

Telling the Harvard Chan story

September 2023



Partnering with departments





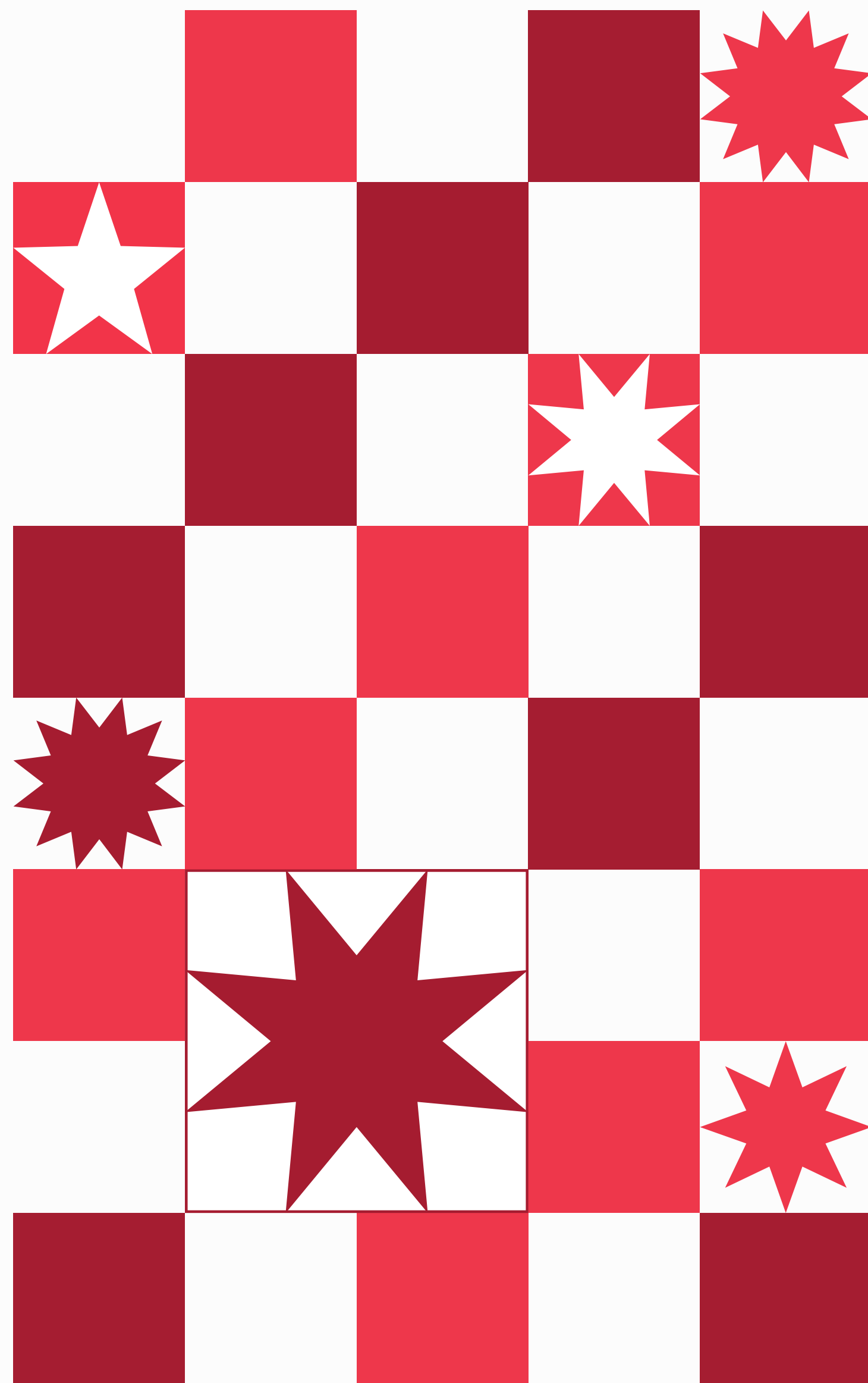
We want to help you tell your story!

- News and features
- Student, faculty, staff profiles
- Social media stories
- Video shorts

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HARVARD CHAN COMMUNITY *** DAY OF SERVICE ***

OCTOBER 2, 2023



Sign up for a
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HARVARD T.H. CHAN
SCHOOL OF PUBLIC HEALTH

Mission, vision & values



Mission

The overarching mission of the Harvard T.H. Chan School of Public Health is to advance the public's health through learning, discovery, and communication.

To pursue this mission the School produces knowledge through research, reproduces knowledge through higher education, and translates knowledge into evidence that can be communicated to the public, policymakers, and practitioners to advance the health of populations



Harvard Chan Core Values

Core values, concepts, and principles of the Harvard T.H. Chan School of Public Health

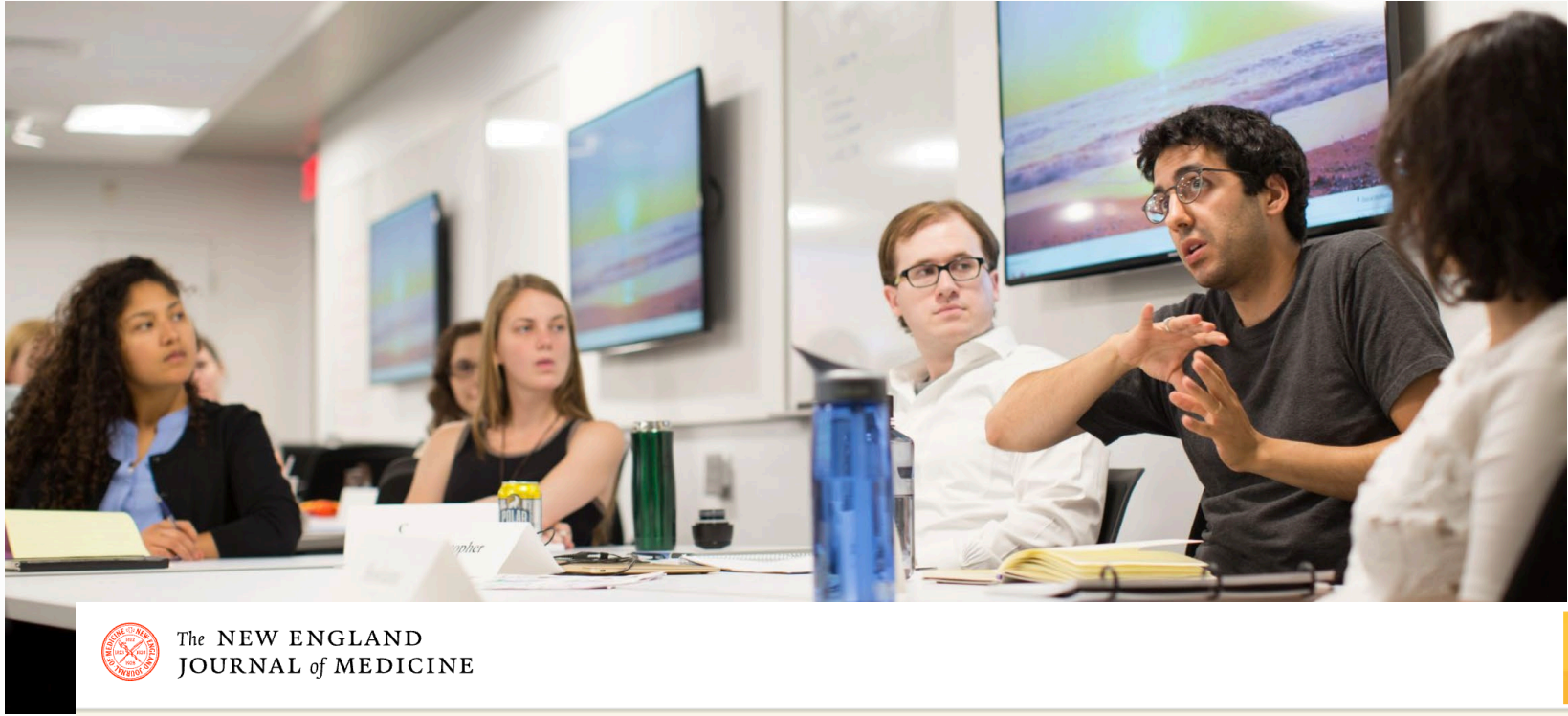
- Health is a fundamental right of every human being.
- Public health has the responsibility to improve and protect the health of all populations, especially the most vulnerable of these—children, the elderly, the poor, and the underserved.
- Public health must emphasize prevention and embrace collective, multifaceted action to respond to emerging challenges to health practitioners and researchers; it must investigate disease determinants and risks, improve health care quality and delivery, and influence policy.
- Institutions of public health should provide information that promotes health in populations and empowers individuals to make sound health decisions.
- The educational and research agenda of a public health institution must transcend local and national boundaries—health is a global concern.
- A public health institution should support the ideal of service in all its aspects—research, teaching, community involvement, and communication.
- All members of a public health institution should respect the highest principles of scientific and academic conduct, foster open inquiry, and honor individual rights.



Messaging exploration

- In-depth interviews and brainstorming sessions with hundreds of stakeholders, including
 - Department chairs
 - Faculty
 - Staff
 - Alumni
 - Students
 - Donors
- Landscape audit of competitor messaging





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ORIGINAL ARTICLE FREE PREVIEW

Dolutegravir in Pregnancy as Compared with Current HIV Regimens in the United States

Kunjal Patel, D.Sc., Yanling Huo, M.S., Jennifer Jao, M.D., Kathleen M. Powis, M.D., Paige L. Williams, Ph.D., Deborah Kacanek, Sc.D., Lynn M. Yee, M.D., Ellen G. Chadwick, M.D., Stephanie Shiau, Ph.D., Denise L. Jacobson, Ph.D., Sean S. Brummel, Ph.D., Leila Sultan-Beyer, M.D., et al., for the Pediatric HIV/AIDS Cohort Study and the Swiss Mother and Child HIV Cohort Study



OPINION > WHITE HOUSE

The five bold actions needed from the White House food summit

BY FRANK HU, WALTER WILLETT AND LILIAN CHEUNG, OPINION CONTRIBUTORS - 09/22/22 2:00



HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH

OUR VISION

**Health, dignity, and justice for
every human being.**



OUR MISSION

The Harvard T.H. Chan School of Public Health works to improve health and promote equity so all people can thrive.

Together, we:

DISCOVER | Research drivers of health, disease, and inequity and develop powerful solutions.

TEACH | Train creative leaders to identify, analyze, and tackle challenges to population health.

ENGAGE | Collaborate with policy makers, practitioners, and the public to drive meaningful change.



PRINCIPLES OF CITIZENSHIP

RESPECT

We respect the dignity and worth of every human being. We work hard to build a [culture of inclusivity](#), where all people feel welcomed as their authentic selves, valued for their unique contributions to our community and our mission, and supported in their personal and professional growth.

INTEGRITY

We uphold the highest standards of scientific, academic, and personal integrity. We recognize that our words and actions have impact, and we strive to hold ourselves and one another accountable for making our contributions positive, in the workplace and beyond. When we fall short, we acknowledge and seek to learn from our missteps.

COLLEGIALITY

We aspire to make the School kind and supportive for every member of our community. We assume good intentions. We seek meaningful collaboration. We value the [free exchange of ideas](#), and we actively seek to learn from those with different perspectives and experiences.

PURPOSE

We take pride in [our mission](#) to improve health and promote equity so all people can thrive. Whatever our title or role, we can each contribute meaningfully to this mission.

COMMITMENT

We understand that building a healthier and more sustainable world will require thoughtful strategies and strong partnerships built on a commitment to listen and learn, especially from those who have long been marginalized. We won't get everything right. We will keep trying. Together, we will drive change.



Website overhaul



Our goal!

BEFORE



AFTER



Discovery process

- ✓ Content audit
- ✓ Navigation & user experience audit
- ✓ Peer institution audit
- ✓ HSPH focus groups
- ✓ User survey
- ✓ Governance survey
- ✓ Content editor survey
- ✓ 1:1 site usage observations



Internal web project team:
Comms & IT

Internal governance committee:
Comms, IT, Dean's Office, ODAR, OED, OFA, ORSD



Pain points

- Incredibly confusing navigation
- Way too much text
- Mash-up of internal and external content
- Failure to optimize content for search engines
- Poor branding



Poor user experience

- 2,351 broken links
- 5,600 images missing alt text
- 38,000 missing meta descriptions
- 58% of faculty websites have not been updated in at least three years
- Numerous misspellings, repetitive passages, impenetrable acronyms, and directional prompts (“click here”) that don’t meet accessibility standards



Next steps

- Selecting firm for design & development
- Identifying content to move to intranet
- Assessing next steps for each sub-site
- Developing new content: Text, photos, videos

