MBI Website: Before & After

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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
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
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
Goodbye widgets, hello content blocks. More options are provided for robust visuals and engaging content.
Before & After
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Education & Outreach

MBI Neuromedicine Scholars
MBI Research Evenings
MBI Training Opportunities
MBI Travel Award Program
Conference Funding Requests
William G. Lutge Lectureship in Neuroscience

MBI Travel Awards
Open to all students, fellows, postdoctoral researchers, and faculty. The awardees are selected based on the quality and relevance of their research proposal and the potential impact of their work. The awards provide support for travel to conferences and workshops to present their research.

MBI Travel Assistance Program
Provides support to early-career investigators who are working on projects that advance the field of neuroscience. The program aims to promote diversity and inclusion by supporting underrepresented groups in the field of neuroscience.

MBI Researchers Internship Program
Supports the recruitment of promising young scientists who will work on cutting-edge research projects. The program offers a unique opportunity for students and postdoctoral fellows to gain hands-on experience in the lab and network with established researchers.

MBI Travel Enhancement Opportunities
Supports the travel of established researchers to attend conferences and workshops. The program aims to facilitate connections between researchers and promote the exchange of ideas.

MBI Travel Assistance Program
Supports the travel of early-career investigators to attend conferences and workshops. The program aims to support the professional development of these researchers and facilitate their participation in the neuroscience community.

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Events Calendar

Upcoming Events

May 16: Jamie Copes-Cleaves

June 14: UF Medical School’s great application deadline

Local nonprofit Monica’s gift for Gainsville research at UF

Brain injury program gets creative support

College Calendar

Alex’s Lemonade Stand

May 18: Jamie Copes-Cleaves

Gainesville, Florida 32607

6:00am to 2:00pm

October 1: Application deadline for McKnight Clinical Translational Research Scholarships in Cognitive Aging and Age-Related Memory Loss

October 4: The Hope Weekend 2019
Thank you Web Services!
Questions?

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