Lab Website Services

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About Me & My Team

• Been at Weill Cornell since 2004
• Been leading the ITS Web Communications team since 2011
• Responsible for the strategy, execution, and maintenance of the institutional web presence (~115 sites)
The History of Lab Websites

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Christini Lab

McGraw Lab

Dephoure Lab

Selleri Lab

Weill Cornell Medical College

THE HISTORY OF LAB WEBSITES

RAPID March 2016 – Lab Websites
Challenges Of Old Model

- Brand & design variance
- Rarely uses institutional infrastructure
  - Hosting typically outside the firewall
  - No central authentication
  - Tend to use random .com or .org addresses
- Rarely funded for a fully considered website build
- No backstop support – if your site manager leaves your lab, is someone ready to take over?
What if...

- We created a turnkey lab website solution...
- ...with institutional branding already taken care of...
- ...that plays nice with institutional systems...
- ...costs next to nothing...
- ...gives you the option of backstop support if you need it...
- ...and lets you maintain independent control over the content?
Test Lab

Include a brief overview of your lab here, as well as your mission statement. Approximately 1 paragraph (100 words).

Example: The Cantley lab employs a wide range of techniques in its investigation of cancer metabolism and phosphoinositide signaling. From genetically engineered mouse model systems and human cancer cell lines to metabolomic, transcriptomic and proteomic analyses, to the biochemical characterization of enzymes, we use a variety of tools and an interdisciplinary approach to paint a more complete picture of cancer and develop therapies based on novel enzyme targets and other promising new approaches. The Cantley lab is based in New York City at the Sandra and Edward Meyer Cancer Center of the Weill-Cornell Medical College and New York.
What We Did

• Did field research on 18 WCM lab websites
• Abstracted those into a standard information architecture
• Wrapped WCM design standards around the site
• Piloted with Dr. Cantley’s lab to make sure it ticked all the boxes
• Released to beta users
• Created wider release in January
Weill Cornell Medical College

09.11.2014 • Version 1
RESEARCH LAB WEBSITES
ITS Web Communications, web@med.cornell.edu

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SITE MAP

Content/Template Key
H1 - Homepage
A1 - Basic paragraph blocks and static photography, video (optional)
A1.1 - Includes map
B1 - List of job opportunities includes job title, description and a link to the individual page for each job
C1 - List of affiliated Labs/Organizations includes a logo/image (optional), title, description and external link to a
lab/organization
D1 - List of projects/software, includes title, description, image (optional) and a link to an individual page
E1 - List of lab members split into categories (see note 4.0), includes photo, name, title, description and a link to
individual bio page
F1 - List of publications including title/author(s) name, year and external link to a publication document.
F1.1 - Either a link to external
publication or a link to standard
publication template
G1 - News / events list including image (optional), title, description and a link to
individual news page
II - List of resources including title, description (optional) and a link to an
external document, wiki or resource
event.

(A1) Homepage
a. Twitter (Social Media)
b. News
c. Research Projects

(H1) Homepage

On All Pages (Actions)
This content appears in the right column of interior pages and within Footer. (List in order)
a. Social Media
b. Search (only "this site")

(A1) About Us
(A1.1) Contact
(A1) Job Opportunities
(A1) Affiliated Labs/Organizations

(A1.1) Projects (Individual Pages)

(A1) Lab Team

(A1) Lab Team (Site - Individual Pages)

(A1) Software

(A1) News Stories (Individual Pages)

(A1) Publications (News)

(A1) Publications (Notes)

(A1) News

(A1) Resources

1st Level
2nd Level
3rd Level

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Two Models For Building Your Lab Site

Model A: Self Service

1. Request Site from ITS
2. Write & Enter The Content Yourself
3. Sign Hosting Agreement
4. ITS Completes Launch & Go Live

Lab Pays: Annual Hosting Fee

Model B: Assisted

1. Request Site from ITS
2. Work With ITS To Write & Enter Content
3. Sign Hosting Agreement
4. ITS Completes Launch & Go Live

Lab Pays: Consulting Hours + Annual Hosting Fee
What This Doesn’t Do (Yet)

- Not for sharing large data sets
  - We will integrate with future ITS solutions for this
- Not a replacement for collaborative systems
  - We will integrate with future ITS solutions for this
- Doesn’t integrate with VIVO
  - On our roadmap
How Do I Get It?

- Open a JIRA Web Maintenance Request (details on the ITS site)
- Include in your request:
  - Name of the lab, including the PI/lab head
  - Names and CWIDs of site editors
  - Whether or not you’d want assistance with the content
- We will spin up the site within two business days and grant access, along with sharing of our documentation
- When you’re ready to launch, complete the ITS Web Hosting Form
- WebComm will then review the site, enable the hosting plan, and configure DNS within five business days (likely quicker)
Thank You!

For more info:
https://its.weill.cornell.edu/services/web-application-development/research-lab-websites