Your Website’s Journey to Drupal Cloud

The Web Development Process
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.

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.
**Recent 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
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**
**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 WEB DEV
- Assessment
- Web Dev Strategy
- Kickoff
- Architecture
- Content
- Process Meeting
- Develop & Test
- Feedback & Approvals
- Follow Up
- Approval & Launch
- Training & Support
Web Dev

Meetings

Kickoff

Process Meeting

Follow Up

Process

Assessment

Architecture

Develop & Test

Approval & Launch

Training & Support

Input/Output

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?

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.
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 (1.1, 2.1, etc.) will appear in the main navigation. Second tier (1.1.1, 1.1.2, etc.) will drop down from the main nav upon rollover. The third tier (1.1.1.1, 1.1.2.1, etc.) will appear as a secondary nav on their second tier parent’s page.

Homepage
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

- Kickoff
- Architecture
- Process Meeting
- Develop & Test
- Approval & Launch
- Follow Up
- Training & Support
- Feedback & Approvals
- Content
- Web Dev Strategy

SPH WEB DEV
Web Dev

- SPH WEB DEV
- Web Dev Strategy
- Content
- Feedback & Approvals
- Process Meeting
- Develop & Test
- Approval & Launch
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- Kickoff
- Architecture
- Follow Up
- Assessment
- Feedback & Approvals
Develop & Test
Feedback & Approvals
Content
Process Meeting
Web Dev

- Assessment
- Architecture
- Develop & Test
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- Training & Support
- Kickoff
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- Web Dev Strategy
Web Dev: Schedule
Web Dev

1-2 WEEKS

- Kickoff
- Architecture
- Process Meeting
- Develop & Test
- Follow Up
- Approval & Launch
- Training & Support

Assessment

Web Dev Strategy

Feedback & Approvals
Web Dev

TOTAL 6-10 WEEKS
Web Dev

1-2 WEEKS
Kickoff

2-5 WEEKS
Architecture
Develop & Test
Approval & Launch

TOTAL 7-10 WEEKS

Feedback & Approvals
2 WEEKS

Training & Support
Approval & Launch
2 WEEKS

Web Dev Strategy
2 WEEKS
Web Dev: Design Considerations
Your Site

Type
(Department, Center, Lab, other)

SPH Web Standards

Brown Web Standards

Web Dev
Web Dev: Takeaways
Web Dev

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

<table>
<thead>
<tr>
<th>Site Owner</th>
<th>SPH Com.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Req.</td>
<td>Design</td>
</tr>
<tr>
<td>Content</td>
<td>Build</td>
</tr>
</tbody>
</table>
Why again?
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Elements

Card/List Group: Highlights: No Images

Optional Title

About

Serving under the leadership of President and CEO Destra Lovejoy, the Brown University Alumni Association is a service and support organization for all who have earned a degree or certificate from Brown. The Association provides a range of programs, events, and resources to help members stay connected and engaged with the University.

Center, Institute and Programs

Brown University is home to a wide range of centers, institutes, and programs that support academic and research initiatives. These include the Brown University Research Park, the Institute for Advanced Study, and the Brown University Center for Undergraduate Education.

Admission & Aid

Brown University is committed to ensuring that every student who has the potential to succeed at Brown has the opportunity to do so. The University offers a range of financial aid programs to help students afford their education.

Biology/Brown

Brown University's Biology Department is home to one of the top biology programs in the country. The department offers undergraduate and graduate programs in a variety of areas, including molecular biology, ecology, and evolutionary biology.

Card/List Group: Text Cards, 2 up

Optional Title

About

This section includes a brief introduction to the University's mission and values.

Rich Text Editor - Columns


People List: Compact

Kimberly Gilligan, MBA  Executive Director, Development  kimberly.gilligan@brown.edu

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Rich Text Editor


Call to Action - Single Link, No Image


Rich Text Editor

This is a yellow button

Call to Action - Multiple Links

Match Day


Statistics Poster

Statistics Simple

71% 600 + 6

$19.9 million
Thank You