RUSH

Excellence is just the beginning.

2023 Website Refresh

November 2023

Digital Marketing Team

Contents

This document will summarize the changes resulting from the recent RUSH University Website Refresh and how they affect you as a returning Content Editor within the system.

We'll cover the following:

1 Project Overview

2 Updates to the Design and Page Types

3 Component Preview

4 Publishing & Resources

Project Overview

Why did things change?

- The university website (rushu.rush.edu/) was last relaunched in June 2016 and due for a visual refresh.
- The content management system, Drupal 7, was reaching end of life which motivated an upgrade to the latest version, Drupal 10.
- A project was launched with the objective of refreshing the website to better support the brand, improve key business outcomes, and drive recruitment.

Legacy Homepage

What did the project include?

Research and Project Scoping

- User surveys, user interviews, usability testing analysis, web analytics, and stakeholder feedback were compiled to define targeted design objectives.

Website Development and Content Migration

- Along with the content management system upgrade, new design elements and layouts were introduced for the university website.
- Targeted content updates were made to academic programs and some other high-traffic sections
- The Digital Marketing team undertook a large migration effort to rebuild pages with the new CMS functionality.

New Homepage

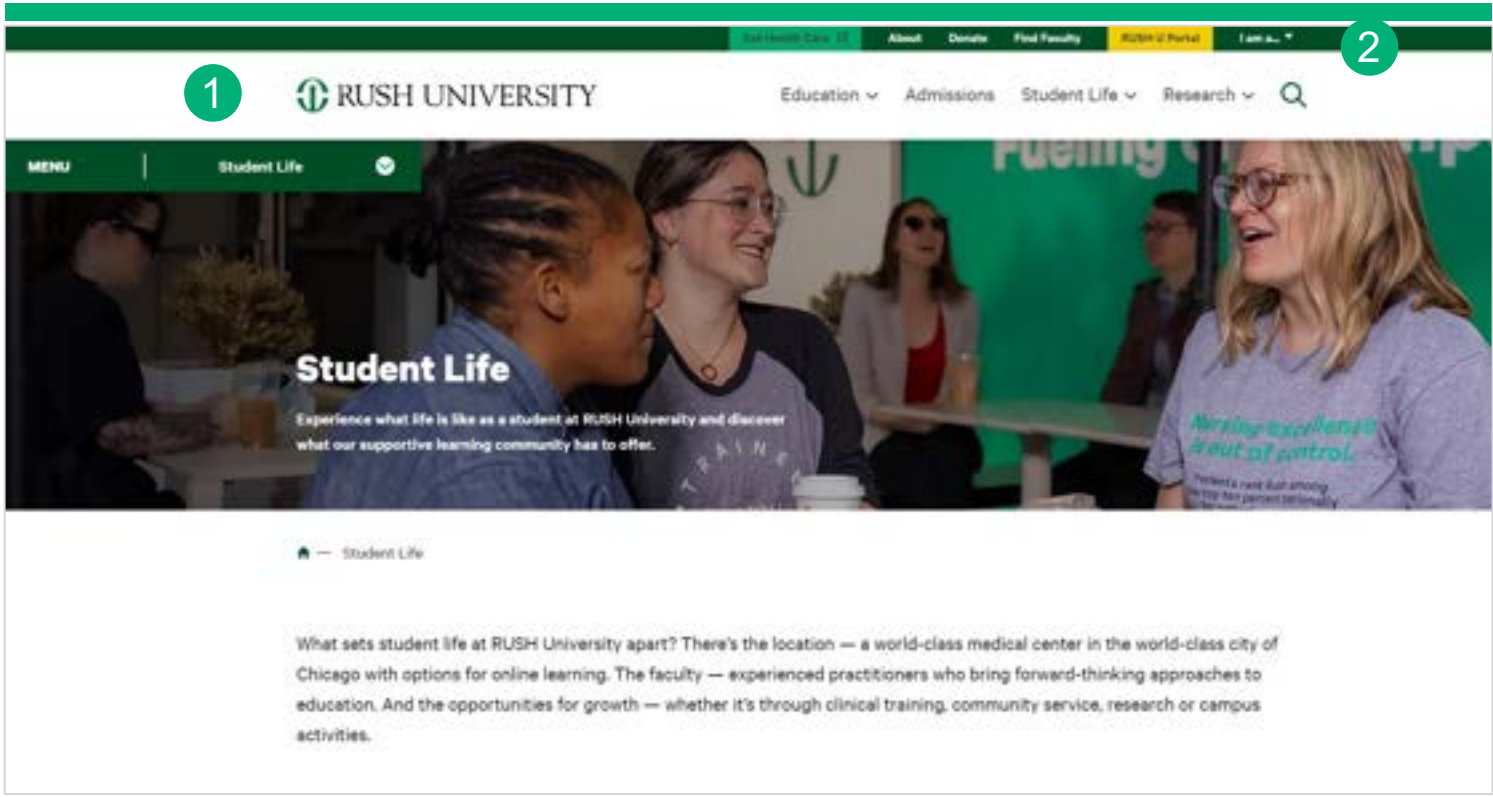
What’s staying the same?

- An editorial workflow process remains in place to support content quality across the website.
- Editors are assigned permissions to edit specific areas of the site.
- Editors can create new pages within their areas of the site.
- Editors have access to upload their own images and documents.
- Training resources are available to walk you through editing in the new system.

Updates to the Design and Page Types

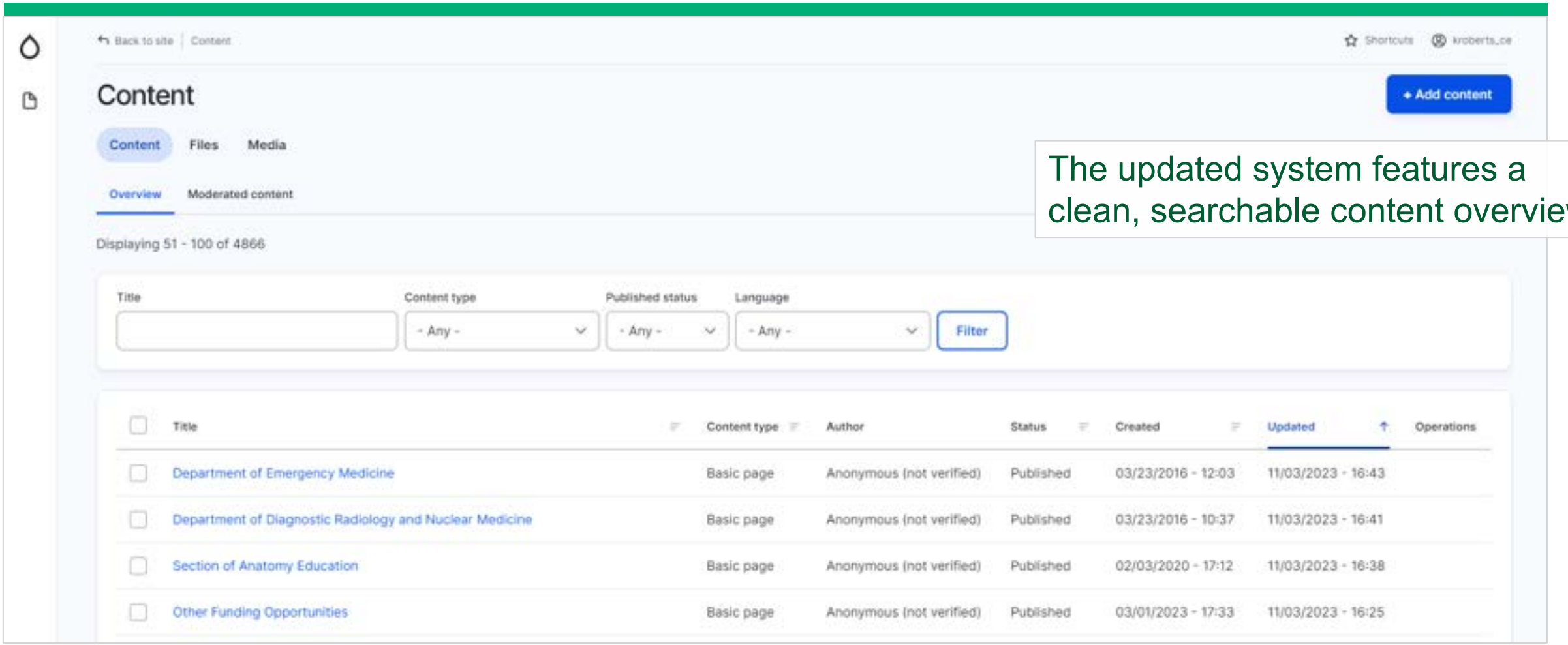
Design Refresh

1. New colors and fonts throughout to align with the RUSH brand
2. A streamlined top navigation, or “mega-menu,” to make navigation simpler



Student Life updates the Rush Experience section

Upgraded Drupal 10 platform



The updated system features a clean, searchable content overview

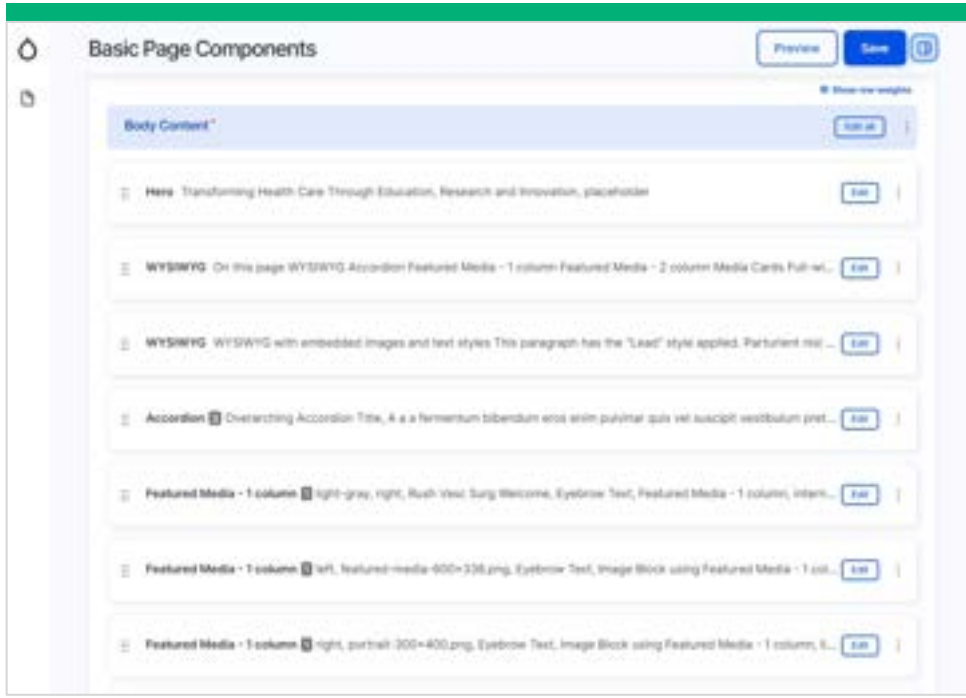
Page Type Evolution

- The versatile Basic page replaces Universal Page, Academic Page, Landing Page and most other page styles
- The Faculty Profile template lives on as the Faculty page content type
- A new Program content type is available specifically for the unique needs of degree program landing pages

Updated Program page layout

Templates change to Components

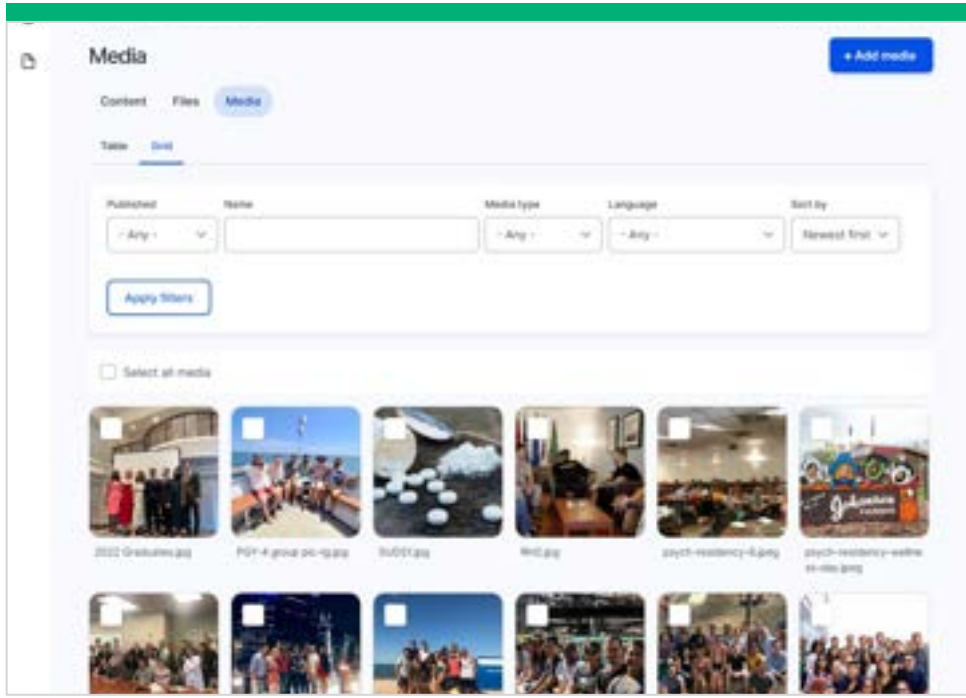
- While Drupal 7 provided graphic elements called “templates” that you could place into a WYSIWYG editor to add visual interest, Drupal 10 takes advantage of a component-based layout system.
- Each component is structured with customizable fields to enable you to easily implement creative layouts for your pages.
- All components are distinct and render in order from top to bottom.
- Components are discrete and do not nest or stack within each other – e.g. no News Sliders placed inside Accordions.
- Content cannot be placed in the left sidebar – only menus will populate this column.



The updated page editor

Images and Media

- Components offer a wide variety of ways to incorporate media, including some which enable you to embed a YouTube video just by providing a link to the video.
- Work within a central, searchable media library without a folder structure.



The new media library

Other changes

- A single Linking tool is used to create links to internal pages of the RUSH U site, (search by page title), external URLs, and e-mail addresses.
- A Page Summary is required for every page, to improve search engine optimization. Editors will create a brief 1-2 sentence description of what visitors can expect on the page.

Component Preview

Introduction to Components

Using components may take getting used to. We'll show how a few of the new components stand in for common templates used on the legacy website.

- Quotes
- Accordions
- Featured Media
- Linked Images
- Images with Text Block
- Embedded Video
- Social Media

Quotes - Legacy

"Lorem ipsum dolor sit amet, consectetur adipisicing elit. Earum natus, perspiciatis omnis asperiores numquam sapiente."

"Author Name"

mplate is
of text
on. If
o insert
desired

mplate is
of text
on. If
o insert
desired

"Lorem ipsum dolor sit amet, consectetur adipisicing elit. Earum natus, perspiciatis omnis asperiores numquam sapiente."

"Author Name"

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Author Name

Quotes - New

> Laoreet luctus parturient ad vestibulum ad adipiscing in lobortis mi ultricies sem per taciti euismod at interdum nostra aliquam condimentum maecenas magna vulputate a ullamcorper conubia scelerisque.

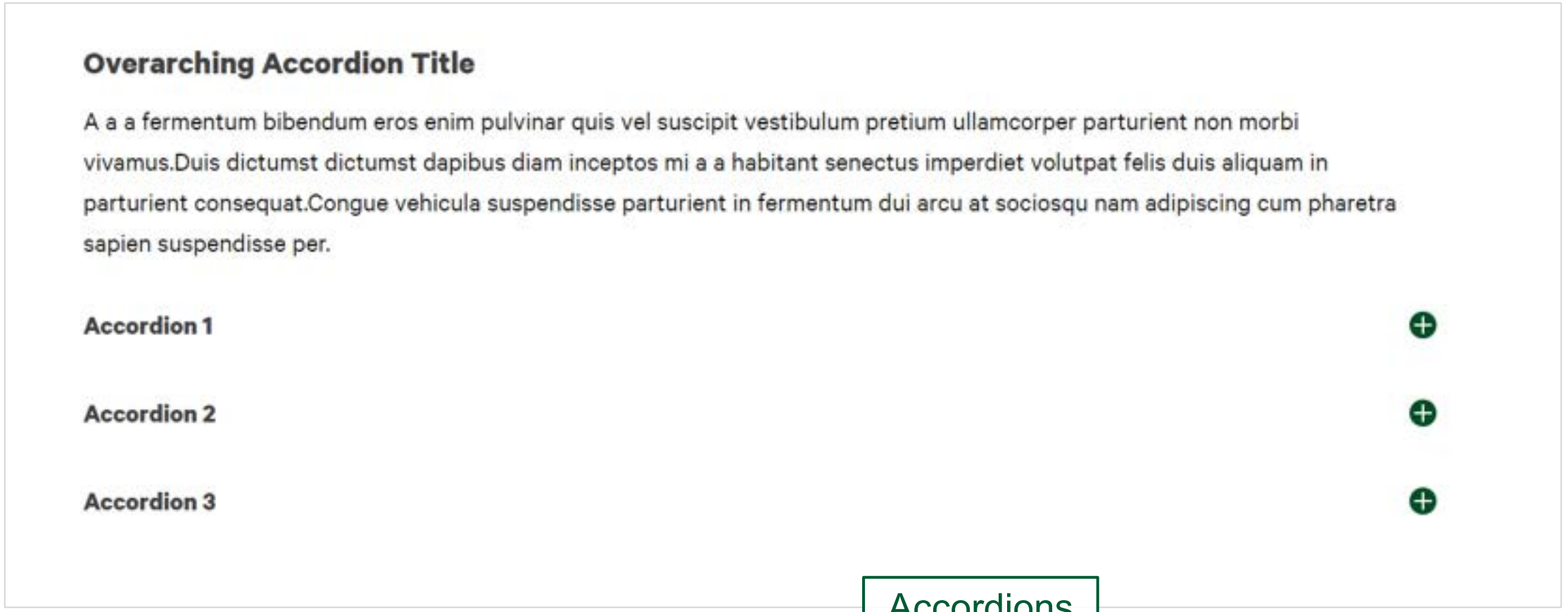
WYISWYG - Blockquote

Full Width CTA

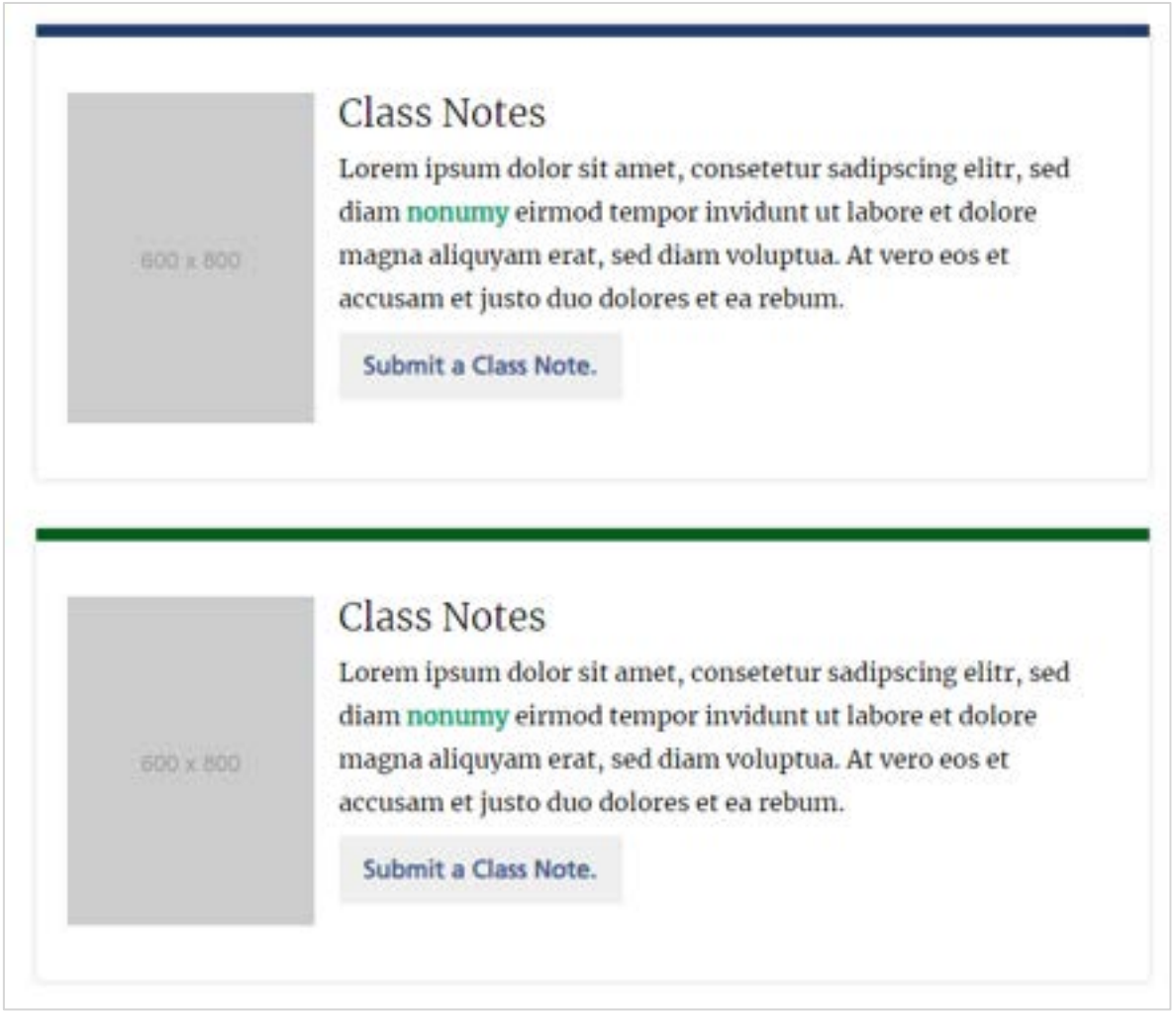
Accordions - Legacy

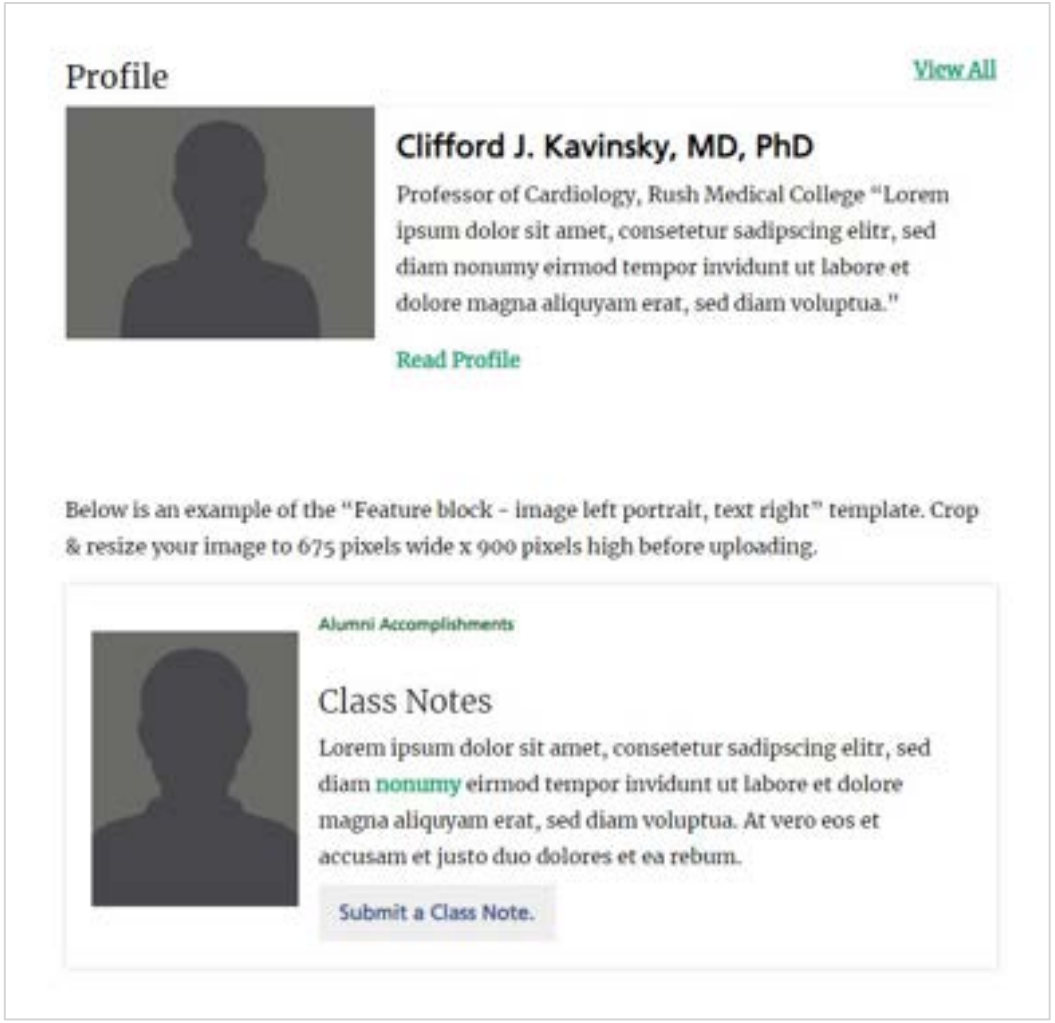
- How do I log in to Canvas?
- How do I get started in Canvas?
- What are some important Canvas links I need to know?
- Can I use Canvas on a mobile device?
- What are the technical requirements for Canvas?

Accordions - New



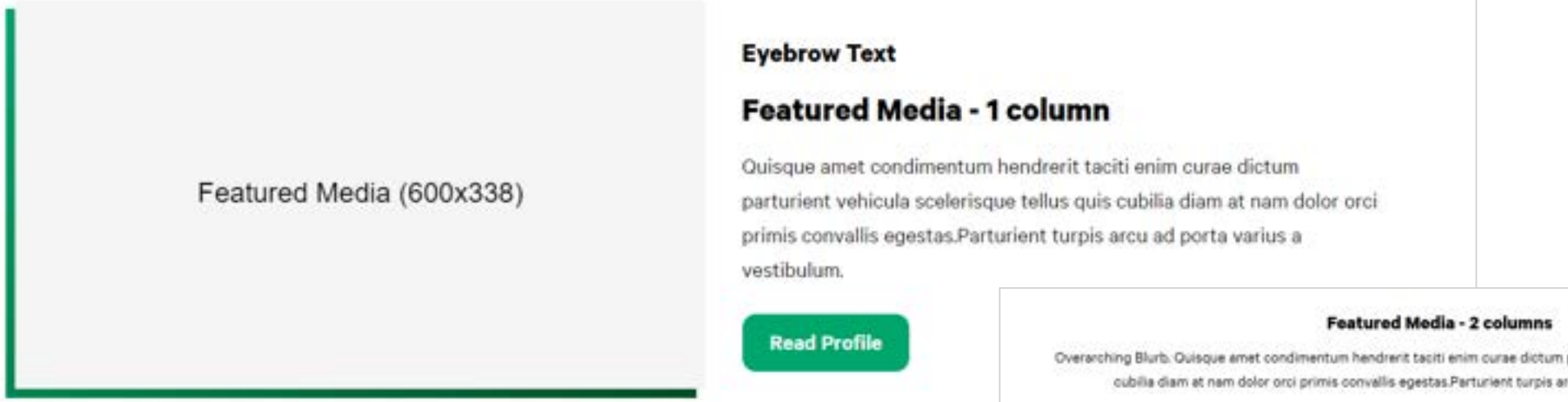
Featured Media - Legacy

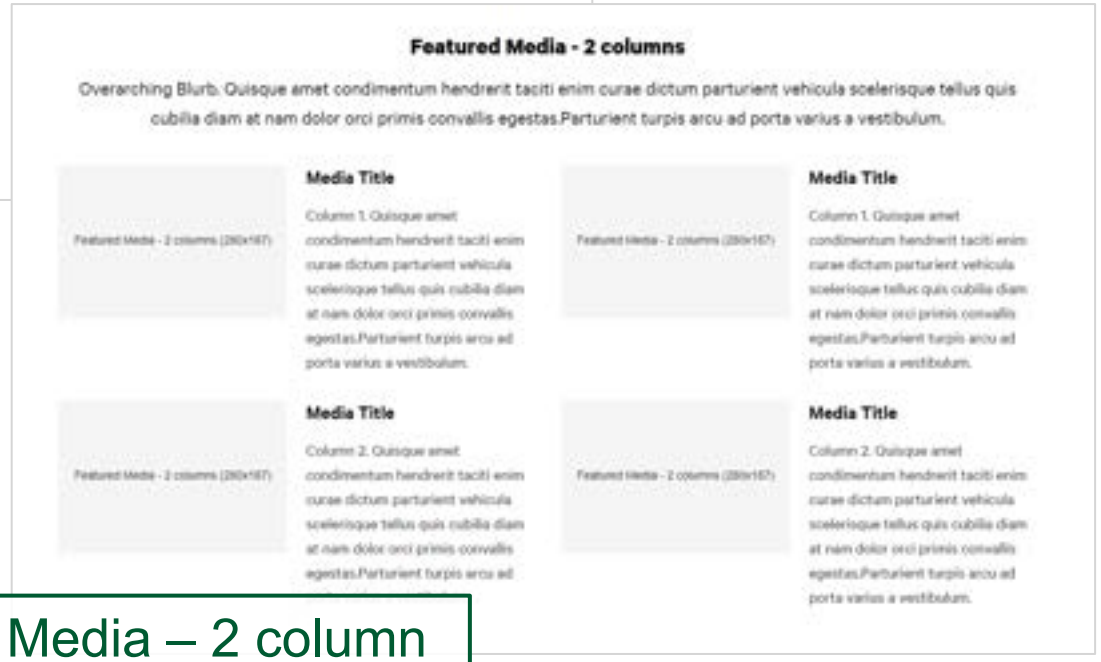




Featured Media - New

Featured Media – 1 column





Featured Media – 2 column

Linked Images - Legacy

Highlights

Research Collaborations

We embrace collaboration among our departments, as well as with other institutions and organizations.

Global Health

Our service initiatives in Belize, Haiti and the Dominican Republic aim to improve community health in developing nations.

Safety and Security

We provide a wide range of resources to help you feel safe and secure on campus

Diversity and Inclusion

We strive for a learning community where people of all backgrounds feel welcome and supported, with the opportunity to share their stories.

Practicing and Learning

We offer hands-on learning in our patient care units, our classrooms and our labs, guided by accomplished faculty who practice what they teach.

Facilities

Actual hospital treatment rooms and patients are mimicked in fine detail.

Equipment

High-fidelity manikins that have heartbeats, breathe and respond to treatment.

Experiencing Simulation

Hone skills, practice crisis management and conduct research.

Doctor of Medicine (MD) Program

Rush University offers hands-on medical training under the guidance of acclaimed clinician educators.

Postgraduate Training

Discover our training options for the next step in your medical career.

Clinical Services

Find out what clinical services our department provides at Rush University Medical Center.

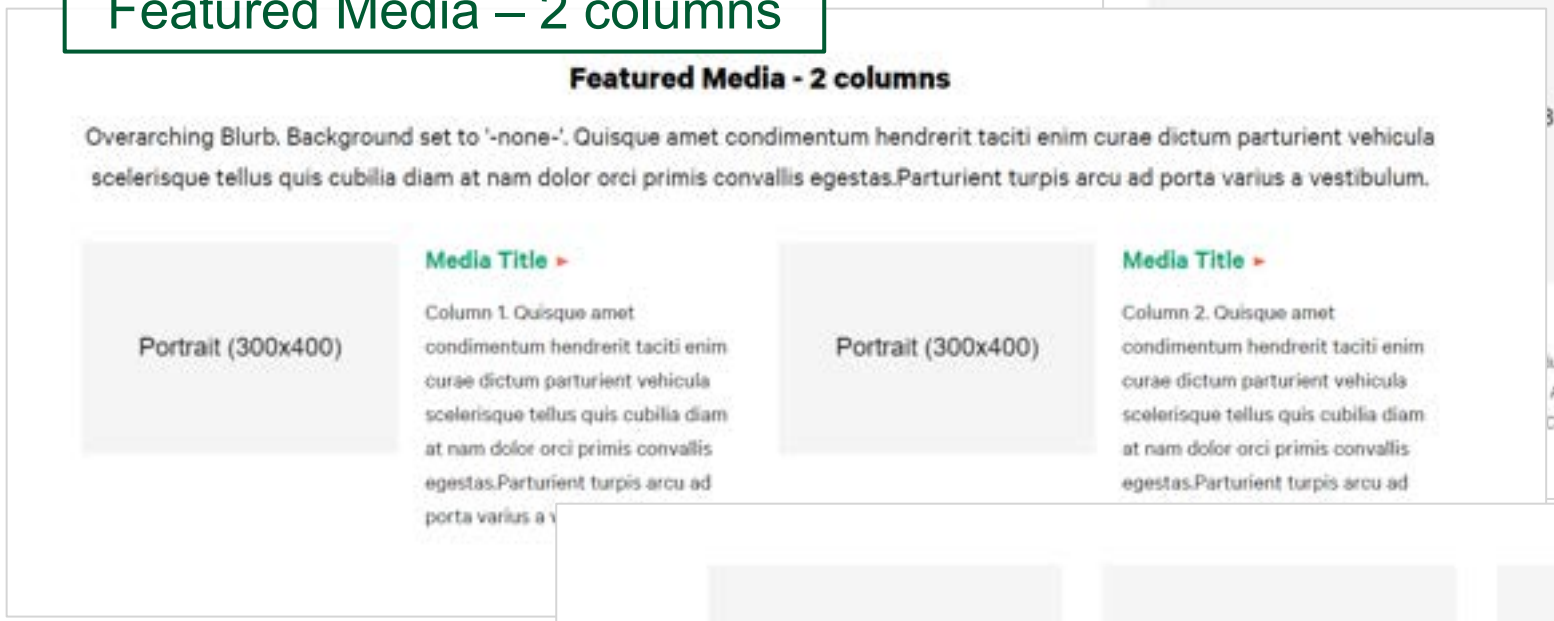
Faculty

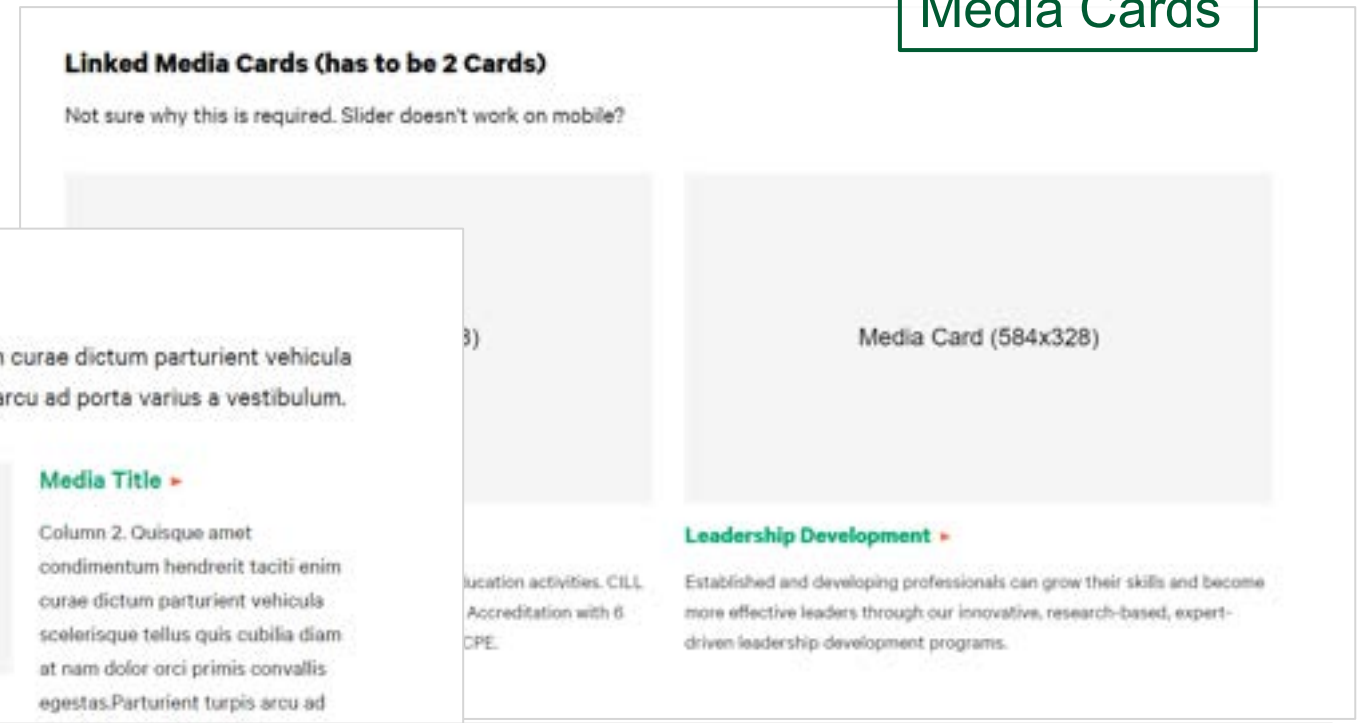
Meet our department's faculty.

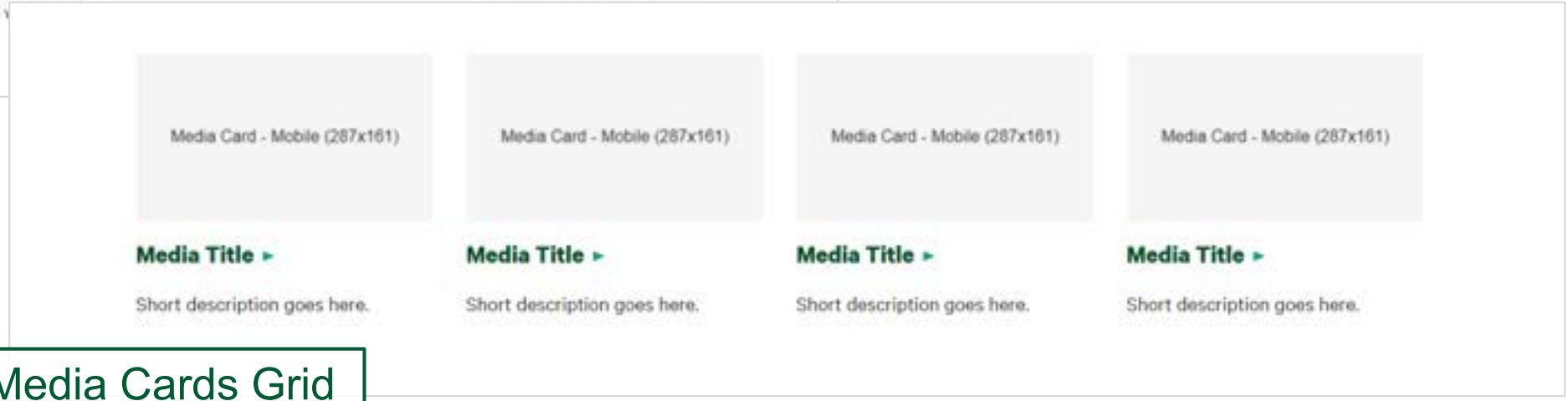
Linked Images - New

Media Cards

Featured Media – 2 columns

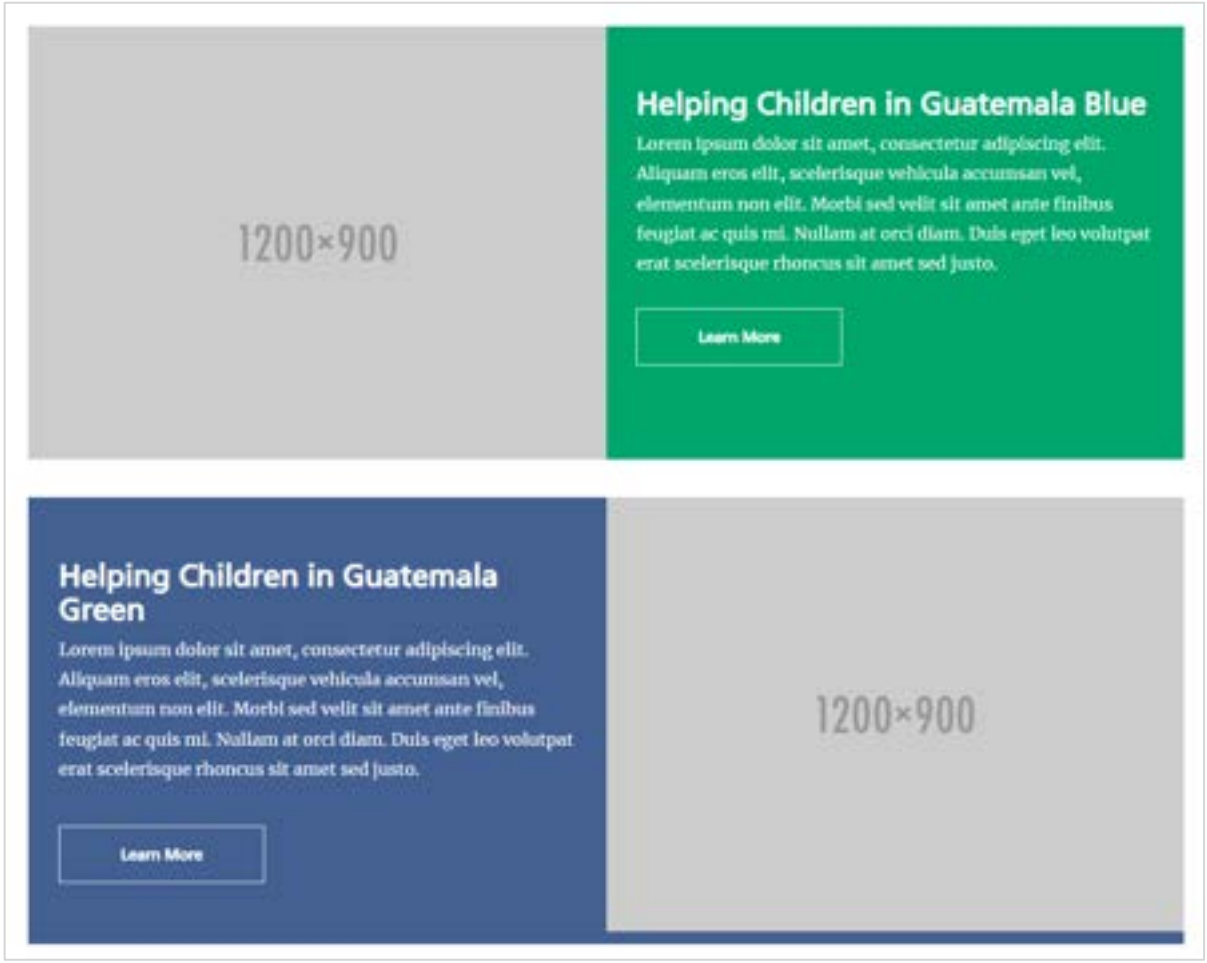






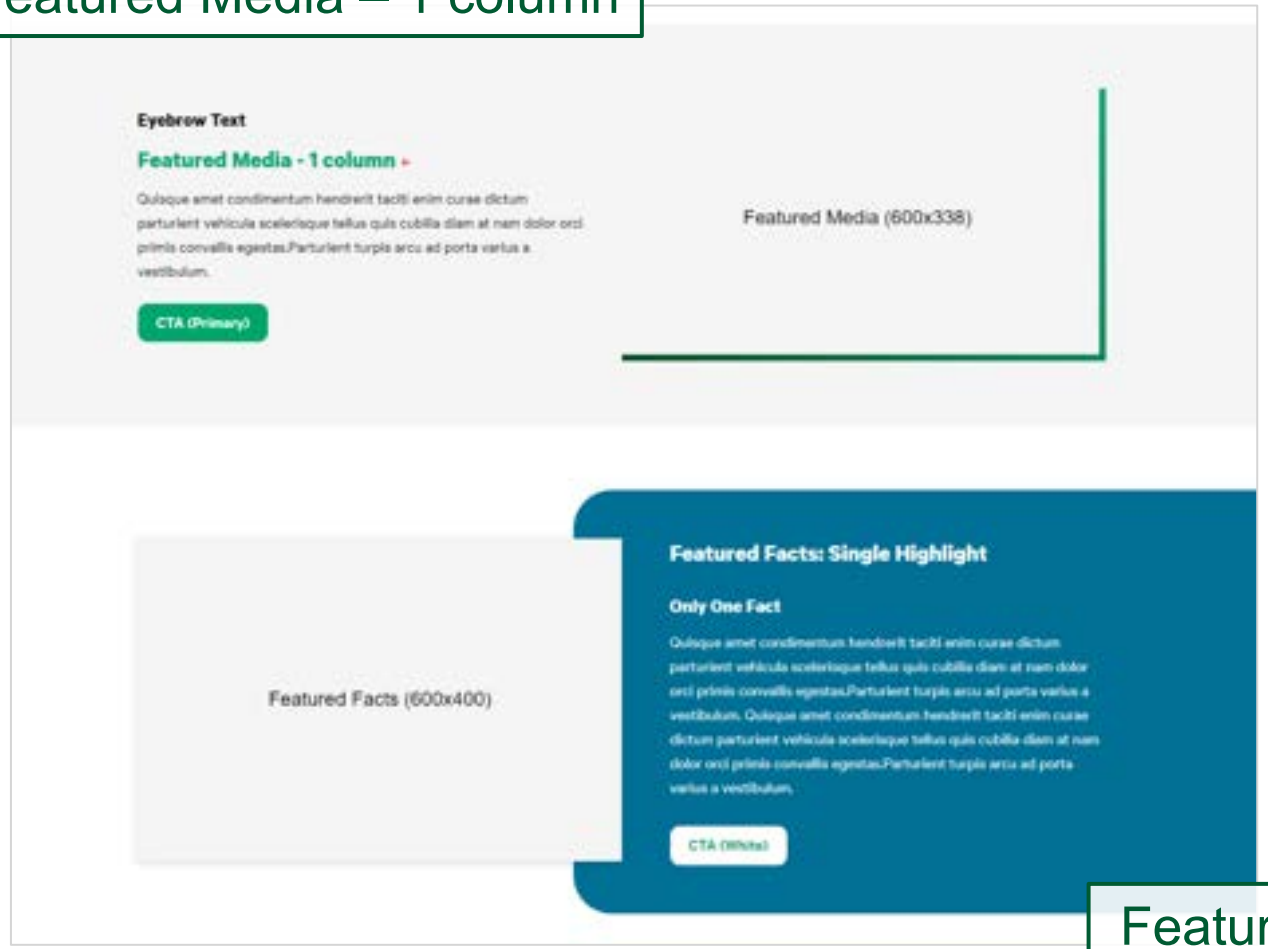
Media Cards Grid

Images with Text Block - Legacy



Images with Text Block - New

Featured Media – 1 column



Featured Facts

Featured Article

Embedded Video - Legacy

Embedded Video - New

Media Cards

Experiential Learning

Our program is at the leading edge of experiential learning, and we continue to evolve our curriculum based on industry trends.

Excellence in Health Care Leadership Development

Our program prepares future leaders for health care management roles. Our practitioner-teacher model integrates lifelong learning, scholarship and service to ensure our students, faculty and alumni are leaders in transforming health care.

Excellence in Quality Improvement Education

Continuously improving quality and value are central to health care leadership roles. In o
quality improvement
teacher model and s
ensure that graduate

Featured Media – 1 column

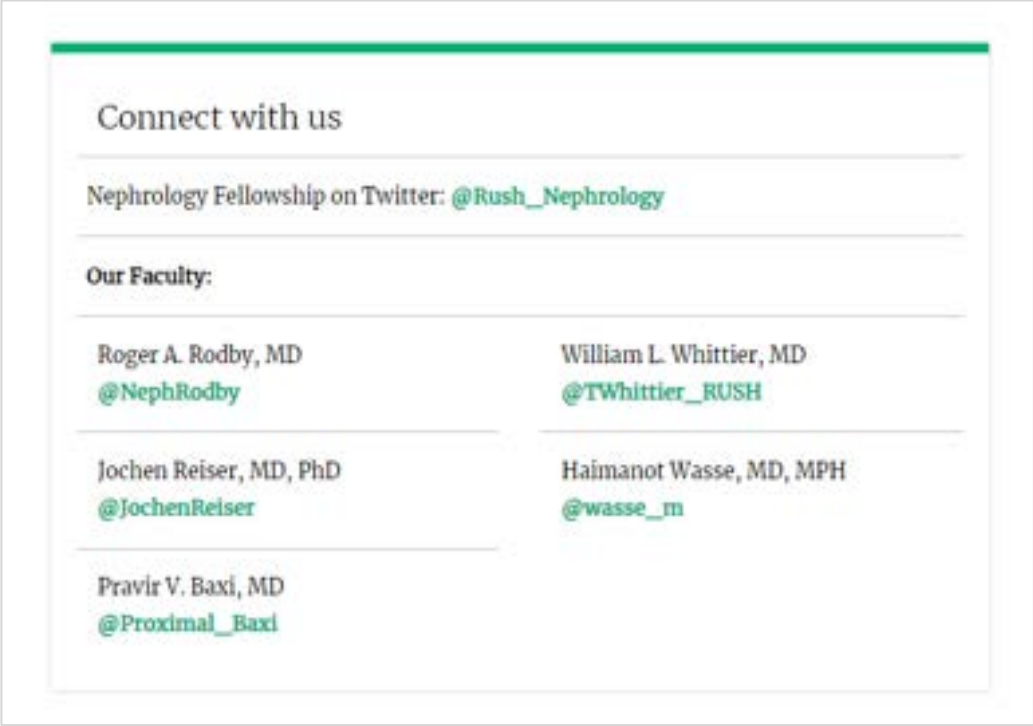
Eyebrow Text

Featured Media - 1 column ▸

Quisque amet condimentum hendrerit taciti enim curae dictum parturient vehicula scelerisque tellus quis cubilia diam at nam dolor orci primis convallis egestas.Parturient turpis arcu ad porta varius a vestibulum.

CTA (Primary)

Social Media - Legacy



Connect with us

Nephrology Fellowship on Twitter: @Rush_Nephrology

Our Faculty:

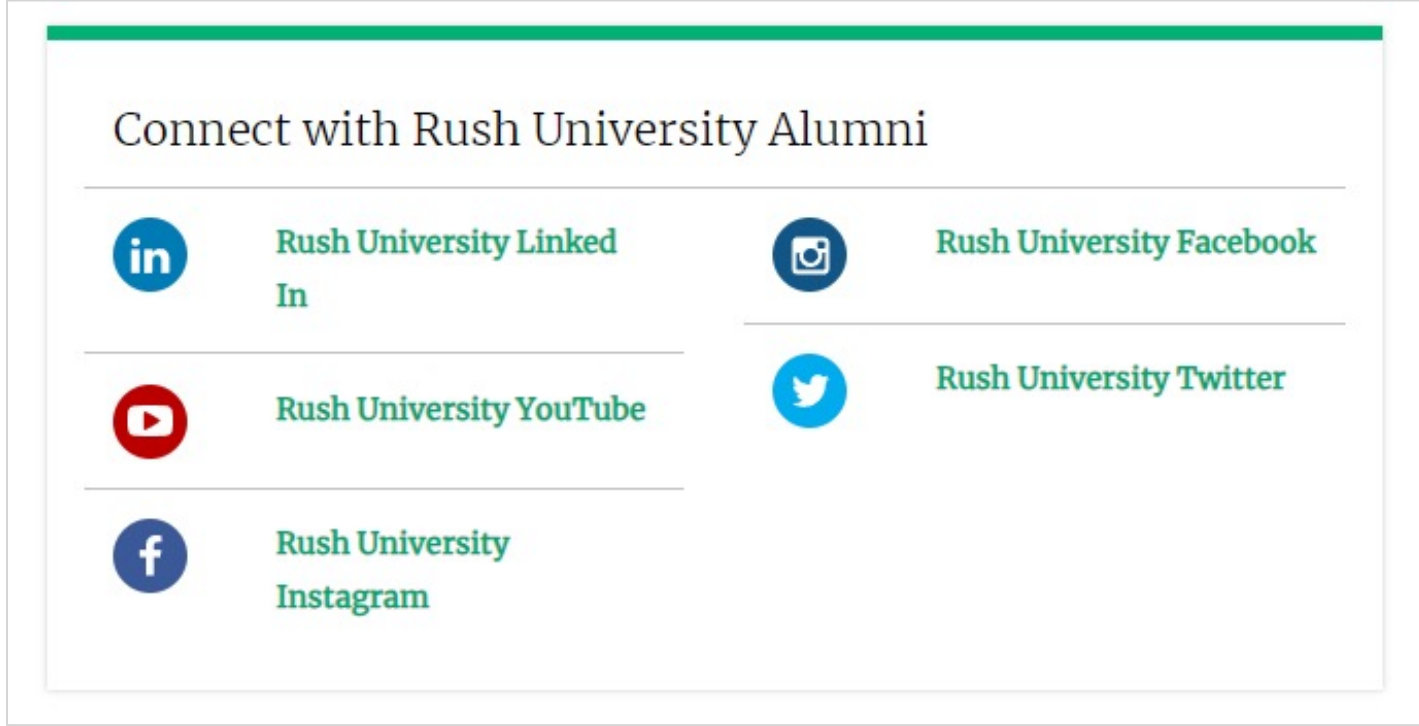
Roger A. Rodby, MD
@NephRodby

William L. Whittier, MD
@TWhittier_RUSH

Jochen Reiser, MD, PhD
@JochenReiser

Haimanot Wasse, MD, MPH
@wasse_m

Pravir V. Baxi, MD
@Proximal_Baxi



Connect with Rush University Alumni

Rush University Linked In

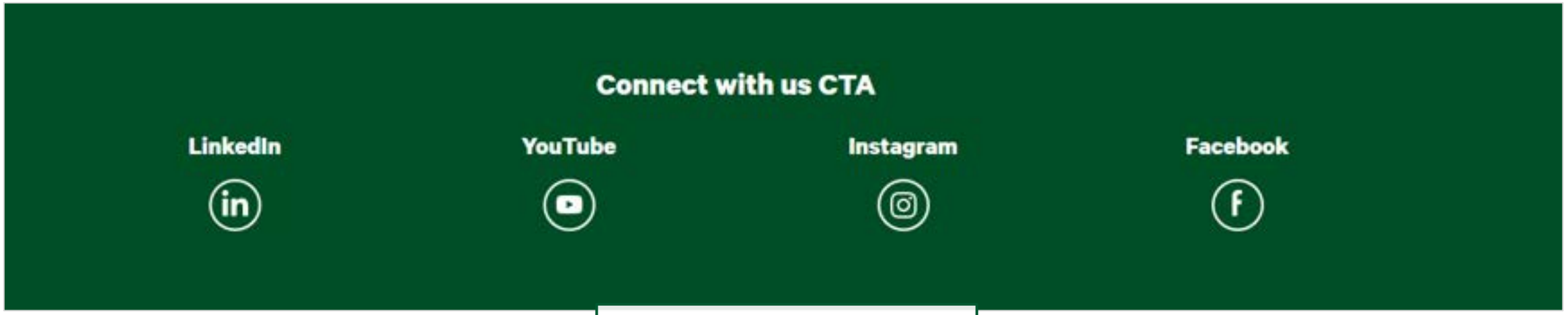
Rush University Facebook

Rush University YouTube

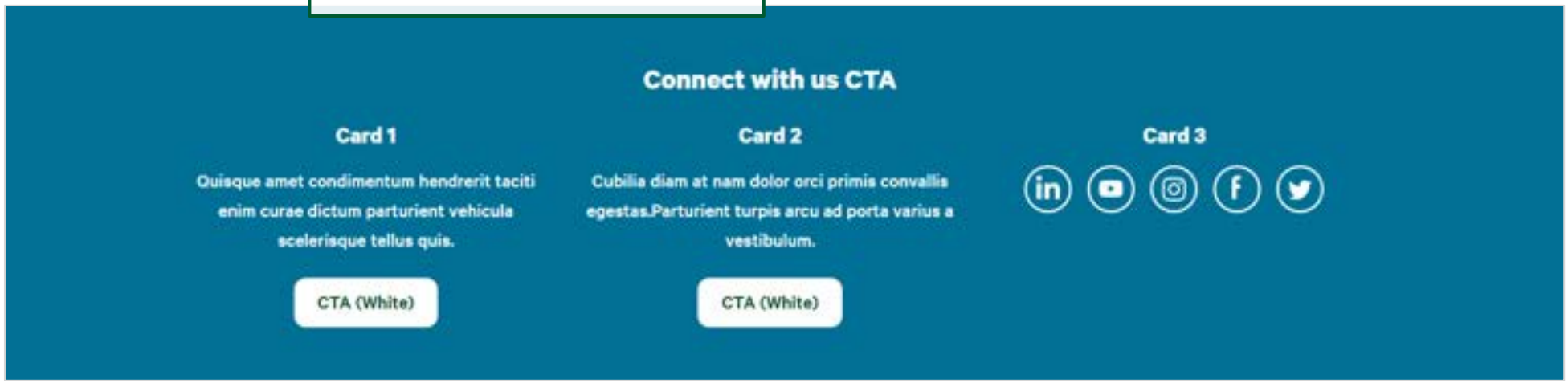
Rush University Twitter

Rush University Instagram

Social Media - New

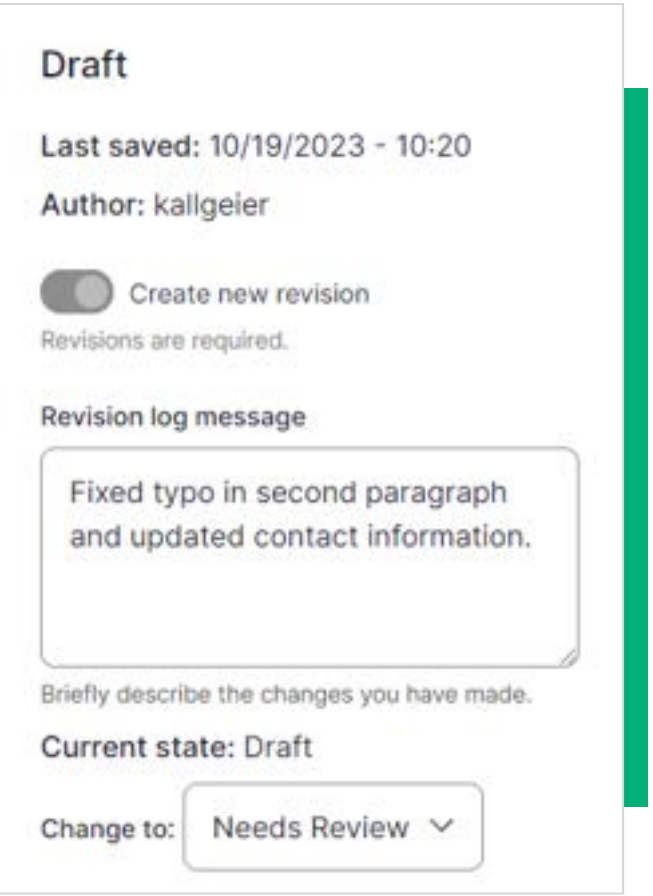


Connect with us CTA



Publishing and Resources

Editorial Workflow



Creating and submitting drafts

- You'll still to create a draft to edit an existing page, or to start building a new page.
- Once your edits are complete, you'll still submit your page for review.

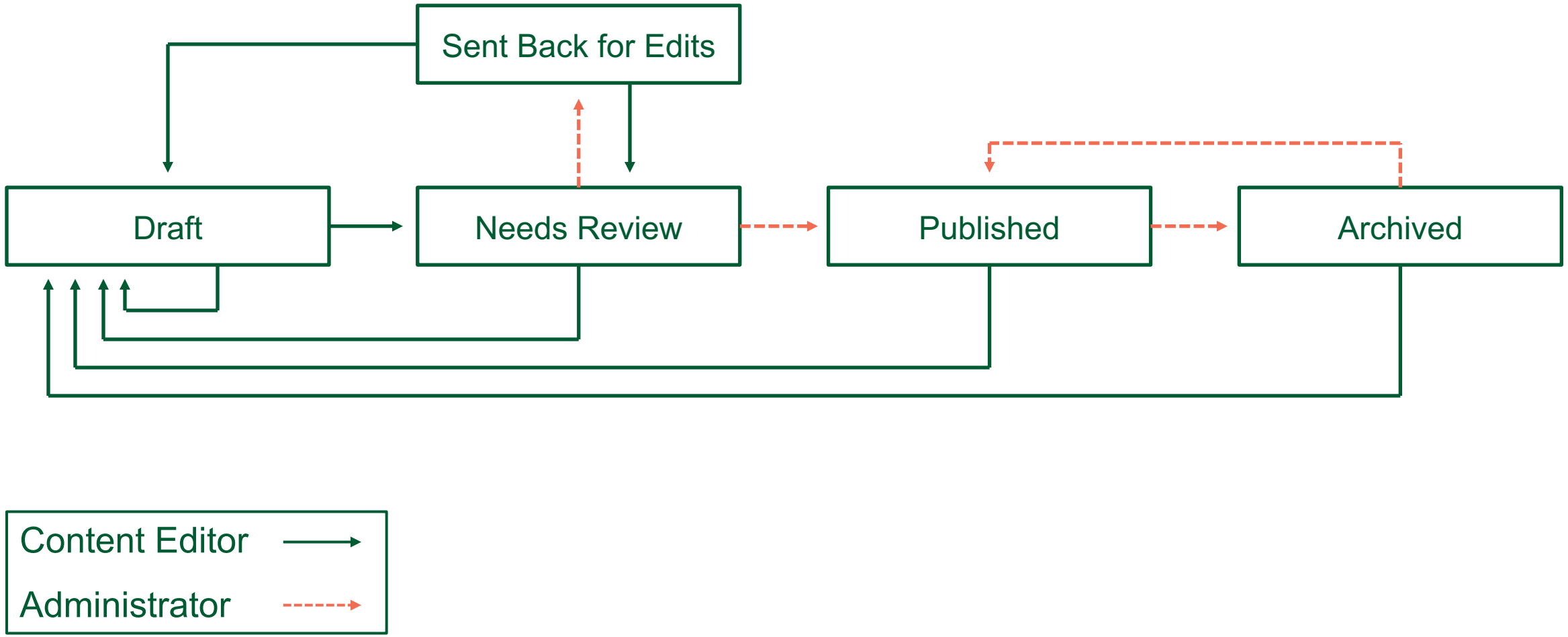
Page reviewed by administrator

- Pages with the "Needs Review" status will either be published or sent back to the editor with requested changes.
  - *Editing a page while in "Needs Review" status will still return it to draft status.*
- After changes are approved, the page will be published.

Archiving and deleting

- When pages are no longer needed, an administrator can still archive or delete the page so that it no longer appears on the website.

Publishing Status Flowchart



Learn more

Video training for the new Drupal 10 system is available by contacting your site administrator.

An online user guide with detailed help resources for editing the website is available at:
https://rushu.rush.edu/editorguide

Thank you.

RUSH UNIVERSITY

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