

## Website Responsibilities

The UCSF School of Pharmacy’s web presence, which was launched November 12, 2014, is built upon Drupal, an open-source content management system (CMS) and consists of various web sites. The web presence is highly integrated, and content is syndicated across web sites as appropriate. Responsibilities for maintaining and extending the web presence are shared between the Office of Planning and Communications and content owners of individual sites.

### Web presence sites

The School of Pharmacy web presence consists of the following web sites/URLs:

- Main School of Pharmacy web site, including Office of the Dean (pharmacy.ucsf.edu)
- PharmD Program web site (pharmd.ucsf.edu)
- Department web sites
  - Department of Bioengineering and Therapeutic Sciences (bts.ucsf.edu)
  - Department of Clinical Pharmacy (clinicalpharmacy.ucsf.edu)
  - Department of Pharmaceutical Chemistry (pharmchem.ucsf.edu)
- School microsites, including faculty lab sites, center sites, program and project sites (pharm.ucsf.edu)

### Responsibility overview

The Office of Planning and Communications staff has technical responsibilities for the above web sites, for the overall content on the main School site, and for top-level landing pages on the department sites. Content owners of the PharmD program, departments, and microsites web sites have responsibility for content on those web sites.

### Summary of specific respective web site responsibilities

	Office of Planning and Communications	PharmD Program/Office of Student and Curricular Affairs	Departments	Microsite programs
<b>Technical</b>	<p>Hosts all School web sites that are part of the School’s coordinated Drupal web presence</p> <p>Administers and maintains web systems in conjunction and in collaboration with the campuswide Drupal infrastructure</p> <p>Ensures security across all web properties that are under its control</p> <p>Builds backend databases required for the larger School web presence</p> <p>Facilitates, tests, and deploys core updates</p> <p>Collaborates with other campus units to maintain custom UCSF Drupal modules</p> <p>Establishes all web technical procedures and protocols</p> <p>Produces analytics and listening reports</p> <p>Documents services, policies, and procedures helpful to School colleagues</p>	<p>Meets any needs to develop and administer special web sites and functions, or features</p> <p>(Note that the PharmD Program is staffed by a full-time web and content expert in the Office of Student and Curricular Affairs who also works as a member of the PlanComm team, leading to close collaboration and coordination in meeting special needs of this site.)</p>	<p>Meets any needs to develop and administer special web sites, functions, or features</p>	<p>Meet the needs to develop and administer special web sites, functions or features</p>

	<p>Reviews new tools and technologies for possible application to the School's web presence</p> <p>Builds microsites, such as faculty lab web sites or special program web sites, with content supplied by site owners</p> <p>Identifies the need for, develops, tests, and deploys new features shared across the platform as necessary</p> <p>Does not design, build, or maintain custom web sites, functions, or features for individual School programs; this is beyond the scope of responsibility</p>			
<b>Editorial</b>	<p>Writes new content and maintains current content for main School pages and Dean's Office pages</p> <p>Writes and maintains <u>top-level-only pages</u> for departments About, Patient Care, Research, and Education pages to ensure integrated messaging</p> <p>Develops <u>School-level</u> news, features, announcements, and general information, and syndicates to the department and PharmD program sites as appropriate</p> <p>Establishes general editorial procedures and protocols for all sites</p> <p>Establishes editorial style guidelines for all sites</p> <p>Provides guidance on content strategy as needed for all sites</p> <p>Encourages Dean's Office units to keep their individual staff profile pages current at all times:</p> <p><b>See: Story classifications (School/local)</b></p> <p><b>See: Editorial procedures and protocols (includes story sources)</b></p>	<p>Writes new content and maintains current content for all PharmD program web pages</p> <p>Maintains PharmD program events calendar</p> <p>Keeps individual OSACA and OEIS staff profile pages current at all times</p> <p>Develops <u>PharmD program-level</u> local news, features, announcements</p> <p>Follows general editorial procedures and protocols for all sites and establishes internal procedures and protocols for the development and approval of local content as needed</p> <p>Follows editorial style guidelines for all sites</p>	<p>Writes all new content and maintains current content for department web pages, except for top-level pages for About, Patient Care, Research, and Education</p> <p>Keeps individual departmental faculty and staff faculty profile pages current at all times</p> <p>Maintains department events calendar</p> <p>Develops <u>department-level</u> local news, features, announcements</p> <p>Follows editorial procedures and protocols for all sites and establishes internal procedures and protocols for the development and approval of local content as needed</p> <p>Follows editorial style guidelines for all sites</p>	<p>Writes all new content and maintains current content for microsite web pages</p> <p>Develops <u>microsite-level</u> local news, features, announcements</p> <p>Follows editorial procedures and protocols for all sites and establishes internal procedures and protocols for the development and approval of local content as needed</p> <p>Follows editorial style guidelines for all sites</p>
<b>Training</b>	<p>Trains site owners and content specialists to allow them to update content on and add content to their respective sites:</p> <ul style="list-style-type: none"> <li>• Training occurs twice annually</li> <li>• Initial training includes three sessions that cover technical and editorial topics</li> <li>• Advanced sessions offered as needs arise</li> <li>• Content specialists must complete all three initial training sessions before being granted login access</li> </ul>	<p>Ensures PharmD program content specialists are fully trained by attending sessions offered by the Office of Planning and Communications</p>	<p>Ensures department content specialists are fully trained by attending sessions offered by the Office of Planning and Communications</p>	<p>Ensures microsite content specialists are fully trained by attending sessions offered by the Office of Planning and Communications</p>

<b>Design/Branding</b>	<p>Establishes, implements, and supports the School's brand including design standards for all sites, with respect to campus brand and identity standards</p> <p>Funds services of graphic designers as needed to help develop School-level brand and identity</p> <p>Represents the School in campus branding initiatives</p>	Follows branding lead set by Office of Planning and Communications	Follows branding lead set by Office of Planning and Communications	Follows branding lead set by Office of Planning and Communications
<b>Assets</b>	<p>Maintains a digital asset library for School-level pages</p> <p>Funds photography, video, illustrations, etc., as needed, to maintain a current asset inventory for School-level pages</p>	Funds/provides photography, video, illustrations, etc., as needed for "local" PharmD Program web/communications needs	Funds/provides photography, video, illustrations, etc., as needed for "local" department web/communications needs	Funds/provides local photography, video, illustrations, etc., as needed for "local" microsite web/communications needs
<b>Collaboration</b>	<p>Leads the School's Web Advisory Group (WAG)</p> <p>Holds web update meetings as needed for Website owners and content specialists</p> <p>Works with department and PharmD program leadership to ensure the web content they are responsible for is accurate, timely, and reflects the strategic directions of the School</p> <p>Works closely with central campus IT colleagues to contribute to the success of the UCSF web community while representing the web interests of the School</p> <p>Works with University Relations to ensure the School's web presence and branding integrates with the campus</p> <p>Works with University Relations, Office of Development and Alumni Relations to promote web content about the School that meet campus-level criteria</p>	<p>Web site owner attends regular WAG meetings</p> <p>Content specialists attend web update meetings as needed</p>	<p>Web site owners attend regular WAG meetings</p> <p>Content specialists attend web update meetings as needed</p>	<p>Webs site owners/content specialists attend web update meetings as needed</p>

### Site owners and content specialists

	Site owner	Content specialists
<p><b>School main site, including Dean's Office pages</b> pharmacy.ucsf.edu</p>	Susan Levings	<p><b>Paula Joyce (announcements, events, editing and proofreading, integrity of homepage hero, social images, creating new pages, updated existing pages): point person</b></p> <p>Eric Davila (website technical strategy and development) Frank Farm (content integration Schoolwide) David Jacobson (development of School-level news and features and special editorial) James Huang (website development)</p>
<p><b>PharmD Program</b> pharmd.ucsf.edu</p>	Cynthia Watchmaker	<p><b>Frank Farm (local news and stories, Education Leadership Team web needs): point person</b></p> <p>Joel W. Gonzales, Leslie Mach (admissions and outreach)</p>

		Megan Dross (student events and services)
<b>Department of Bioengineering and Therapeutic Sciences</b> BTS.ucsf.edu	William Neely	<b>Lisa Cabahug: point person</b> Steve Ha Christina Ignatius Peter Lu
<b>Department of Clinical Pharmacy</b> clinicalpharmacy.ucsf.edu	Lynn Olinger	<b>Marley Quirante: point person</b>
<b>Department of Pharmaceutical Chemistry</b> pharmchem.ucsf.edu	Millo Mau Pasquini	Marissa Lee-Baird Alma Rosa Agorilla
<b>Microsites</b> pharm.ucsf.edu	Each has its own site owner	Each has a content specialist/s and content point person

## Appendix 1: Before and after new website

<b>THEN: pre-2014</b>	<b>NOW: 2014 going forward</b>
<p>Departments each had their own web technical staff expertise or contracted for these services.</p> <p>The Office of Planning and Communications (Deans' Office) had a small web communications staff that addressed the main School page.</p> <p>The PharmD pages, in particular, were addressed by a dedicated staff member in the Office of Student and Curricular Affairs ( Dean's Office).</p>	<p>The departments have no central web technical staff expertise.</p> <p>To meet the dean's decision to build and maintain a CMS technical infrastructure for the entire School, the Office of Planning and Communications (Dean's Office) web staff increased in 2014 by one technical staff member.</p> <p>The PharmD pages continue to be addressed by a dedicated staff member in the Office of Student and Curricular Affairs (Dean's Office).</p>
<p>Departments/faculty members/programs paid for or acquired and managed their own web hosting.</p> <p>Security was uneven.</p>	<p>The Dean's Office pays for and maintains the integrity of the whole School web infrastructure and updates the structure as needed.</p> <p>Security is now maintained for all School sites at the Deans' Office level.</p>
<p>There was no Schoolwide web technical and content planning.</p>	<p>Planning is now centralized in the Office of Planning and Communications (Dean's Office).</p> <p>A Web Communicators Working Group, representing the School, departments (and their staffs and faculties), and PharmD program pages helps guide web planning decision making. The Associate Dean of Planning and Communications leads this group. Individual members of this group report up to the dean, department chairs, the vice dean.</p>
<p>Content was handed to a programmer to mark up and post to the web.</p>	<p>Designated, trained content specialists make their own web edits and add their own content following approval protocols set by their site owners.</p>
<p>Sites contained a lot of old, incomplete content that lacked content strategy and messaging.</p>	<p>Up-to-date and more complete, integrated, messaged web content is now presented strategically.</p> <p>Some content (news as an example) is developed centrally and syndicated to the departments</p>

	<p>and the PharmD site.</p> <p>The departments and the PharmD program as now able to produce and post their own local news.</p>
There was no site search function and limited key word and external search access.	The entire School web presence is now very searchable. External searches are aided by keywords and content strategy.
School web developers worked apart from central UCSF ITS.	School web developers work in partnership with UCSF ITS, contributing to the success of the campus Drupal community.
Here was no systematic assessment of success	Assessment and continuous quality improvement will be the norm