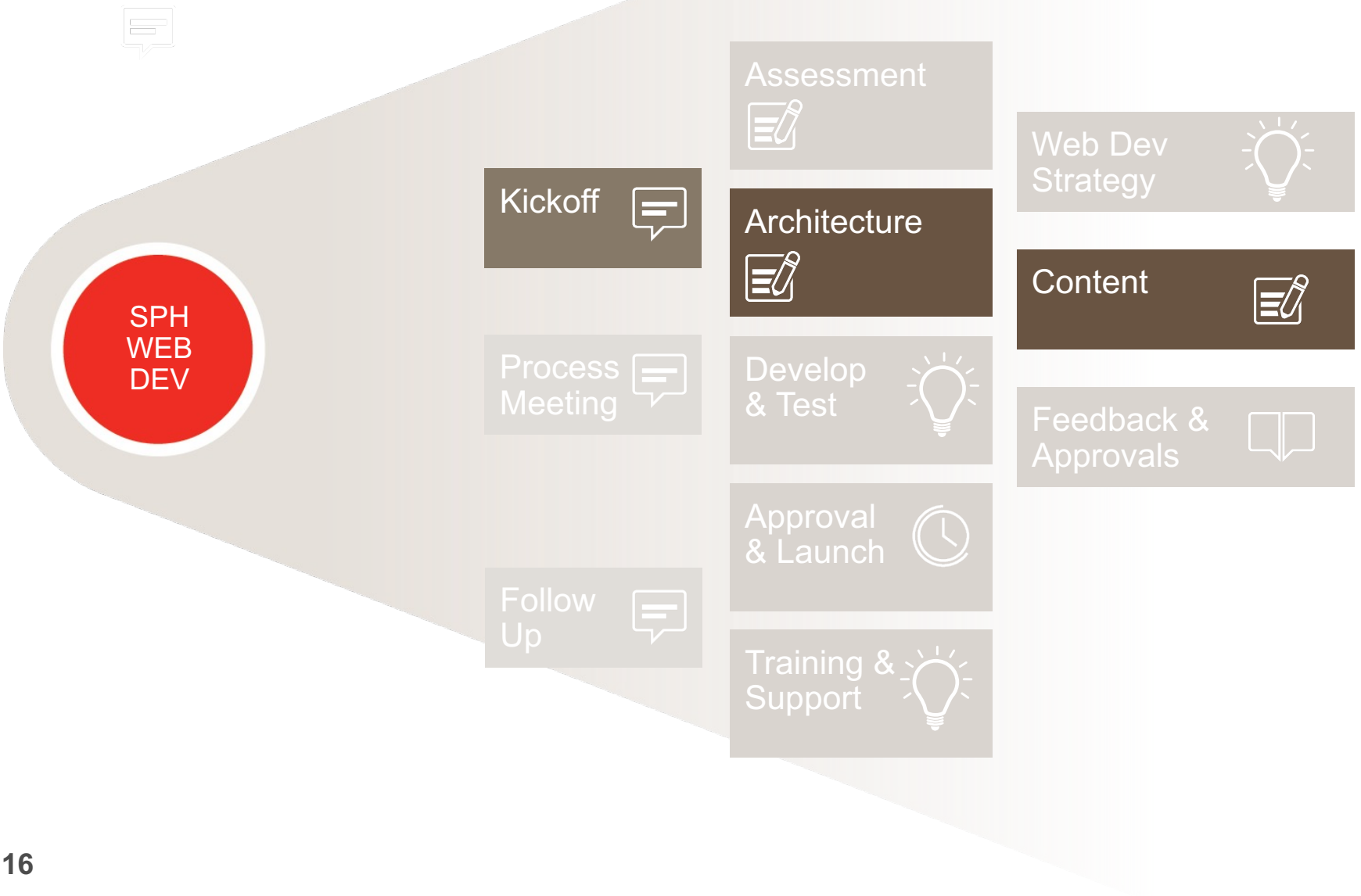
1. **About**
   - 1.1. Mission Statement
   - 1.2. Diversity
   - 1.3. Career Opportunities

2. **Academics**
   - 2.1. Doctoral Program
   - *2.2. MPH Epidemiology Concentration (external link, goes to MPH site)*
   - 2.3. Student Resources

3. **Research**
   - 3.1. Fields of Research
     - 3.1.1. Behavioral Epidemiology
     - 3.1.2. Cancer
     - 3.1.3. Cardiometabolic Health
     - 3.1.4. Children's Environmental Health
     - 3.1.5. Global Health
     - 3.1.6. Health Disparities
     - 3.1.7. Infectious Disease
     - 3.1.8. Molecular Epidemiology
     - 3.1.9. Obesity Epidemiology
     - 3.1.10. Pediatrics
     - 3.1.11. Perinatal & Reproductive
     - 3.1.12. Psychiatric Epidemiology
     - 3.1.13. Quantitative Methods
     - 3.1.14. Social Determinants
     - 3.1.15. Women's Health
   - 3.2. Research Centers
     - 3.2.1. Center for Epidemiologic Research
     - 3.2.2. Center for Children's Environmental Health
     - 3.2.3. International Health Institute
     - 3.2.4. People, Place & Health Collective
     - 3.2.5. Hassenfeld Child Health Innovation Institute
     - 3.2.6. The Mindfulness Center
     - 3.2.7. Survey Research Center

4. **Events**

Web Dev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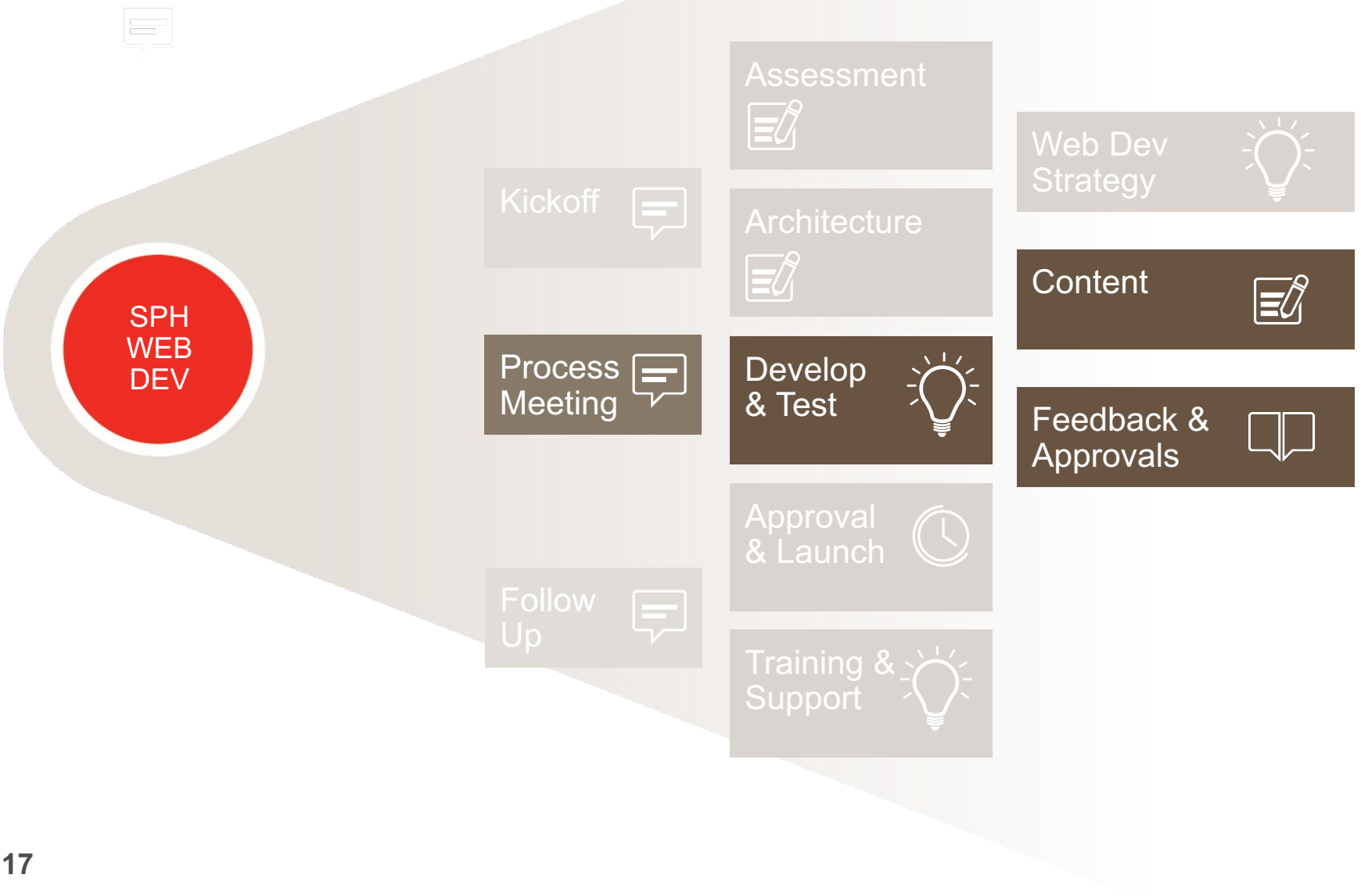
Approval & Launch
Training & Support
Web Dev Strategy
Content
Feedback & Approvals

Web Dev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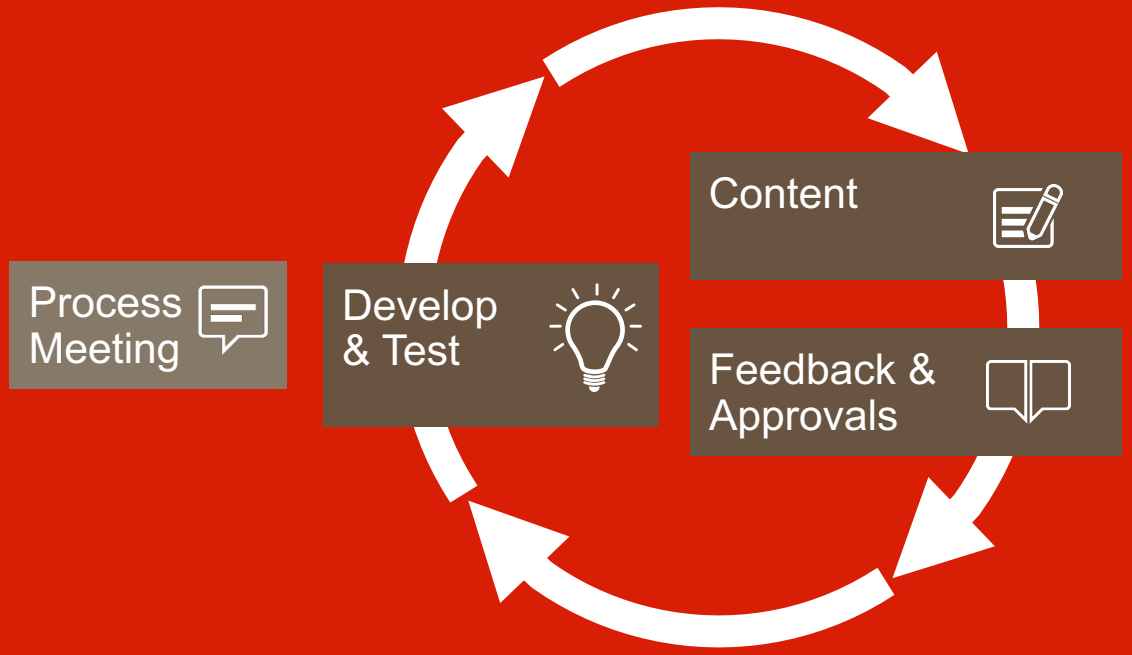
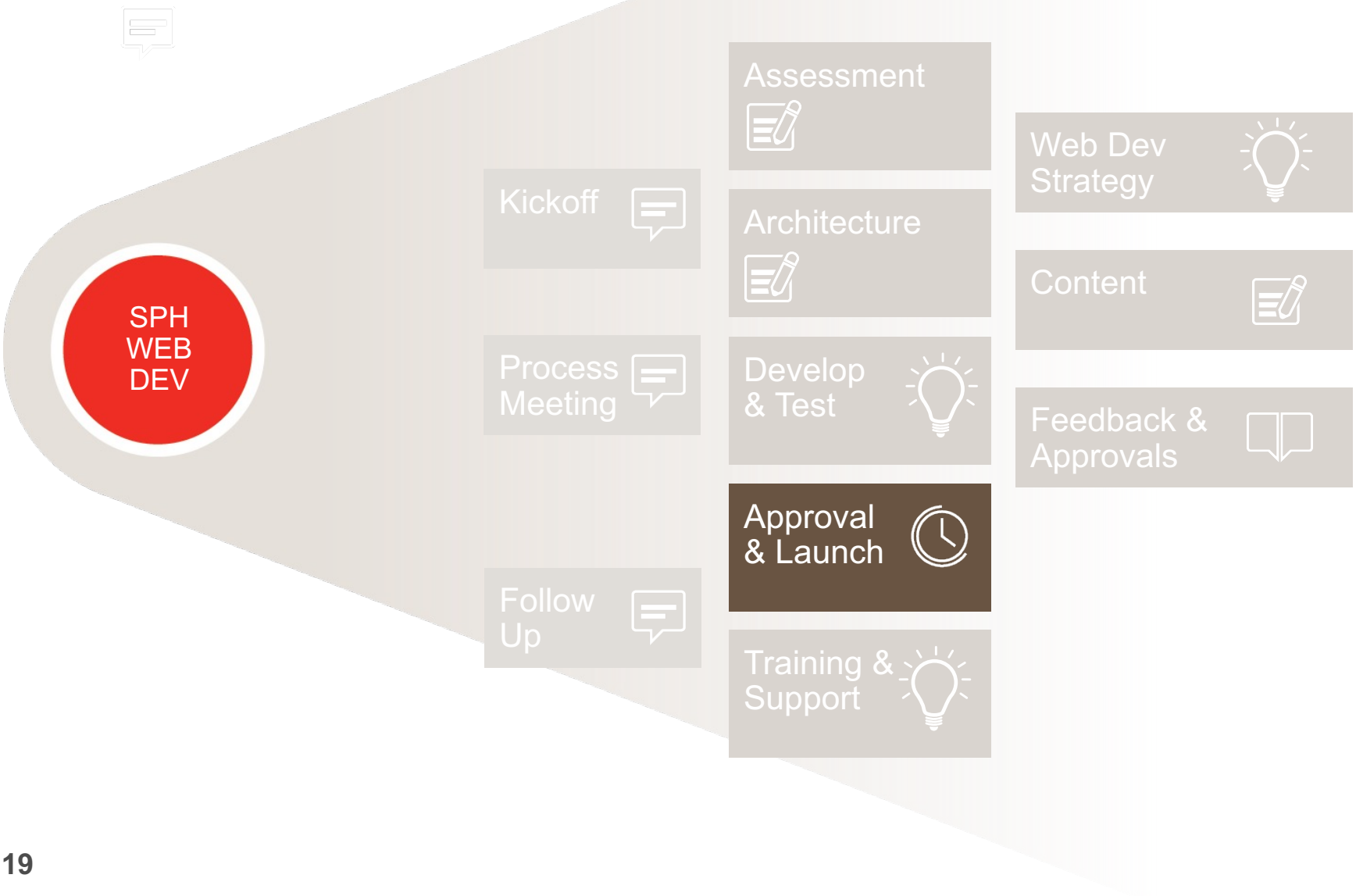

Process Meeting
Develop & Test
Content
Feedback & Approvals

Web Dev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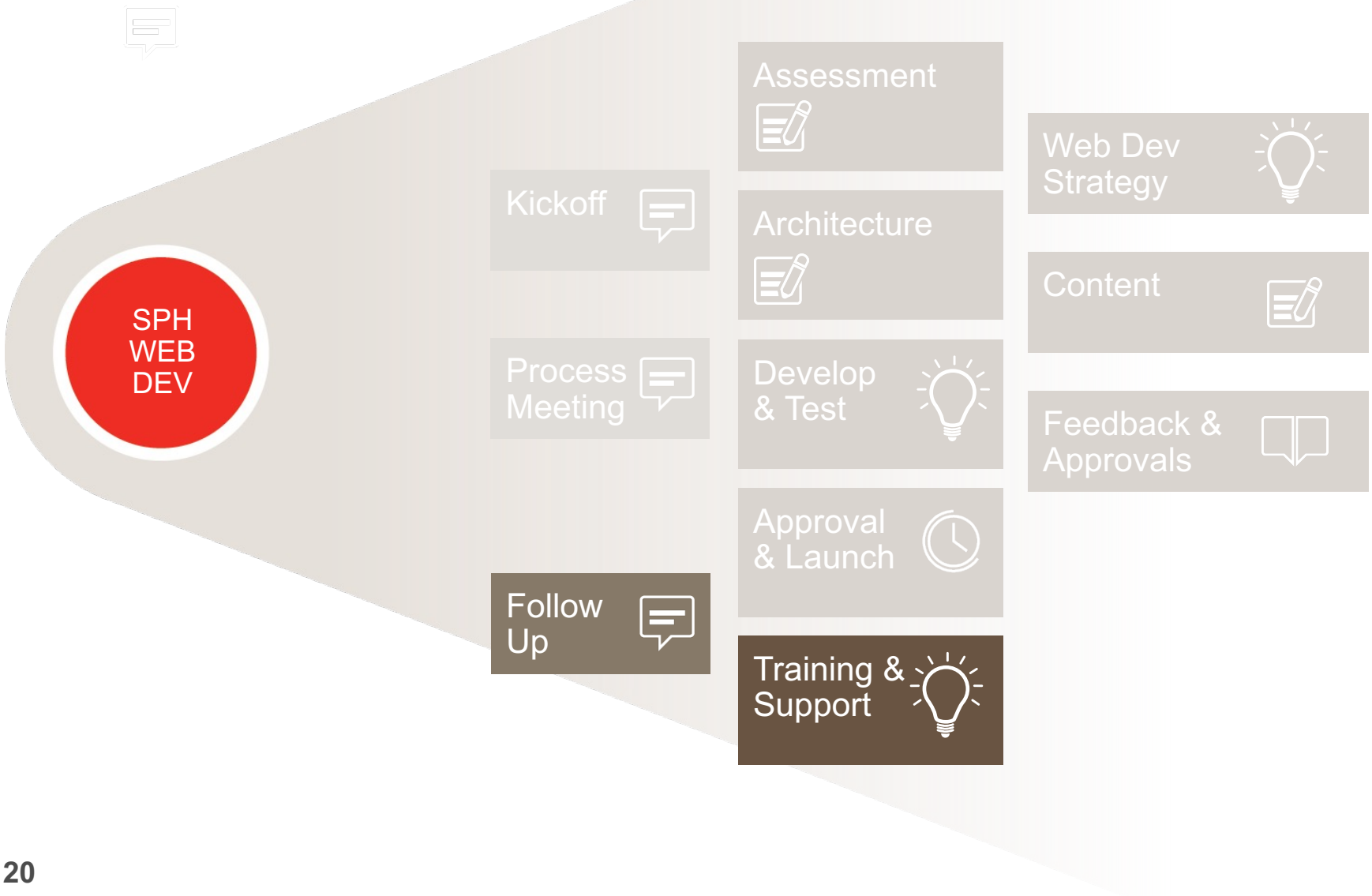
Web Dev


SPH WEB DEV
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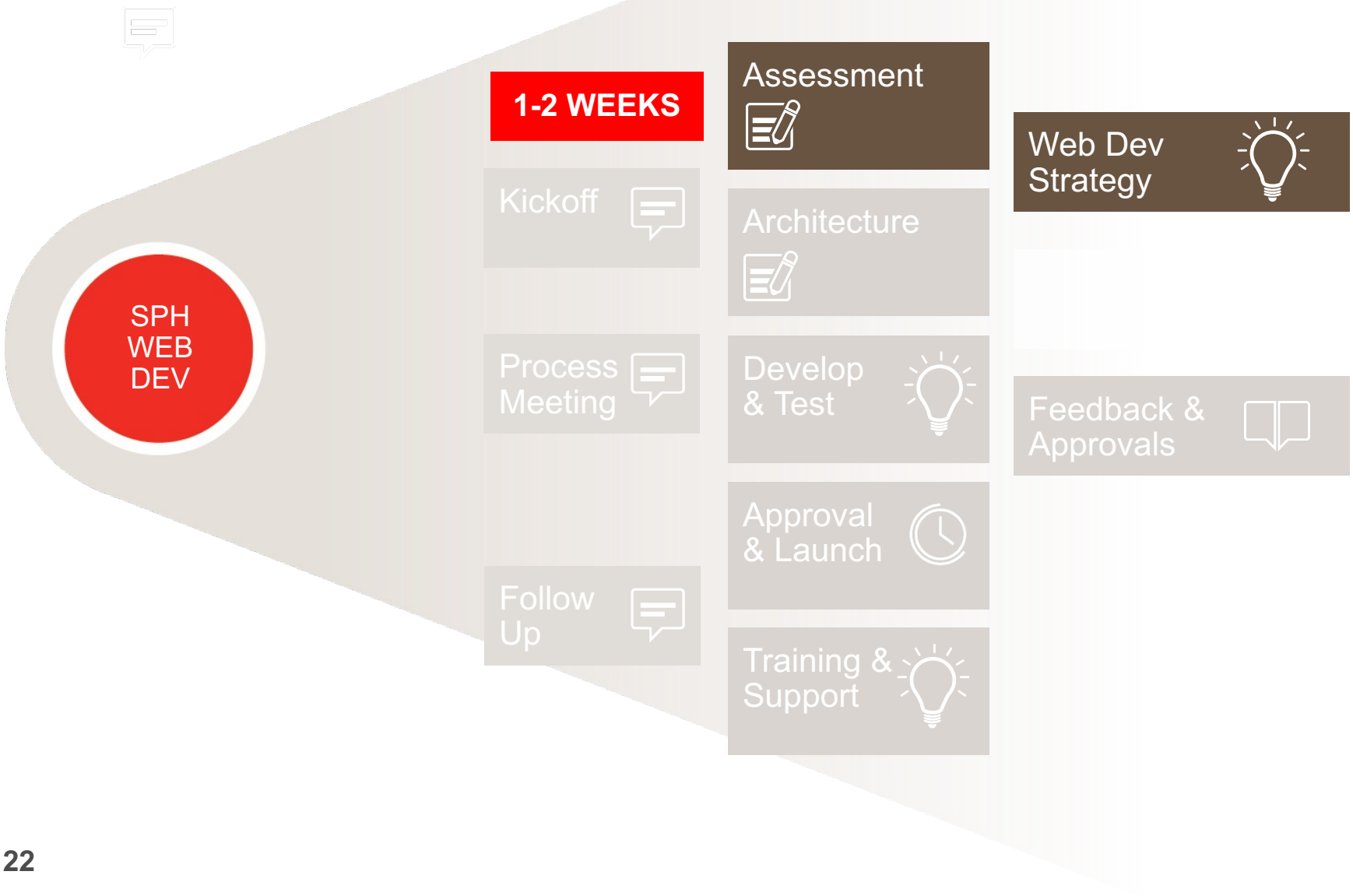
Content
Feedback & Approvals

Web Dev: Schedule

Web Dev


SPH WEB DEV
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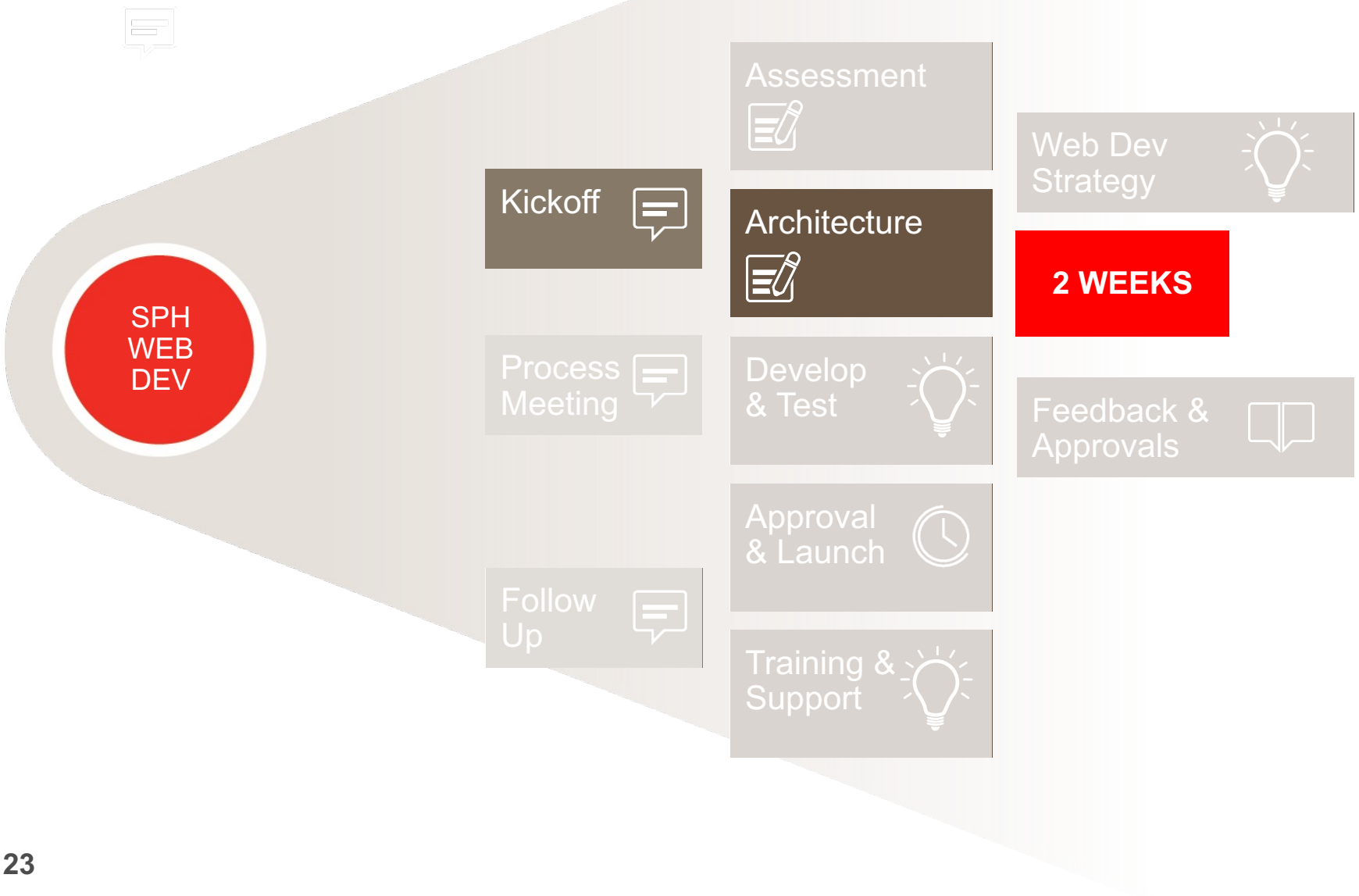
Approval & Launch
Training & Support
Web Dev Strategy
Feedback & Approvals

Web Dev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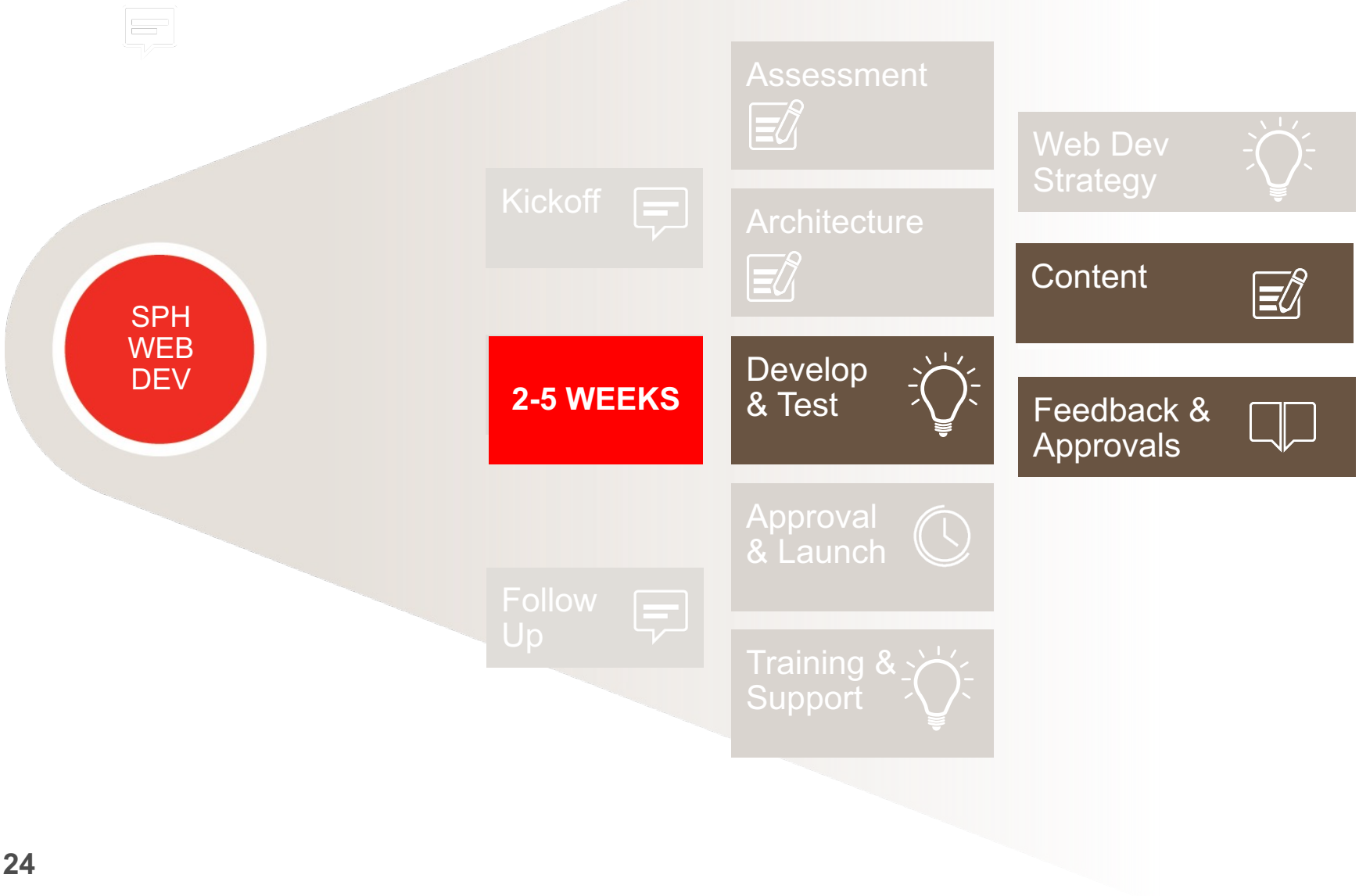
Training & Support
Web Dev Strategy
2 WEEKS
Feedback & Approvals

Web Dev


SPH WEB DEV
Kickoff
2-5 WEEKS
Follow Up
Assessment
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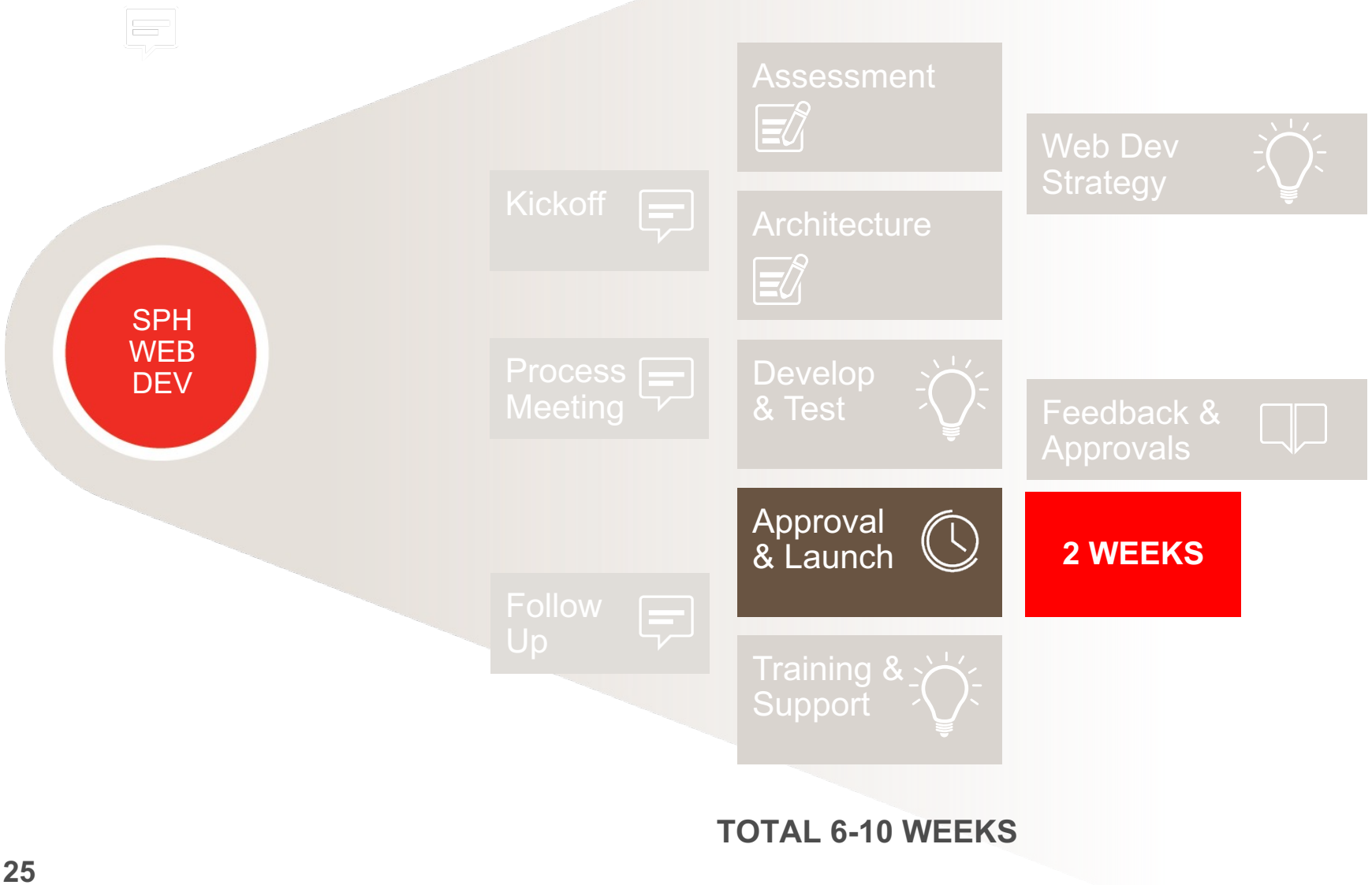
Develop & Test
Approval & Launch
Training & Support
Web Dev Strategy
Content
Feedback & Approvals

Web Dev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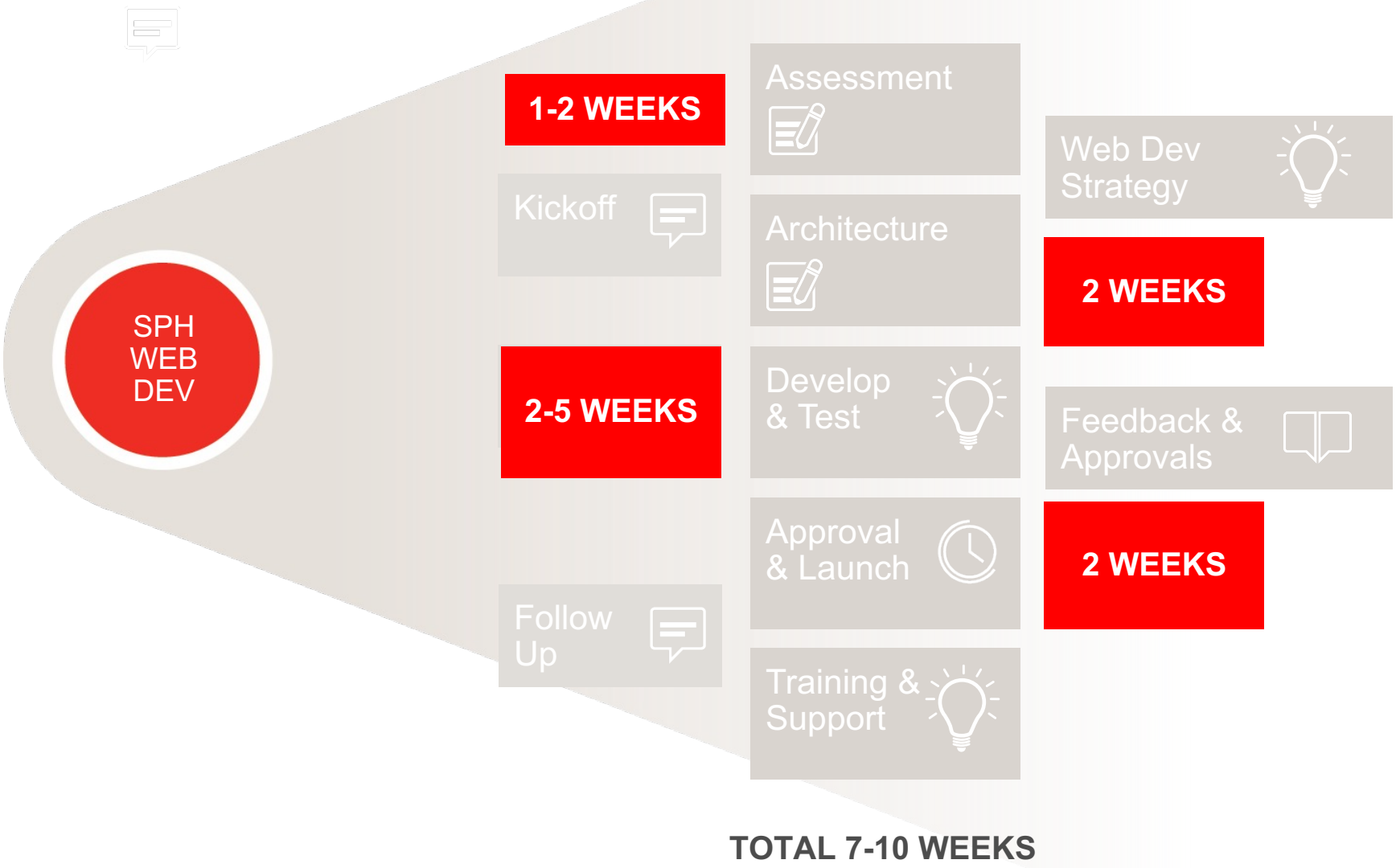
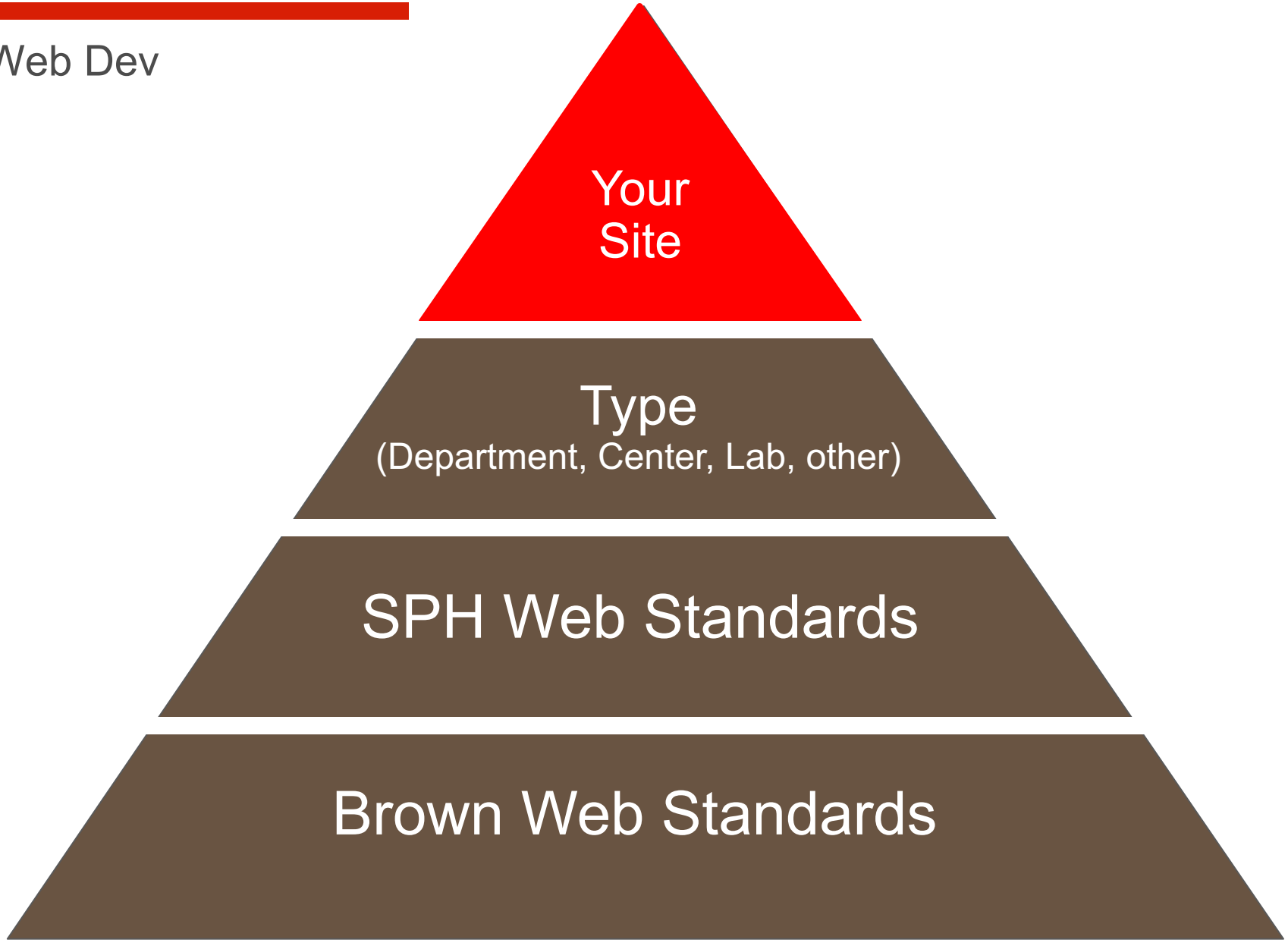
Approval & Launch
Training & Support
Web Dev Strategy
Feedback & Approvals
2 WEEKS
TOTAL 6-10 WEEKS

Web Dev


SPH WEB DEV
1-2 WEEKS
Kickoff
2-5 WEEKS
Follow Up
Assessment
Architecture
Develop & Test
Approval & Launch
Training & Support
Web Dev Strategy
2 WEEKS
Feedback & Approvals
2 WEEKS
TOTAL 7-10 WEEKS

Web Dev: Design Considerations


Your Site
Type
(Department, Center, Lab, other)
SPH Web Standards
Brown Web Standards

Web Dev: Takeaways

Web Dev

SPH WEB DEV

- Assessment
- Architecture
- Develop & Test
- Approval & Launch
- Training & Support

Site Owner	SPH Com.
Site Req.	Design
Content	Build

Why again?

Epidemiology

A cornerstone of public health

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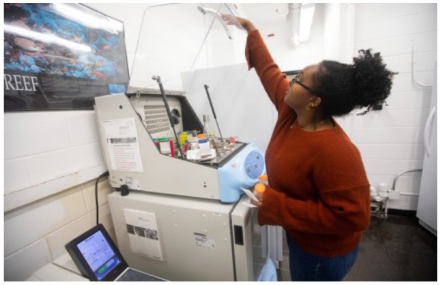
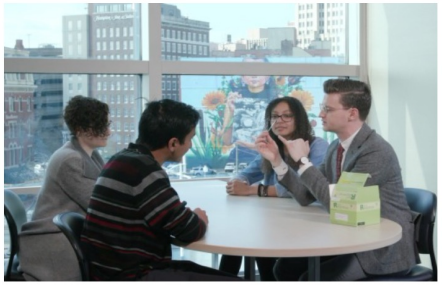
Epidemiology's impact extends beyond the classroom: it shapes policy decisions and identifies targets for preventive healthcare. The work we do is fundamental to the practice of evidence-based public health and medicine and affects the lives of millions of people worldwide.

Explore Epidemiology at Brown

Discover the programs and people that make up the Epidemiology department at Brown University





Accordion

Accordion item 1

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Aliquam erat volutpat. Mauris fringilla magna metus, non faucibus nisl mattis viverra. Ut vitae porttitor libero. Mauris viverra orci nisl, vel laoreet arcu iaculis nec. Suspendisse efficitur quam at eleifend venenatis. Donec est massa, aliquet convallis efficitur in, tristique nec magna. In a pellentesque risus. Mauris ligula diam, consequat ac tincidunt non, scelerisque ac tortor. Fusce volutpat lacus eget aliquet fringilla. Pellentesque nunc justo, lacinia a nunc vel, gravida viverra lectus. Nullam fermentum enim et felis vehicula finibus.

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Accordion item 2

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Accordion item 3

Quisque sit amet dui diam. Phasellus vel consequat mauris. Proin sit amet sodales felis. Donec vel vulputate nibh. Nulla magna sapien, congue et mi at, tincidunt tincidunt leo. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Link Group

Optional Title

- About Page
- Education Page
- Brown University

Call to Action - Single Link

Lorem ipsum

Image can be aligned left or right. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur vel semper turpis. Nam faucibus pellentesque mi a aliquet.

LOREM IPSUM →

Statistics Grid

1,900+
UNDERGRADUATE COURSES OFFERED EACH YEAR

$500
Vestibulum tempor
Lorem ipsum dolor

29%
Duis luctus
Praesent laoreet sodales odio

5,700+
Cras eu nisi eget
elit viverra efficitur ac vel mi

60th
Aliquam auctor hendrerit
Vestibulum luctus arcu eu sagittis laoreet

$6,000+
Aliquam placerat lacus convallis
Quisque nec accumsan neque

Ambient Video with Caption

Ambient Video Caption. The quick brown fox jumps over the lazy dog. Jived fox nymph grabs quick waltz. Glib jocks quiz nymph to vex dwarf. Sphinx of black quartz, judge my vow. How vexingly quick daft zebras jump! The five boxing wizards jump quickly. Jackdaws love my big sphinx of quartz. Pack my box with five dozen liquor jugs.

Events List

NEXT 5 UPCOMING EVENTS

Monday, October 17 · All Day · VIRTUAL
COBRE Center 2022-2023 Pilot Award Call for Applications

Monday, October 17 · 11:00 AM - 12:00 PM
Location: Biomedical Center (BMC) Room: 202 "Purple Palace" Cost: Free
Carney Seminar: "The Long and Short of Altered Translation in Fragile X"

Monday, October 17 · 12:00 PM - 1:00 PM · Location: Virtual · Cost: Free
Organize and Cite Your References: Using EndNote for SPH

Monday, October 17 · 12:00 PM - 1:00 PM
Location: School of Public Health, 121 South Main Street Room: 245 Cost: Free
VIRTUAL AND IN PERSON
Statistics Seminar | Ronghui (Lily) Xu, Ph.D.

Pull Quote: Text Only

" Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tempor condimentum dictum. Vestibulum tempor lacus mi, nec hendrerit elit condimentum et. "

NAME — Title

Tabs

Tab: Short Text | Tab: Image-right+caption | Tab: Table | Tab: Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur vel semper turpis. Nam faucibus pellentesque mi a aliquet.

Card/List Group: Cards, 3 up

OPTIONAL TITLE

About

Admission & Aid

Research

Brown University

Card/List Group: Highlights

Optional Title

Education

Research

Brown University

People List: Filtered

Joseph M. Garland, MD
Associate Professor of Medicine, he/him/his

Larry K. Brown, MD
Professor, Director of the Division of Child and Adolescent Psychiatry, he/him/his

Pull Quote: Text and Image

"

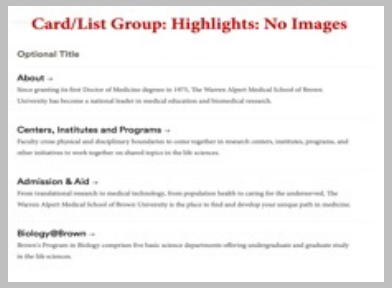
NAME — Title

Social Media Icons

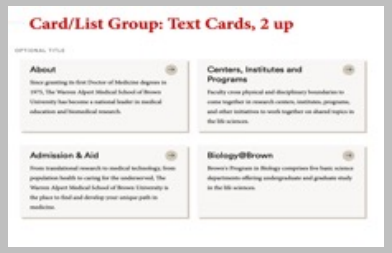
OPTIONAL TITLE

FACEBOOK · TWITTER · YOUTUBE · INSTAGRAM · LINKEDIN · SNAPCHAT

Card/List Group: Highlights: No Images



Card/List Group: Text Cards, 2 up



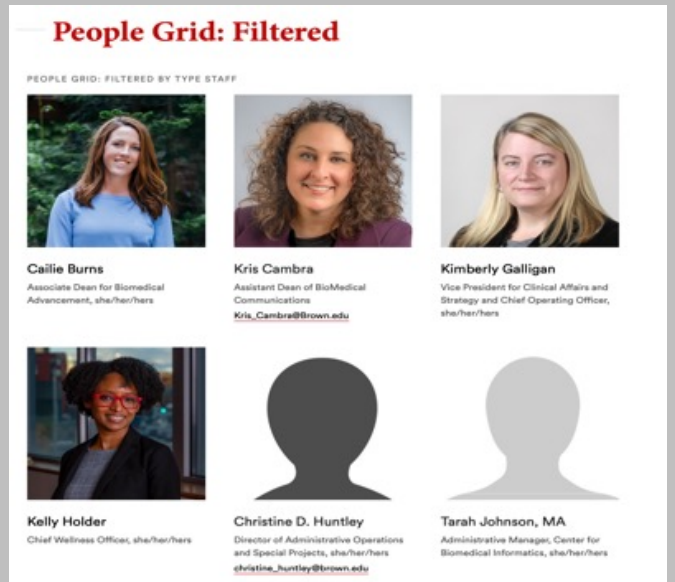
Rich Text Editor - Columns

Call to Action - Single Link, No Image

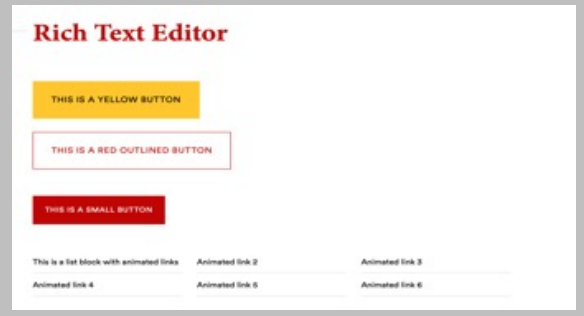
Call to Action - Multiple Links

Media Gallery

People Grid: Filtered

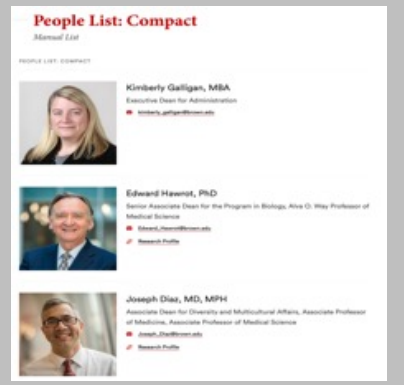


Rich Text Editor



Media Poster: Video

People List: Compact



People List: Manual

Statistics Poster

Thank You