Facility Directors Content Guide

- Core Facility Content Guide
- Quarterly Article Content Guide

Core Facility Content Guide

Justification

In order to standardize available information and make it easier for existing and potential users to navigate the services available at the University of Utah the Health Science Core Facilities group maintains the main cores website. While individual facilities are encouraged to maintain their own web presence if desired the cores administration has establish a baseline set of content to be generated and maintained by the facility managers.

> For facilities who maintain extensive customized websites regarding their operations, facilities and procedures we will be offering the option to link directly to your existing sites as a prominent button/link at the top of your page or linking directly to your site from our navigation menu. Please reach out to cores administration (James Cox/Brenda Smith) so we can address your specific situation as needed.

Required Sections

Facility Splash Banner

Facilities are responsible for working with the administrative office to produce or identify a representative graphic or image to be used as a banner/splash image. This image should be either an image of the facility location or a representation of the work performed by the facility.

Facility Overview / Description

Facilities are responsible for providing a 1-4 paragraph description of the facility and the general services / activities that it provides and/or supports. This copy should succinctly explain to users a short history of the facility and it's purpose. This overview should NOT include extensive details regarding specific processes or instructions for use or training

Facilities may additionally provide a short 1-2 sentence "blurb" to be used on space constrained lists/spaces to describe the focus of the facility. Facilities that do not provide this blurb will be listed by title only in such spaces.

Facility Rates and Services List

Facility managers will provide in the following format a list of all services regularly provided by their facility:

1. Service / Instrument Name
2. Internal Cost Basis
3. External Commercial Rate

In addition facilities will provide their current Facilities and Administration Multiplier/Rate (F/A Rate) which will be used in conjunction with the Internal Cost Basis to establish the External Educational/Academic Rate.

> Facilities that use the Cores Resource Management System will default to having this information provided automatically by the resource system. If a facility opts to maintain their service lists manually it will be the facilities responsibility to provide updated rates list to the website administrators on a regular basis (annually at minimum).

Hero Instruments (Optional)

Facility Managers can, at their discretion, identify instruments that are particularly representative of their facilities to feature as "Hero" instruments above the master services list for their facility. Instruments to be featured as such will need to have a professional looking image of the instrument, a description of the services the instrument provides, and the location of the instrument in addition to the general instrument information listed above. No more than 10 hero instruments should be identified for each facility.

Training Documents / Facility Use Instructions

Facility managers are responsible for providing access to the instructions necessary for the use of their instrumentation. This documentation can be provided in the following formats:

- URL's to a facility managed document set for each instrument. If providing URL's it is responsibility of the facility to maintain the documentation and ensure it's availability.
- Full content of the training documents for inclusion in the main cores documentation repository (this site)
- (Optional and Discouraged) PDF's of any applicable documentation for serving from the main cores website

> Facility managers may request access to the Cores Bookstack server (this website) for the writing and storage of their documentation. Access requests can be sent to Elliot Francis at e.francis@utah.edu

Contact Information

Facilities will provide the following for all staff including facility directors:

- A high resolution professional quality photo of the individual in appropriate business attire.

> Staff who did not have a picture taken at the cores annual retreat will be required to get a photo taken at the Marriott Library to be sent to the cores admin office for use on the website.
>
> Staff may provide their own photos provided that the photo is well lit with the subject in business attire against a neutral color solid background and of sufficiently high resolution as to be usable for the website. Minimum acceptable resolution is 1500x2100 pixels. Photos should be in straight on portrait format.

The cores will provide based on university records:

- Full name
- Position Title
- A "Contact Me" button to the directory page for that individual on the people.utah.edu website.

> The Cores Administration office will be providing a photographer at the Cores Annual Retreat to take updated photos of staff/faculty. Please contact the cores admin office for more information.

Recent published/cited research publications and/or media mentions

Facilities will provide NIH formatted citations for all publications from the preceding fiscal year and 5 major historical citations to be featured at the top of the citations page.

Optional Sections

Media / Image Gallery

Where applicable facilities may provide imagery or other media for inclusion. Images will be displayed in a scrolling grid format and should represent research output or notable facility attributes.

Quarterly Article Content Guide

FY 2027 Quarterly Content Deadlines

Q2 - 2nd Wednesday in September (Sept 9th , 2026)

Q3 - 2nd Wednesday in December (Dec 9th, 2026)

Q4 - 2nd Wednesday in March (March 10th, 2027)

Q1 - 2nd Wednesday in June (June 9th, 2027)

University of Utah Health Science Core Facilities Quarterly Content Submission Form

Search rankings on all major search engines are heavily affected by how recent a site's latest content was posted. We are planning to collect 1 article from each facility and space them across a given quarter. This should provide sufficient content for approximately 2 articles per week over a given quarter to help maintain our visibility and to prevent any one article/facility from getting lost in a mass dump.
Facility managers are encouraged to delegate production of these articles to staff where appropriate. The cores IT staff will be responsible for formatting/managing these articles and their publishing dates.
The minimum criteria for the quarterly content update is as follows:

1. The update should be 2-4 paragraphs in length and are encouraged to include one or more of the following topics:
   a. Capability expansions (New instruments, updated procedures or processes, etc.)
   b. Featured active projects (Progress updates on active projects, recent breakthroughs or user tips, subject to project PI approval where applicable)
   c. Staffing changes and staff highlights/attributions. (Highlights should focus on staff abilities or work rather than personal profiles. Profile pieces to highlight individual staff members may be used when new staff joins a facility or for one update a year when if no other content is available)
2. Where available and relevant new photos of work or projects may be provided to be included. If no photos are available, we will work with you to create or take a facility header photo that we can use by default.
3. Deadlines for new content will be as follows :
   a. Q2 - **2nd Wednesday in September (Sept 9th , 2026)**
   b. Q3 - **2nd Wednesday in December (Dec 9th, 2026)**
   c. Q4 - **2nd Wednesday in March (March 10th, 2027)**
   d. Q1 - **2nd Wednesday in June (June 9th, 2027)**
4. Submissions for this first year should be submitted to the following Microsoft Form:

University of Utah Health Science Core Facilities Quarterly Content Submission Form – Fill out form