West Virginia University
SCHOOL OF PUBLIC HEALTH

2014 WEBSITE

Introduction to the Problem

FROM 2009 TO 2010, THERE WERE 8,957 GRADUATES FROM THE CEPH ACCREDITED SCHOOLS OF PUBLIC HEALTH, WHICH REPRESENTS A 52 PERCENT INCREASE FROM 1999 TO 2000.

Considering all graduate/professional degrees in the field of Public Health, the Masters in Public Health (MPH) has remained the most commonly awarded degree over the past decade, and accounts for 59 percent of the total public health degrees awarded from 2009 to 2010.

The WVU School of Public Health is currently undergoing the process toward becoming an accredited school of public health by the Council on Education for Public Health (CEPH), and is utilizing the assistance of the Association of Schools of Public Health (ASPH), which represents CEPH and is a resource to schools as the proceed through the accreditation process.

WVU School of Public Health's petition to begin the journey toward school accreditation was accepted in June 2012, and the school launched an interim website on July 1, 2012; however, **as the newly accredited school of public health is scheduled to go live in July 2014, the school has little time to redesign, redevelop, and reestablish their web presence** to reflect that of an officially accredited School of Public Health.

Outcomes and Tasks

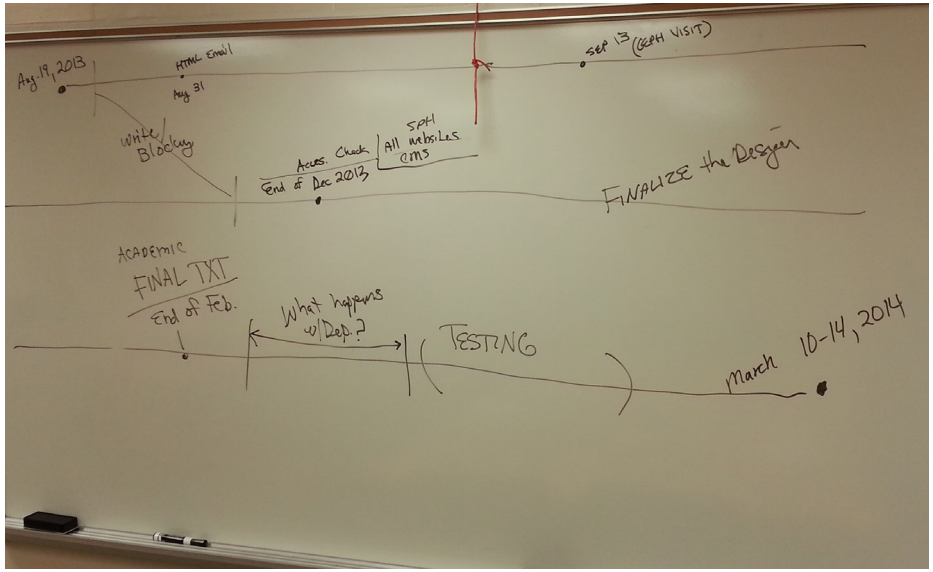
INTENDED OUTCOMES

To design and develop a new 2014 - 2016 WVU School of Public Health website - which includes multiple resolution compatibility through CSS3/SASS media queries and HTML5 for a variety of screen sizes and mobile devices - for utilization in a content management system. This will occur simultaneously with ongoing SPH website tasks, and adhere to a project management time line.

ONGOING SPH WEBSITE TASKS

1. Accessibility testing
2. CMS (content management system) conversion
3. HSC Directory migration
4. News and information additions, changes, and releases
5. SiteImprove edits
6. Social media integration
7. Video production

Proposed Time Line



2013

SEPTEMBER 6 Design new SPH HTML news email

NOVEMBER 15 Website copied into boilerplate, and designer/developer and writer work simultaneously

DECEMBER 28 Finish website text content and general website design

2014

JANUARY 6 Start website construction

Start recruitment enhancement

Test launch SPH 2014 website **MARCH 10**

Edit/Review site for accreditation

Launch SPH 2014 website **JUNE ??**

Research Methodology

The research methodology for this project involves analyzing current website analytics, surveying ASPPH and CEPH data, researching ASPPH and HEPC peer institutions, and developing a communication design and strategy to implement over the course of the next six months, before July 2014.

ASPPH

The Association of Schools and Programs of Public Health (ASPPH) is the successor to the Association of Schools of Public Health (ASPH).

CEPH

The Council on Education for Public Health is an independent agency recognized by the US Department of Education to accredit schools of public health and public health programs offered in settings other than schools of public health.

WVHEPC

The West Virginia Higher Education Policy Commission is charged with oversight of higher education institutions to ensure they are accomplishing their missions and implementing the provisions set by state statute.

WVUIR

West Virginia University Institutional Research responds to the strategic information and analytical needs of WVU through the application of the knowledge, theories, and best practices of institutional research to address significant administrative issues at hand, and on the institution's planning horizon.

Target Audience and Geographic Scope

PRIMARY TARGET AUDIENCE

According to the ASPH Annual Data Report, the primary target audience for this project are prospective MPH students (for the fields of Behavioral Sciences, Health Policy, and Epidemiology [being the largest]) that are both male and female, have undergraduate degrees (in the fields of basic science, sociology, psychology, anthropology, business, biology and chemistry), that are looking for professions in which they either conduct research or work with people, and are United States of America citizens or Foreign Nationals.

SECONDARY TARGET AUDIENCE

The secondary target audience for this project is MPH and PhD students that are currently enrolled at the West Virginia University School of Public Health, and are seeking academic information, events, internship/ practicum opportunities, and policy guidelines; potential faculty candidates looking for employment within the WVU School of Public Health; and doners and research partners with the School of Public Health, or affiliates.

TERTIARY TARGET AUDIENCE

The tertiary target audience for this project are MPH and PhD alumni of the West Virginia University School of Public Health, and are seeking continuing education, employment opportunities, events, nostalgic interest, networking, and news; and public health field employers.

Quantitative Research

ANALYTICS AND WEB TRAFFIC

From June 1, 2012 to October 21, 2013 the http://publichealth.hsc.wvu.edu website received **65,420** visits from **31,635** unique visitors, who viewed **236,589** webpages.

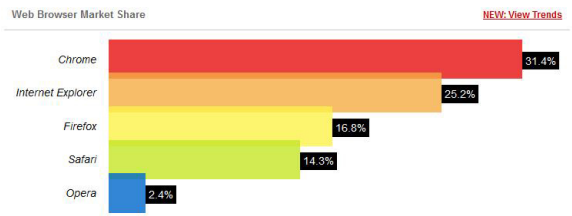
53.25% of the total traffic in this time period was from returning visitors, whereas 46.75% of the traffic was from new visitors.

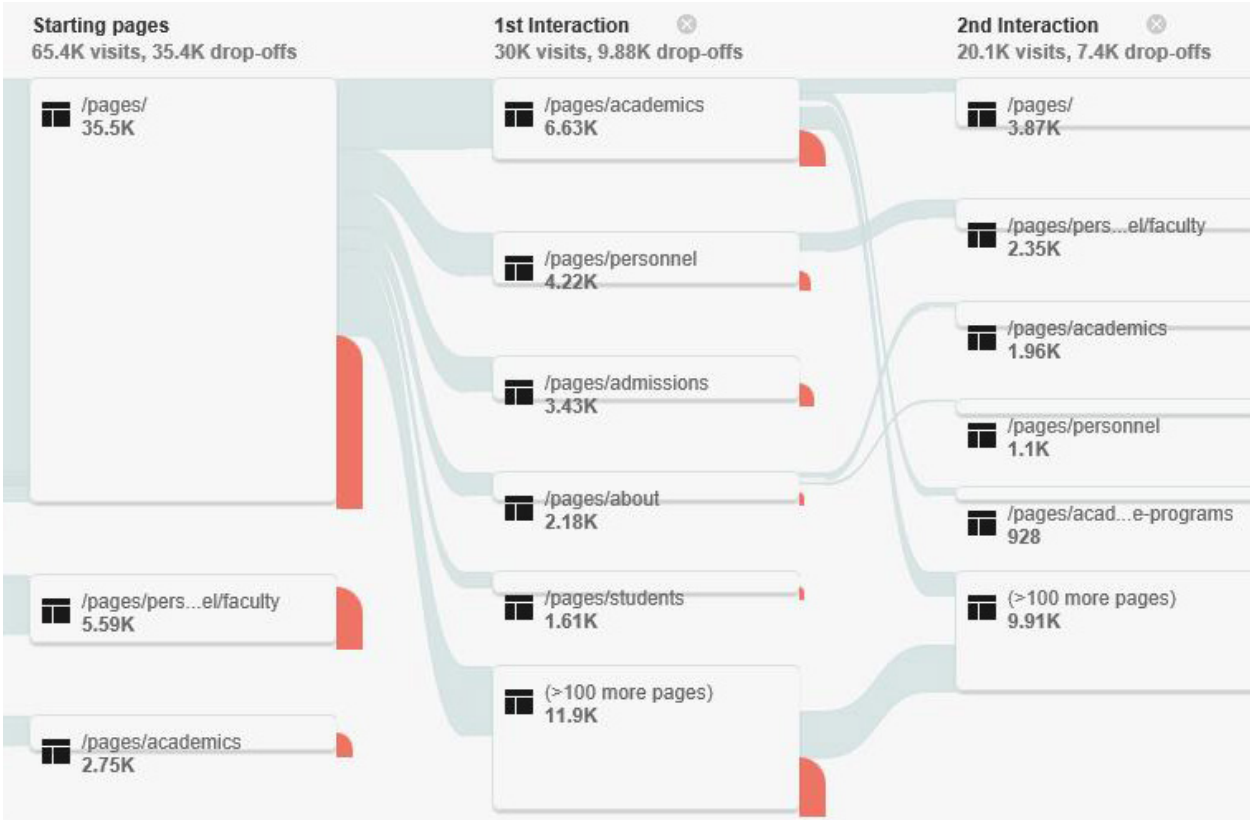
The largest percentages of language proficiency encompassed English, British English, Chinese, Spanish and French from the country/territories of the United States of America, India, Saudi Arabia, Canada, the United Kingdom, China and Nigeria.

WEB BROWSERS AND MOBILE TECHNOLOGY

The most commonly used web browsers from June 1, 2012 to October 21, 2013 in order of highest visits from specific web browsers, were Microsoft Internet Explorer, Mozilla Firefox, Google Chrome and Apple Safari.

The most commonly used mobile devices in order of highest visits from specific devices, were Apple iPhone, Apple iPad, Android Sony, Android Motorola, Apple iPod, Android Samsung and Blackberry.





WVU SPH Webpages	Total Views	Unique Views	Time Spent
Homepage	30,561	20,190	0:01:57
Academics	9,585	6,956	0:01:33
Personnel	5,429	3,781	0:00:30
Admissions	4,403	3,174	0:01:23
Faculty	3,424	2,057	0:00:33
Online-Programs	3,171	2,369	0:01:49
About	2,985	2,212	0:00:43
Employment	2,472	1,351	0:01:22
Students	2,337	1,717	0:00:39
News	1,472	926	0:01:04

Student Qualitative Research

WHAT ARE YOUR MAIN REASONS FOR VISITING THE SCHOOL OF PUBLIC HEALTH WEBSITE?

- Curriculum information, course descriptions, and news items
- Looking for information either for students or for faculty.
- To see updated news
- To look up course curriculum and contact information for faculty, staff, and students.
- I wanted to know more specifics about the program I am in, PhD in Epi. However, it wouldn't work using a mobile device.

WHAT PARTS OF THE SCHOOL OF PUBLIC HEALTH WEBSITE ARE MOST USEFUL TO YOU?

- Department specific pages and academic information
- The academics section is very useful because it links each program to its particular webpage.
- The student section of the website
- Department specific curriculum.
- Current student sections.

WHAT COULD BE IMPROVED ABOUT THE SCHOOL OF PUBLIC HEALTH WEBSITE?

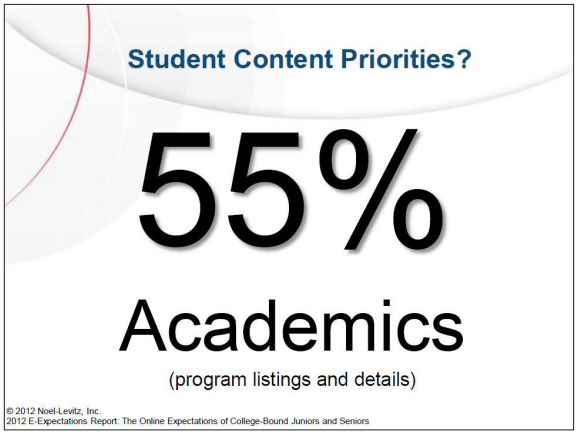
- Aim for consistency among pages. On some pages, there is navigation in the body of the page and on the side (in addition to the horizontal navigation at the top). On others, there are links to specific pages on the side. The primary navigation should be across the top horizontally with more specific pages and items on the side if the current layout is kept. Additionally, many pages open in a new window or new tab; this is irritating as you have 3-4 tabs open by the time you find relevant content.
- There should probably be a little more organization. It's hard to find information when you are actually looking for specific information.
- I would like to see a section for professors who are teaching our courses even if they are not technically part of the SPH
- Links to department pages seem to malfunction intermittently. Also, the layout isn't the most user friendly and concise.
- Photo size, updated text book list

SPRING 2013 SAPH MEETING NOTES

- Would like to see a list of Course Text Books before the semester begins so they don't purchase books that are not needed.
- Would like to see CVs of ALL faculty who will be teaching their courses
- Would like to see real students in the photos, not stock
- Would like to see accuracy and timeliness on electives offered by the. This needs to be accessible from the Students' Page
- Would like to see Semester sequencing of courses in advance of planning for the entire Master's Program
- Would like to see Grand Rounds accessible immediately

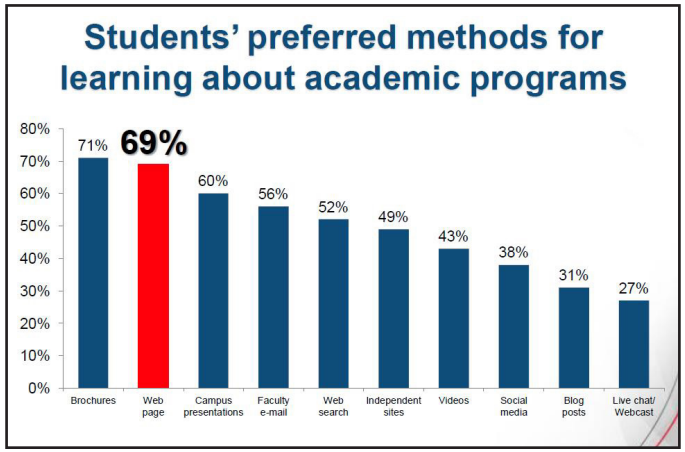
What are students looking for?

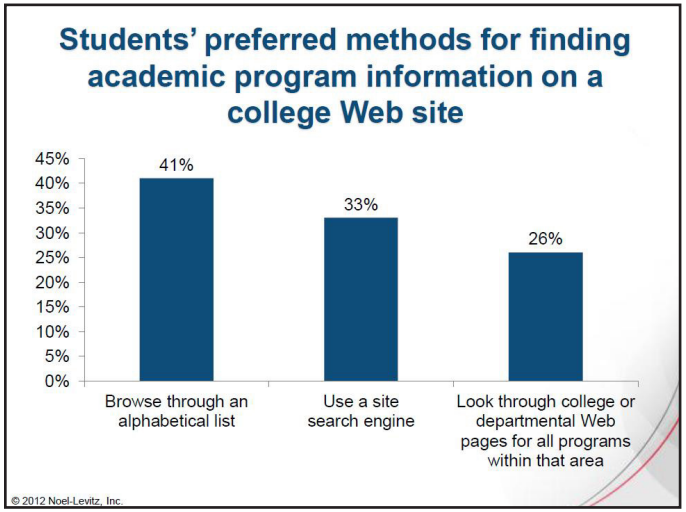
55% of our work is easy...



... but the other 45% is:

- **WHAT THE COLLEGE THEY ATTEND IS GOING TO BE LIKE?**
- **WHAT THEY'RE GOING TO STUDY?**
- **WHAT THEY WILL EXPERIENCE?**
- **WHAT THEY WILL DO?**





Action Steps for Grad Students

	Percentage of those who have completed this task online	Percentage of those who have not but would like to complete this task online
Submitted a form online to receive more information in the mail or by e-mail	92%	87%
Read profiles of faculty	67%	90%
Viewed a virtual tour	53%	82%
E-mailed a faculty member	52%	84%
Forwarded a Web page to a friend or family member	50%	48%
Completed an admissions application online	45%	90%
Entered information about your interests to see a personalized Web page	40%	66%
Completed a tuition cost calculator to learn more about how much a school might cost	35%	90%
Read profiles of alumni	35%	70%
Read profiles of current graduate students	33%	71%

WVU University Relations Key Communicator Group also says...

SCHOOLS/DEPARTMENTS MUST:

- Show very specific angles to stories.
- Do anything with Instagram. Instagram is a social media platform that is worth using to reach students, prospective students and young alumni. Instagram challenges can work if used strategically.
- Post content on the website all at once; not content added over time.
- Use Twitter as a significant place for audiences to find information, and it keeps increasing.

Why mobile devices?

VIEWING WEBSITE ON MOBILE DEVICES IS INCREASING ACCORDING TO SMART INSIGHTS, STACK OVERFLOW, AND WC3.

Websites must be designed considering...

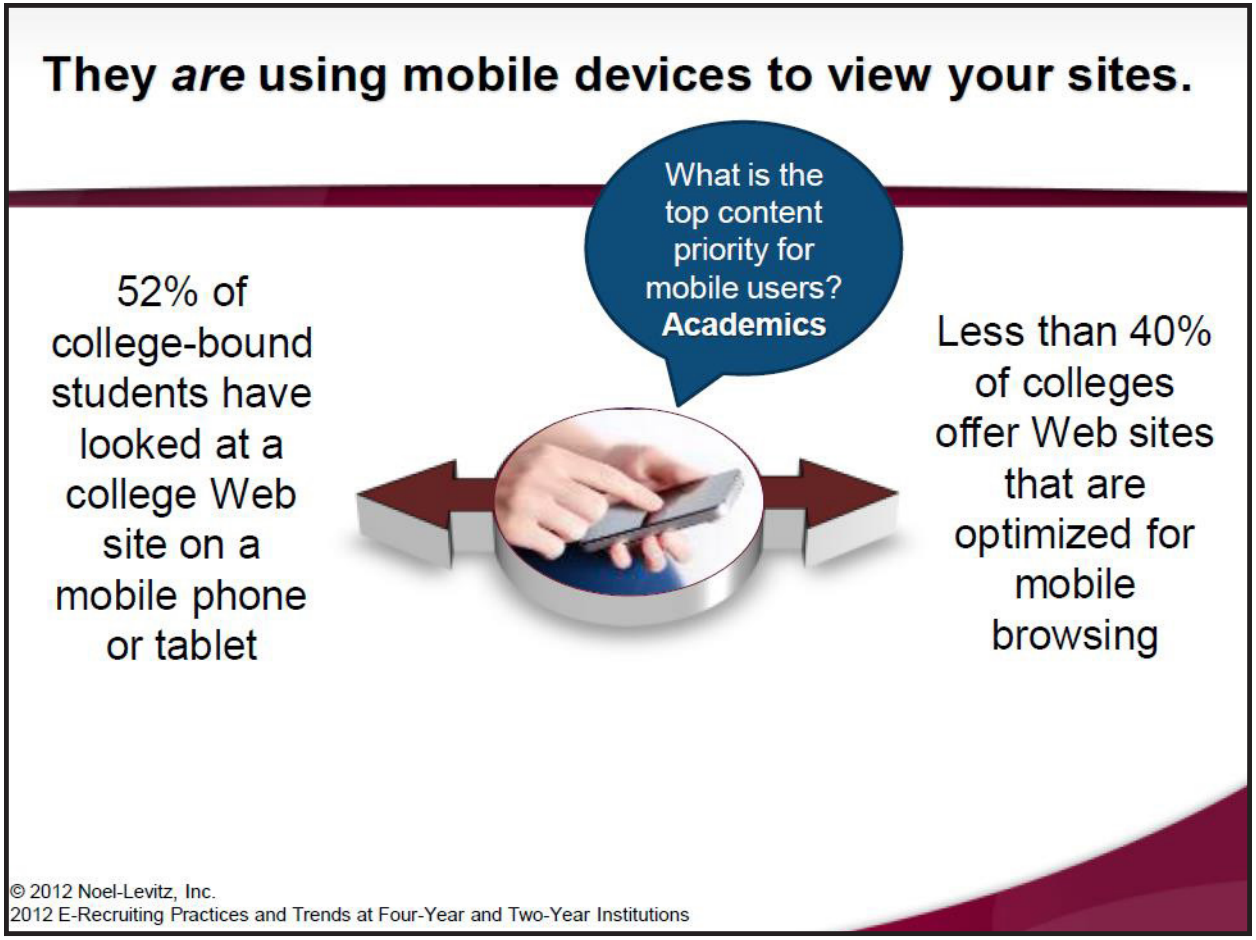
MOBILE FIRST

They key point to remember throughout all mobile UX (user experience) website design is by going top-down by simply shrinking your desktop experience is not going to cut it. Start from the bottom with the customer experience you want, and build upwards - enhancing it with the right elements of your existing digital presence where appropriate - to achieve it.

and...

WITH NO FAQS

Mobile users don't expect to read an instruction manual. Brief prompts are fine, as are service-specific explanations, but if you find yourself having to put a FAQ, you've probably gone wrong somewhere.



	Website Visits by Device	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
OVERALL	Traditional	88.62%	85.27%	82.61%	80.74%	78.99%
	Tablet	5.95%	7.09%	8.48%	8.93%	10.58%
	Smartphone	5.42%	7.64%	8.91%	10.34%	10.44%
TABLET	iPad	91.68%	90.82%	90.17%	89.49%	89.28%
	Kindle Fire	3.58%	4.06%	4.08%	3.41%	2.51%
	Android	4.75%	5.12%	5.75%	7.10%	8.20%
SMARTPHONE	iPhone	58.20%	61.48%	59.78%	59.75%	63.20%
	Android	40.16%	36.93%	38.51%	38.81%	35.52%
	Windows	0.90%	0.92%	0.92%	0.94%	1.04%
	Other	0.74%	0.66%	0.80%	0.50%	0.25%

What do we need to do?

From 2010 to 2012 the E-Expectations research group surveyed more than 1,000 college-bound high school students, polling them on their online behaviors and expectations, as well as other key enrollment-related topics. Highlights of the study include:

1. More than 50 percent of students said the Web played a significant role in their decision to apply to a school.
2. Cited by 55 percent of respondents, difficulty with site navigation was among the greatest challenges encountered with college Web sites and was the top response by a large margin.
3. Only 23 percent have used a net price calculator on campus Web sites; 74 percent who did not said they could not find one.
4. Among students with mobile devices, 52 percent said they had viewed college Web sites on them; 20 percent did so via a tablet device.
5. Sixty percent said they are open to receiving text messages from college representatives.
6. Forty-six percent have visited a college's Facebook page; 69 percent of those "liked" a college's page.

THE HIGHEREDEXPERT'S GOAL IS TO...

Create a unique, clean, consistent, research-based and mobile-friendly site for students that details each major.

WHY?

Students weren't getting consistent info, Admissions wanted a change, and Research (national and internal) was telling us that students want to know:

LANDING PAGES SHOULD BE...

- Optimized for conversion
- Fast and easy to consume
- Match user needs and wants
- Feature welcoming content
- Provide marketers with rich performance measurement
- Maximize ROI of ad spends

HOW DO WE DO IT?

- Started with the research, and the idea
- Meetings, meetings, meetings
- Coordinated content directly with departments/ chairs/program coordinators
- Designer, developer and writer worked simultaneously
- Database-driven and mobile-friendly

eduStyle says...

A COLLEGE OR SCHOOL'S HOMEPAGE/ WEBSITE SHOULD:

- be optimized for conversion
- be fast and easy to consume
- match user needs and wants
- feature welcoming content
- feature words rather than pictures

AND COLLEGES OR SCHOOLS NEED TO START:

- fleshing out their vanity information and providing information for encore career audiences on our website
- thinking about what information they want to make available online, and at what point do they want students to start calling or emailing the school
- considering encore careers as well as future students

How do we build?

...we build in planes!

THE SURFACE PLANE

On the surface you see a series of Web pages, made up of images and text. Some of these images are things you can click on, performing some sort of function such as taking you to a shopping cart. Some of these images are just illustrations, such as a photograph of a book cover or the logo of the site itself.

THE SKELETON PLANE

Beneath that surface is the skeleton of the site; the placement of buttons, tabs, photos, and blocks of text. The skeleton is designed to optimize the arrangement of these elements for maximum effect and efficiency--so that you remember the logo and can find that shopping cart button when you need it.

THE STRUCTURE PLANE

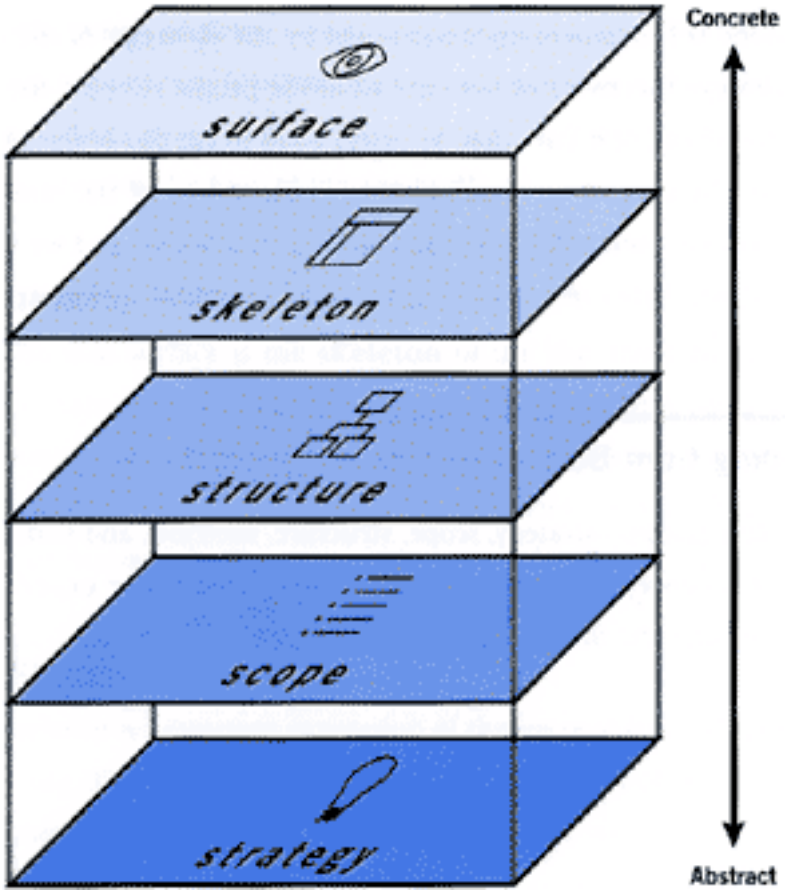
The skeleton is a concrete expression of the more abstract structure of the site. The skeleton might define the placement of the interface elements on our checkout page; the structure would define how users got to that page and where they could go when they were finished there. The skeleton might define the arrangement of navigation allowing the users to browse categories of books; the structure would define what those categories actually were.

THE SCOPE PLANE

The structure defines the way in which the various features and functions of the site fit together. Just what those features and functions are constitutes the scope of the site. Some sites that sell books offer a feature that enables users to save previously used addresses so they can be used again. The question of whether that feature--or any feature--is included on a site is a question of scope.

THE STRATEGY PLANE

The scope is fundamentally determined by the strategy of the site. This strategy incorporates not only what the people running the site want to get out of it but what the users want to get out of the site as well. In the case of our bookstore example, some of the strategic objectives are pretty obvious: Users want to buy books, and we want to sell them. Other objectives might not be so easy to articulate.



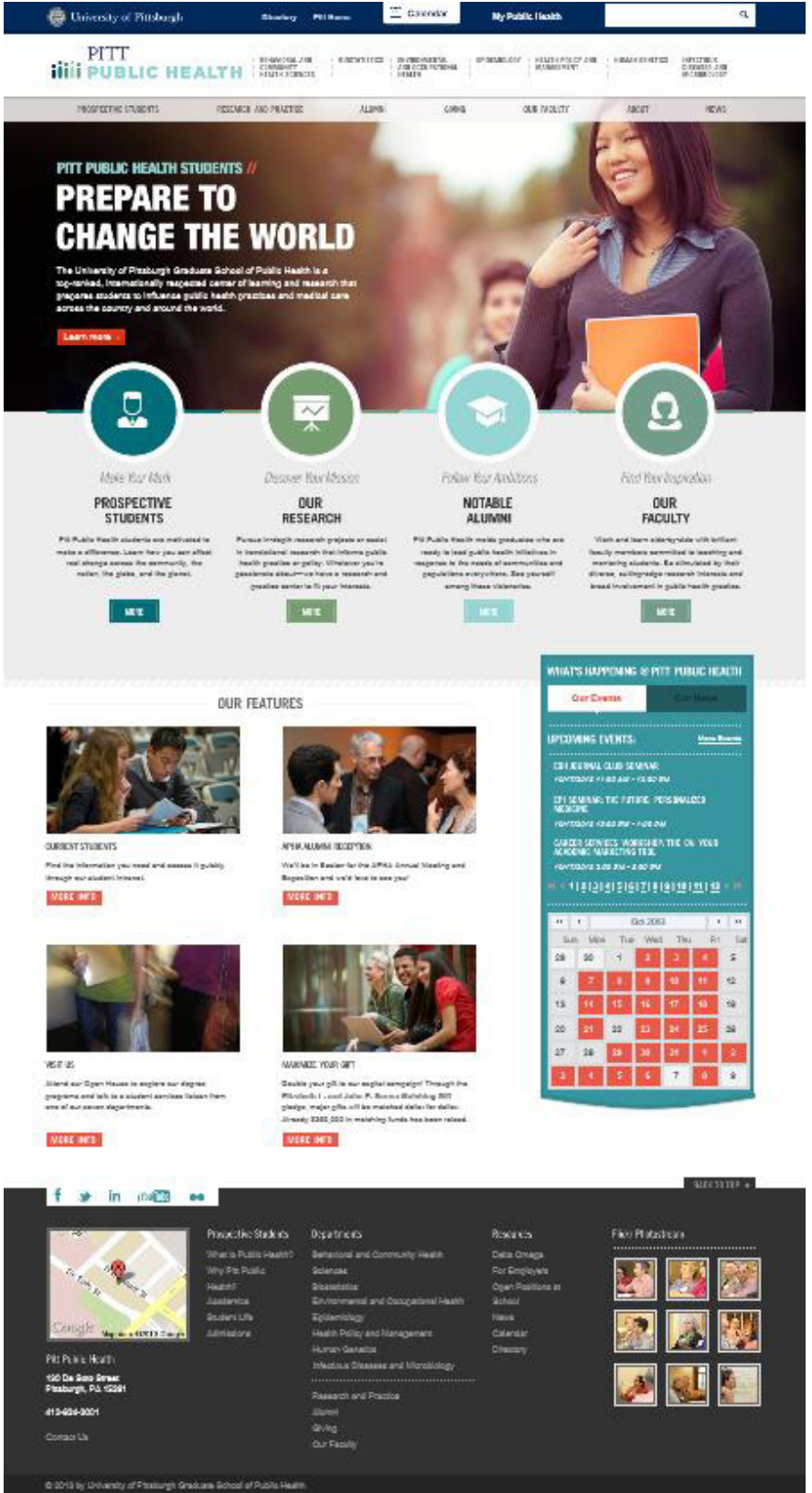
Peer Research

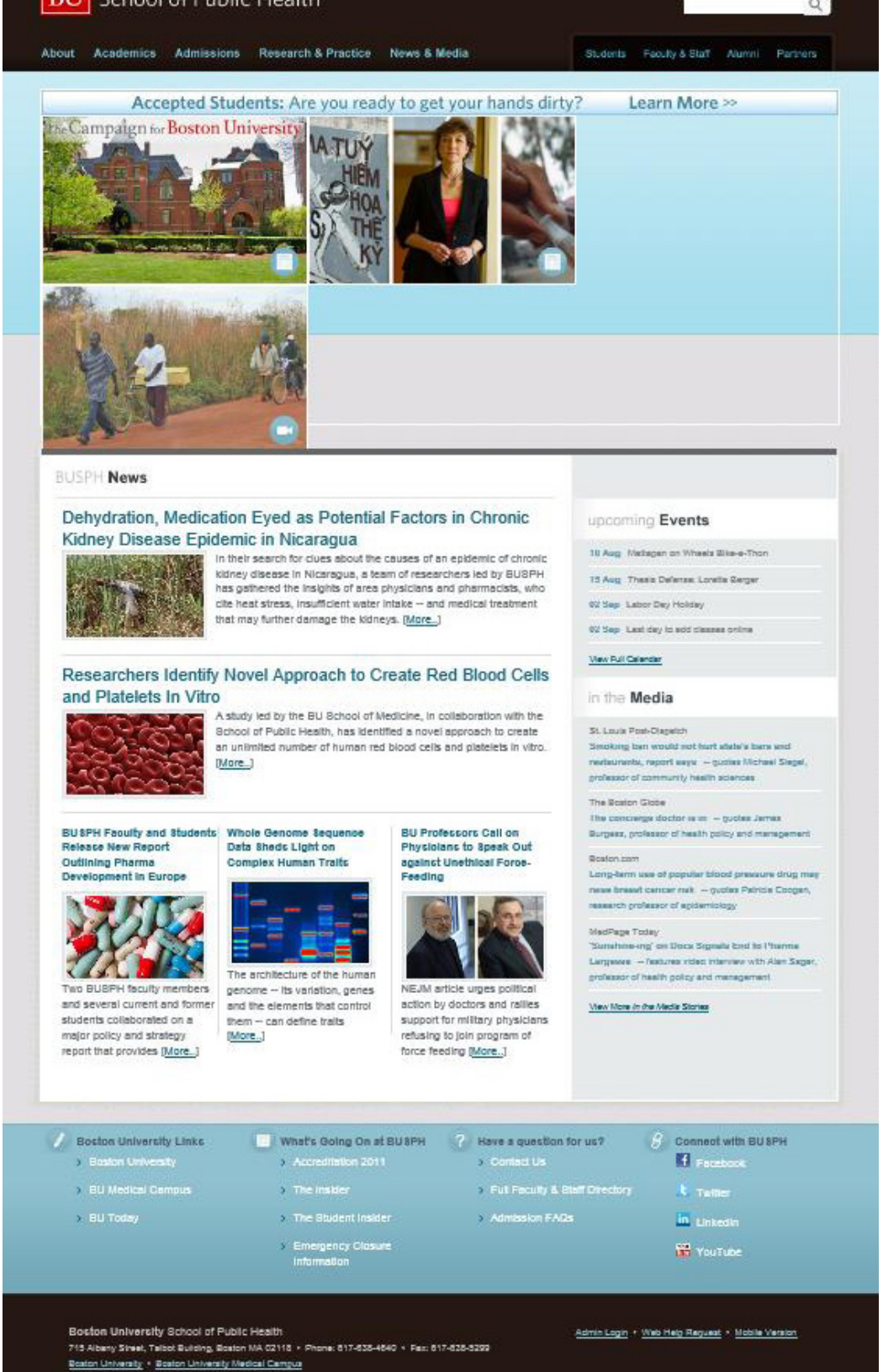
Academic Institution(s)	Web Address	Big12 Peers	CEPH Certified	HEPC Peers	Destination Peers	SEO Top 20	Web Design
Boston University	http://sph.bu.edu/	No	Yes	No	No	10	Superb
University of Colorado, Colorado State University, University of Northern Colorado	http://www.ucdenver.edu/academics/colleges/PublicHealth/	No	Yes	No	No	20+	Average
Columbia University	http://www.mailman.columbia.edu/	No	Yes	No	No	15	Excellent
City University of New York	http://www.cuny.edu/site/sph.html	No	Yes	No	No	20+	Weak
Drexel University	http://publichealth.drexel.edu/	No	Yes	No	No	19	Average
East Tennessee State University	http://www.etsu.edu/cph/	No	Yes	No	No	20+	Poor
Emory University	http://www.sph.emory.edu/	No	Yes	No	No	18	Average
Florida International University	http://cphsw.fiu.edu/	No	Yes	No	No	20+	Average
George Washington University	http://sphhs.gwumc.edu/	No	Yes	No	No	20+	Excellent
Georgia Southern University	http://iphcoph.georgiasouthern.edu/	No	Yes	No	No	20+	Average
Harvard University	http://www.hsph.harvard.edu/	No	Yes	No	No	2	Superb
Instituto Nacional de Salud Publica	http://www.insp.mx/	No	Yes	No	No	20+	Excellent
Johns Hopkins University	http://www.jhsph.edu/	No	Yes	No	No	1	Superb
Loma Linda University	http://www.llu.edu/public-health/	No	Yes	No	No	20+	Weak
Ohio State University	http://www.sph.osu.edu/	No	Yes	No	Yes	20+	Excellent
Saint Louis University	http://www.slu.edu/publichealth.xml	No	Yes	No	No	20	Excellent
San Diego State University	http://publichealth.sdsu.edu/	No	Yes	No	No	20+	Poor
SUNY - Downstate Medical Center	http://www.downstate.edu/publichealth/	No	Yes	No	No	20+	Poor
Texas A&M Health Science Center	http://www.srph.tamhsc.edu/	No	Yes	Yes	No	20+	Weak
Tulane University	http://www.sph.tulane.edu/	No	Yes	No	No	20+	Weak
University of Medicine and Dentistry New Jersey	http://sphweb02.umdnj.edu/sphweb/sphc/	No	Yes	No	No	20+	Poor
University at Albany - SUNY	http://www.albany.edu/sph/	No	Yes	No	No	11	Excellent
University at Buffalo - SUNY	http://sphhp.buffalo.edu/	No	Yes	Yes	No	20+	Excellent
University of Alabama at Birmingham	http://www.soph.uab.edu/	No	Yes	No	No	17	Average
University of Arizona	http://www.publichealth.arizona.edu/	No	Yes	No	No	20+	Excellent
University of Arkansas for Medical Sciences	http://www.uams.edu/coph/	No	Yes	No	No	20+	Poor
University of California, Berkeley	http://sph.berkeley.edu/	No	Yes	No	No	8	Weak
University of California, Los Angeles	http://ph.ucla.edu/	No	Yes	No	No	4	Weak
University of Florida	http://phhp.ufl.edu/	No	Yes	Yes	No	20+	Excellent
University of Georgia	http://www.publichealth.uga.edu/	No	Yes	Yes	No	20+	Poor
University of Illinois at Chicago	http://www.uic.edu/sph/	No	Yes	No	No	12	Average
University of Iowa	http://www.public-health.uiowa.edu/	Yes	Yes	Yes	No	20+	Weak
University of Kentucky	http://www.mc.uky.edu/publichealth/	No	Yes	Yes	No	20+	Superb
University of Louisville	http://louisville.edu/sphis/	No	Yes	Yes	No	20+	Poor
University of Maryland at College Park	http://www.sph.umd.edu/	No	Yes	Yes	Yes	9	Weak
University of Massachusetts Amherst	http://www.umass.edu/sphhs/	No	Yes	Yes	No	20+	Average
University of Michigan	http://www.sph.umich.edu/	No	Yes	No	No	3	Weak
University of Minnesota	http://www.sph.umn.edu/	No	Yes	No	No	7	Excellent
University of North Carolina, Chapel Hill	http://www.sph.unc.edu/	No	Yes	No	No	6	Average
University of North Texas Health Science Center	http://www.hsc.unt.edu/education/sph/	No	Yes	No	No	20+	Weak
University of Oklahoma	http://www.coph.ouhsc.edu/coph/	Yes	Yes	No		20+	Average
University of Pittsburgh	http://www.publichealth.pitt.edu/	No	Yes	No	Yes	16	Average
University of Puerto Rico	http://www.rcm.upr.edu/rcm/	No	Yes	No	No	20+	Average
University of South Carolina	http://www.sph.sc.edu/	No	Yes	No	Yes	20+	Weak
University of South Florida	http://health.usf.edu/publichealth/	No	Yes	No	No	20+	Excellent
University of Texas Health Science Center at Houston	http://www.sph.uth.tmc.edu/	Yes	Yes	No	No	8	Average
University of Washington	http://sph.washington.edu/	No	Yes	No	No	5	Excellent
Yale University	http://medicine.yale.edu/ysph/index.aspx	No	Yes	No	No	13	Average
University of Hawai'I at Manoa	http://www.hawaii.edu/publichealth/	No	No	Yes	No	20+	Poor
University of Nevada, Reno	http://www.unr.edu/public-health/	No	No	Yes	No	20+	Weak
University of New Mexico	http://hsc.unm.edu/community/iph/	No	No	Yes	No	20+	Average
University of Utah	http://medicine.utah.edu/dfpm/divisionph/index.htm	No	No	Yes	No	20+	Poor
University of Vermont	http://www.uvm.edu/medicine/publichealth/	No	No	Yes	No	20+	Average
Pennsylvania State University	http://www.pennstatehershey.org/web/phs/home	No	No	No	Yes	20+	Weak
Marshall University	http://www.marshall.edu/cohp/	No	No	No	Yes	20+	Weak

Design Peers

“THE PEER WEBSITE BASELINE”

1. University of Pittsburgh
2. Boston University School of Public Health
3. Harvard School of Public Health
4. Johns Hopkins Bloomberg School of Public Health
5. University of Florida
6. University of Illinois at Chicago
7. University of North Carolina at Chapel Hill
8. University of Texas
9. University of Washington School of Public Health
10. USF Health - Tampa, Florida
11. University of Kentucky

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Partners
Accepted Students: Are you ready to get your hands dirty?
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The Campaign for Boston University
BUSPH News
Dehydration, Medication Eyed as Potential Factors in Chronic Kidney Disease Epidemic in Nicaragua
In their search for clues about the causes of an epidemic of chronic kidney disease in Nicaragua, a team of researchers led by BUSPH has gathered the insights of area physicians and pharmacists, who cite heat stress, insufficient water intake -- and medical treatment that may further damage the kidneys. [More..]
Researchers Identify Novel Approach to Create Red Blood Cells and Platelets In Vitro
A study led by the BU School of Medicine, in collaboration with the School of Public Health, has identified a novel approach to create an unlimited number of human red blood cells and platelets in vitro. [More..]
BU SPH Faculty and Students Release New Report Outlining Pharma Development in Europe
Two BUSPH faculty members and several current and former students collaborated on a major policy and strategy report that provides [More..]
Whole Genome Sequence Data Sheds Light on Complex Human Traits
The architecture of the human genome -- its variation, genes and the elements that control them -- can define traits [More..]
BU Professors Call on Physicians to Speak Out against Unethical Force-Feeding
NEJM article urges political action by doctors and rallies support for military physicians refusing to join program of force feeding [More..]
upcoming Events
18 Aug Mahagen on Wheels Bike-a-Thon
19 Aug Thesis Defense: Lorella Berger
02 Sep Labor Day Holiday
02 Sep Last day to add classes online
View Full Calendar
in the Media
St. Louis Post-Dispatch
Smoking ban would not hurt state's bars and restaurants, report says -- quotes Michael Siegel, professor of community health sciences
The Boston Globe
The concierge doctor is in -- quotes James Burgess, professor of health policy and management
Boston.com
Long-term use of popular blood pressure drug may raise breast cancer risk -- quotes Patricia Coogan, research professor of epidemiology
MedPage Today
'Sunshine-ing' on Docs Signals End to 'Hanna Lanpaxa' -- features video interview with Alan Sager, professor of health policy and management
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What's Going On at BU SPH
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The Student Insider
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Full Faculty & Staff Directory
Admission FAQs
Connect with BU SPH
Facebook
Twitter
LinkedIn
YouTube
Boston University School of Public Health
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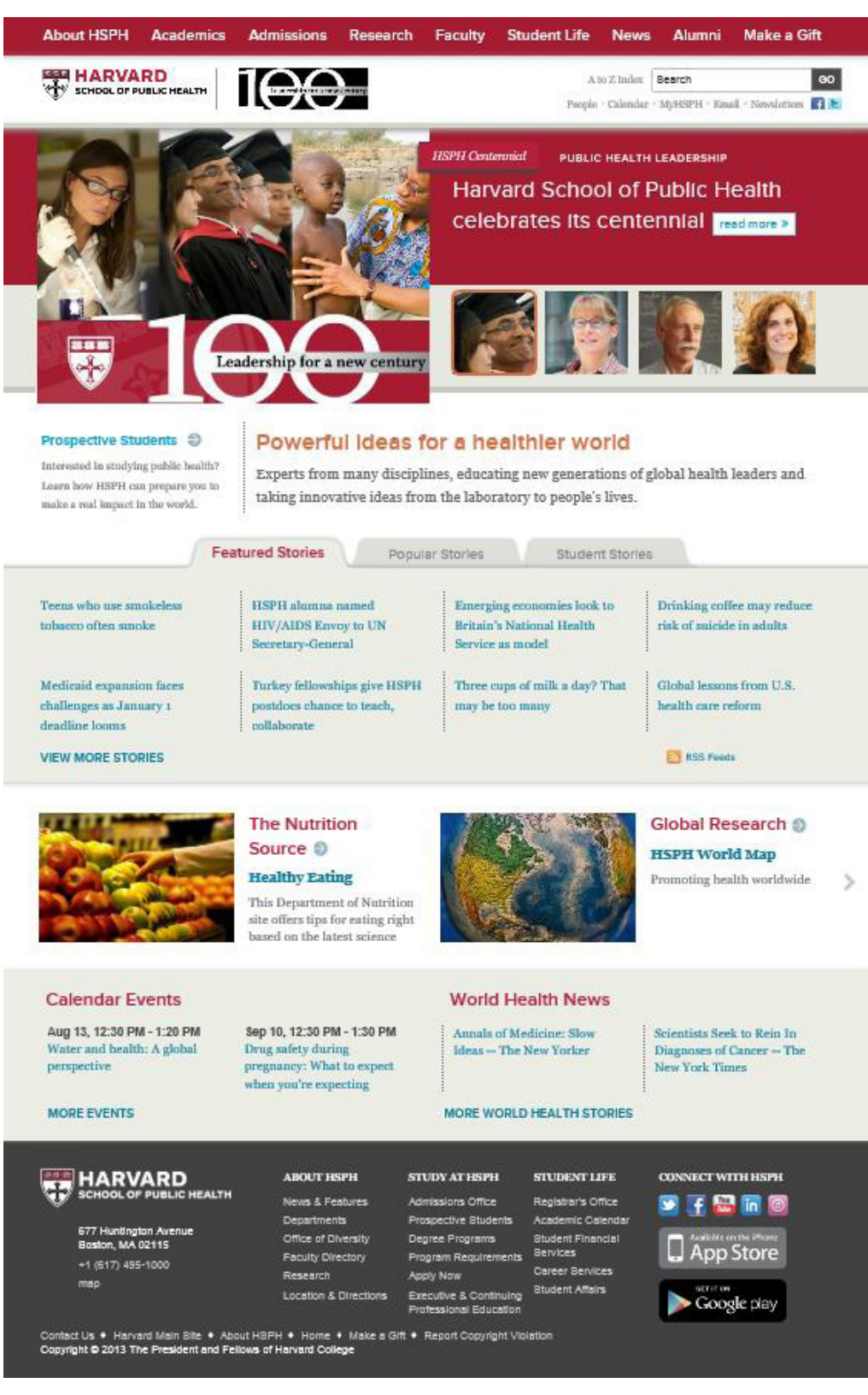
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This Department of Nutrition site offers tips for eating right based on the latest science
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HSPH World Map
Promoting health worldwide
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Water and health: A global perspective
Sep 10, 12:30 PM - 1:30 PM
Drug safety during pregnancy: What to expect when you're expecting
MORE EVENTS
World Health News
Annals of Medicine: Slow Ideas -- The New Yorker
Scientists Seek to Rein In Diagnoses of Cancer -- The New York Times
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Protecting Health, Saving Lives—Millions at a Time

The Science of Space

New labs allow young investigators to go where scientists have never gone before: Bacteria, beware.

READ THIS STORY | READ MORE ABOUT THE NEW LABS

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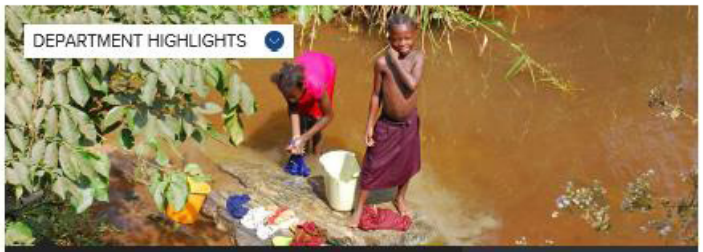

ENVIRONMENTAL HEALTH SCIENCES

VISIT DEPARTMENT

We integrate diverse disciplines in our quest to discover, disseminate and apply new knowledge critical to understanding and mitigating the impact of the natural, built, and social environments on human health.

A fundamental aspect of that quest is the education of the next generation of scientists and practitioners.

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Translating our knowledge into action and our compassion into results. When you enroll at UIC SPH, you will learn how to make a difference in the health of populations around the world.

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IN THE NEWS

Ada Moadsiri's story has an international flavor. Born to Thai immigrants, she is fluent in their language and Tongan (the native language of Tonga) and speaks Spanish. She's working in Fiji for the World Health Organization (WHO).

Read more...

EVENTS

UIC Occupational and Environmental Medicine Conference
Wed, Aug 14 - 7:30 am

EOHS Orientation
Thu, Aug 22 - 10:00 am

HPA New Student Orientation
Fri, Aug 23 - 9:00 am

SPH New Student Orientation
Fri, Aug 23 - 10:00 am

Epi/Bio Division Meeting
Fri, Aug 30 - 12:00 pm

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Undergraduate Education

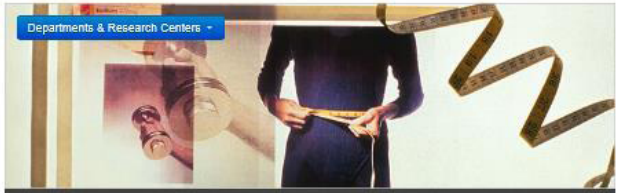
The New Face of the College of Public Health at the University of Kentucky. Learn more about the 11 new undergraduate classes being offered this Fall!

Learn More

Our Students

Dean Stephen W. Wyatt presents Lazarus Eze, MPH with the John Sterling Wiggs 'Golden Rule' Award at the May 5, 2013 graduate reception. Click for the complete listing of award winners.

Departments & Research Centers



Central Appalachian Regional Education and Research Center

The Central Appalachian Regional Education and Research Center (CARERC) is the newest of only 18 such university-based occupational safety and health training programs in the United States. Funded by the Centers for Disease Control and Prevention and its National Institute for Occupational Safety and Health (CDC/NIOSH.)

Visit Department

News

Crosby Named Good Samaritan Endowed Chair

Professor Richard A. Crosby in the University of Kentucky College of Public Health has been named the Good Samaritan Endowed Chair in Health Education, Research, Health Promotion, and Preventive Services.

Black Lung Conference Coming to Lexington

The Central Appalachian Regional Education and Research Center (CARERC) will be hosting the 2013 Central Appalachian Regional Work Safety & Health Symposium, Thursday, August 22. Researchers, government officials, industry representatives and health and safety professionals will gather at the Hilton Lexington Downtown for the daylong conference.

Richard J. Kryscio,PhD, Chair, Department of Biostatistics discusses Alzheimer's with NBC News

When high school Spanish teacher Joyce Botti started complaining about memory problems a few years

Upcoming Events

Aug 20 — DrPH Capstone Defense: Maggie Tseng, 3:00pm

Aug 22 — Interdisciplinary Update on Miner Safety and Health, 8:00am

Aug 29 — Grant Writing Strategies: Progressing from an Idea to Funding

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UF College of Public Health & Health Professions
UNIVERSITY of FLORIDA

Summer Commencement Information

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UF to develop model program to support students with learning disabilities majoring in sciences, math

UF has received an $846,000 grant to help students with learning disabilities achieve academic success in STEM.

Recent News

Michelle Troche named PHHP 2013 Teacher of the Year

Jul 15th, 2013

The college recognized Dr. Michelle Troche for excellence, innovation and effectiveness in teaching.

UF launches healthy lifestyle program for kids in Citrus, Clay counties

Jul 9th, 2013

The Healthy Kids Program is designed to help parents and children ages 3 to 7 at the higher end of the growth chart establish healthy eating and physical activity habits.

Street wise

May 20th, 2013

HealthStreet wins UF's Champion for Change award for community engagement efforts promoting social equity.

News Archives

Select Month

About PHHP

The University of Florida College of Public Health and Health Professions has established a new educational model that focuses on the integration of public health problem-solving and individual patient care.

Click here to see the college's commitment to collaboration

PHHP Events

AUG 9 — UF Summer Commencement – Ph.D., Ed.D., Au.D., D.P.M., and D.P.T. degrees
From 4:00pm until 6:00pm

AUG 10 — UF Summer Commencement – Masters, Specialist, Bachelor Degrees, Universitywide
From 10:00am until 12:00pm

AUG 12 — Clinical and Translational Research Building Ribbon-cutting Ceremony
From 2:00pm until 3:00pm

AUG 21 — UF classes begin
all day event

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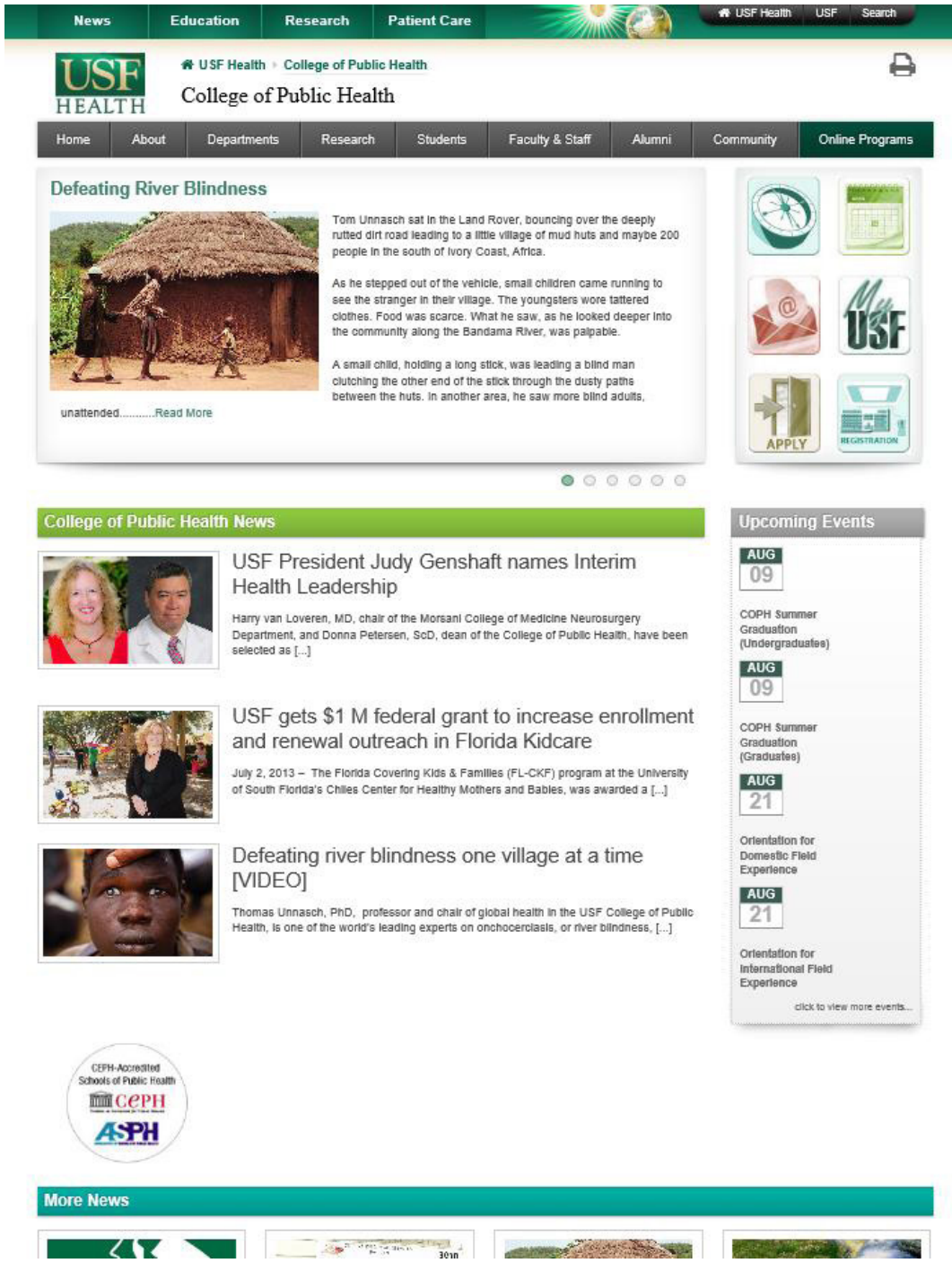
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Defeating River Blindness
Tom Unnasch sat in the Land Rover, bouncing over the deeply rutted dirt road leading to a little village of mud huts and maybe 200 people in the south of Ivory Coast, Africa.
As he stepped out of the vehicle, small children came running to see the stranger in their village. The youngsters wore tattered clothes. Food was scarce. What he saw, as he looked deeper into the community along the Bandama River, was palpable.
A small child, holding a long stick, was leading a blind man clutching the other end of the stick through the dusty paths between the huts. In another area, he saw more blind adults,
unattended.....Read More
APPLY
REGISTRATION
College of Public Health News
USF President Judy Genshaft names Interim Health Leadership
Harry van Loveren, MD, chair of the Morsani College of Medicine Neurosurgery Department, and Donna Petersen, ScD, dean of the College of Public Health, have been selected as [...]
USF gets $1 M federal grant to increase enrollment and renewal outreach in Florida Kidcare
July 2, 2013 – The Florida Covering Kids & Families (FL-CKF) program at the University of South Florida's Chiles Center for Healthy Mothers and Babies, was awarded a [...]
Defeating river blindness one village at a time [VIDEO]
Thomas Unnasch, PhD, professor and chair of global health in the USF College of Public Health, is one of the world's leading experts on onchocerciasis, or river blindness, [...]
Upcoming Events
AUG 09
COPH Summer Graduation (Undergraduates)
AUG 09
COPH Summer Graduation (Graduates)
AUG 21
Orientation for Domestic Field Experience
AUG 21
Orientation for International Field Experience
click to view more events...
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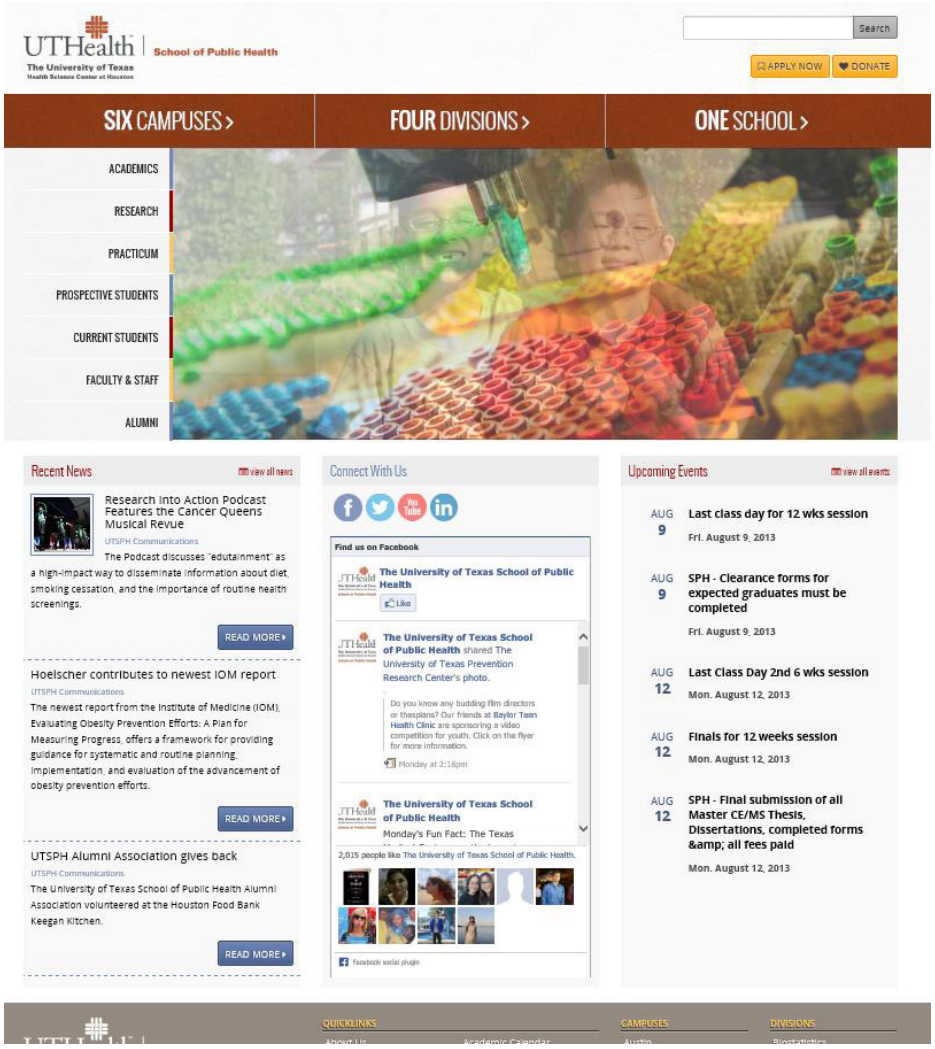
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Research Into Action Podcast Features the Cancer Queens Musical Revue
UTSPH Communications
The Podcast discusses "edutainment" as a high-impact way to disseminate information about diet, smoking cessation, and the importance of routine health screenings.
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Hoelscher contributes to newest IOM report
UTSPH Communications
The newest report from the Institute of Medicine (IOM), Evaluating Obesity Prevention Efforts: A Plan for Measuring Progress, offers a framework for providing guidance for systematic and routine planning, implementation, and evaluation of the advancement of obesity prevention efforts.
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UTSPH Alumni Association gives back
UTSPH Communications
The University of Texas School of Public Health Alumni Association volunteered at the Houston Food Bank Keegan Kitchen.
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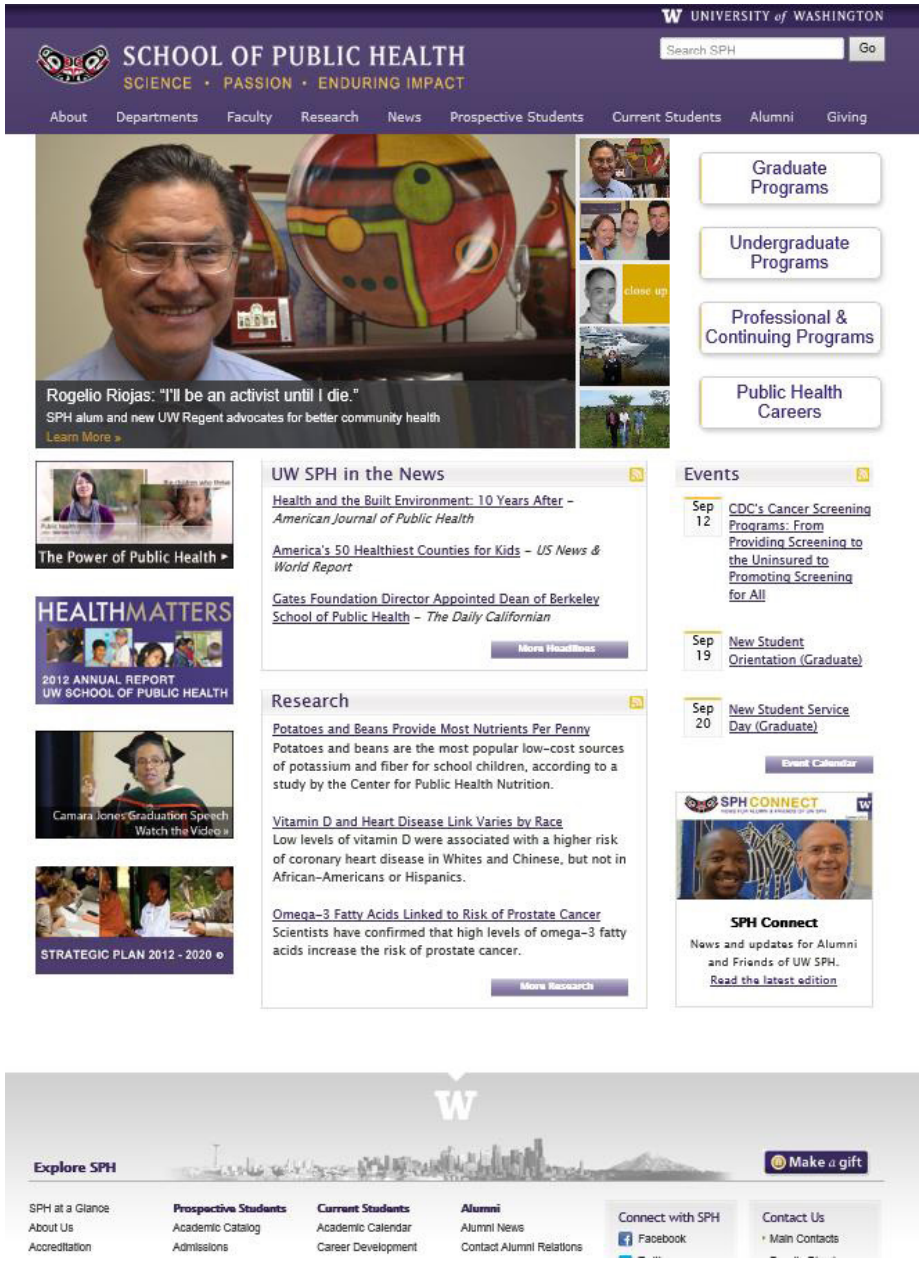
The University of Texas School of Public Health
Like
The University of Texas School of Public Health shared The University of Texas Prevention Research Center's photo.
Do you know any budding film directors or thespians? Our friends at Baylor Teen Health Clinic are sponsoring a video competition for youth. Click on the flyer for more information.
Monday at 2:16pm
The University of Texas School of Public Health
Monday's Fun Fact: The Texas
2,015 people like The University of Texas School of Public Health.
Facebook social plugin
Upcoming Events
view all events
AUG 9 Last class day for 12 wks session
Fri. August 9, 2013
AUG 9 SPH - Clearance forms for expected graduates must be completed
Fri. August 9, 2013
AUG 12 Last Class Day 2nd 6 wks session
Mon. August 12, 2013
AUG 12 Finals for 12 weeks session
Mon. August 12, 2013
AUG 12 SPH - Final submission of all Master CE/MS Thesis, Dissertations, completed forms & all fees paid
Mon. August 12, 2013
QUICKLINKS
CAMPUSES
DIVISIONS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Camara Jones' Graduation Speech
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UW SPH in the News
Health and the Built Environment: 10 Years After – American Journal of Public Health
America's 50 Healthiest Counties for Kids – US News & World Report
Gates Foundation Director Appointed Dean of Berkeley School of Public Health – The Daily Californian
More Headlines
Research
Potatoes and Beans Provide Most Nutrients Per Penny
Potatoes and beans are the most popular low-cost sources of potassium and fiber for school children, according to a study by the Center for Public Health Nutrition.
Vitamin D and Heart Disease Link Varies by Race
Low levels of vitamin D were associated with a higher risk of coronary heart disease in Whites and Chinese, but not in African-Americans or Hispanics.
Omega-3 Fatty Acids Linked to Risk of Prostate Cancer
Scientists have confirmed that high levels of omega-3 fatty acids increase the risk of prostate cancer.
More Research
Events
Sep 12 CDC's Cancer Screening Programs: From Providing Screening to the Uninsured to Promoting Screening for All
Sep 19 New Student Orientation (Graduate)
Sep 20 New Student Service Day (Graduate)
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Some of the proposed website Additions and Tasks are...

WEBSITE ADDITIONS

1. About/Letter from Dean
2. Home
    a. Image Rotator
    b. Enlarged Departments & Programs Dropdowns
    c. Student News
    d. 3 featured items for homepage that are manually added
    e. 3 News stories that are manually added
    f. Grand Rounds
    g. What is Public Health?
    h. Facebook and twitter included in feature
    i. Updates signup
3. Students
    a. Swag
    b. Textbooks
    c. Orientation
    d. discusses 'Student Life'
        i. Registrar, Housing, Dining, Fitness , transportation, Academic Calendar, sustainability, Student Services, Life in Morgantown, Careers, Internships, Billing/What an MPH Costs?
    e. Facebook/LinkedIn registration on page
4. Academics/OPHP
5. Faculty Resources
        i. News Signup for News
6. Calendar/Submit Events
7. Giving
    a. Giving Levels
    b. Make an impact
8. Alumni
    a. Alumni benefits
        i. Alumni Clubs
        ii. Discounts on Professional Education & Laptops
    b. Events &News
    c. Resources/Member Tools – Stay Connected
    d. Board
    e. Giving – Giving Levels, Make an Impact
    f. Association & Distinguished Alum Awards
    g. Facebook/LinkedIn registration on page
9. Research vs. Public Health Professionals
    a. Research are affiliates?
    b. Public Health Professionals new target audience
    c. Faculty Directory
10. News (& Media?) RETHINK
    a. Add Message/Report from the Dean
    b. Signup Popup
    c. Featured story, tweets, connect (social media), world health news
    d. Video section

WVU UR/HSC's Primary Navigation Changes for 2014:

CURRENT NAVIGATION	HSC PROPOSED NAVIGATION
Home	About
About	Academics
Academics	Apply Now
Admissions	Departments
Research	Give
News	News
	Research
Students	
Personnel	*Alumni*
Alumni	*Faculty & Staff*
Affiliates	*Outreach*
	Students

WEBSITE TASKS

1. Department Administrative Assistants maintain HSC Directory profiles
2. Add a bottom-aligned floating toolbar that contains search, Google Translator, social media, Wikipedia, ShareThis and RSS tools (http://wibiya.conduit.com/ | http://newhouse.syr.edu/ or http://sphhp.buffalo.edu/)

WHY IS THIS IMPORTANT?

“When we create without thinking, we become deaf... most clients want to do the right thing, and they don’t know they are doing the wrong thing unless you tell them. You owe it to them to tell them; they hired you to tell them.”

- Mike Monteiro, Author and Design Director for Mule Design Studio

Research

DOCUMENT RESEARCH SOURCES

“Annual Data Report.” The Association of Schools of Public Health. Feb. 12, 2013. Web. <http://www.asph.org/UserFiles/DataReport2010.pdf>

“E-Expectations Reports.” Noel-Levitz. 2013. <https://www.noellevitz.com/papers-research-higher-education/marketing-web-and-technologies/e-expectations-research-reports>

“Frequently Asked Questions.” What is Public Health? Feb. 12, 2013. Web. <http://www.whatispublichealth.org/faqs/index.html#career_faqs1>

“Frequently Asked Questions (FAQs).” Schools of Public Health Application Service. Feb. 12, 2013. Web. <http://www.sophas.org/>

“Reports to CEPH.” Council on Education for Public Health. Feb. 12, 2013. Web. <http://ceph.org/constituents/schools/reports/>

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eduStyle
Google
HEPC
Higheredexperts
Noel-Levitz
Redant
StackOverflow
WC3
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WVUIR

OTHER RESOURCES

http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/

https://vimeo.com/68470326

http://www.w3counter.com/globalstats.php