

# MBI Website: Before & After

**Todd Taylor**

ASSISTANT DIRECTOR, COMMUNICATIONS  
MCKNIGHT BRAIN INSTITUTE

**Jackie Hart**

MULTIMEDIA ASSISTANT  
MCKNIGHT BRAIN INSTITUTE

**Oct. 2, 2019**

# Preparing for Migration

## CLEANED OUT THE JUNK DRAWER

Took inventory of the website

- Performed a website audit
  - Used Google Analytics to assess traffic patterns and trends
- Updated stale content
- Condensed, merged and removed content
  - MBI site went from 59 main menu dropdowns to 39



Healing

Learning

Discovery

McKnight Brain Institute

UNIVERSITY of FLORIDA

Partners

Research

News

Education

UF Centers & Institutes

Area Partners

McKnight Brain Research Foundation & Affiliated Institutes

Support the MBI

Center for Addiction Research & Education

Center for Cognitive Aging and Memory Clinical Translational Research

Center for Movement Disorders and Neurorestoration

Center for Neurogenetics

Center for OCD, Anxiety & Related Disorders

Center for Respiratory Research and Rehabilitation

Center for Smell and Taste

Center for Translational Research in Neurodegenerative Disease

Preston A. Wells, Jr. Center for Brain Tumor Therapy

Cancer Center

Clinical and Translational Science Institute

Genetics Institute

Team: UF's Heavy Hitters of Neuroscience

Duane Mitchell, Michael Okun and Laura Okun are among the top of Florida GATOR Magazine's Spring 2019 list of UF's top neuroscientists.

New study reveals treatment for brain cancer

May 17th, 2019

Dr. James Wymer among nation's top neuroscientists for potential treatment of the disease

Movement disorders training

May 13th, 2019

McKnight Brain Institute

Partners

News

Education

Partners Overview →

Centers & Institutes


McKnight Brain Research Foundation

Philanthropic Partners

Research

Brain cancer; breathing; psychiatry; cognitive aging; neurobehavioral sciences; pain/sensory physiology; TBI, spinal cord injury and stroke

Partners of the MBI



MCKNIGHT BRAIN INSTITUTE

Our Partners

Thanks to our collaborations with institutes, centers, departments and programs across the UF campus and beyond, and the support of our philanthropic partners, the MBI is one of the nation's top neuroscience research institutes.

CENTERS & INSTITUTES

1Florida ADRC

1Florida Alzheimer's Disease Research Center

The 1Florida ADRC is a consortium of Florida institutions — Mount Sinai Medical Center, UF, FAU, FIU and the University of Miami. Their team evaluates people with and without

Center for Addiction Research & Education (CARE)

Addiction and related disorders represent a significant threat to individuals, families and their communities. It is only through the collaborative efforts of diverse

Center for Cognitive Aging and Memory Clinical (CAM)

The CAM's mission is to conduct interdisciplinary clinical neuroscience and translational research on age-associated cognitive, behavioral and emotional functioning, factors that

Center for NeuroGenetics (CNG)

The CNG integrates molecular, genetic and clinical approaches to define the causes of neurodegenerative disease and develop effective treatment strategies.



# Preparing for Migration

## DEFINED OUR AUDIENCE

- Didn't overlook the big picture
- Who is using the website?
- What are they looking for?
- Went back to website audit and used data to identify trends

The Site should be:

- a community page for Members
- dissemination of dept. info + research from the members

Values:

Connection  
Dissemination  
Prestige





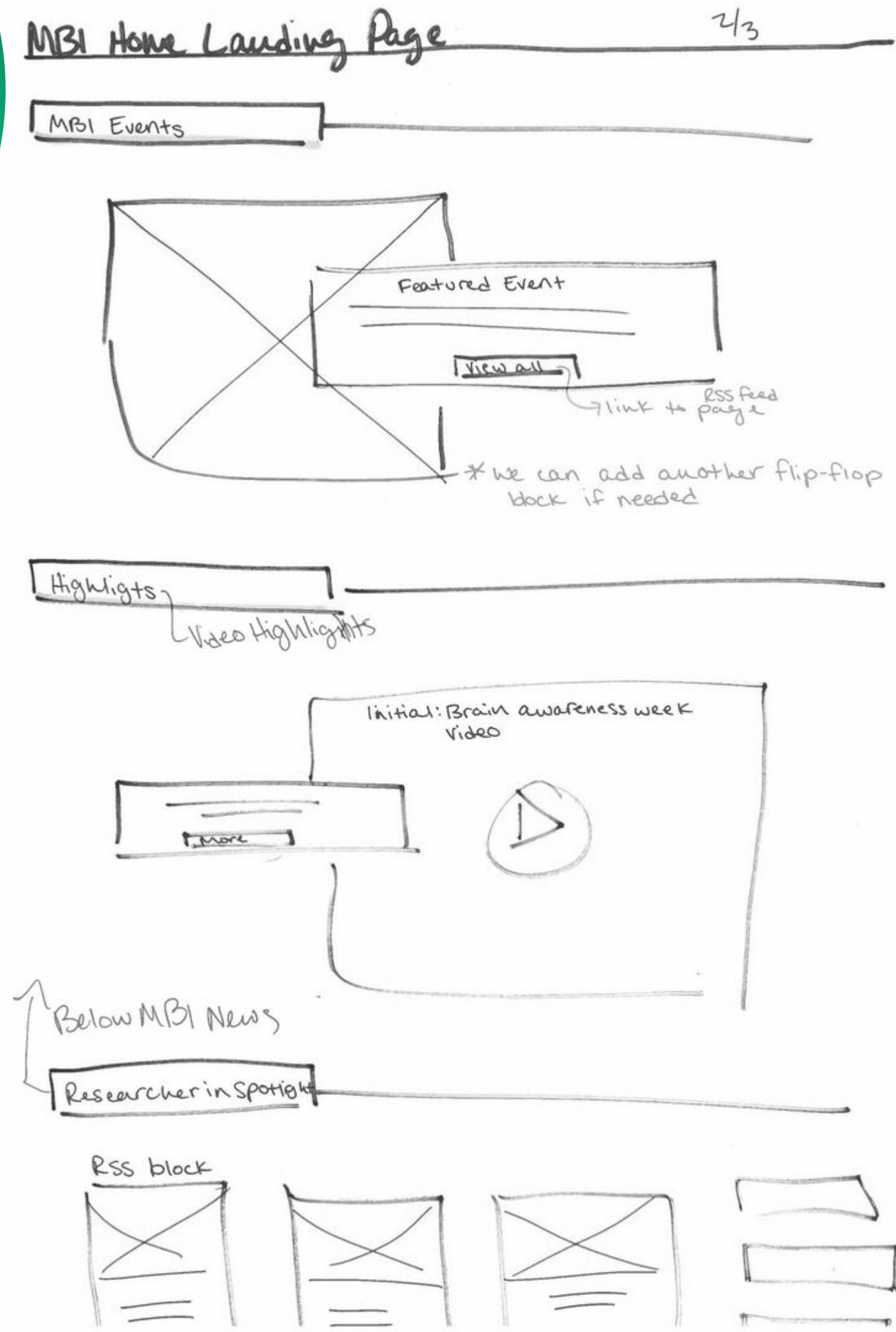
# Migration

## OUR APPROACH: WORKING WITH A SHADOW SITE

- Ability to experiment with new features before going live
- Opportunity to present new website to leaders while still in beta format

### Lessons Learned

- Don't wait for perfection to launch!
- Operating a shadow site requires new content to be added to BOTH sites
- Be aware of URL issues



# Migration

## CONTENT BLOCKS

Goodbye widgets, hello content blocks. More options are provided for robust visuals and engaging content.

CONNECT WITH THE MBI



NEWSLETTER

### Join an Email list!

Interested in receiving important updates about the MBI or our newsletter? Click the link below to sign up for one of our listservs.

SIGN UP →

THE  
BRAINSTORM



CONNECTING

### Read our Newsletter

Published quarterly, the MBI e-newsletter, The Brainstorm, will help you stay up-to-date with all the latest happenings at the MBI.

READ MORE →

GIVING

### Support the MBI

If you are looking for a way to make a difference, for a way to fight back against brain cancer; cognitive aging; pain; psychiatric disorders; stroke; traumatic brain and spinal cord injury; and neurological diseases like Alzheimer's, epilepsy, dystonia, Parkinson's and ALS, then please partner with us in our mission.

LEARN MORE →







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er-institutional Meeting 2019: How to prevent  
ve decline in aging

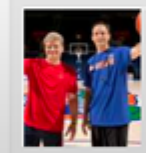
uroscientists who study age-related memory loss at all four  
Brain Institutes in the U.S. came together in Gainesville for 11th  
meeting.



MBI Inter-institutional  
Meeting 2019: How to  
prevent cognitive decline in  
aging



The Brain's  
Heavy Hitter  
Neuroscience



Two Jocks,  
Parkinson's

WS



**New study reveals treatment pathway for neurofibromatosis**

May 17th, 2019

Dr. James Wymer among national team of researchers to identify novel pathway for  
potential treatment of the disfiguring condition called neurofibromatosis 1.



**Movement disorders training program hosts NINDS leadership**

May 13th, 2019

Campus & Commu



**UF** McKnight Brain Institute  
UNIVERSITY of FLORIDA

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## Welcome

Our investigators hope to broaden the  
understanding of neurological disorders and  
change them from untreatable to treatable,  
incurable to curable and inevitable to  
preventable.

[ABOUT THE MBI](#)

## Research

Brain cancer; breathing;  
psychiatry; cognitive aging;  
neurobehavioral sciences;  
pain/sensory physiology; TBI,  
spinal cord injury and stroke

[Focus Areas →](#)

## Faculty

More than 200 faculty  
members across campus work  
on multidisciplinary teams to  
better understand how the  
brain works.

[Members →](#)

## Partners

Collaborating with institutes,  
centers, departments &  
programs across UF, our  
mission extends far beyond the  
MBI's walls.

[Partners →](#)



# Before & After

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Education & Outreach

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MBI Research Evenings

MBI Training Opportunities

Conference Funding Requests

William G. Luttge Lectureship in Neuroscience

MBI Neuromedicine Scholars

MBI Research Evenings

MBI Training Opportunities


MBI Travel Award Program

Conference Funding Requests

William G. Luttge Lectureship in Neuroscience

Education & Outreach


Awards & Accolades



MBI Travel Awards

Open to all students, fellows and faculty performing neuroscience research. This award provides travel support to present UF neuroscience research at national and international conferences. Funding requests can only be made for registration, travel and hotel.


Learn more →



McKnight Leadership Awards

Open to all clinical and post-doctoral fellows and assistant professors who work in the field of neuroscience. This award recognizes and rewards post-doctoral fellows and assistant professors who excel in academics and research.

Learn more →




Toffler Awards

The Toffler Leadership Awards and the Toffler Research Awards are open to all UF students enrolled in a Ph.D., M.D. or combined doctoral program who work in the field of neuroscience.

Learn more →

Educational Opportunities




DEPARTMENT OF NEUROSCIENCE

Summer Neuroscience Internship Program

Supports students from diverse backgrounds who seek to pursue Ph.D. training in neuroscience and prepare for careers in biomedical research, education and enterprise. Interns join active neuroscience research labs, while also receiving highly personalized guidance on graduate school admissions, professional development and career planning.

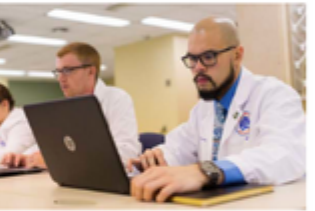
Learn more →



MBI Trainee Enhancement Opportunities

Open to all Ph.D. students and post-doctoral and clinical fellows performing neuroscience research at UF. This award is intended to fund unique opportunities that allow trainees to enhance training toward their career.

Learn more →




DEPARTMENT OF NEUROSCIENCE

Graduate Biomedical Neuroscience Certificate

This online program program is designed to provide post-graduate students and working professionals, whose professions are impacted by the field of neuroscience, with an understanding of normal brain function and the clinical expression and underlying pathogenesis of common neurological disorders.

Learn more →

Conference Funding Requests



MBI MEMBERS


Seeking Conference Attendance Support?

The MBI accepts requests to offset the costs associated with symposia and conferences that benefit the UF neuroscience community and have a primary focus on central and peripheral nervous system function.


LEARN MORE →




# Before & After




Heavy Hitters of Neuroscience




Two Jocks, One Goal: Cure Parkinson's




Campus & Community Events



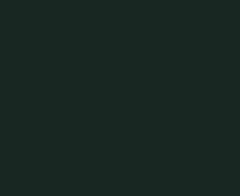
May 18: Jamie Chapin Classic



June 14: UF Medical Guild's grant application deadline



Local nonprofit makes gift for dementia research at UF



Brain Injury program gets creative support

EVENTS CALENDAR

COLLEGE CALENDAR

Upcoming Events

SEP 29

[Alex's Lemonade Stand](#) →  
pin Davis Gainesville Chevrolet: 2600 N Main St, Gainesville, Florida 32609  
8:00am to 2:00pm


OCT 01

[Application deadline for McKnight Clinical Translational Research Scholarship in Cognitive Aging and Age-Related Memory Loss](#) →  
All Day

OCT 24

[The Hope Weekend 2019](#) →  
All Day

↓ ↑ FULL CALENDAR →



TYLER'S HOPE FOR A DYSTONIA CURE

## The Hope Weekend 2019

Thursday, Oct. 24 – Saturday, Oct. 26

Join the MBI and the CTRND during The Hope Weekend, the signature fundraising event for Tyler's Hope for a Dystonia Cure. It's a weekend packed with celebration to raise awareness and dollars for dystonia research. Pictured above is the CTRND team from the previous fundraiser featuring Dr. David Borchelt, Dr. Jose Abisambra, Hunter Futch, Danny Ryu. Hunter is an MD/Ph.D. student with Dr. Golde, and Danny is a biological scientist with Dr. Golde.

LEARN MORE →







Contact the MBI

- > Tel: 352-273-8500
- > Fax: 352-294-8789
- > Contact the MBI Online
- > Email MBI
- > Mailing and Physical Address
- > Join MBI Listservs

Research Cores

- > Advanced Magnetic Resonance Imaging and Spectroscopy Facility (AMRIS)
- > Cell and Tissue Analysis Core (CTAC)
- > CTAC Histology Resource Lab
- > Interdisciplinary Center for Biotechnology Research (ICBR) - Flow Cytometry Core

# Before & After



*Together we discover. Together we teach.  
Together we care for our patients and our communities.  
Together we create unstoppable momentum.*



*The Foundation for The Gator Nation*

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Mailing Address: Administrative Office L5-101 PO BOX 100015 Gainesville, FL 32610-0015 | Physical Address: 1149 Newell Drive Bldg. 59, Rm. L5-101



[MBI Faculty Membership Directory](#) [Contact Us](#)



PHYSICAL ADDRESS

1149 Newell Drive  
Gainesville, FL 32610

EMAIL

secretary@mbi.ufl.edu



## Make a Gift

GIVING OPPORTUNITIES

SOCIAL MEDIA





**Thank you  
Web Services!**





# Questions?

TODD TAYLOR

tmtaylor4@ufl.edu  
(352) 294-8735

JACKIE HART

jhart42@ufl.edu