CHOP RI WEBSITE
Web Content Publisher

As part of the 2019 enterprise level project to redesign the Children's Hospital of Philadelphia (CHOP) Research Institute's main website, senior director of Research Information Services (RIS) and director of Research Creative Services (RCS), as well as the project team, all agreed that the redesigned site would require a dedicated web content publisher to manage and maintain the site's content. As part of the RIS Web Services (RISWS) technology team, this web publisher would manage the content intake process, work with the RCS Editorial and Design teams to maintain the CHOP Research Institute branding voice, design and treatment of content, and utilize the site's robust search functionality to interconnect content across the site. These web content processes would need to be scalable and responsive to new content and functionality requests and take full advantage of RCS and RISWS staff and resources.

Kim Slouf, MPH, from the Center for Autism Research (CAR) and Center for Injury Research and Prevention (CIRP), joined RISWS as the new RISWS Web Content Publisher. Slouf brings years of experience managing and publishing web content, has a deep familiarity with the CHOP Research Institute community and the community they serve, and an expertise in outreach services. She provides a professional interface for quickly and accurately adding new faculty and staff profiles, labs, studies, departments, Centers of Emphasis, committees, and research administration services to the CHOP Research Institute website.

Slouf always looks to improve the publishing process and the experience of the clients providing content by remaining flexible, creative and open to new types of requests for content and functionality. Partnering with RCS creatives and RISWS developers, she provides a high level of responsiveness to the web presence needs of the CHOP Research Institute community. For example, in the beginning of this COVID-19 pandemic, the teams were able to quickly build out a comprehensive section within the website. Slouf likens this agility to Lego pieces; where she has access to a wide variety of pieces, each able to be completely integrated with other existing pieces, while maintaining the flexibility and creativity to create additional pieces on the fly, as necessary, to provide new solutions.

CHOP Research Institute community can engage directly with the Web Content Publisher to request updates to existing content using the "Request an Edit" button on the righthand side of every content page within www.research.chop.edu or request new content through the website content update request service. Faculty interested in adding a principal investigator profiles or lab presence can submit a request to the RSC team. In addition, CHOP Research Institute community can submit events and announcements via the "Submit an Announcement" and "Submit an Event" or help improve the site's search results using the "Suggest A Search Result" button which can be found on all search result pages.

Slouf, RISWS, and RCS are committed to the process of perpetual growth and improvement of the CHOP Research Institute website. Slouf's impact has been immediate and positive on the two departments and their improved connection with the RI community they serve.

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Resources:

- [Research Information Services](#)
- [RIS Web Services](#)
- [Web Publishing Support](#)
- [RIS Web Services Requests](#)
- [Request Website Content Updates](#)
- [Research Creative Services](#)
- [Faculty & Staff Resources](#)

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