Weill Cornell Medicine

Lab Website Services



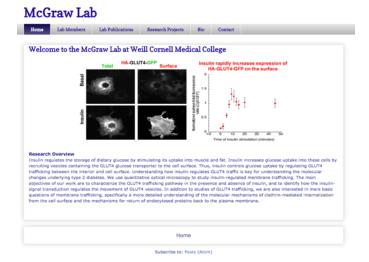
About Me & My Team

- 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









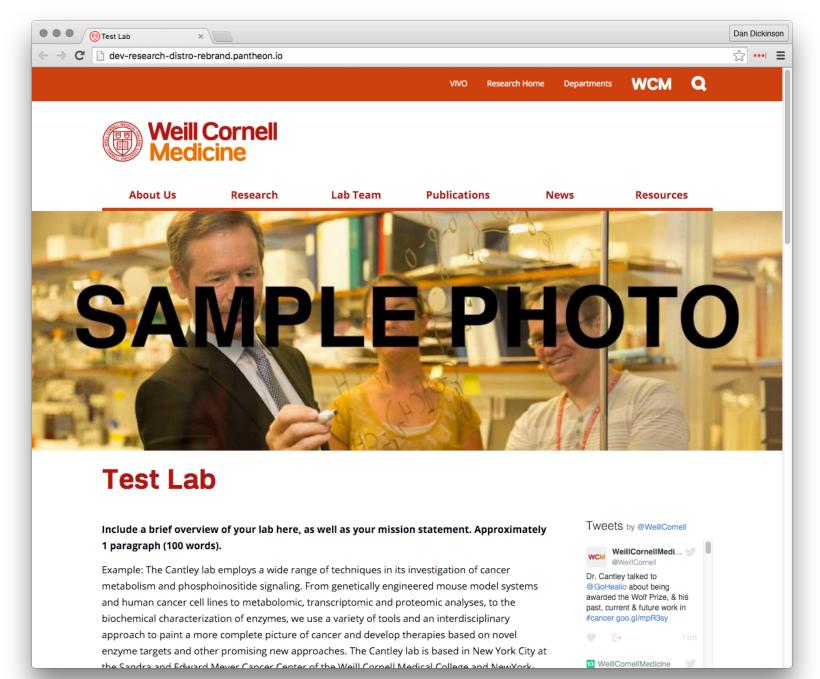
1300 York Avenue New York, New York 10065

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...

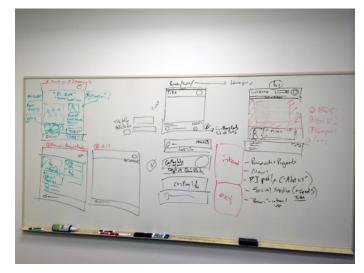
- We created a turnkey lab website solution...
- ...with institutional branding already taken care of...
- ...that plays nice with institutional systems...
- ...costs next to nothing...
- ... gives you the option of backstop support if you need it...
- ...and lets you maintain independent control over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



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





09.11.2014 • Version 1

RESEARCH LAB WEBSITES

SITE

#.0

1st Level

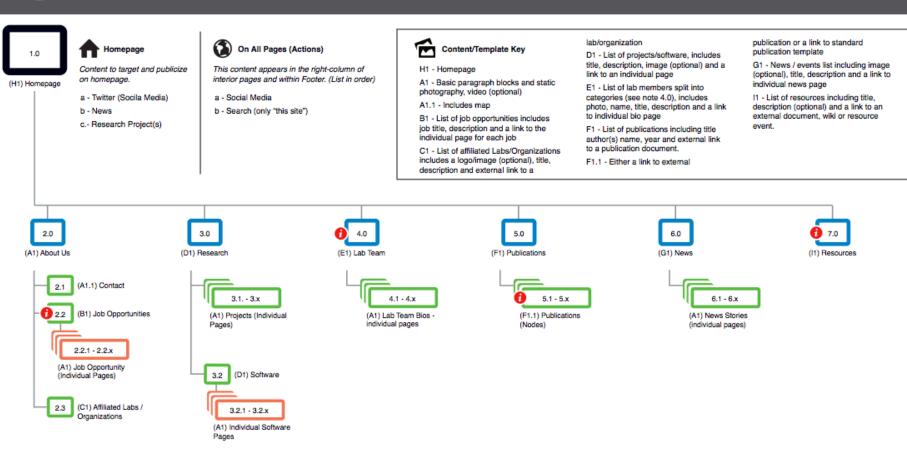
4.0

2nd Level

2,2,2

3rd Level

ITS Web Communications, web@med.cornell.edu



Two Models For Building Your Lab Site

Model A: Self Service



Lab Pays: Annual Hosting Fee





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 Pl/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

