



WebPac provides a well-designed, time efficient, inexpensive and securely managed website for units within the Faculty of Medicine. Each site is compatible with mobile devices and ensures content can be easily managed. WebPac includes communications support, technical development, training, hosting and maintenance.

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## Benefits

- ✘ Leverage the strength of the University of Toronto brand and, by having a consistent visual identity, create a more positive experience for visitors to your site.
- ✘ Your site will be securely hosted on the Faculty's high availability servers, which means your site will have little to no downtime.
- ✘ The websites have been user tested and are the product of wide consultation with faculty, staff and students.
- ✘ Your site will follow best practices and be AODA compliant.
- ✘ Your site will be responsive and displays well on both large and small screens.
- ✘ You will be able to easily update and manage all the content on your site, including your menus.

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## WebPac Components

Your website is developed in four stages.

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### CONTENT REVIEW AND PLANNING

Initial meeting to review the WebPac features and set a tentative timeline. Content on the current website is reviewed and the site's structure is evaluated.

Time-frame: 1 month

Completed by: Department, division, program, or unit, with OSCER advising

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### WEBSITE BUILD

The website is built and tested, tailoring the site to meet your specific needs.

Time-frame: 2 weeks

Completed by: Discovery Commons

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### TRAINING AND CONTENT MIGRATION

Content is transferred from the old site to the new site. OSCER and Discovery Commons will provide training on Drupal.

Time-frame: 1 month

Completed by: Department, division, program, or unit

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### LAUNCH AND MANAGEMENT

The completed site is thoroughly reviewed and tested prior to launch.

Time-frame: 2 weeks

Completed by: All parties



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## Content Review

Strong content is vital for a successful website. Determining the content requirements of your site, and how it can be best presented, is the foundation on which your site's technical features and design requirements can be considered. In reviewing your content, we recommend you take the following steps:

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### **CONTENT AUDIT**

Document your existing website content and the relationship between the pages. This will identify content that is no longer useful as well as identify any existing gaps. OSCER will guide you on this process.

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### **SITE STRUCTURE**

Using the content audit as a guide, OSCER will work with you to determine how best to organize your content, which will determine the site's menu. A workshop will be available to help you through this process.

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### **CONTENT UPDATE**

The redevelopment of your site is a good opportunity to review and edit the content on your site. OSCER will provide a style guide outlining the best practices when writing for a website and be available for consultation. A workshop will also be available to help you hone your skills.



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## Website Build

Once the content needs have been considered, attention can be turned to the features your site will require. This section outlines the options currently available.

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### DESIGN CUSTOMIZATIONS

The design provides a robust and consistent style throughout the website. The styling of the headers, images, and other visual elements are programed to display consistently across the most common browsers (Internet Explorer, Firefox, Chrome) and are AAODA compliant. By having a common design for Faculty of Medicine websites, we are able to provide a consistent user-experience for our visitors and promote the Faculty's brand. That said, the following design elements can be customized:

× **Logo**

Your logo can be used in the top left location in place of the Faculty of Medicine logo. Should you not have a logo, you can use the Faculty of Medicine logo, with additional details beside the logo as shown here.



UNIVERSITY OF TORONTO  
FACULTY OF MEDICINE

Research and  
International Relations

× **Home Page**

The home page can be configured using a variety of different options, including a rotating banner, a lower feature image & major priorities. OSCER will review these options with you to determine what will best suit your needs.

× **Section Landing Page**

Landing pages are intended to give visitors an overview of a primary section of your site, as defined by your menu (see Education or Research on the Faculty website for an example). The features on the page (see the attached layout) can be reordered or removed according to your requirements.

× **Creation of Forms**

You have the ability to create simple forms for visitors to complete.

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### STANDARD ELEMENTS

The following standard elements are included in the WebPac:

× **Basic Page**

The basic page is an essential building block for your site. Most of the pages will be basic pages. Content on these pages is added using a simple text editor that functions like a simplified version of Microsoft Word and the pages can be organized by site section.

### × News

Each news page can include a feature photo, basic information, (e.g. publish date, author, etc.) and can be linked to an event listing. Like basic pages, news items can be categorized by site sections. *News items can be listed/ viewed on the following pages on your website: Home page (optional), Landing Pages (option with specific classifications) and a main News listing page.*

### × Events

Like the news pages, event pages can include a feature photo, basic information, (e.g. location, contact, speaker.) and can be linked to a news page. Like basic pages, events can be categorized by site sections. *Events can be listed/viewed on the following pages: Home page (optional), Landing Page (option with specific classifications) and a main All Events listing page.*

### × Student Directory

The student directory is divided into a Graduate Student directory and an Undergraduate Student directory. Like the faculty directory, they will be listed alphabetically by last name, and include a link to a full profile, a photo, and a summary of information. Clicking on the student's name will open their profile page, which can include additional information such as research focus.

### × Faculty Directory

The faculty directory is an alphabetical list of your faculty members. The listing will show 20 profiles per page. Each listing will have a profile photo, contact information, and basic demographic data (rank, division, research area, hospital affiliation). Website visitors can search by last name, as well as on division, rank, research area, and if they are accepting graduate students. Clicking on a faculty member's name will bring up the full profile including additional information as provided by the department. Discovery Commons will import basic faculty directory information (e.g. first name, last name, email) if provided. *Please note that Discovery Commons will execute one import. Additional imports are subject to additional charges. The import file will need to be in the specified format and encoding (UTF-8) and as some characters may not import properly into the directory, you will be responsible for making any necessary adjustments to the content once imported.*

### × Staff Directory

Like the faculty directory it is an alphabetically sorted list of staff. Staff profiles will show contact information, but not photos. The listings will display 20 profiles per page.

### × Image slideshows

A series of photos can be uploaded with captions and can be added to any basic page.

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### OTHER FEATURES

- × Search
- × Youtube video embedding
- × Social media sharing
- × Twitter feed
- × Google Analytics tracking for your site
- × Site Map
- × Responsive theme that works on desktops, tablets, and phones
- × Browser compatibility with IE (8, 9, 10, and 11), Firefox, and Chrome
- × Management of your website menu
- × Adding/change images in the rotating banner on your homepage
- × Optional moderation workflow for adding content to the site
- × Microsoft Word style text editors that will make adding your content easy. Also called What You See is What You Get (WYSIWYG) Editing.
- × Frequently Asked Questions (FAQs)



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## Training and Content Migration

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### TRAINING

Discovery Commons and OSCER will be hosting regularly scheduled training sessions to on how to use your new website. You will need to register in advance for sessions, as seating will be limited. You are welcome to sign up for as many sessions as you wish, and you can bring any number of users (assuming space is available). Should there be any changeover in the staff managing the sites content they will have full access to the training sessions.

**Training sessions will include:** How to structure your site, writing for the web and Drupal user training

### CONTENT MIGRATION

After you complete the training, you will be given access to the development version of your site so you can add and manage content. The development version of your site allows you to work on adding content without the site being available to the general public. When the site is ready to be launched, you simply provide your approval, and we will make the site live to the general public.

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## Launch and Site Management

The Departmental WebPac is built and managed on the Drupal framework. The package is managed on a common set of modules and features that is maintained by Discovery Commons to provide the most effective package at the lowest possible cost.

The following items represent the ongoing maintenance managed by Discovery Commons:

- × **Application updates**

Working in conjunction with you and OSCER, Discovery Commons will work to implement additional features that will benefit all departments who choose to adopt the Departmental WebPac. In addition to future development, Discovery Commons is responsible for ensuring the Drupal application framework is secure and up to date.

- × **Backups**

Backups are managed and tested by Discovery Commons to minimize the risk of data loss.

- × **Hosting**

The Departmental Package is hosted in a secure data centre operated by the University's Enterprise Infrastructure Solutions group. The servers within the data centre are managed by Discovery Commons, which is responsible for regular updates to the server (e.g. operating system patches, anti virus updates).

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### CONTENT MANAGEMENT

The content on your site will be fully managed by you and your team. You will be able to update any page on your site and manage your menu easily.



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## Cost

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### STARTUP COST

The one time set up cost for the Departmental WebPac is \$3,425. You can request additional features or customizations over and above what is available within the feature list, but these requests will be evaluated on a case by case basis to determine if it will impact the long term maintainability of the websites. If we believe the additional features or customizations are viable, Discovery Commons will provide an additional estimate (at \$75 per hour) for your approval.

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### ONGOING COST

The ongoing cost for the package is \$1,150 per year which covers the application updates, backups and hosting.

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### ONGOING SUPPORT

Once your site is launched and sign off provided any issues with the site you can submit a email ticket to [discovery.common@utoronto.ca](mailto:discovery.common@utoronto.ca) or contact Roberta Brown at [Roberta.brown@utoronto.ca](mailto:Roberta.brown@utoronto.ca) or 416-978-1461. Work that is done on your site post launch will be billed on a cost recovery rate of \$75 per/hr.

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## Get Started

If you would like to use WebPac for your site contact:

### Roberta Brown

Digital Communications Strategist  
Office of Strategy, Communications, and  
External Relations  
Faculty of Medicine  
[roberta.brown@utoronto.ca](mailto:roberta.brown@utoronto.ca)  
416-978-1461