

# Cascade Lab Site Content Requirements

The lab owner must review their content and prepare it to move it into the Cascade lab site template prior to getting on the Feinberg Web Team's production queue. Content should be accurate, up-to-date and complete, as well as appropriate for the basic lab template content structure.

Please send the following to [medweb@northwestern.edu](mailto:medweb@northwestern.edu) when ready along with any additional content you'd like to see represented and notes on where you see it fitting within the site structure. We will review your submission and get back to you with any questions and a potential timeline.

## Home

This page offers a brief overview of the lab purpose, links to related information, etc. Content components include:

- Any images you'd like use to try to include (highest resolution available preferred; sized a minimum of 550x310px)
- Lab tagline (sentence fragment; for example: "Improving healthcare through the development and application of innovative measurement")
- Introduction: Brief description of lab's purpose; lab mission
- Principal investigator feature: Headshot (sized 550x310 preferred), name, title, link to faculty profile
- Links to individual pages – Lab Members, Research, Publications, Contact Us
- Quick Links:
  - [Feinberg Research](#)
  - [Northwestern University Research](#)
  - Department site of which the lab's lead investigator belongs
  - Links to external sites related to the work
- Twitter feed for PI/lab (if active, posting at least a few times a week) – please send Twitter handle

## Lab Members

This page provides a list of team members and their individual contact information. Content components include:

- Intro copy (suggested): Meet the XXX Lab team members. We welcome requests for information about our work and collaboration opportunities.
- Team Members: List of lab members, broken out by position (Principal Investigator, Postdoctoral Fellows, Research Associates, Technical Staff, etc.)
  - Information included: Name, position, link to faculty profile (as relevant), contact information (phone and email if desired)
  - **If you would like to include headshots, please send jpg files, sized 310x310px, labeled with the lab member's last name.**

## Research

This page is an opportunity for labs to provide more detail about the purpose of the lab and recent work. Content components may include:

- Background information: Introductory text, perhaps referring to the lab's history, methodologies, facilities/tools used
- Current Projects: Titles and brief descriptions

## Publications

We will set up a PubMed feed that is autorefreshed frequently. Please provide a list of the PubMed author listing (example: Kaat AJ) for each investigator whose work you would like included.

## Contact Us

This page has the lab's general contact information and information on available positions. Content components include:

- Introduction (suggested): The XXX Lab welcomes your questions and comments. For general feedback and inquiries, please contact us for more information via our office information below.
- General lab information: Phone number and email address, full street address
- Available Positions (if relevant): Types of positions, needed documentation and credentials, contact information