

/ CONTENT STRATEGY PLAYBOOK

APRIL 2021

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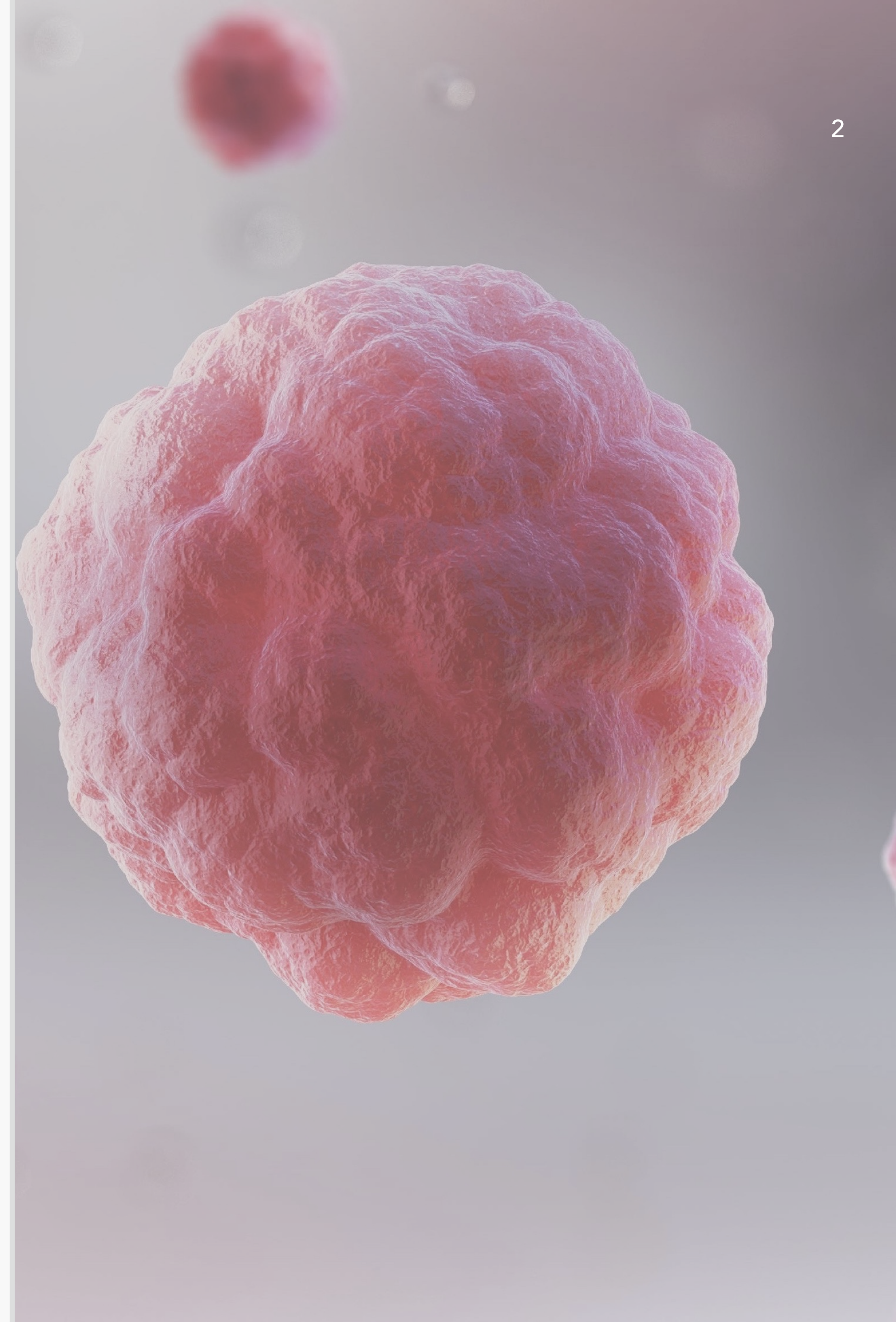
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/ PURPOSE & OBJECTIVE

/ PURPOSE

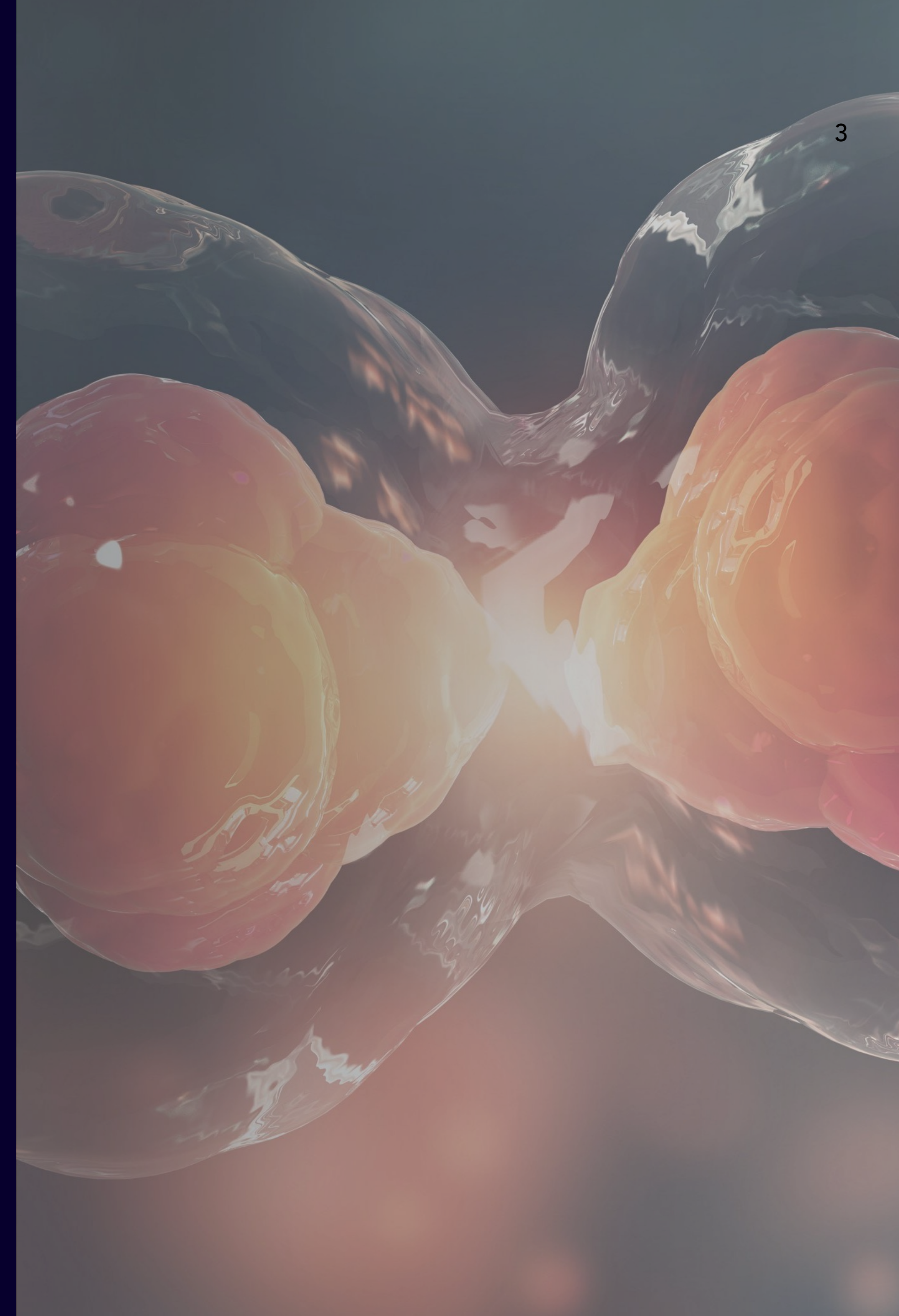
The purpose of this document is to establish page-level content strategies that inform the flow of content of each page type. It includes general guidance around usage, style, and voice and tone, as well as page- and component-specific guidance for authoring content. Use this guide as a writing reference for the new templates in conjunction with the Style Guide and St. Jude Brand Guidelines.

/ OBJECTIVE

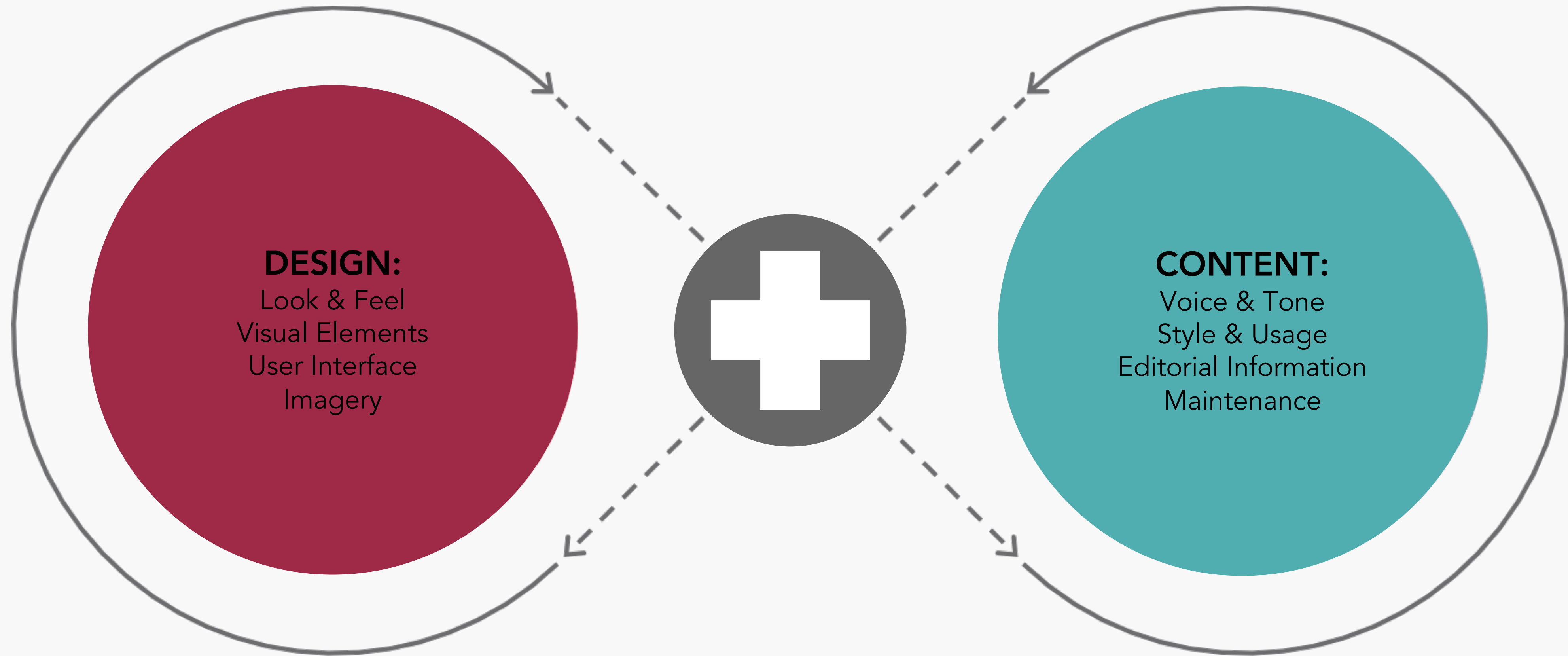
The objective is to ensure consistent presentation and standards across the experience to help ensure the integrity of the design and to keep a consistent voice and style for each set of pages.

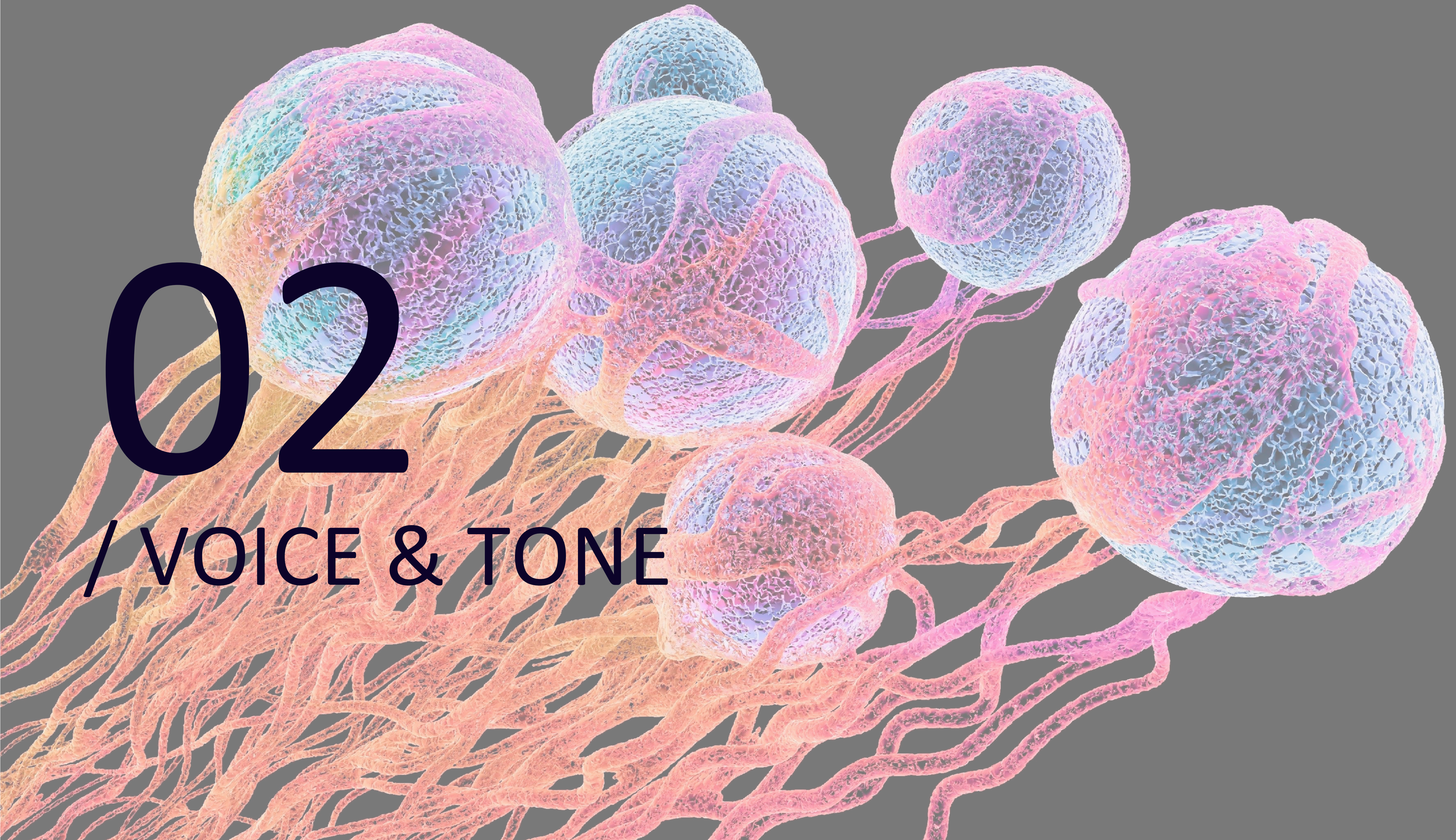
/ DELIVERABLE

This Content Strategy Playbook.



/ ST. JUDE BRAND PERSONALITY





02

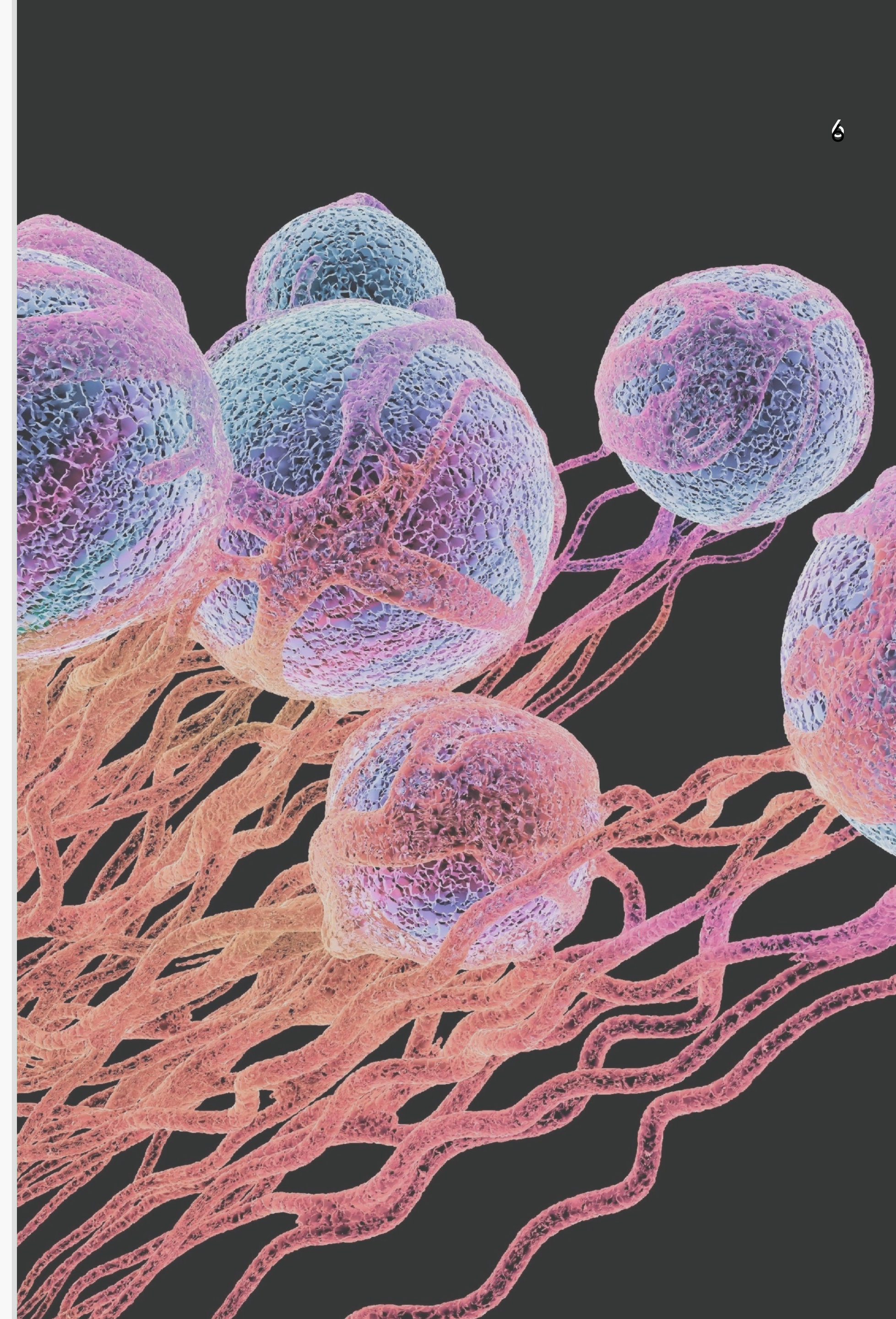
/ VOICE & TONE

/ VOICE & TONE

Voice is a balancing act that simultaneously positions St. Jude within a larger spectrum that our audiences will experience digitally.

Voice is how St. Jude speaks to its audiences. Tone is how it feels. Taken together, they are an expression of the St. Jude brand personality.

The accompanying experience filter and voice scale is a way of thinking about the process by positioning brand personality attributes between opposing, but valid, options.



/ VOICE EXPERIENCE FILTER

St. Jude Children's Research Hospital needs a brand personality and voice that appeals not only the intellect of our audiences, but also, given the mission of St. Jude and the nature of the results that our research drives, it also needs to appeal to their emotion.

WHAT

The St. Jude Children's Research Hospital Voice and Brand Experience

WHY

To advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment.

HOW

Create a voice & tone that our audiences can relate to through these lenses

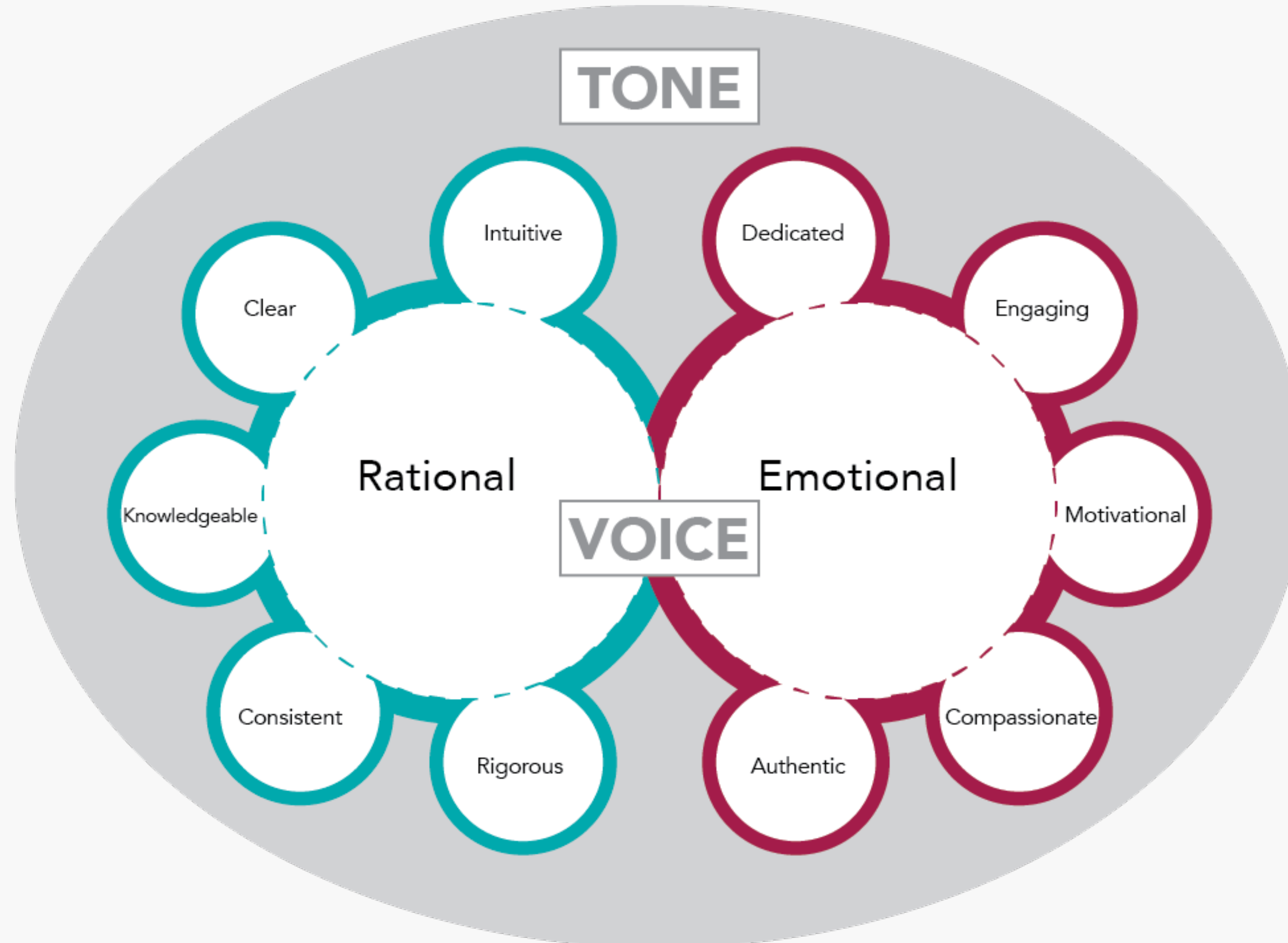
Appealing to the spirit of scientific inquiry, research and rationality. Embracing the science necessary to achieve results

Recognizing that this is a fundamentally human endeavor that affects real people is a very personal and heartfelt way

Rational

Emotional

/ ST. JUDE RESEARCH VOICE & TONE VISUALIZED



/ VOICE SCALE

Not Here	St. Jude Research Voice & Tone	Not Here
Certain Stiff Firm Involved Uniform	RATIONAL Knowledgeable Rigorous Intuitive Clear Consistent	Wise Pliable Easy Simple Unorthodox
Remote Singular Predisposed Sympathetic Removed	EMOTIONAL Authentic Engaging Motivational Compassionate Dedicated	Carefree Distant Exhorting Commiserative Zealous

/ EXAMPLE: BEFORE AND AFTER

To show an example of the voice & tone in action, we took some live content from the research site and applied not only the voice & tone, but also the general guidelines for digital writing (see appendix below) to show a before and after view of what content could be on the site.

The example chosen was drawn from the UX designs that have already been reviewed to make it familiar. In this case, we used the opening of the research section from the Bikoff lab.

- We broke the paragraphs up into more scannable portions to make it more **clear** and **engaging**
- We tightened the language to make it more **authentic** and **knowledgeable**
- These, taken together, also make the content more **intuitive** and **consistent**

/ EXAMPLE

BEFORE

The circuits directly tasked with controlling limb movement are located in the spinal cord, where diverse collections of interneurons receive input from sensory and descending systems to control motor neuron firing. Despite their critical role in influencing movement, we know little about the functional organization of these interneurons and how they govern precise patterns of motor output. Our work takes advantage of the genetic accessibility of mice to dissect the identity and circuitry of spinal interneurons, with the goal of understanding how they interact with sensory input and descending systems in the brain to control movement. The lab focuses on three general research questions:

I. Cell-type diversity in the nervous system

Understanding the functional organization of the nervous system relies in part on defining the diversity and identity of neuronal cell types that form the building blocks of neural circuits. Our prior work has focused on the cardinal class of spinal V1 interneurons, which are the largest inhibitory population in the ventral spinal cord, and are known to play key roles in coordinating flexion/extension movement and regulating locomotor speed. We found that the V1 class contains dozens of candidate cell types that differ in their molecular identity, position, and physiology. In ongoing work, we are employing single-cell genomic and computational approaches to further define the identity and gene regulatory networks that specify these different interneuron cell types.

AFTER

The circuits that control limb movement are in the spinal cord, where diverse collections of interneurons receive sensory and descending system input to control motor neuron firing. Despite their critical role, we know little about the organization how they govern precise patterns of motor output.

Our work takes advantage of the genetic accessibility of mice to dissect the identity and circuitry of spinal interneurons. Our goal is to understand how they interact with sensory input and descending systems in the brain to control movement.


The lab focuses on three general research questions:

I. Cell-type diversity in the nervous system

Understanding the functional organization of the nervous system relies on defining the neuronal cell types that are the building blocks of neural circuits.

We have focused on the cardinal class of spinal V1 interneurons—the largest inhibitory population in the ventral spinal cord. These play key roles in coordinating flexion/extension movement and regulating locomotor speed.

We found that the V1 class contains dozens of candidate cell types that differ in their molecular identity, position, and physiology. Now, we are employing single-cell genomic and computational approaches to further define the identity and gene regulatory networks that specify these different interneuron cell types.



03

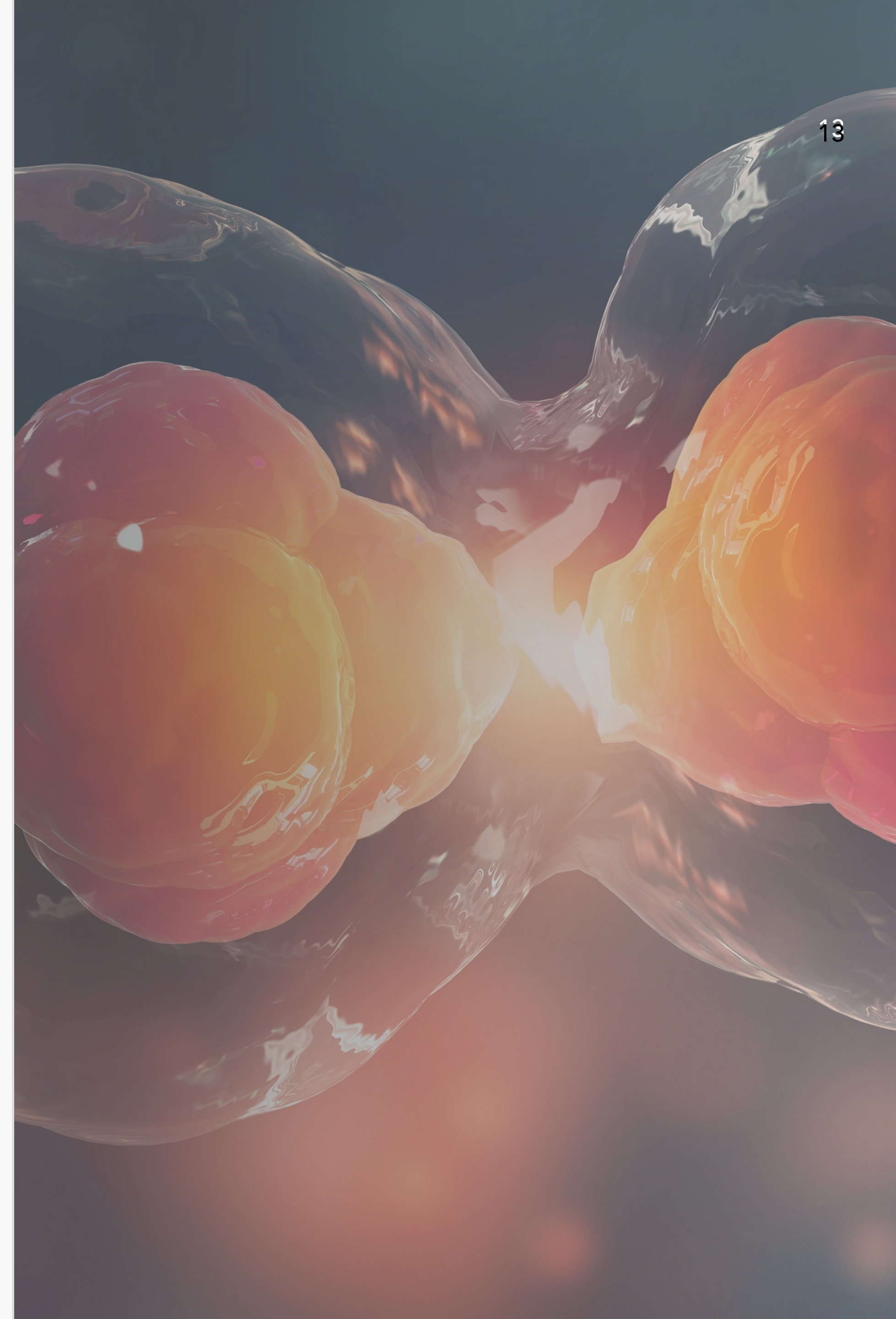
/ GENERAL GUIDELINES

/ TEMPLATE FLEXIBILITY

Within each template or page type, there is some flexibility to re-order components on the page subject to governance.

However, certain rules should always apply:

- The header should always appear at the top of any given page
- The footer navigation should always appear at the bottom of the page
- Any Hero Image and message or Hero Video should be the first thing on the body of the page
- The Hero should be followed by any overview information (e.g., Lab Overview)
- Within the body of the page after these components, certain flexibility can be introduced subject to governance and approvals



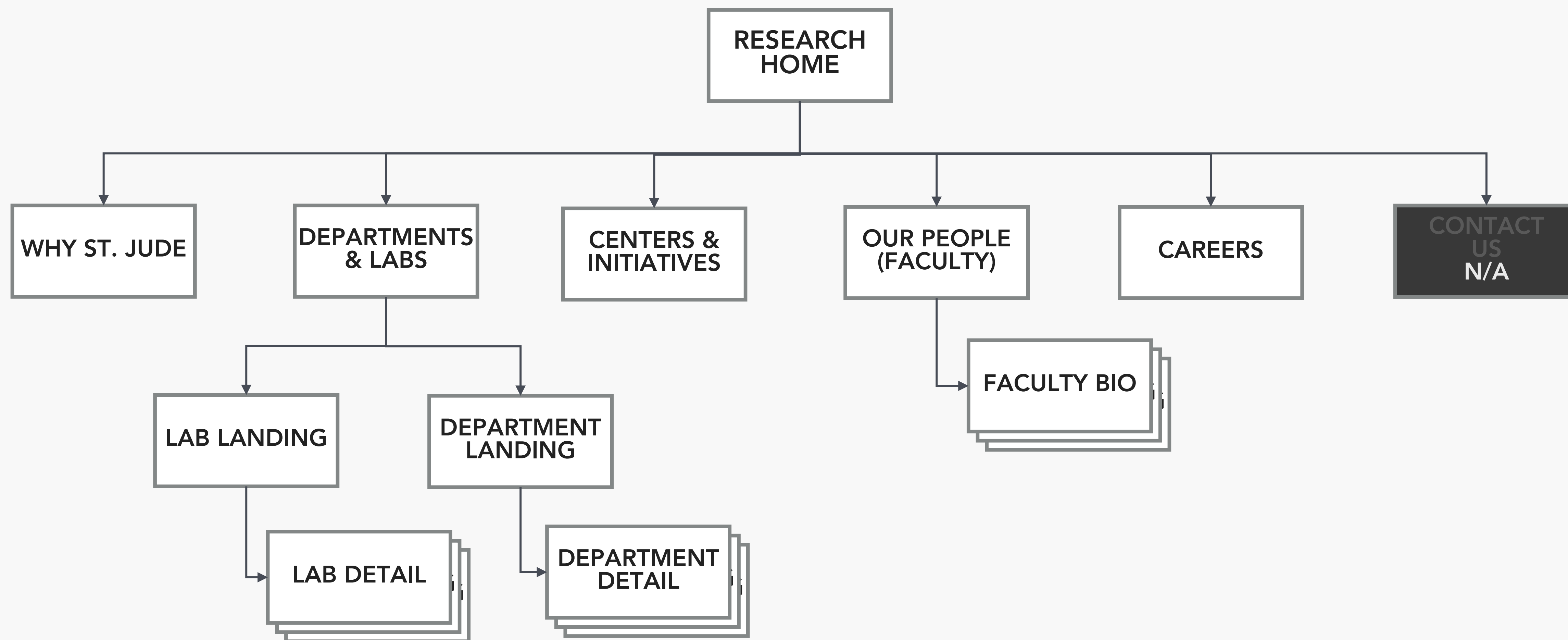
/ GENERAL USAGE GUIDELINES

1. Imagery: Resolution and Styling should be determined in collaboration and design
2. Adhere to the St. Jude Voice & Tone
3. Enter the appropriate page-level metadata (i.e., page title [<100 cc], meta description [<200 cc], keywords [<200 cc], and H1 [<50] cc)
4. Be concise where possible. Long sentences make consumption of copy more difficult for our audiences
5. Use the inverted pyramid when writing. Start with a high level of detail and add additional details further down the page or link to additional details on a subpage
6. Use clear language. Clear language is simple language. Break large text up into smaller paragraphs to make the copy more consumable
7. Write energetically. Use the active voice where possible
8. Write scannable content. Use bulleted or numbered lists where to make copy more scannable and consumable
9. Be personal. Use pronouns where possible rather than repeating the lab or institution name again and again to make the content more relevant
10. Strive for a Standard or Fairly Difficult Flesch Kincaid Reading Ease score (currently the pages range from Very Easy to Very Difficult). The audience is technical and knowledgeable, but those reading scores will make the copy more easily consumed
11. Provide clear calls to action so that the user will know where a particular CTA link leads

04

/ PAGE-LEVEL CONTENT
STRATEGIES

/ SITE MAP GROUNDING



Note: this representation doesn't necessarily outline navigation. It is merely meant to show page hierarchy



/HOMEPAGE

/ HOMEPAGE

WHAT IT IS

The St. Jude Children’s Research Hospital homepage will act as the welcome to the Research digital experience. It should provide a clear overview of the Research Hospital and its mission, while allowing users quick links and avenues to important content throughout the experience.

FEATURES

- Video introduction to St. Jude Children’s Research Hospital
- Ability to quickly locate a particular lab
- High-level overview of the St. Jude value proposition to researchers and other audiences
- Research opportunities overview
- Introduction to Memphis as a potential home

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging

CHANNELS



AUDIENCES General Public, Pls, Senior Researchers. Junior Researchers

MVP CONSIDERATIONS

Video Introduction	—	<div></div>	<div></div>	<div></div>	+
Find a Lab	—	<div></div>	<div></div>	<div></div>	+
St. Jude Value Prop	—	<div></div>	<div></div>	<div></div>	+
Research Opportunities	—	<div></div>	<div></div>	<div></div>	+
About Memphis	—	<div></div>	<div></div>	<div></div>	+

FUTURE CONSIDERATIONS

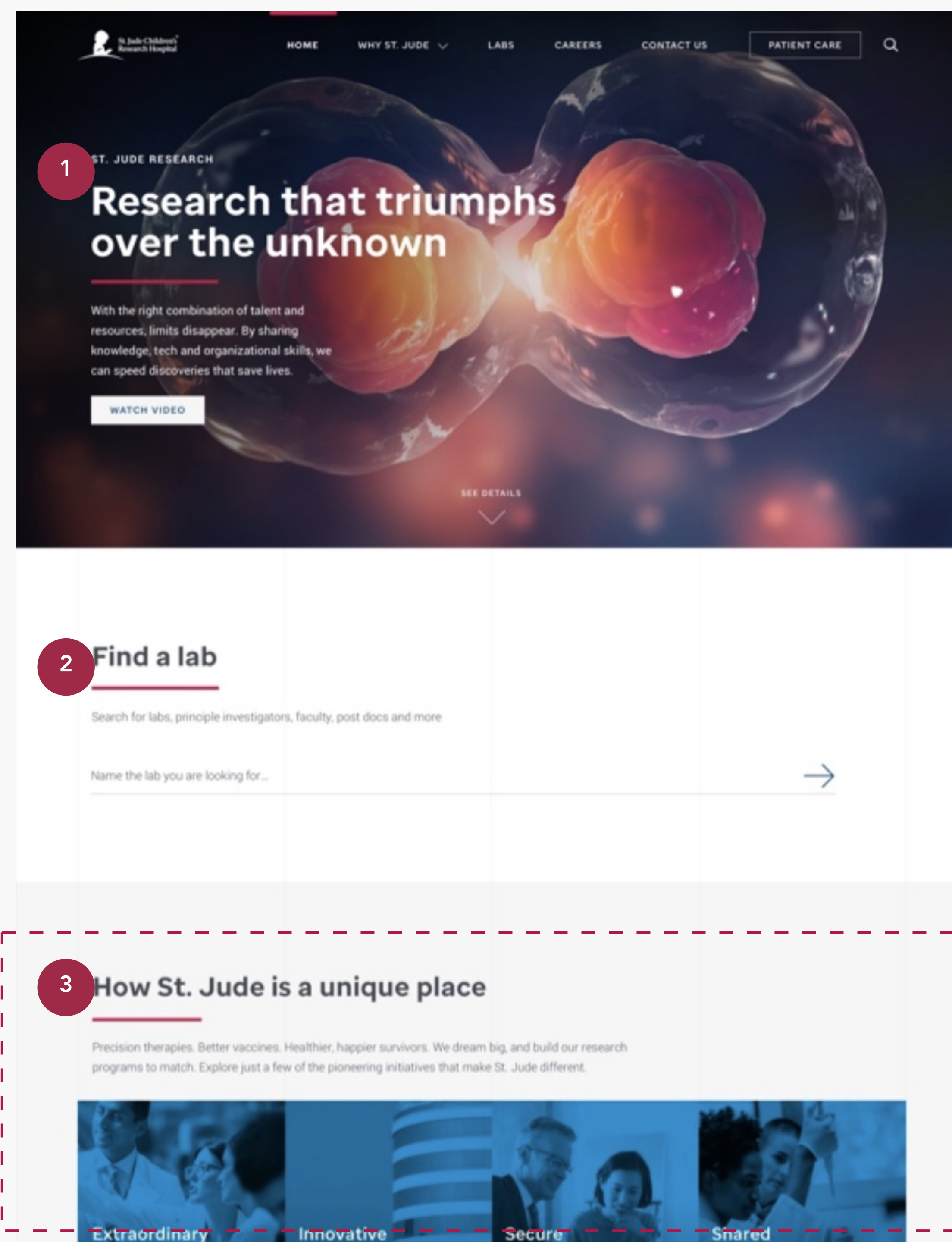
Feature Research(ers)	—	<div></div>	<div></div>	<div></div>	+
St. Jude News Highlights	—	<div></div>	<div></div>	<div></div>	+
Regional Content Info	—	<div></div>	<div></div>	<div></div>	+
Department & Divisions	—	<div></div>	<div></div>	<div></div>	+

/ STORY PRIORITY GUIDE

- 1 Hero: Video/Animation Welcome and Explainer
- 2 Find a Lab
- 3 Unique Value Proposition Component
- 4 Careers Component
- 5 Facilities Component

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens>



/ STORY PRIORITY GUIDE

- 1 Hero: Video Welcome and Explainer
- 2 Find a Lab
- 3 Unique Value Proposition Component
- 4 Careers Component
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Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens>

4 Careers & training at St. Jude

St. Jude investigators have the freedom to focus on making big discoveries, backed by extraordinary resources and support teams.

CAREER OPENINGS



5 State of the art facilities

Our facilities are one of the many things that help us stand apart from other research institutes. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

St. Jude Research

Why St. Jude?

Our Technology
Secure Funding
Collaboration
Living in Memphis

Contact Us

262 Danny Thomas Place
Memphis, TN 38105
555.555.5555
general.research@stjude.org

Join our mailing list

Enter your email for updates →

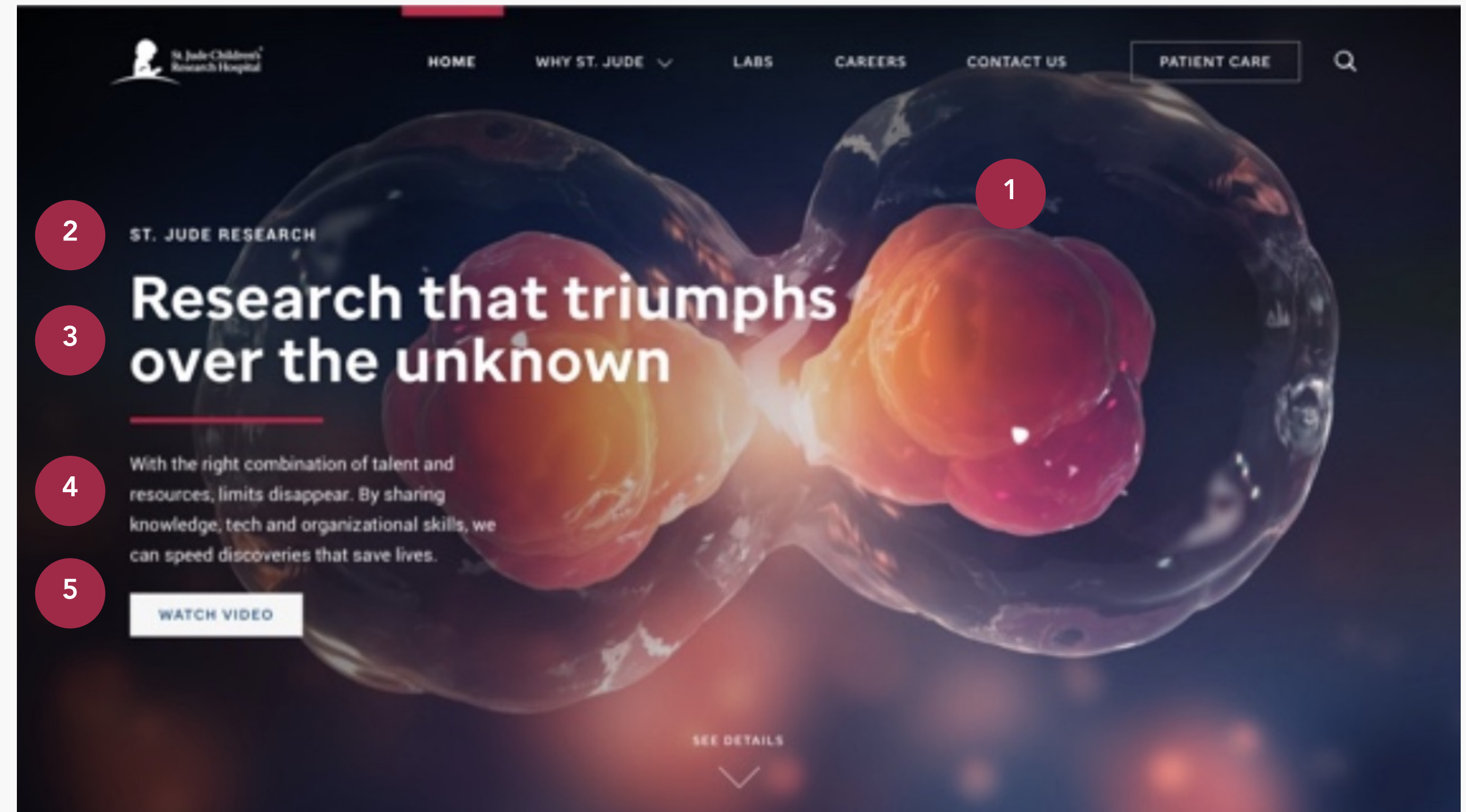
Follow Us

Lorem ipsum dolor sit amet St. Jude Research Hospital

PATIENT CARE

1. / HOMEPAGE: HERO

- 1 Introduction image (video/animation optional) should provide an overview of St. Jude Research. Users can scroll to see animation with a maximum of 2 images with associated text. Any video should strive to be 2 minutes or less
- 2 Pre-title (i.e., St. Jude Research Hospital) should be written in all caps, with a maximum character count of 65 characters
- 3 Title should be written in sentence case with a maximum character count of 55 characters (maximum of 2 lines)
- 4 Optional description should be written in sentence case with a maximum character count of 200 characters in 4 lines
- 5 Call to Action (CTA) to entice user to learn more. The maximum character count of 20 characters for the CTA button



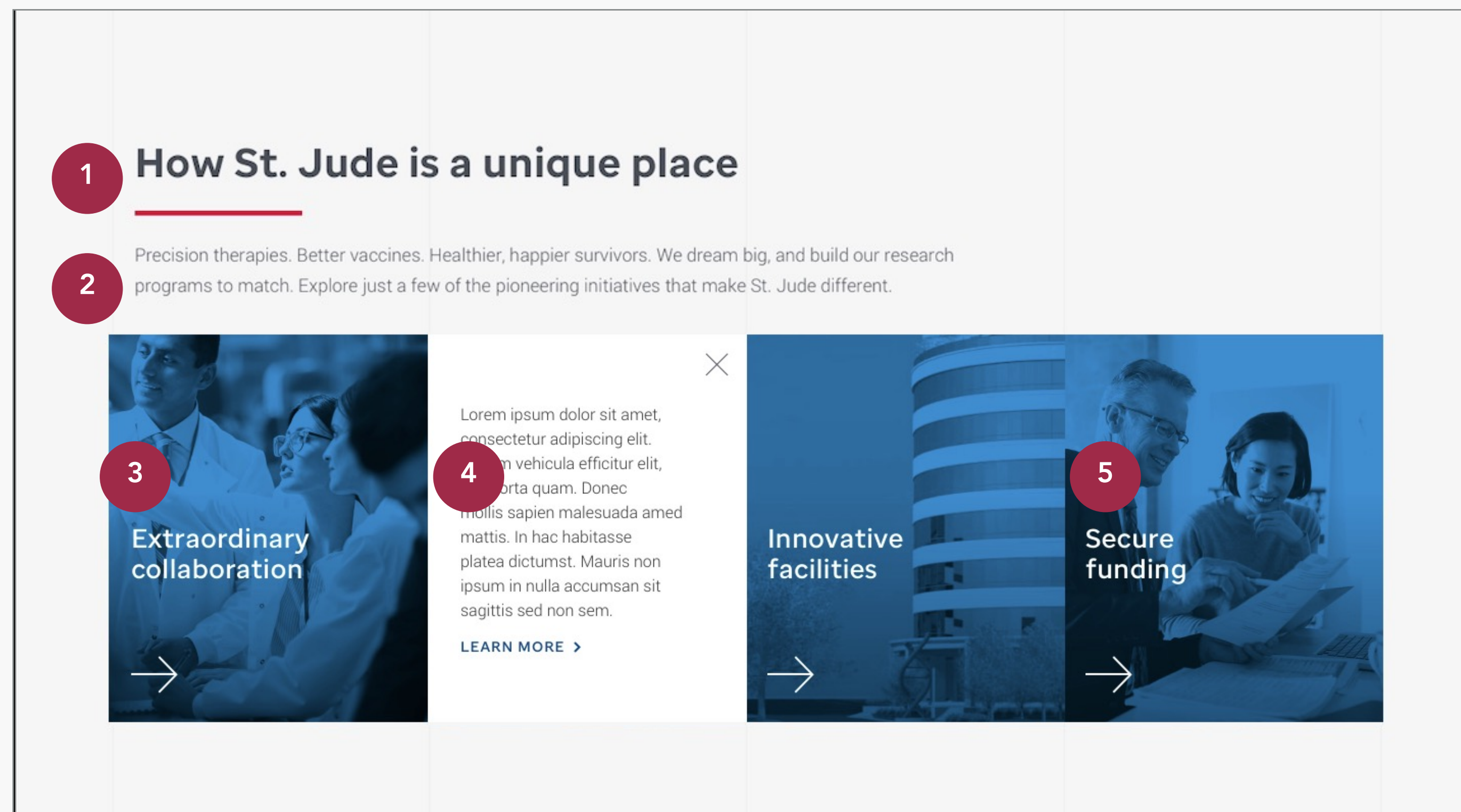
2. / HOMEPAGE: FIND A LAB

- 1 Title ("Find a Lab" should be written in sentence case with a maximum character count of 20 characters
- 2 Description should be written in sentence case with a maximum character count of 110 characters
- 3 Search bar should include descriptive text to guide the user what type of terms to enter, with a maximum character count of 40 characters

1	Find a lab				
2	Search for labs, principle investigators, faculty, post docs and more				
3	Name the lab you are looking for...				→

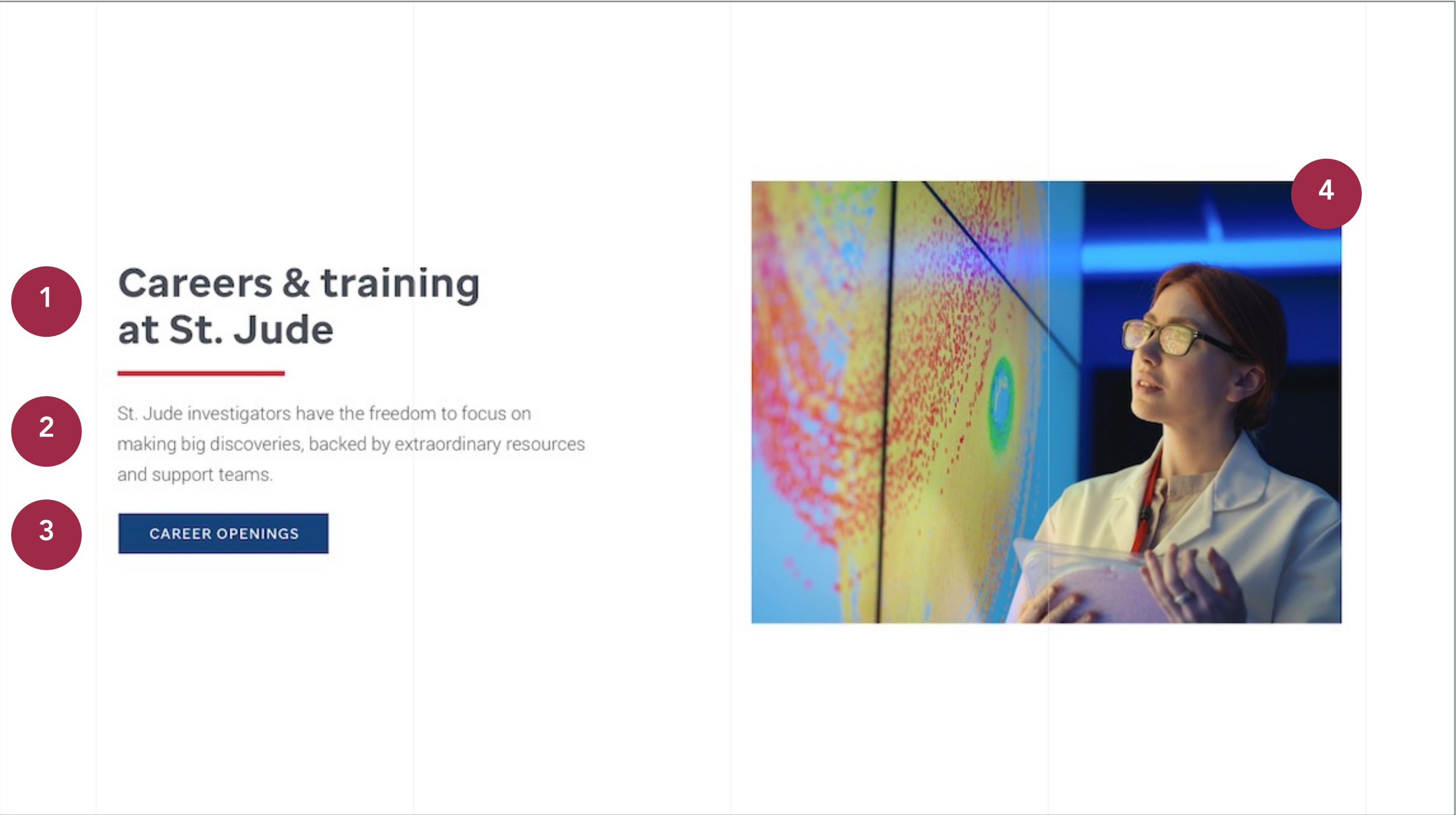
3. / HOMEPAGE: ST. JUDE VALUE PROPOSITION

- 1 Title should be written in sentence case with a maximum character count of 40 characters
- 2 Description should be written in sentence case with a maximum character count of 200 characters over 2 lines
- 3 Tile titles should be written in sentence case, with a maximum character count of 35 characters over 2 lines
- 4 Open card copy should be written in sentence case with a maximum character count of 270 characters over 10 lines
- 5 Illustrative imagery—one per card. See visual style guide or designs for further guidance on style and resolution



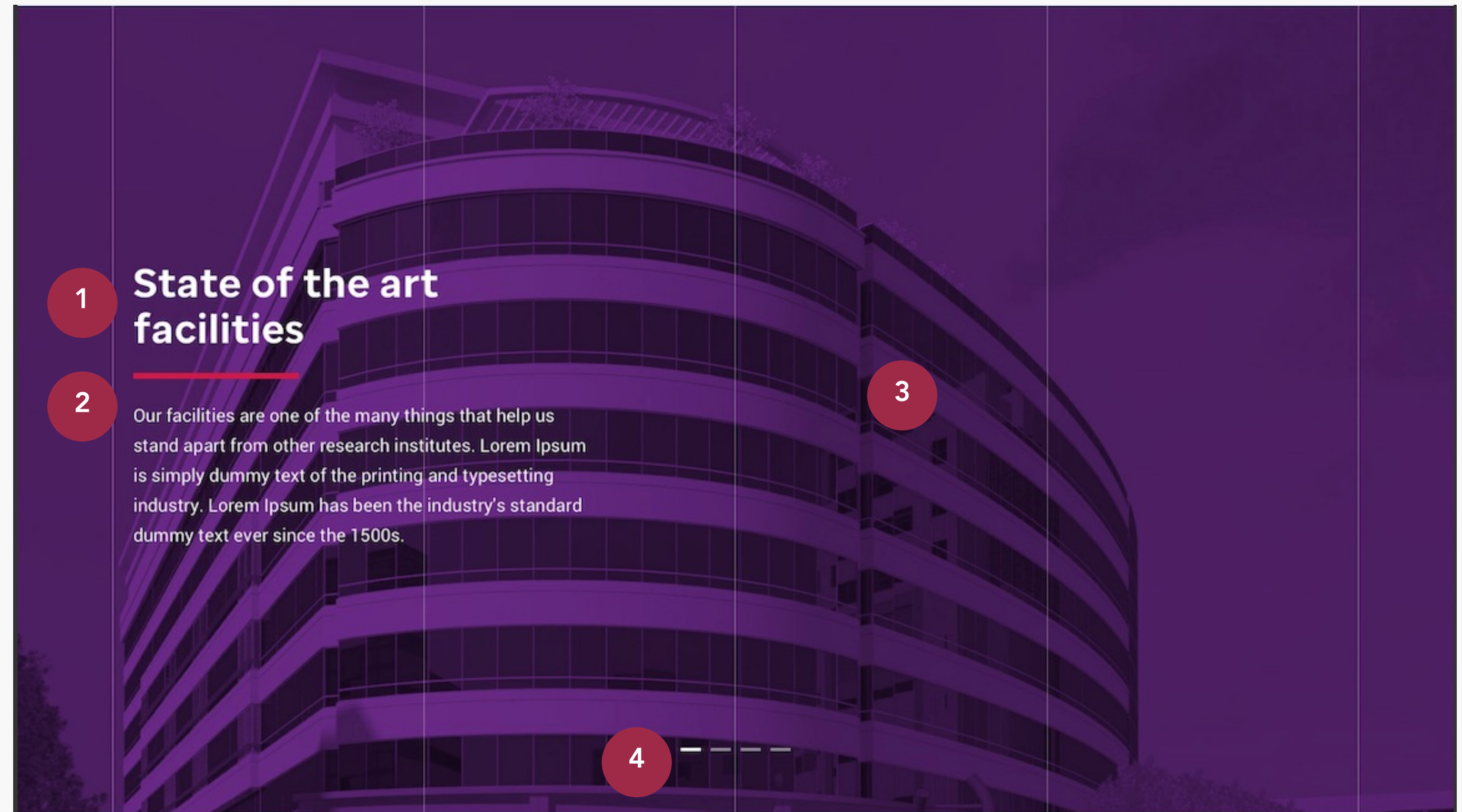
4. / HOMEPAGE: CAREERS & TRAINING

- 1 Half & Half module. Careers module title ("Careers & training") should be written in sentence case with a maximum character count of 40 characters over 2 lines
- 2 Description should be written in sentence case with a maximum character count of 780 characters over 13 lines
- 3 CTA should be written in all caps, with a maximum character count of 20 characters. Preferred "Career Openings," "Browse Openings," "View Opportunities"
- 4 Illustrative image featuring people. See visual style guide or designs for further guidance on style and resolution



4. / HOMEPAGE: FACILITIES

- 1 Title should be written in sentence case with a maximum character count of 40 characters
- 2 Description should be written in sentence case with a maximum character count of 280 characters over 6 lines
- 3 Illustrative image. See visual style guide or designs for further guidance on style and resolution
- 4 Carousel controller. Each slide of carousel should repeat above elements, although the content may be different for each





/LAB LISTING

/ LAB LISTING PAGE

WHAT IT IS

The lab listing page should give a view into all the labs at St. Jude Research Hospital. The main function of this page is to allow user to get a high-level view of all the labs and filter based on pre-established criteria to easily find the lab they seek.

FEATURES

- Provide a mechanism to search for key terms to find the appropriate labs
- Provide a filterable list of labs to browse
- Ability to quickly locate a particular lab
- High-level overview of the lab for researchers and other audiences
- Research and training opportunities overview
- Showcase facilities second to none

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging

CHANNELS



AUDIENCES

PIs, Senior Researchers.
Junior Researchers

MVP CONSIDERATIONS

Lab Search	—	<div></div>	<div></div>	<div></div>	+
Filter and Sort Results	—	<div></div>	<div></div>	<div></div>	+
Show Featured Lab Info	—	<div></div>	<div></div>	<div></div>	+
Research & Training Opp.	—	<div></div>	<div></div>	<div></div>	+
Showcase Facilities	—	<div></div>	<div></div>	<div></div>	+

FUTURE CONSIDERATIONS

Faceted Lab Search	—	<div></div>	<div></div>	<div></div>	+
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/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Lab Search
- 3 Search Filters
- 4 Lab Search Listing
- 5 Featured Lab

Note: no flexibility around component placement is recommended for this page



/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Lab Search
- 3 Search Filters
- 4 Lab Search Listing
- 5 Featured Lab

Note: no flexibility around component placement is recommended for this page

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>

5

FEATURED LAB

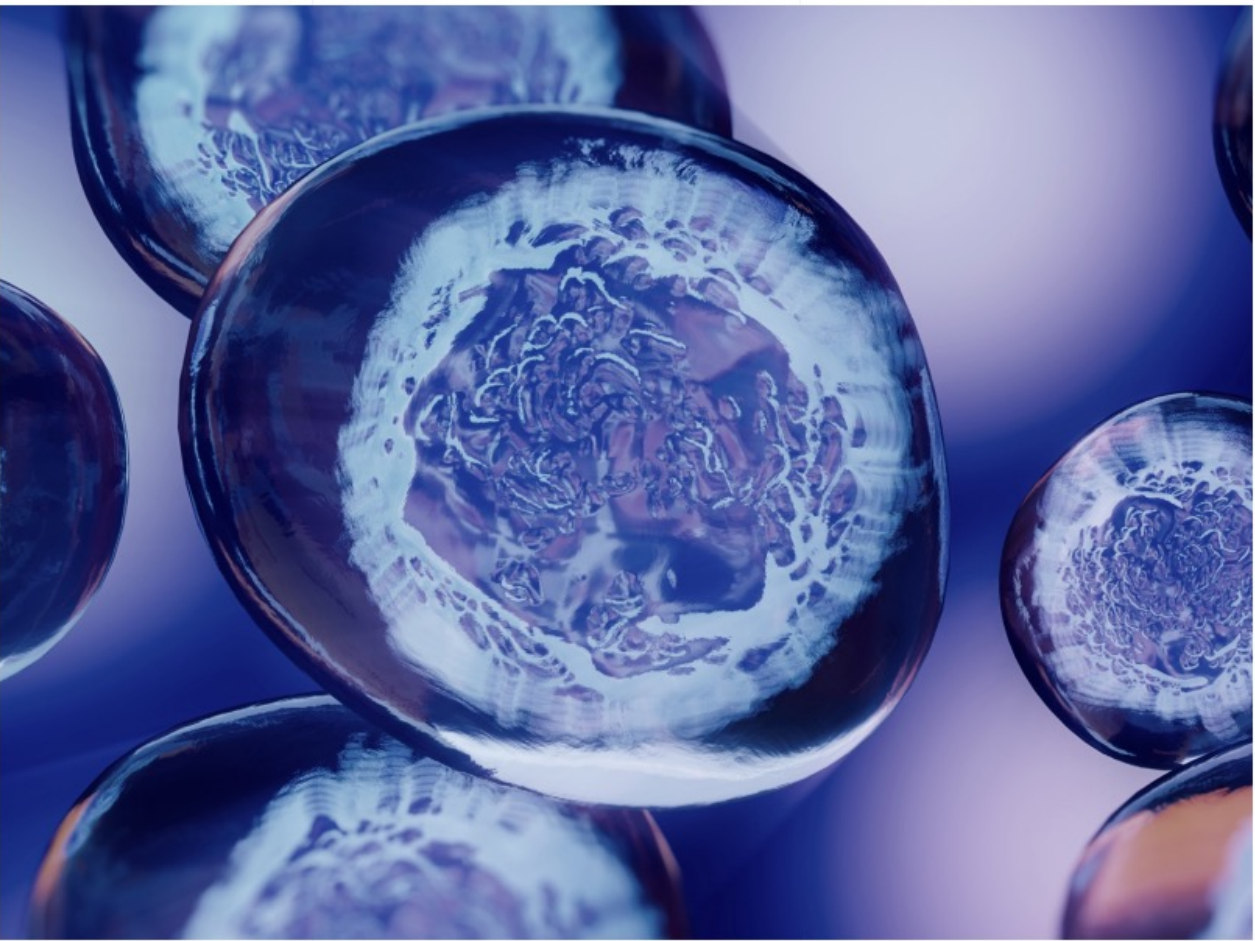
Bikoff's Lab

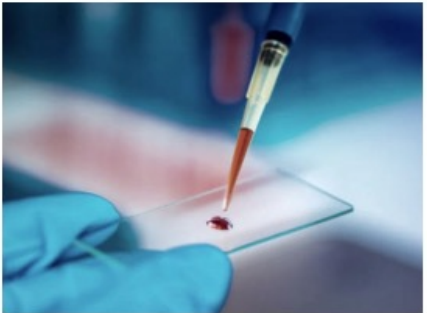
DEVELOPMENTAL NEUROBIOLOGY

Aims to fully characterize the molecular, cellular, and biological basis of lorem medulloblastoma, one of the most prevalent types of malignant childhood brain cancer. Mauris placerat.

4

→






Evan's Lab

PHARMACEUTICAL-SCIENCES

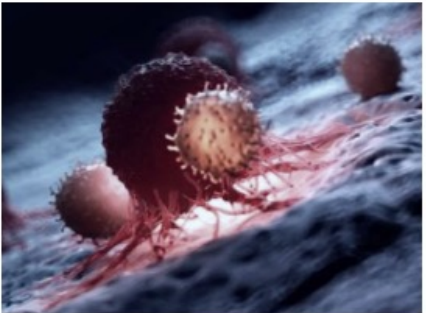
VISIT LAB >



Feng's Lab

IMMUNOLOGY


VISIT LAB >



Chen's Lab

COMPUTATIONAL-BIOLOGY

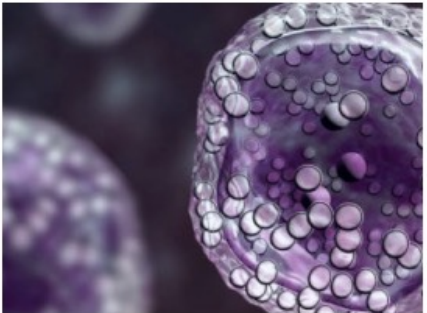
VISIT LAB >



McKinney's Lab

HEMATOLOGY


VISIT LAB >



Potter's Lab

CHEMICAL-BIOLOGY


VISIT LAB >



Fischer's Lab

STRUCTURAL-BIOLOGY


VISIT LAB >



Mullighan's Lab

DEVELOPMENTAL NEUROBIOLOGY

VISIT LAB >



Nichol's Lab

ONCOLOGY

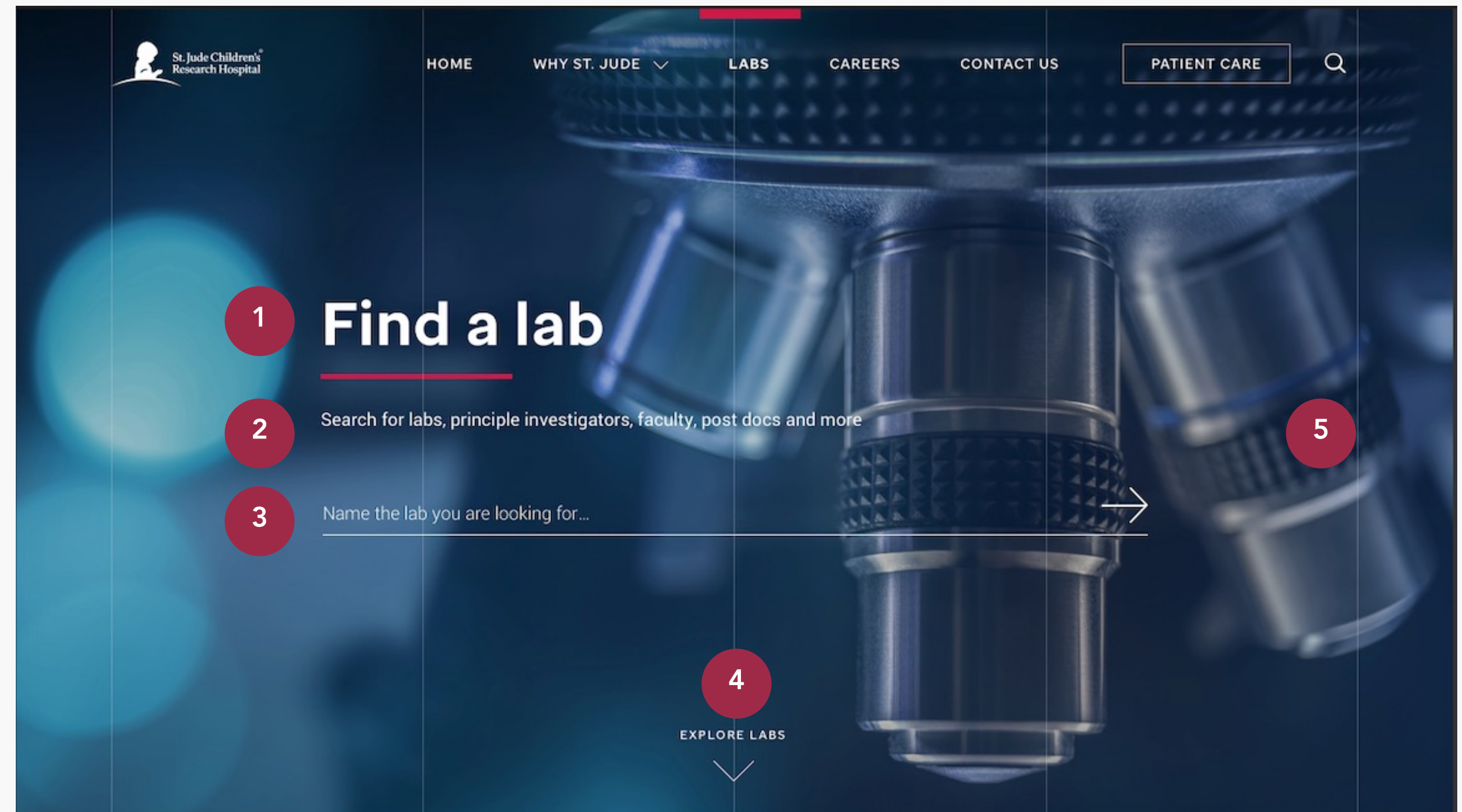
VISIT LAB >

LOAD MORE LABS

29

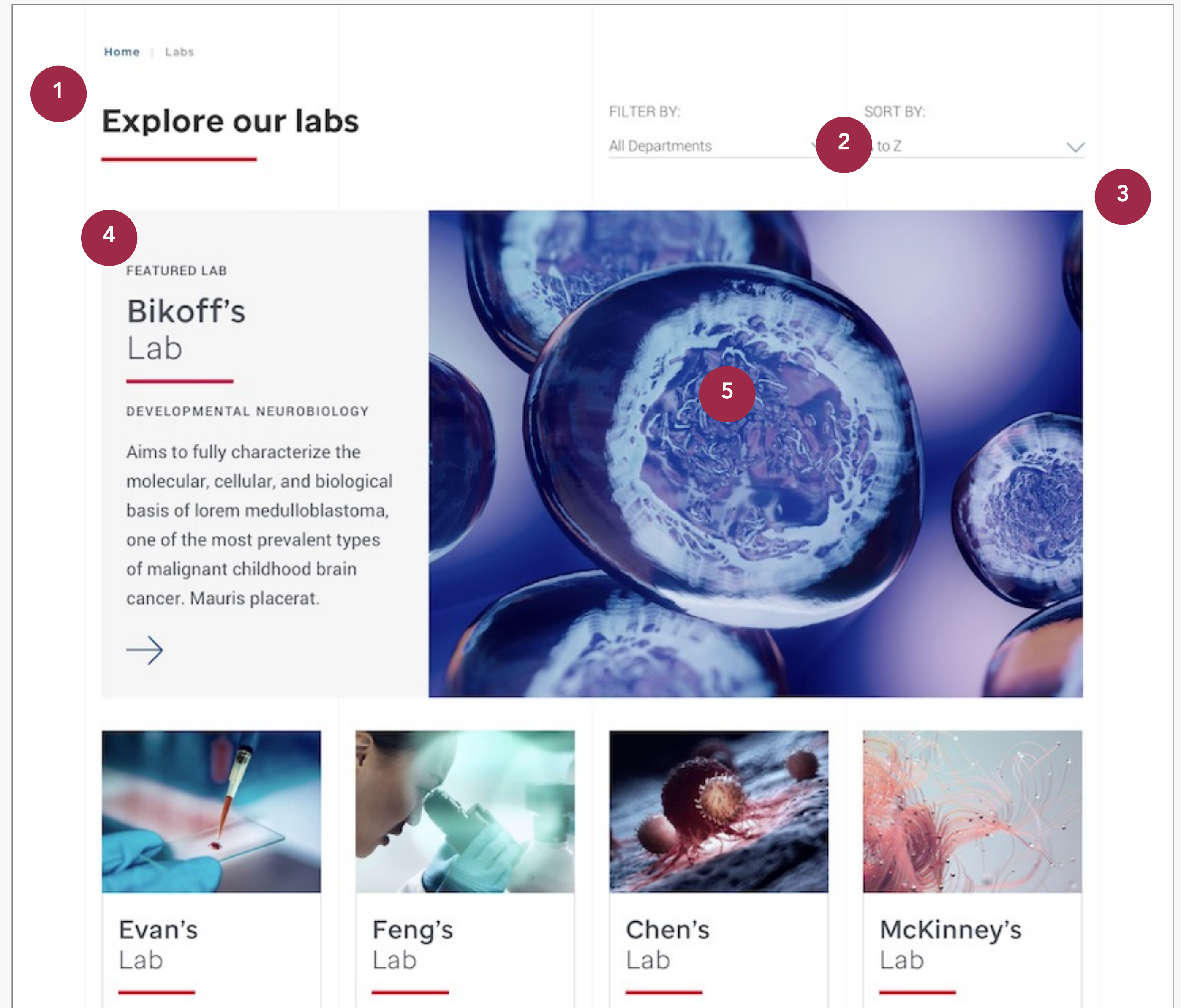
1. / LAB LISTING: HERO GUIDELINES

- 1 Make sure the title is clear and indexable
 - Ensure the title clearly indicates the function of the component, recommended maximum character count of 20 characters
 - The title should be written in sentence case
- 2 The optional description should be written in sentence case with a maximum character count of 110 characters on 1 line
- 3 Within the search bar itself, clearly indicate that it should be filled in with search criteria
- 4 Anchor link to the Lab listing content. Maximum character count of 20 characters for the CTA button
- 5 Include a compelling picture or image as a background for the hero/search component



2. / LAB LANDING PAGE: FILTERS - LAB LIST

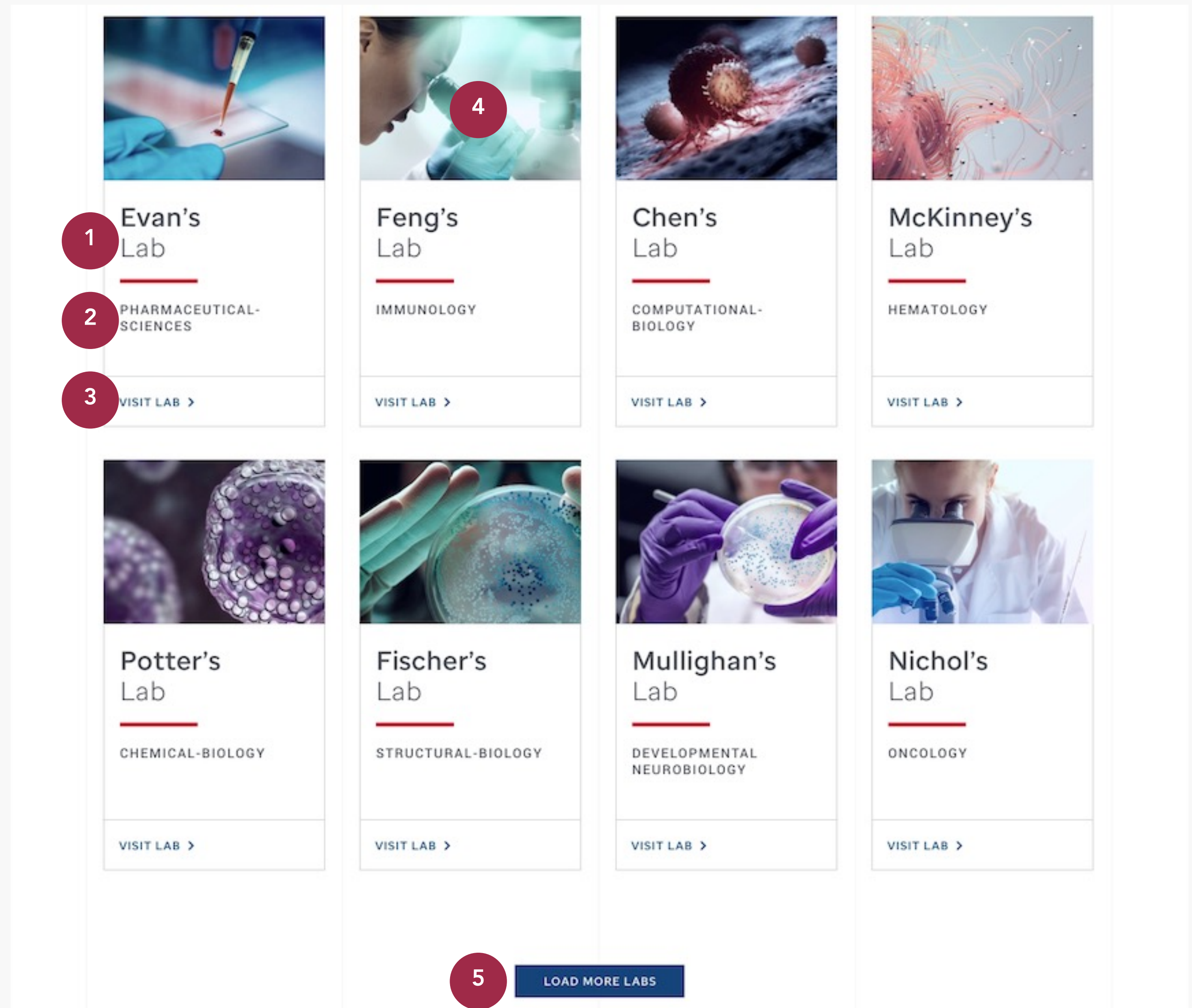
- 1 Ensure the title clearly indicates the function of the component, recommended maximum character count of 30 characters over 1 line. The title should be in sentence case
- 2 The search filters map to the taxonomy (tags) associated with labs and the date last updated
- 3 The lab search listing will be autogenerated from the system based on the criteria selected
- 4 The featured lab, if applicable, will include a lab title ("Bikoff's Lab") with a maximum character count of 13 characters, with an additional 10 characters for the second line
 - The department name should be all caps with maximum character count of 25 characters
 - The lab description should be autogenerated from the system and can accommodate 185 characters, up to 6 lines
- 5 Compelling imagery. See visual style guide or designs for further guidance



2. / LAB LANDING PAGE: FILTERS - LAB LIST

- 1 The ability to include labs will be available as an indicator within the system and will also be autogenerated. Lab names can accommodate 13 characters on one row
- 2 The department name should have a maximum character count of 25 characters
- 3 CTA will be auto-enabled for all labs. Maximum character count of 12 characters, all caps
- 4 Compelling imagery indicative of lab's work
- 5 CTA to load additional labs will be auto generated by system, but with a maximum character count of 20 characters for all labs

Not pictured: Lab Card Rollover, which has the following specifications: Lab name – Maximum of 13 characters on 1 line; Department – 35 character maximum on 2 line; and Description – 200 characters maximum on 7 lines.





/LAB DETAIL

/ LAB DETAIL PAGE: MVP

WHAT IT IS

The lab detail page should clearly convey the purpose of the lab and the researchers working in it, from the PI down to Junior Researchers. This page plays many purposes. It should not only clearly describe the research being done there, but it should also work as a recruiting tool to find potential research resources and give them the mechanism to contact the lab or link to the careers site.

FEATURES

- See complete set of potential features in the user journeys
- Provide the name of the lab and a concise description
- Introduce the lab and its purpose
- Summarize the type of research being performed
- Link to publications by the researchers in the lab (third party) to be manually entered
- Provide a more detailed description of the research
- Introduce the research and team using photos
- Provide a link to apply for a position
- Allow potential recruits to contact the lab
- Show lab’s location on the map

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging
- Manual Publication Entry
- Maps Integration
- Link to Careers

CHANNELS



AUDIENCES

PIs, Senior Researchers.
Junior Researchers

MVP CONSIDERATIONS

Lab Details	—	<div></div>	<div></div>	<div></div>	+
People	—	<div></div>	<div></div>	<div></div>	+
Publications	—	<div></div>	<div></div>	<div></div>	+
People	—	<div></div>	<div></div>	<div></div>	+
Link to PI Bio	—	<div></div>	<div></div>	<div></div>	+
Resources	—	<div></div>	<div></div>	<div></div>	+
Contact/Location	—	<div></div>	<div></div>	<div></div>	+

FUTURE CONSIDERATIONS

Latest Lab Stories	—	<div></div>	<div></div>	<div></div>	+
Lab Videos	—	<div></div>	<div></div>	<div></div>	+
All Researcher Bios	—	<div></div>	<div></div>	<div></div>	+
Conference Calendar	—	<div></div>	<div></div>	<div></div>	+
Research News	—	<div></div>	<div></div>	<div></div>	+

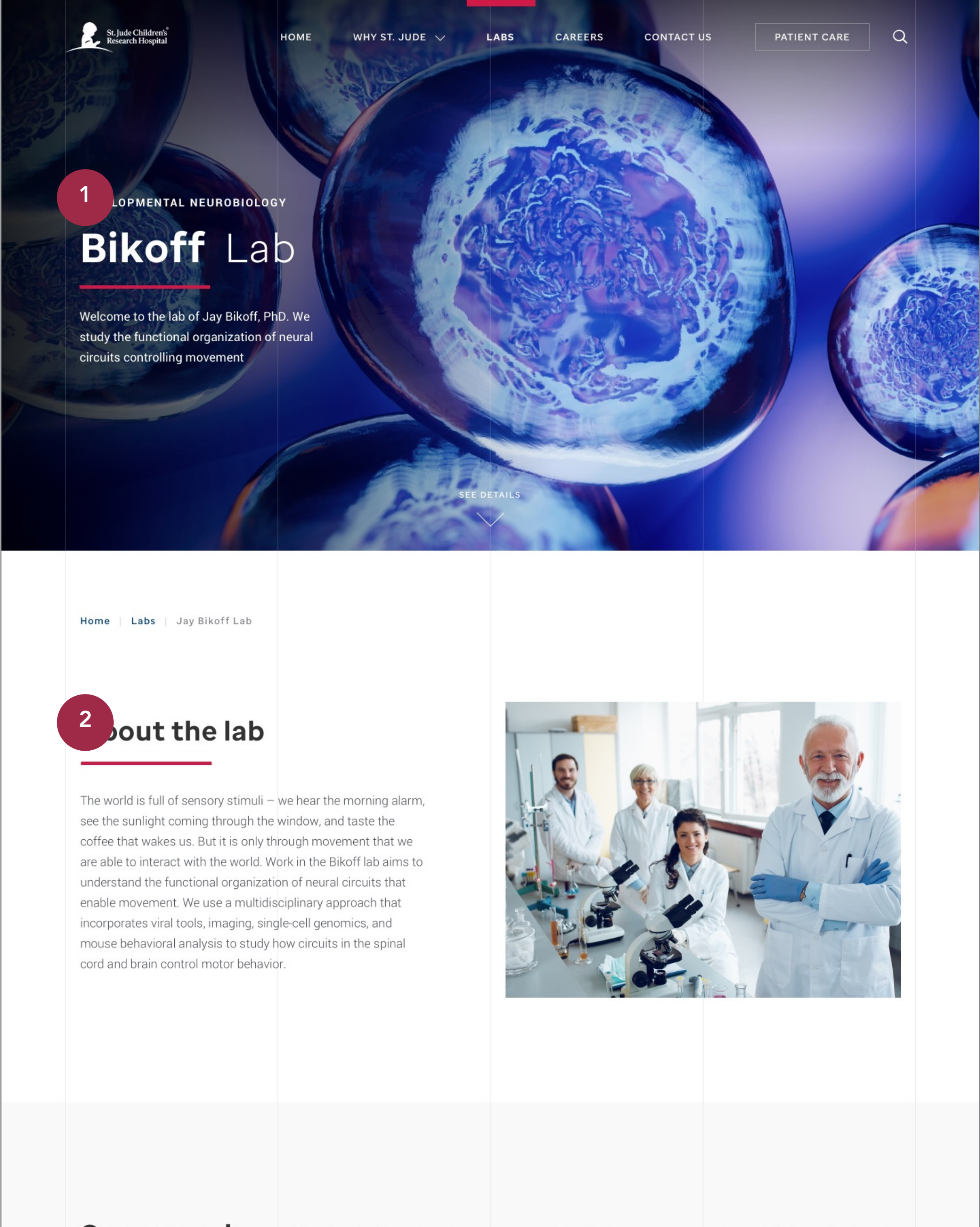
CURRENT LAB CONTENT TYPES AUDIT

Lab	Content																		
	Contact	People	Publications	Research	Data/ Downloads	vcff2cna	htb	Opportunities / Positions	Photos	Honors/ Rewards	News	jumpm	tmt	Organic Mechanisms	Lead-Discovery Informatics	cicero	cis-x	cleandeepseq	spisomizer
Bikoff Laboratory	X	X																	
Chemical Biology and Therapeutics																			
Chen Laboratory																			
Xiang Chen Laboratory	X	X	X	X		X	X												
Computational Biology																			
Developmental Neurobiology																			
Evans Laboratory	X	X	X	X	X														
Feng Laboratory	X	X	X																
Fischer Laboratory	X	X	X						X										
Hematology																			
Human Performance																			
Immunology																			
Kriwacki Laboratory	X	X	X	X	X				X	X	X								
Lee Laboratory	X	X	X	X															
Mckinney-Freeman Laboratory	X	X	X	X															
Mittag Laboratory	X	X	X	X							X								
Mullighan Laboratory	X	X	X	X	X														
Nichols Laboratory	X	X	X	X					X										
Northcott Laboratory	X	X	X	X															
Oncology																			
Pathology																			
Peng Laboratory	X				X							X	X						
Pharmaceutical Sciences																			
Potter Laboratory	X	X	X	X															
Rivas Laboratory	X	X	X	X															
Roberts Laboratory	X		X																
Shelat Laboratory	X	X	X		X										X				
Sherr-Roussel/Roussel-Sherr Lab																			
Stewart Laboratory	X	X	X	X															
Structural Biology																			
Yu Laboratory	X	X	X	X	X			X			X								
Zakharenko Laboratory	X	X	X	X															
Zhang Laboratory	X		X		X											X	X	X	X
	21	18	19	14	7	1	1	1	3	1	3	1	1	0	1	1	1	1	1

/ STORY PRIORITY GUIDE

- 1 Hero
- 2 About the Lab / Lab Overview
- 3 Research Summary
- 4 Publications
- 5 People
- 6 Careers
- 7 Contact Us
- 8 Map

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **6** may be available



/ STORY PRIORITY GUIDE

- 1 Hero
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- 8 Map

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3

Our reseach summary

The circuits directly tasked with controlling limb movement are located in the spinal cord, where diverse collections of interneurons receive input from sensory and descending systems to control motor neuron firing. Despite their critical role in influencing movement, we know little about the functional organization of these interneurons and how they govern precise patterns of motor output. Our work takes advantage of the genetic accessibility of mice to dissect the identity and circuitry of spinal interneurons, with the goal of understanding how they interact with sensory input and descending systems in the brain to control movement. The lab focuses on three general research questions:

I. Cell-type diversity in the nervous system

Understanding the functional organization of the nervous system relies in part on defining the diversity and identity of neuronal cell types that form the building blocks of neural circuits. Our prior work has focused on the cardinal class of spinal V1 interneurons, which are the largest inhibitory population in the ventral spinal cord, and are known to play key roles in coordinating flexion/extension movement and regulating locomotor speed. We found that the V1 class contains dozens of candidate cell types that differ in their molecular identity, position, and physiology. In ongoing work, we are employing single-cell genomic and computational to further define the identity and gene regulatory networks that specify these different interneuron cell types.



1.a. Digital image of artificial intelligence human brain.

II. Connectivity of spinal motor circuits

We are interested in the circuit organization and synaptic connectivity of spinal interneurons. By using viral transsynaptic and other tracing methods, in combination with whole-brain imaging, we aim to define the extent to which V1 interneuron subsets are recruited by distinct descending systems in the brain and project to motor pools controlling biomechanically distinct muscles.



/ STORY PRIORITY GUIDE

- 1 Hero
- 2 About the Lab / Lab Overview
- 3 Research Summary
- 4 Publications
- 5 People
- 6 Careers
- 7 Contact Us
- 8 Map

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **6** may be available

4

Publications

Dishevelled signaling constitutes a core developmental pathway that controls tissue morphogenesis.

Ho H.Y., Susman M.W., **Bikoff J.B.**, Ryu Y.K., Jonas A.M., Hu L., Kuruvilla R., and Greenberg M.E. (2012)

→

Cdk5 regulates EphA4-mediated dendritic spine retraction through an ephexin1-dependent mechanism.

Gosgnach, S., **Bikoff, J.B.**, Dougherty, K., El Manira, A., Lanuza, G., and Zhang, Y. (2017)

→

The Rac1-GEF Tiam1 couples the NMDA receptor to the activity-dependent development of dendritic arbors ...

Bikoff, J.B., Gabitto, M.I., Rivard, A.F., Drobac, E., Machado, T.A., Miri, A., Brenner-Morton, S., Famojure, E., Diaz, C., Alvarez, F.J., Mentis, G.Z., and

→

Polarized signaling endosomes coordinate BDNF-induced chemotaxis of cerebellar precursors.


Zhou P, Porcionatto M, Pilapil M, Chen Y, Choi Y, Tolias KF, **Bikoff JB**, Hong EJ, Greenberg ME, Segal RA.

→

5

The team


This is a brief highlight shwoing the diversity and people within this specific lab. Each of these profiles could link to the bio section if applicable.



John Wilder Ph.D


Principal Investigator

VIEW FULL BIO >



Luna Zhang, M.S


Senior Engineer



Quantrell Ford, PhD

Postdoctoral Research Associate

VIEW FULL BIO >



Beth Odum PhD

Research Scientist

6

Join us

We are always looking for highly self-motivated scientists/ engineers with passion and talent to join us! People with experimental background are also encouraged to apply.

Current open positions

We have openings for postdocs and staff scientists right now

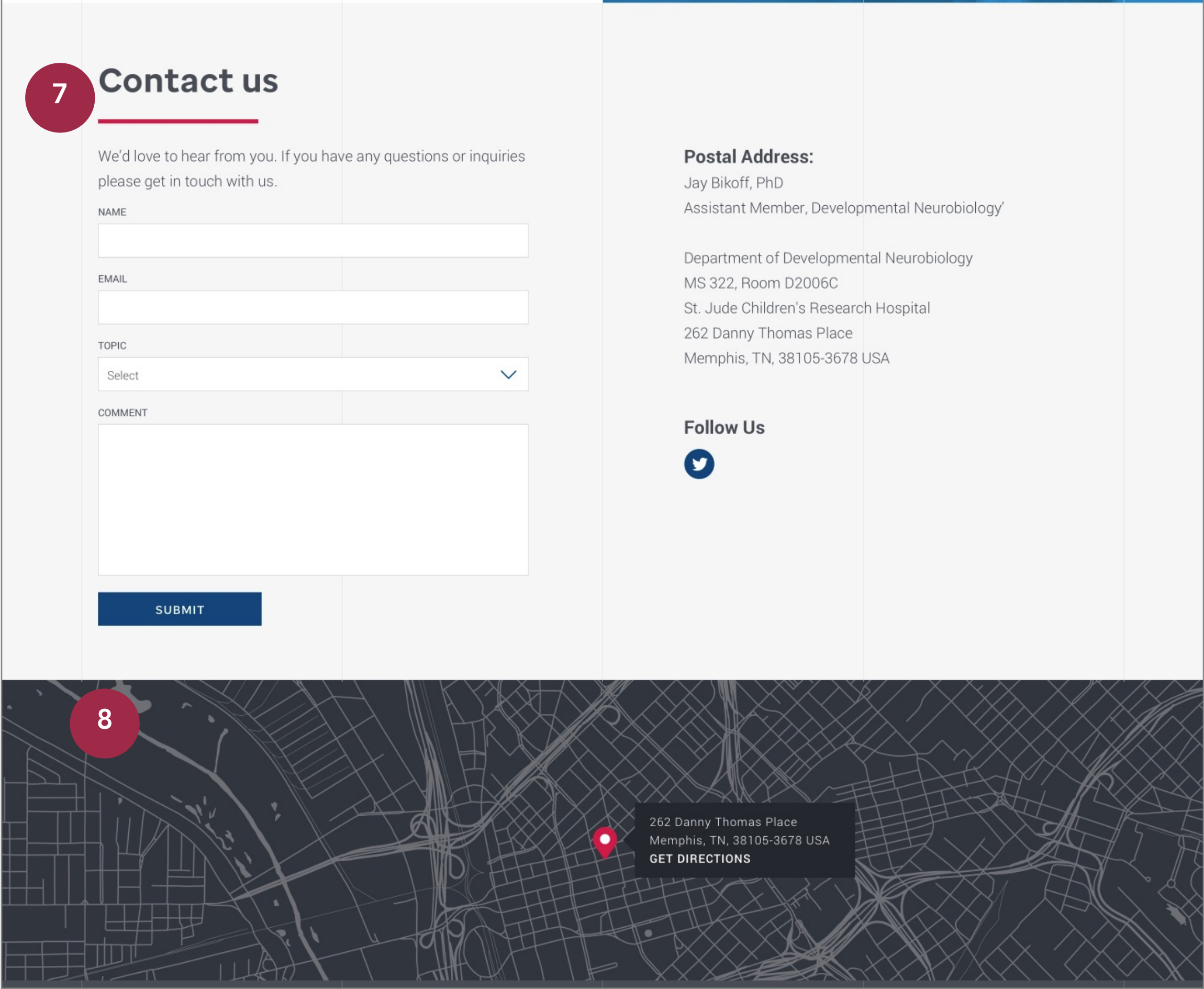
APPLY

38

/ STORY PRIORITY GUIDE

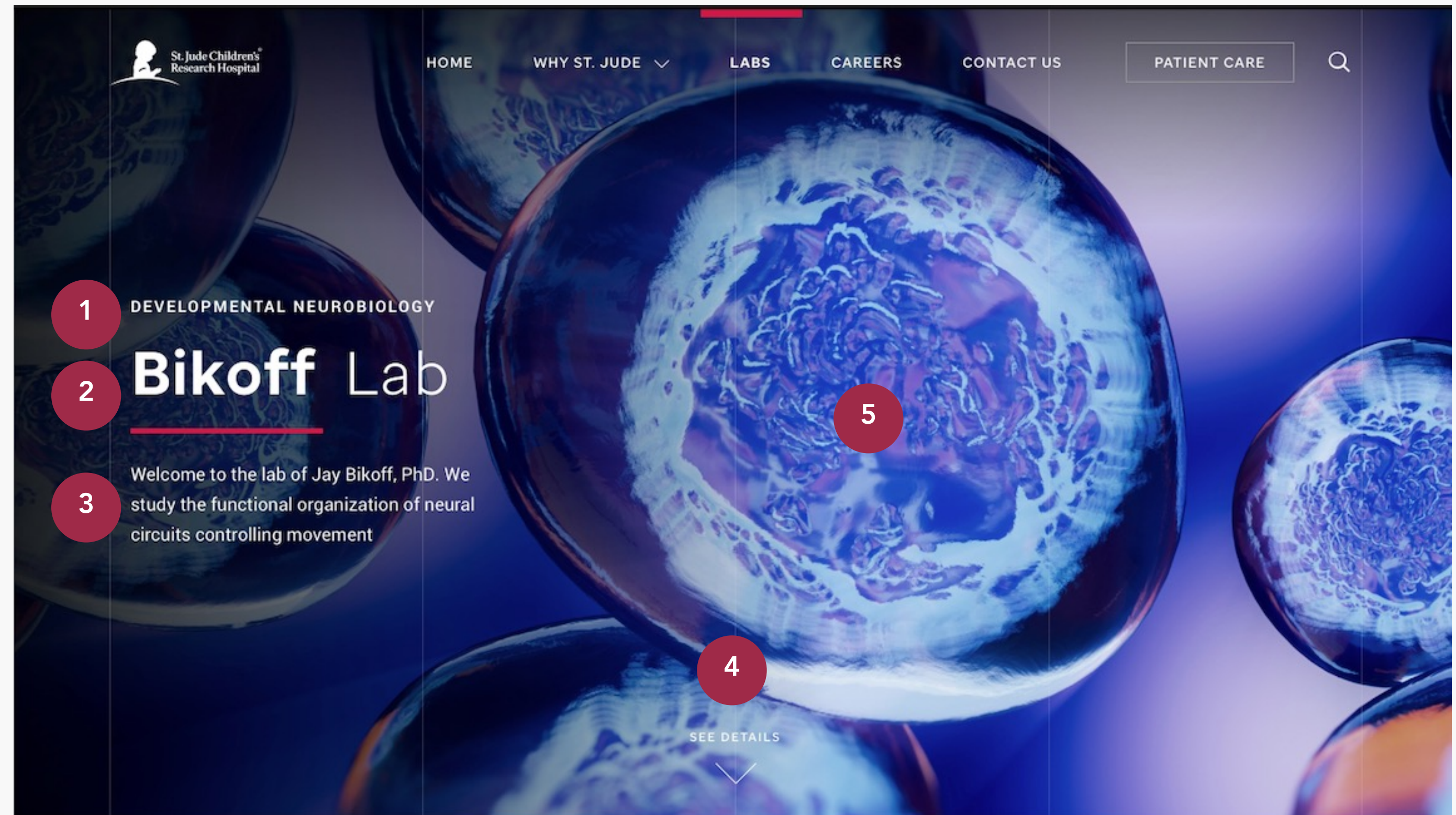
- 1 Hero
- 2 About the Lab / Lab Overview
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Note: subject to governance and approvals, some flexibility around component placement between items **3** and **6** may be available



1. / LAB DETAIL PAGE: HERO GUIDELINES

- 1 Make sure the title is clear and indexable
 - Ensure the title clearly indicates the topic of the component, recommended maximum character count of 65
 - The title should be written in all caps
- 2 The Lab title should be written in title case. The first line can accommodate 15 characters. If last name and "lab" doesn't fit in the same line, "lab" can move to the second line
- 3 The description for the biological question that the lab is focusing on should clearly and precisely state the lab's focus using sentence case. It should strive to be less than **180** characters. Additional detail can be provided down the page
- 4 Anchor link to the Lab detail content. Maximum character count of 20 characters
- 5 If possible, include a compelling picture or image. See visual style guide or designs for further guidance on style and resolution



2. / LAB DETAIL PAGE: LAB OVERVIEW

- 1 The title should be written in sentence case, with a maximum character count of 20 characters on 2 lines
- 2 The description should be written explicitly for digital (see general guidelines below). The length of the intro that will show should not exceed 500 characters over 8 lines. The actual content has no set character limit.

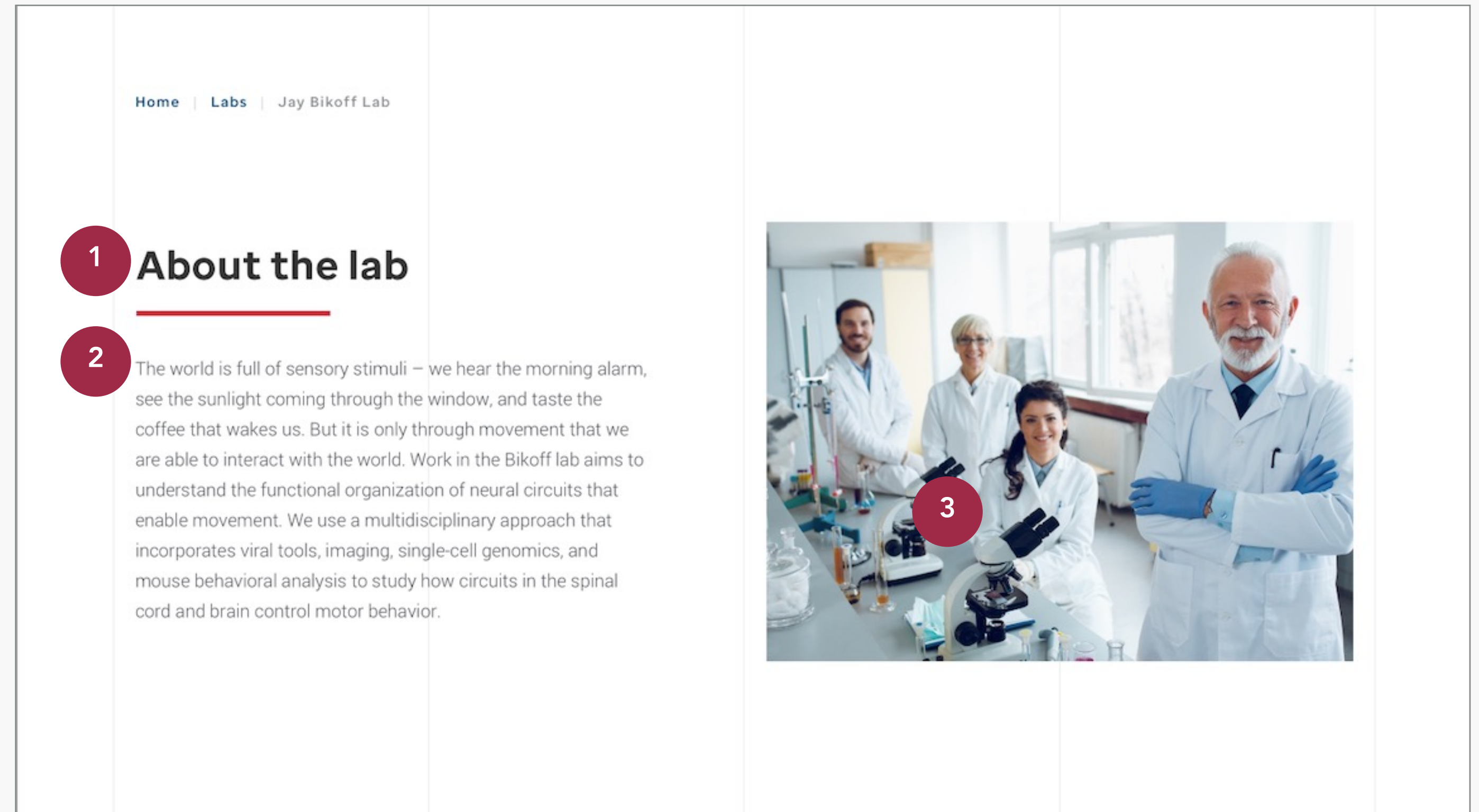
At a minimum, the description should provide some context as to why the lab's work is important and an overview of the lab's focus (in more detail than the description of the hero)

- The example provided to the right is a good example of an overview for a lab page

Also:

- If possible, include a compelling picture of people working in the lab or lab itself
- If an optional CTA is used, e.g., "Learn More about the Lab", the maximum character count is 30 characters. Should be written in all caps

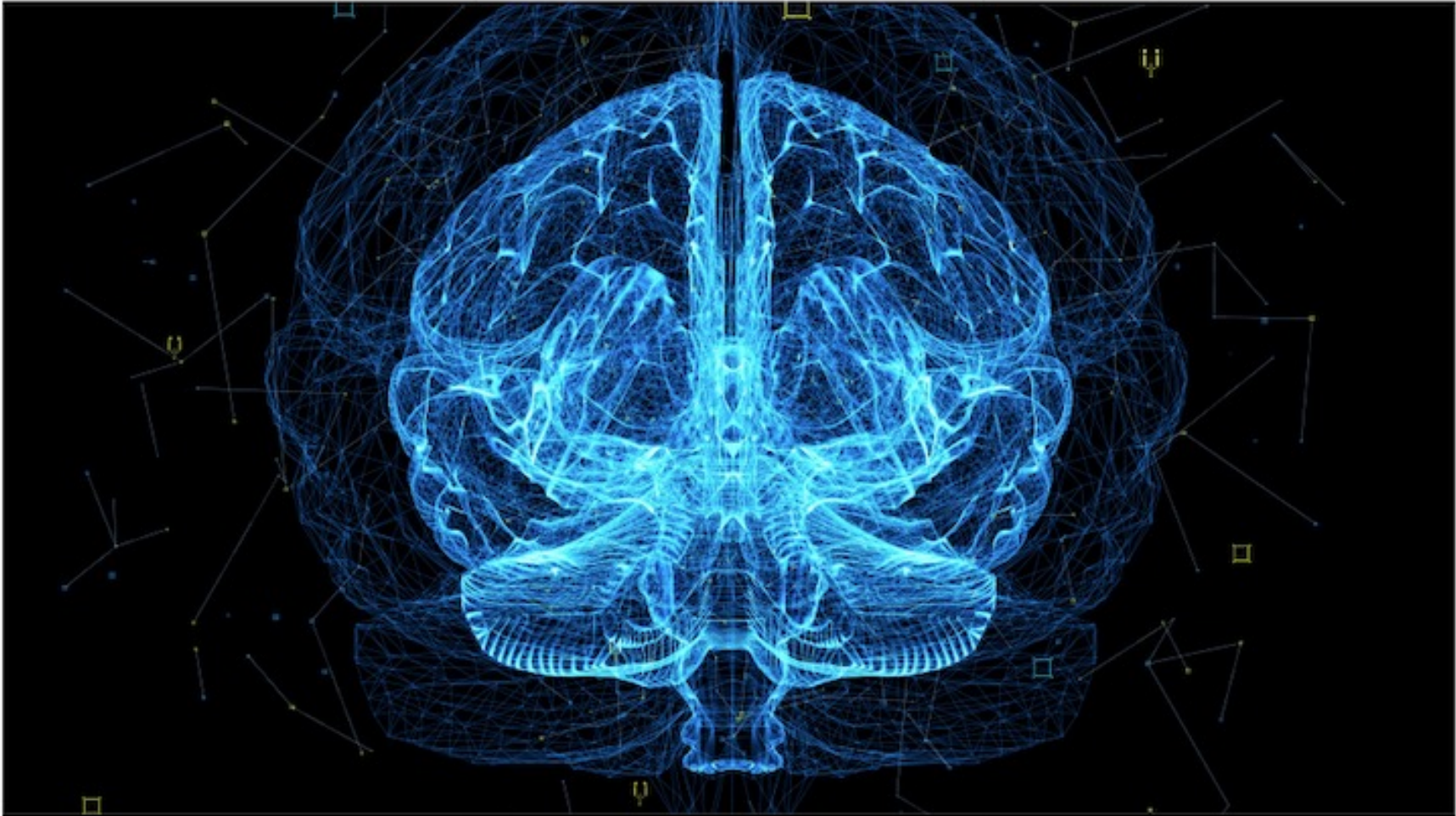
<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>



3. / LAB DETAIL PAGE: RESEARCH SUMMARY

- 1 The title should be written in sentence case, with a maximum character count of 20 characters on 2 lines
- 2 The length of the intro that will show should not exceed 500 characters over 8 lines. The actual content has no set character limit. The description should provide some context as to why the lab's work is important and an overview of the lab's focus
 - For the main lab page, the research summary should strive to be limited to <1,000 words to make it more consumable for the audience
 - This area should speak to what the lab is doing at a granular level
 - In general, you should approach the research summary by breaking it into its constituent parts or steps with subheads to ensure scannability and censurability
- 3 If possible, include compelling pictures of people working in the lab. Make sure to include ALT text for every image
- 4 Caption for image for accessibility.
Recommended maximum character count of 60

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>

<div data-bbox="1446 345 1845 457"> <p>1 Our research summary</p> </div>	<div data-bbox="1845 514 1925 607"> <p>2</p> </div> <p>The circuits directly tasked with controlling limb movement are located in the spinal cord, where diverse collections of interneurons receive input from sensory and descending systems to control motor neuron firing. Despite their critical role in influencing movement, we know little about the functional organization of these interneurons and how they govern precise patterns of motor output. Our work takes advantage of the genetic accessibility of mice to dissect the identity and circuitry of spinal interneurons, with the goal of understanding how they interact with sensory input and descending systems in the brain to control movement. The lab focuses on three general research questions:</p> <p>I. Cell-type diversity in the nervous system</p> <p>Understanding the functional organization of the nervous system relies in part on defining the diversity and identity of neuronal cell types that form the building blocks of neural circuits. Our prior work has focused on the cardinal class of spinal V1 interneurons, which are the largest inhibitory population in the ventral spinal cord, and are known to play key roles in coordinating flexion/extension movement and regulating locomotor speed. We found that the V1 class contains dozens of candidate cell types that differ in their molecular identity, position, and physiology. In ongoing work, we are employing single-cell genomic and computational to further define the identity and gene regulatory networks that specify these different interneuron cell types.</p> <div data-bbox="1845 1151 1925 1245"> <p>3</p> </div>  <div data-bbox="1845 1752 1925 1845"> <p>4</p> </div> <p>1.a. Digital image of artificial intelligence human brain.</p>
---	---

4. / LAB DETAIL PAGE: PUBLICATIONS

- 1 Publications are manually entered to link to where they live on another site
- 2 In this case, use the full title to ensure relevance. System will automatically truncate the title after 5 lines. **Note:** this will not hinder accessibility as the full title is still part of the link title text. Understandably, a lab will want to highlight all the publications from its members, but keep in mind the amount of upkeep required beyond 8 – 12 publications
- 3 Also, list the authors as they are presented on the original presentation
- 4 CTA to link to the source of the publication
- 5 Carousel controller. Each slide of carousel should repeat above elements, although the content may be different for each

1

Publications

2

Dishevelled signaling constitutes a core developmental pathway that controls tissue morphogenesis.

Ho H.Y., Susman M.W., **Bikoff J.B.**, Ryu Y.K., Jonas A.M., Hu L., Kuruvilla R., and Greenberg M.E. (2012)

→

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Cdk5 regulates EphA4-mediated dendritic spine retraction through an ephexin1-dependent mechanism.

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→

4

The Rac1-GEF Tiam1 couples the NMDA receptor to the activity-dependent development of dendritic arbors ...

Bikoff, J.B., Gabitto, M.I., Rivard, A.F., Drobac, E., Machado, T.A., Miri, A., Brenner-Morton, S., Famojure, E., Diaz, C., Alvarez, F.J., Mentis, G.Z., and

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Polarized signaling endosomes coordinate BDNF-induced chemotaxis of cerebellar precursors.

Zhou P, Porcionatto M, Pilapil M, Chen Y, Choi Y, Tolias KF, **Bikoff JB**, Hong EJ, Greenberg ME, Segal RA.

→

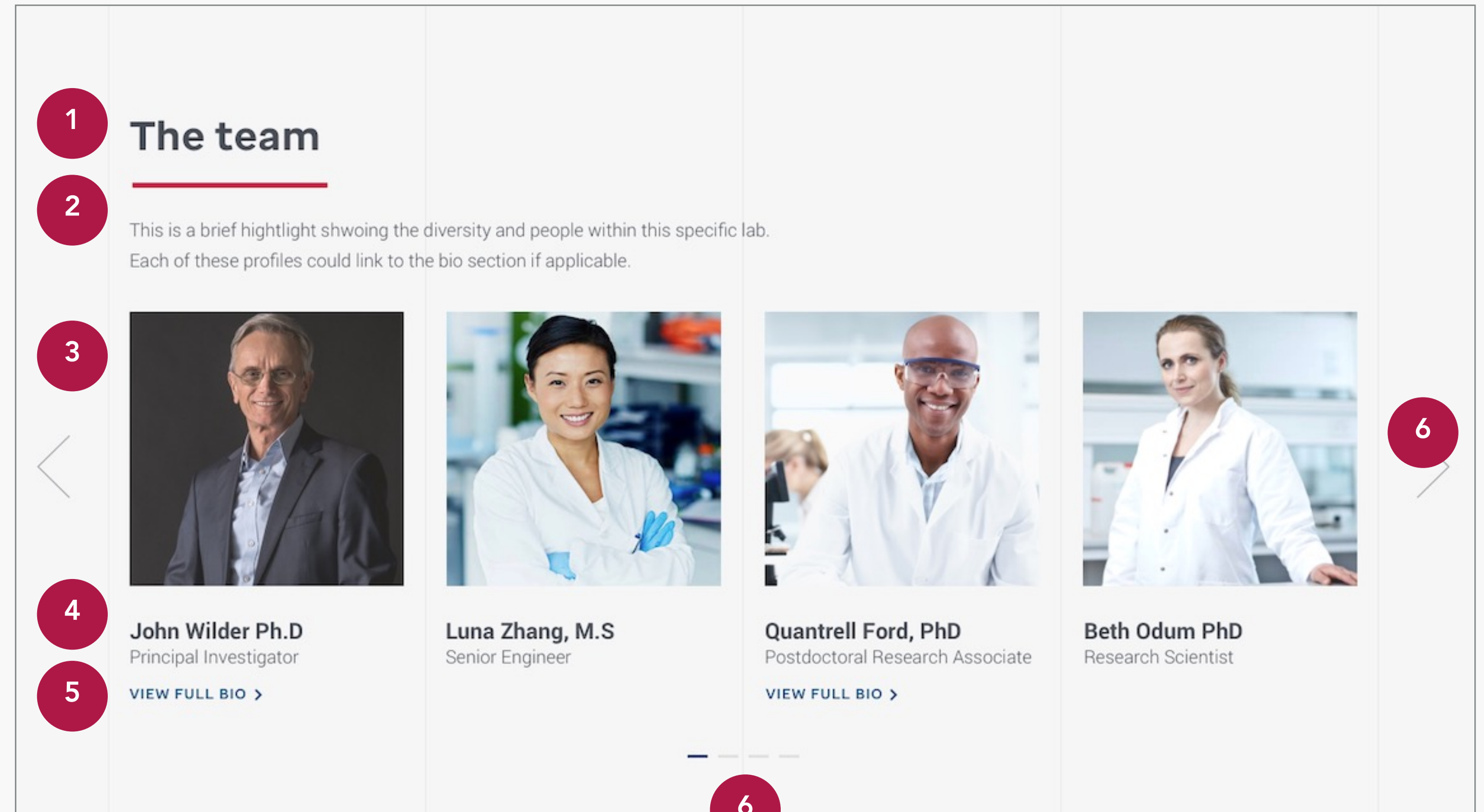
5

5. / LAB DETAIL PAGE: TEAM

- 1 The title should be written in sentence case with a maximum character count of 30 characters
- 2 The description should clearly and precisely state the purpose of the component using sentence case with a maximum of 90 characters over 2 lines

For each person card, include the following:

- 3 A headshot following the imagery guidelines set out in the style guide
- 4 The team member's name and title (maximum character count for name: 50 over 2 lines; for title: 55 over 2 lines)
- 5 A link to their bio, if applicable: "View Full Bio". If customizing, following a maximum character count of 50 on 1 line
- 6 Carousel controllers to allow user to scroll to see additional team members



6. / LAB DETAIL PAGE: CAREERS

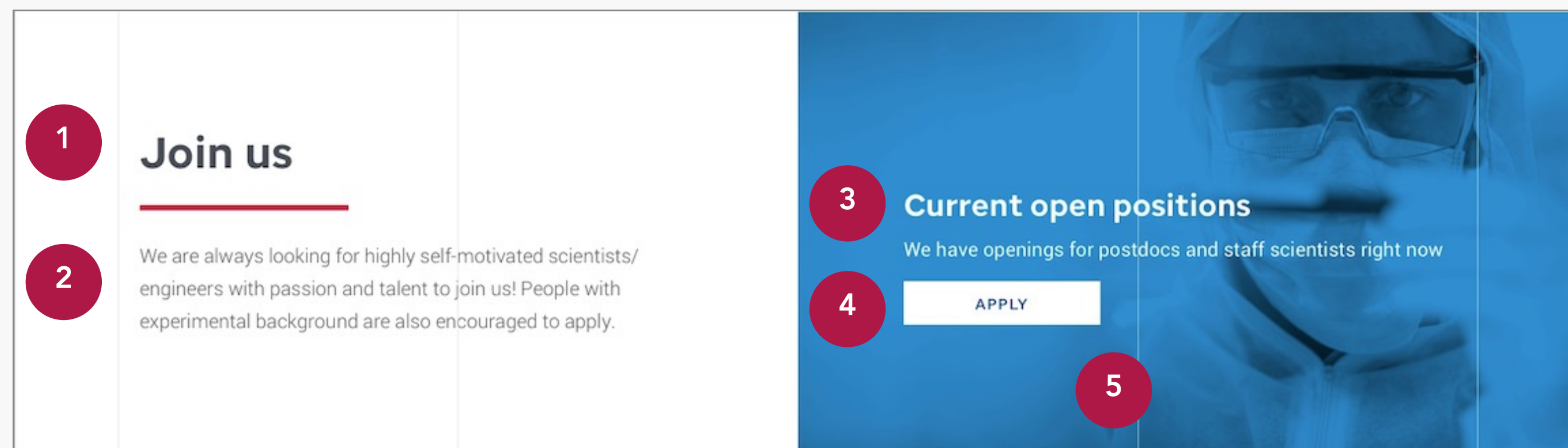
2-Column Half Size Module

Left Column

- 1 Title should be written in sentence case with a maximum of 20 characters
- 2 The description should be written explicitly for digital (see general guidelines below). It should be written in sentence case with a maximum of 170 characters over 3 lines

Right Column

- 3 Title should be written in sentence case with a maximum of 30 characters
- 4 The description should be written explicitly for digital (see general guidelines below). It should be written in sentence case with a maximum of 60 characters
- 5 CTA: "Apply" or "Apply Now" link to Careers page. Maximum character count: 20 characters



7 & 8. / LAB DETAIL PAGE: CONTACT & LOCATION

- 1 Title should be written in sentence case with a maximum character count of 15 characters
- 2 The description should be in sentence case with a maximum character count of 50 characters
- 3 The contact form should not need updating by authors, but each field should be clearly labelled in all caps with a maximum character count of 20 characters, save for comment, which is 250 characters
- 4 The contact details should provide guidance text for each field, with a maximum character count of 20 characters. Actual physical mailing address of the lab along with the name and title of the PI
- 5 Add any appropriate links to social feeds after the Title
- 6 CTA should allow the user to submit the form. Maximum character count of 20 characters
- 7 Maps are integrated. No author action required

1 Contact us

We'd love to hear from you. If you have any questions or inquiries please get in touch with us.

2

NAME

3

EMAIL

TOPIC

Select

COMMENT

6 SUBMIT

4 Postal Address:
Jay Bikoff, PhD
Assistant Member, Developmental Neurobiology

Department of Developmental Neurobiology
MS 322, Room D2006C
St. Jude Children's Research Hospital
262 Danny Thomas Place
Memphis, TN, 38105-3678 USA

Follow Us

5

7

262 Danny Thomas Place
Memphis, TN, 38105-3678 USA
GET DIRECTIONS



/WHY ST JUDE?

/ WHY ST. JUDE?

WHAT IT IS

The St. Jude Children’s Research Hospital homepage will act as the welcome to the Research digital experience. It should prove a clear overview of the Research Hospital and its mission, while allowing users quick links and avenues to important content throughout the experience.

FEATURES

- Unique Value Proposition of St. Jude
- The St. Jude Mission
- Collaboration at St. Jude
- Funding at St. Jude
- Life in Memphis: Cost of Living, Schools, Culture, Arts, etc.

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging

CHANNELS



AUDIENCES

General Public, Pls, Senior Researchers.
Junior Researchers

MVP CONSIDERATIONS

About St. Jude.	—	<div></div>	<div></div>	<div></div>	+
St. Jude Mission	—	<div></div>	<div></div>	<div></div>	+
St. Jude Stories	—	<div></div>	<div></div>	<div></div>	+
Memphis Stories					

FUTURE CONSIDERATIONS

Subpages per Topic	—	<div></div>	<div></div>	<div></div>	+
St. Jude Videos	—	<div></div>	<div></div>	<div></div>	+
Deeper Memphis Content	—	<div></div>	<div></div>	<div></div>	+
Translational Science	—	<div></div>	<div></div>	<div></div>	+
Supporting Families	—	<div></div>	<div></div>	<div></div>	+

/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Our Mission
- 3 Collaboration Component
- 4 Facilities Component
- 5 Funding Component
- 6 Resources Component
- 7 Life in Memphis Component

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available



/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Our Mission
- 3 Collaboration Component
- 4 Facilities Component
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Extraordinary collaboration

3

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



4

Innovative facilities

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



6

/ STORY PRIORITY GUIDE

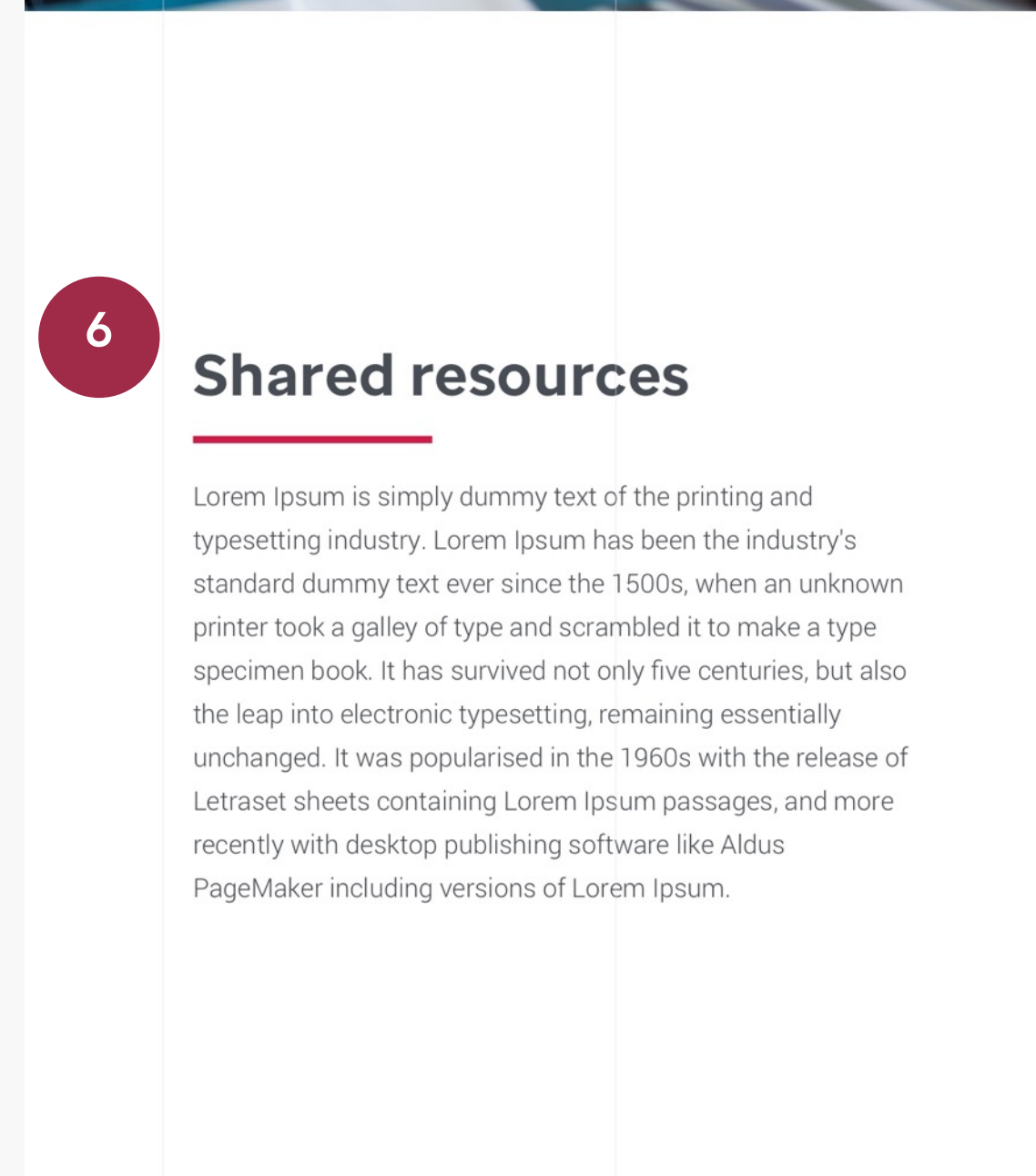
- 1 Hero
- 2 Our Mission
- 3 Collaboration Component
- 4 Facilities Component
- 5 Funding Component
- 6 Resources Component
- 7 Life in Memphis Component

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Secure funding ⁵

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



6

Shared resources

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**Work brings you.
Community is why you stay.**

/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Our Mission
- 3 Collaboration Component
- 4 Facilities Component
- 5 Funding Component
- 6 Resources Component
- 7 Life in Memphis Component

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>

Shared resources

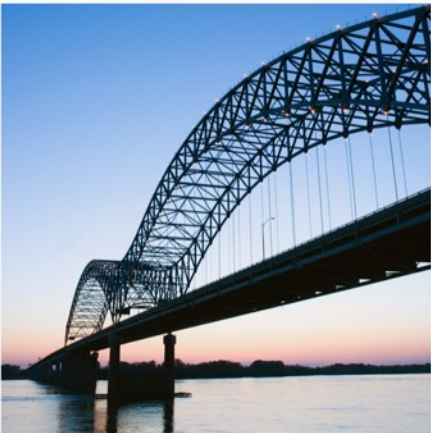
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



7

Work brings you. Community is why you stay.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam id sem rutrum, commodo augue ac, neque.



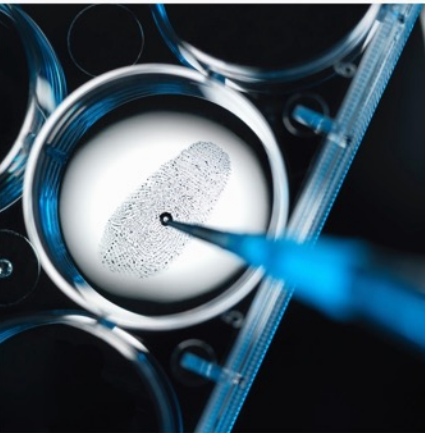
Low cost of living

Lorem ipsum dolor sit amet, Elit turpis adipiscing elit. Etiam id sem rutrum, commodo augue ac, vulputate neque.



Opportunity

Lorem ipsum dolor sit amet, Elit turpis adipiscing elit. Etiam id sem rutrum, commodo augue ac, vulputate neque.



Tech growth

Lorem ipsum dolor sit amet, Elit turpis adipiscing elit. Etiam id sem rutrum, commodo augue ac, vulputate neque.



Livability

Lorem ipsum dolor sit amet, Elit turpis adipiscing elit. Etiam id sem rutrum, commodo augue ac, vulputate neque.

St. Jude Research

Why St. Jude?

Our Technology

Secure Funding

Collaboration

Living in Memphis

Contact Us

262 Danny Thomas Place
Memphis, TN 38105

555.555.5555

general.research@stjude.org

Join our mailing list

Enter your email for updates →

Follow Us



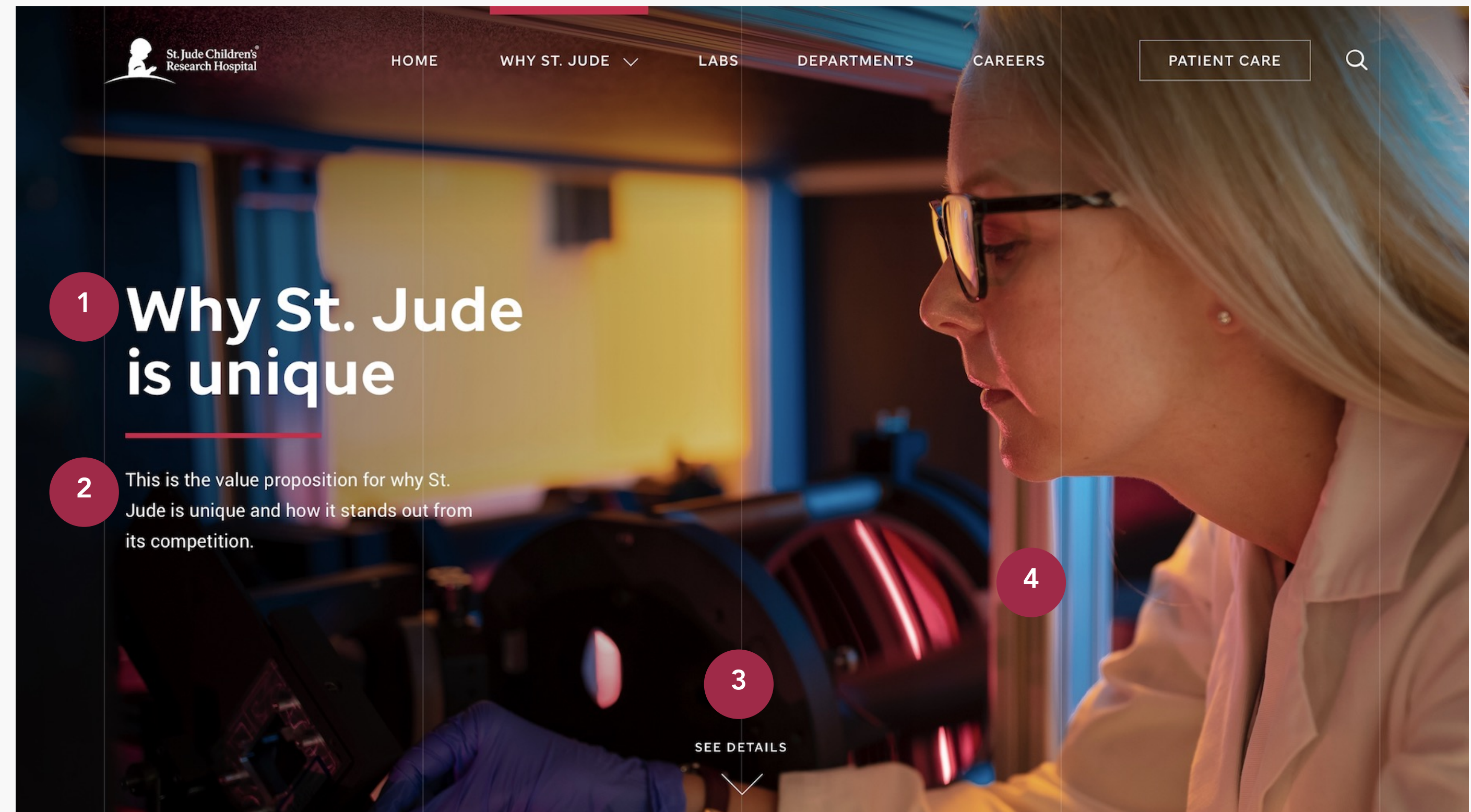
Lorem ipsum dolor sit amet St. Jude Research Hospital

PATIENT CARE

1. / WHY ST. JUDE: HERO

- 1 Title should be written in sentence case with a maximum character count of 50 characters
- 2 Optional description should be written in sentence case with a maximum character count of 100 characters
- 3 Anchor link to the Lab detail content. Maximum character count of 20 characters
- 4 Illustrative image. See visual style guide or designs for further guidance on style and resolution

If an optional CTA is used: e.g., "Learn More about Our Mission", the maximum character count is 30 characters. Should be written in all caps

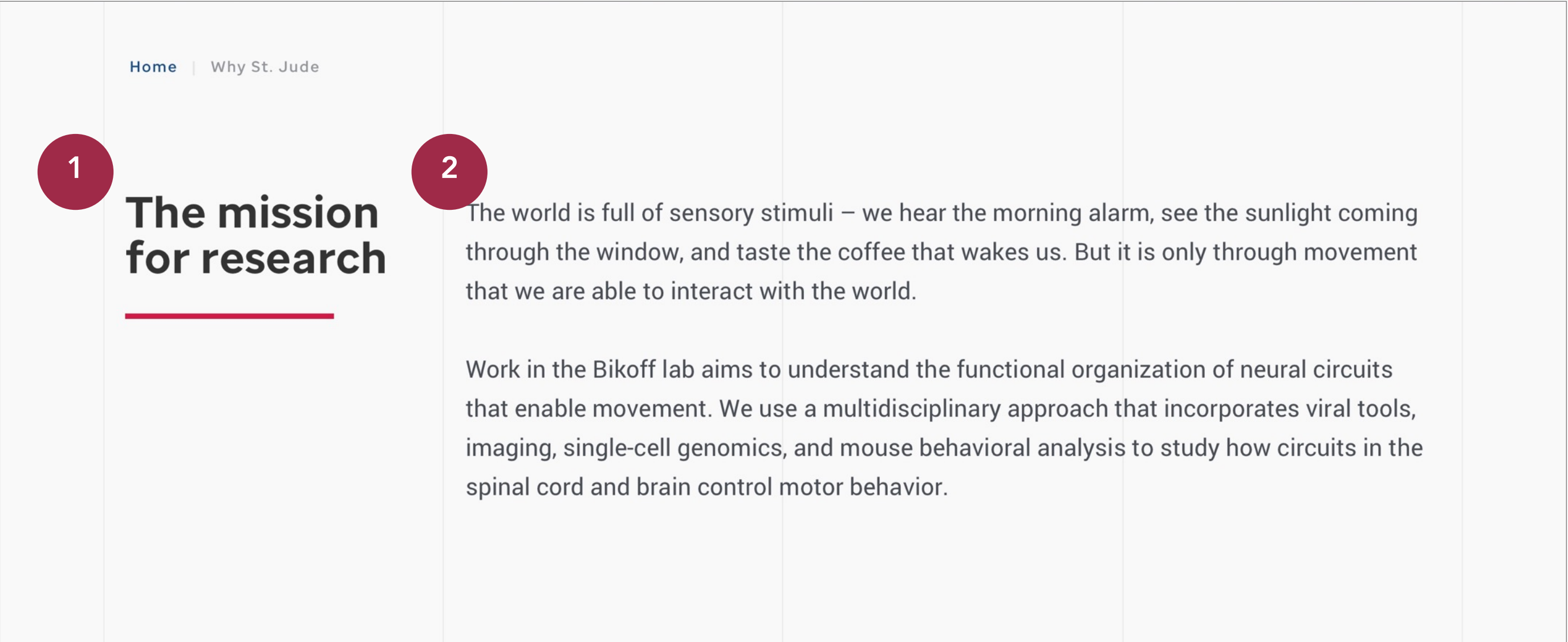


2. / WHY ST. JUDE: MISSION

- 1
- Title should be written in sentence case with a maximum character count of 20 characters
- 2
- Body copy should be written in sentence case. There is no limit on the number of characters

Also:

- An Illustrative image is optional; not shown. See visual style guide or designs for further guidance on style and resolution
- If an optional CTA is used, e.g., "Learn More about Our Mission, the maximum character count is 30 characters. Should be written in all caps

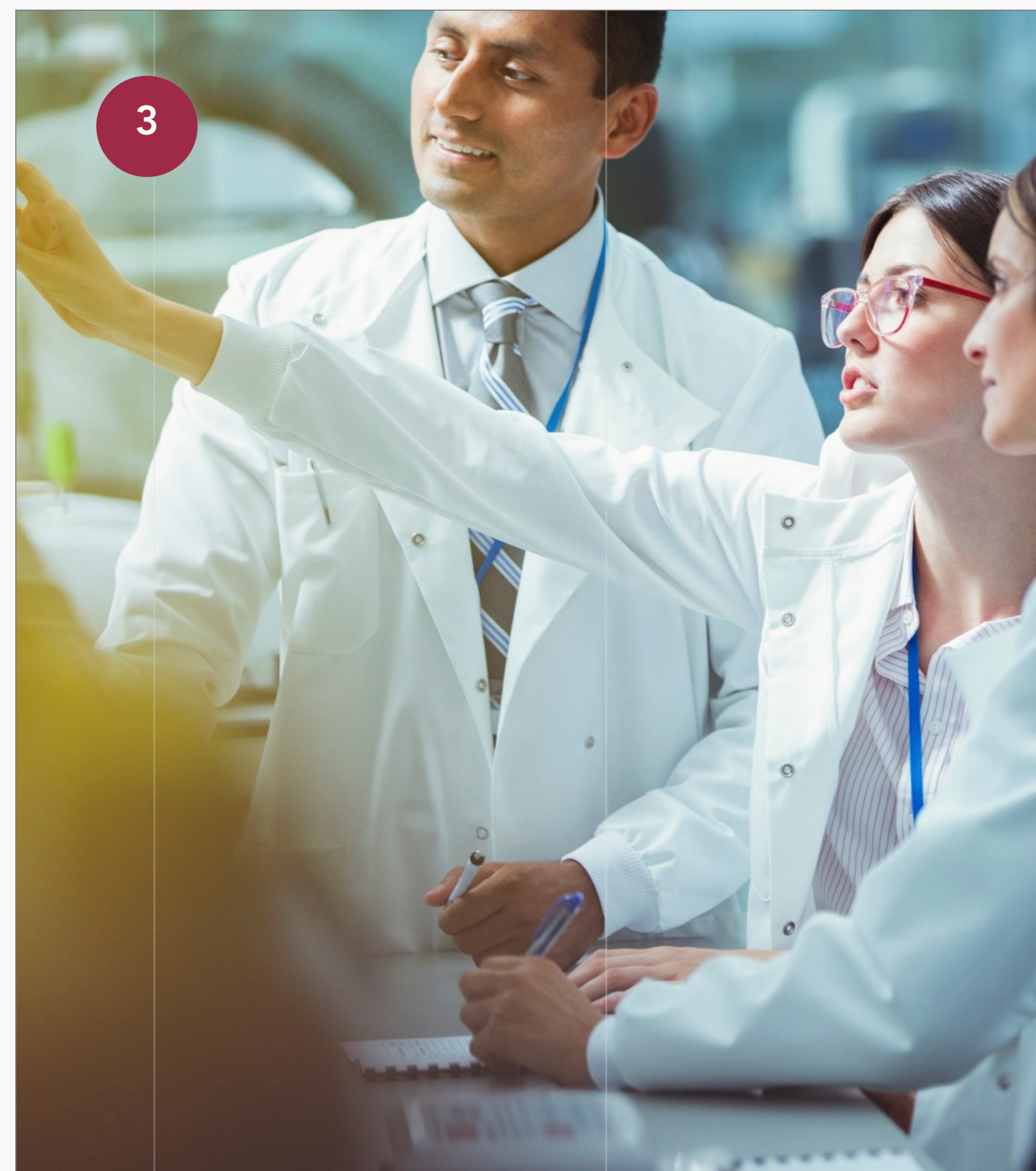


3. / WHY ST. JUDE: COLLABORATION

- 1 Title should be written in sentence case with a maximum character count of 40 characters
- 2 Description should be written in sentence case. You should strive to keep the word count for the body copy to fewer than 780 characters over 13 lines
- 3 Illustrative image. See visual style guide or designs for further guidance on style and resolution

If an optional CTA is used: e.g., "Learn More about Our Mission", the maximum character count is 30 characters. Should be written in all caps

Note: This component is repeated multiple times and illustrated on the following pages



Extraordinary collaboration

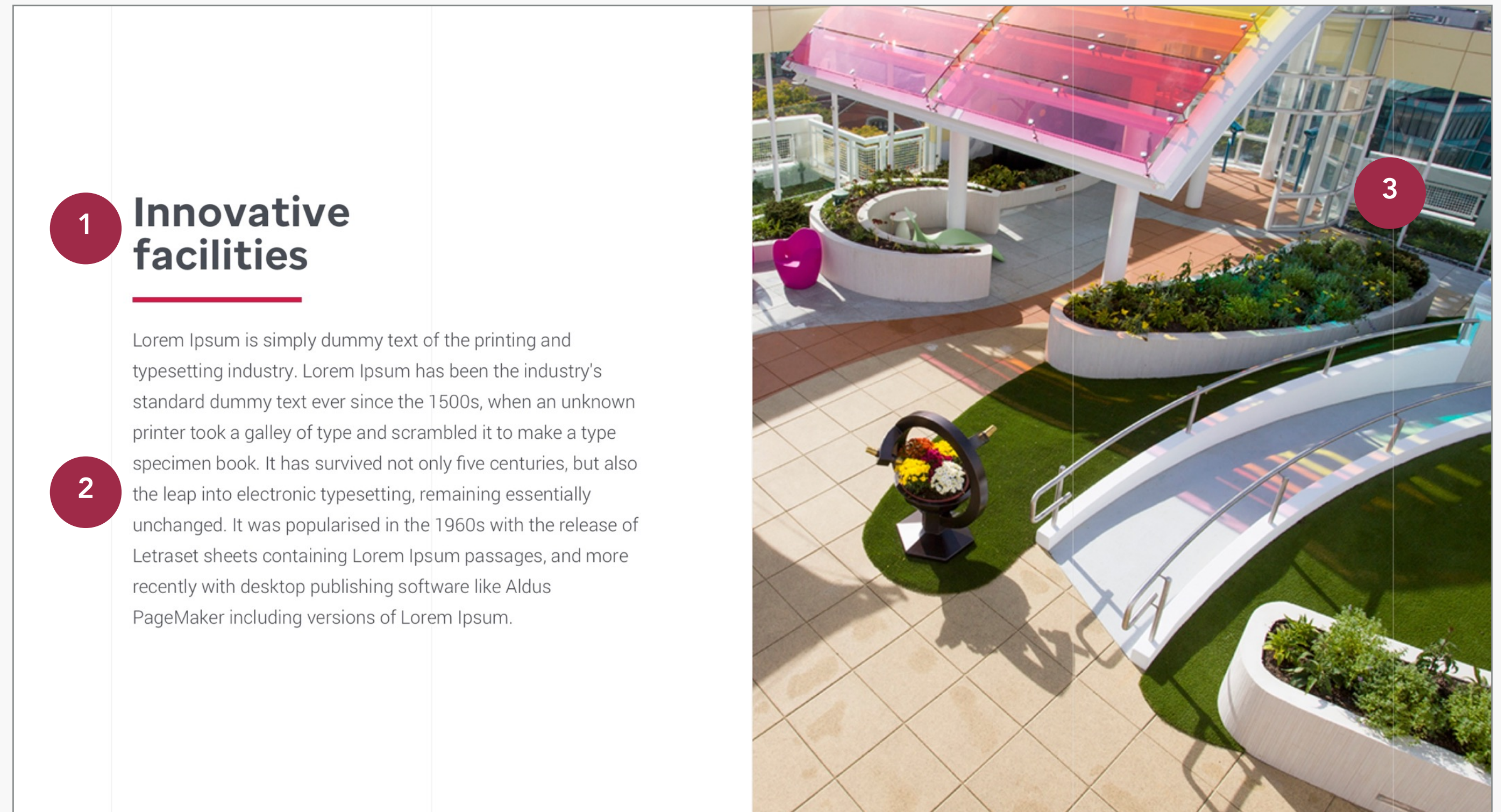
- 1
- 2 Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

4. / WHY ST. JUDE: FACILITIES

- 1 Title should be written in sentence case with a maximum character count of 40 characters
- 2 Description should be written in sentence case. You should strive to keep the word count for the body copy to fewer than 780 characters over 13 lines
- 3 Illustrative image. See visual style guide or designs for further guidance on style and resolution

If an optional CTA is used: e.g., "Learn More about Our Mission", the maximum character count is 30 characters. Should be written in all caps

Note: This component is repeated multiple times and illustrated on the following pages

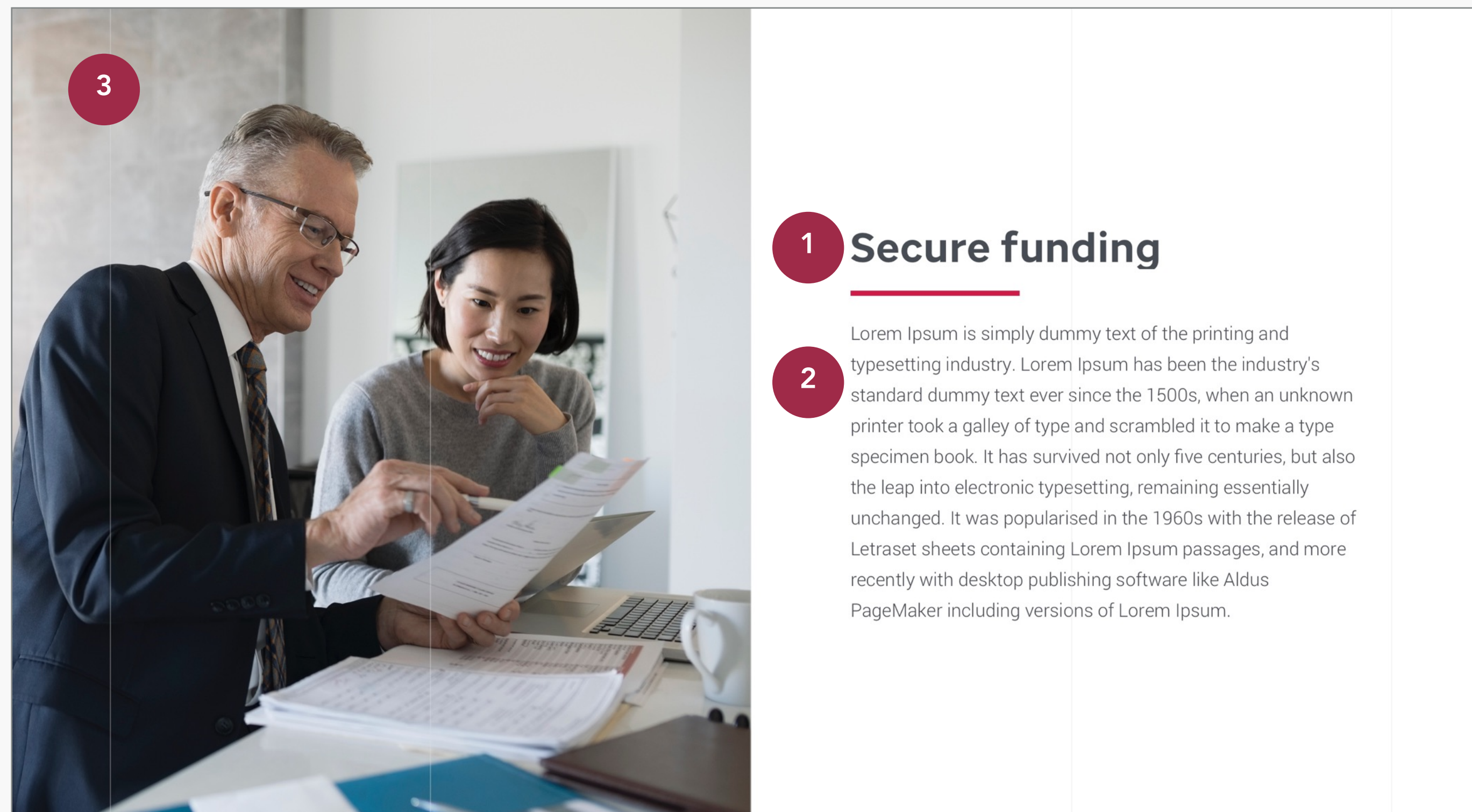


6. / WHY ST. JUDE: FUNDING

- 1 Title should be written in sentence case with a maximum character count of 40 characters
- 2 Description should be written in sentence case. You should strive to keep the word count for the body copy to fewer than 780 characters over 13 lines
- 3 Illustrative image. See visual style guide or designs for further guidance on style and resolution

If an optional CTA is used, e.g., "Learn More about Our Mission", the maximum character count is 30 characters. Should be written in all caps

Note: This component is repeated multiple times and illustrated on the following pages

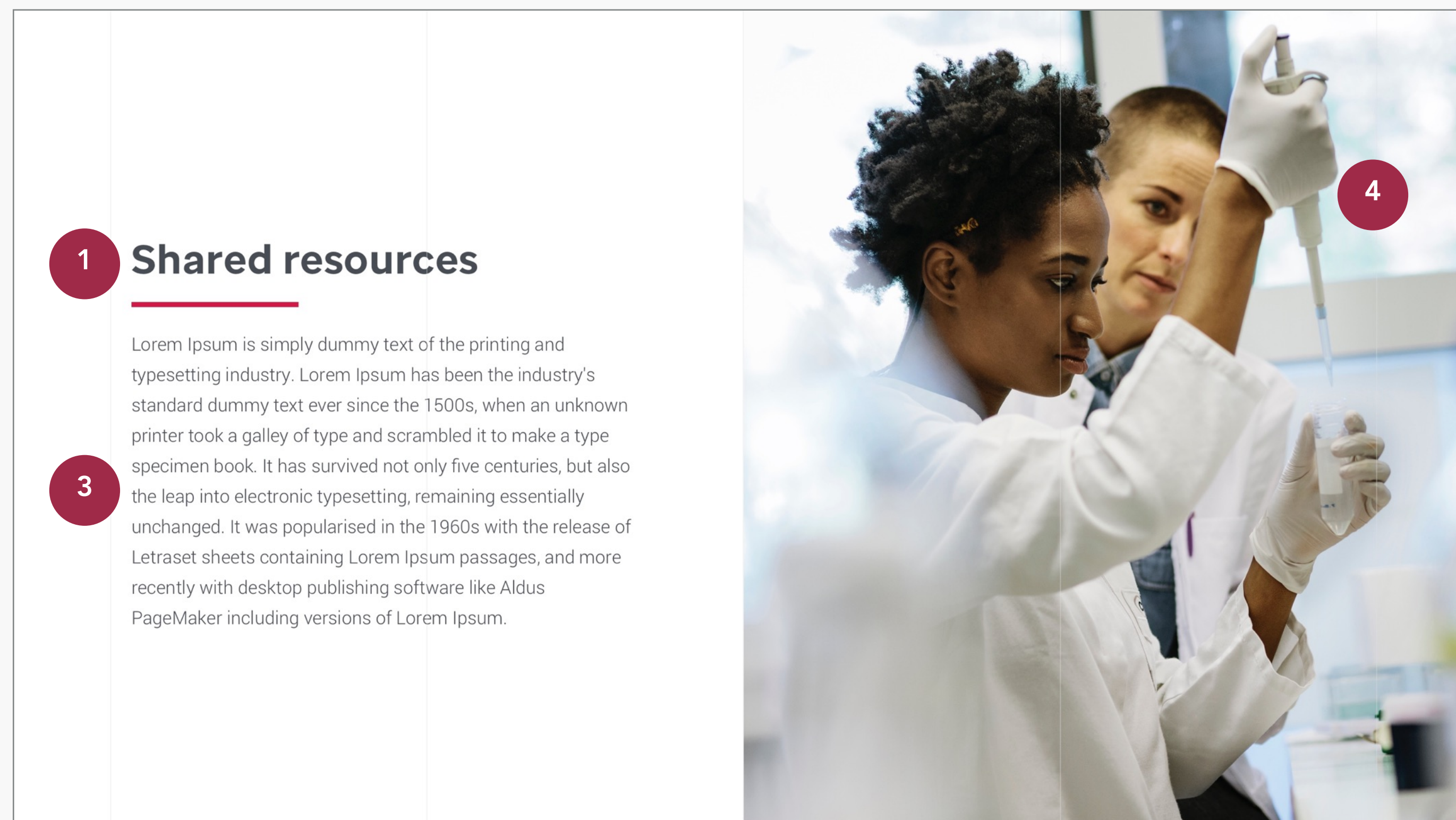


5. / WHY ST. JUDE: SHARED RESOURCES

- 1 Title should be written in sentence case with a maximum character count of 40 characters
- 2 Description should be written in sentence case. You should strive to keep the word count for the body copy to fewer than 780 characters over 13 lines
- 3 Illustrative image. See visual style guide or designs for further guidance on style and resolution

If an optional CTA is used, e.g., "Learn More about Our Mission, the maximum character count is 30 characters. Should be written in all caps

Note: This component is repeated multiple times and illustrated on the following pages



7. / WHY ST. JUDE: LIFE IN MEMPHIS

- 1
- Title should be written in sentence case with a maximum character count of 60 characters
- 2
- Optional description should be written in sentence case with a maximum character count of 100 characters
- 3
- Detail cards: Each card should illustrate a particular story related to living in Memphis. Each card has the following elements:

A

Card Title(s) should be written in title case with a maximum character count of 25 characters

B

Illustrative image for each topic. See visual style guide or designs for further guidance

C

Body text for each topic. Should be written in sentence case with a maximum character count of 125 characters over 4 lines

Also:

- If an optional CTA is used, e.g., "Learn More about Livability", the maximum character count is 30 characters. Should be written in all caps

1

Work brings you.
Community is why you stay.

2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam id sem rutrum, commodo augue ac, neque.

3

A

Low cost of living

Lorem ipsum dolor sit amet, Elit turpis adipiscing elit. Etiam id sem rutrum, commodo augue ac, vulputate neque.

B

Opportunity

Lorem ipsum dolor sit amet, Elit turpis adipiscing elit. Etiam id sem rutrum, commodo augue ac, vulputate neque.

C

Tech growth

Lorem ipsum dolor sit amet, Elit turpis adipiscing elit. Etiam id sem rutrum, commodo augue ac, vulputate neque.

D

Livability

Lorem ipsum dolor sit amet, Elit turpis adipiscing elit. Etiam id sem rutrum, commodo augue ac, vulputate neque.



/DEPARTMENT LIST

/ DEPARTMENT LIST PAGE

WHAT IT IS

The lab listing page should give a view into all the departments at St. Jude Research Hospital. The main function of this page is to allow user to get a high-level view of all the labs and filter based on pre-established criteria to easily find the lab they seek.

FEATURES

- Give a high-level overview of the lab for researchers and other audiences
- Provide a mechanism to search for key terms to find the appropriate departments
- Provide a filterable list of departments to browse
- Ability to quickly locate a particular department
- Research and training opportunities overview
- Showcase facilities second to none

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging

CHANNELS



AUDIENCES

PIs, Senior Researchers.
Junior Researchers

MVP CONSIDERATIONS

Lab Search	—	<div></div>	<div></div>	<div></div>	+
Filter and Sort Results	—	<div></div>	<div></div>	<div></div>	+
Show Featured Lab Info	—	<div></div>	<div></div>	<div></div>	+
Research & Training Opp.	—	<div></div>	<div></div>	<div></div>	+
Showcase Facilities	—	<div></div>	<div></div>	<div></div>	+

FUTURE CONSIDERATIONS

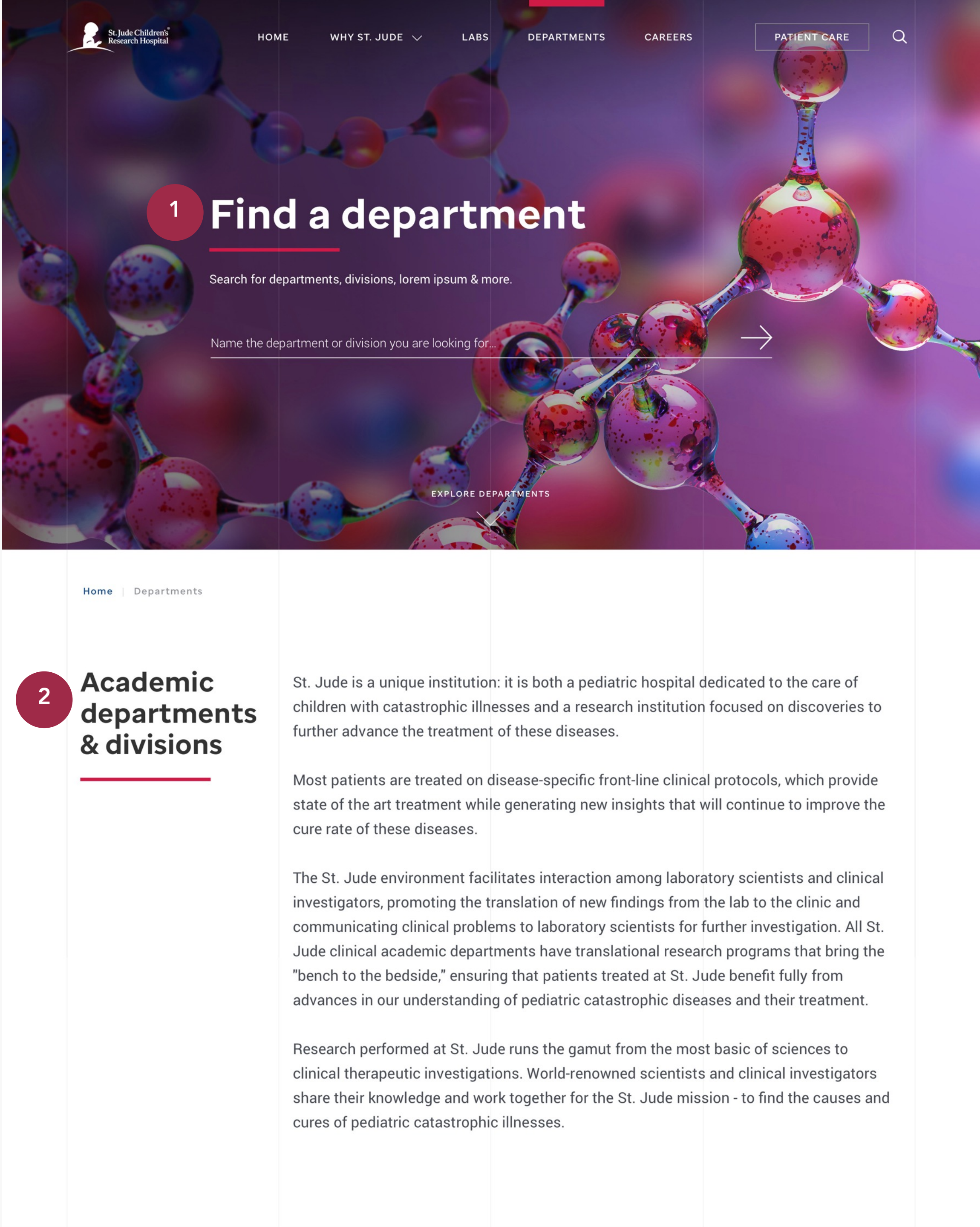
Faceted Lab Search	—	<div></div>	<div></div>	<div></div>	+
--------------------	---	-------------	-------------	-------------	---

/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Body copy
- 3 About St. Jude
- 4 Department Listing
- 5 Featured Lab

Note: no flexibility around component placement is recommended for this page

https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750



/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Body copy
- 3 About St. Jude
- 4 Department Listing
- 5 Featured Lab

Note: no flexibility around component placement is recommended for this page

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>

3 How St. Jude is a unique place

Precision therapies. Better vaccines. Healthier, happier survivors. We dream big, and build our research programs to match. Explore just a few of the pioneering initiatives that make St. Jude different.



4 Explore our departments

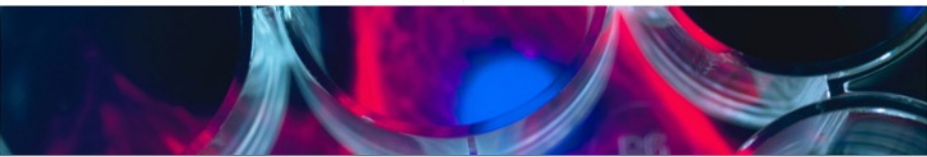
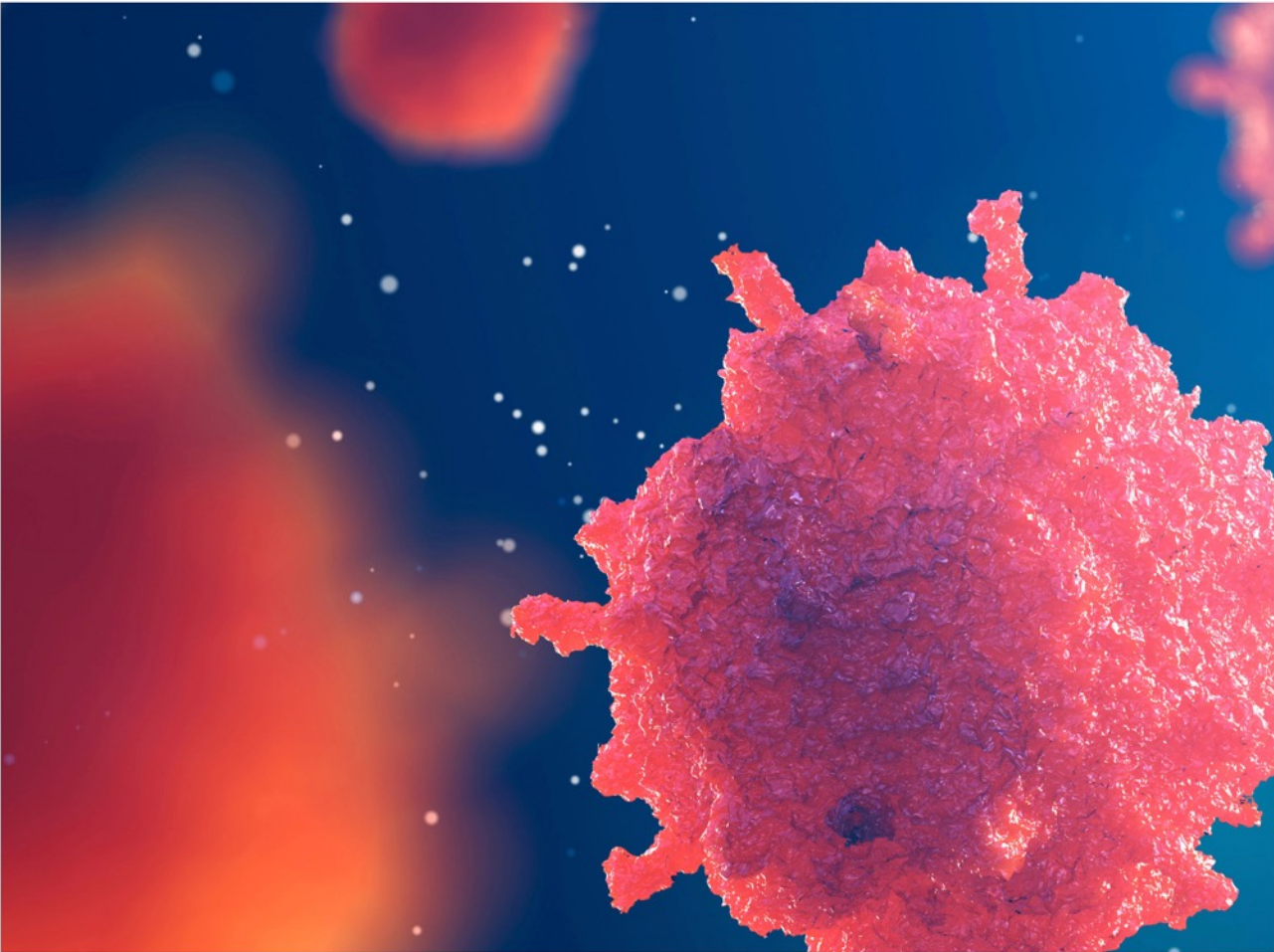
FILTER BY: All Departments SORT BY: A to Z

5

FEATURED DEPARTMENT

Department of Cell & Molecular Biology

The Department of Cell and Molecular Biology at St. Jude was established in 2014 to enhance and expand the institution's commitment to basic biologic discovery.



/ STORY PRIORITY GUIDE

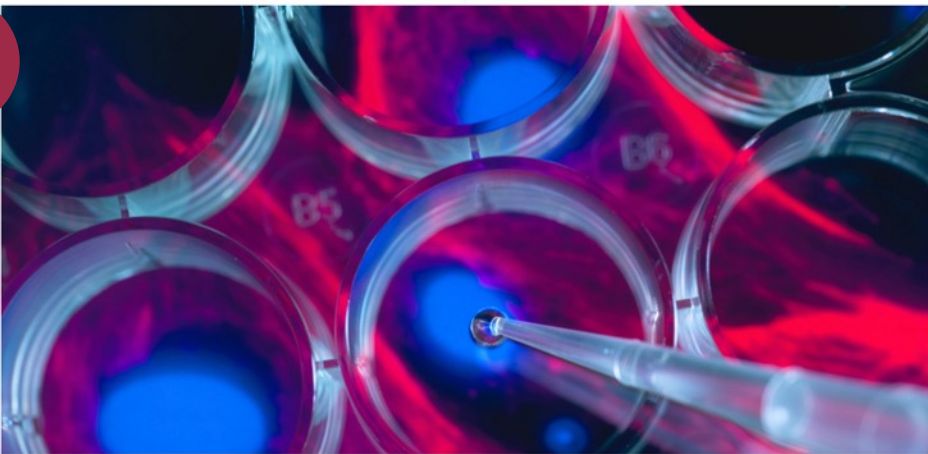
- 1 Hero
- 2 Body copy
- 3 About St. Jude
- 4 Department Listing
- 5 Featured Lab

Note: no flexibility around component placement is recommended for this page

institution's commitment to basic biologic discovery.

→

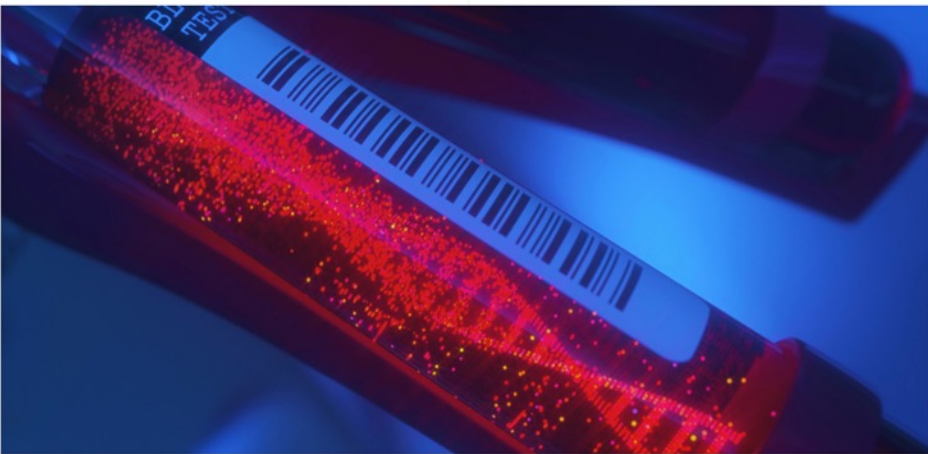
4



Division of Biostatistics for the Department of Epidemiology and Cancer Control

BIostatISTICS DEPARTMENT


VISIT DIVISION >



Division of Biostatistics for Genomics and Neuroimaging


BIostatISTICS DEPARTMENT

VISIT DIVISION >



Department of Computational Biology

VISIT DEPARTMENT >



Department of Diagnostic Imaging

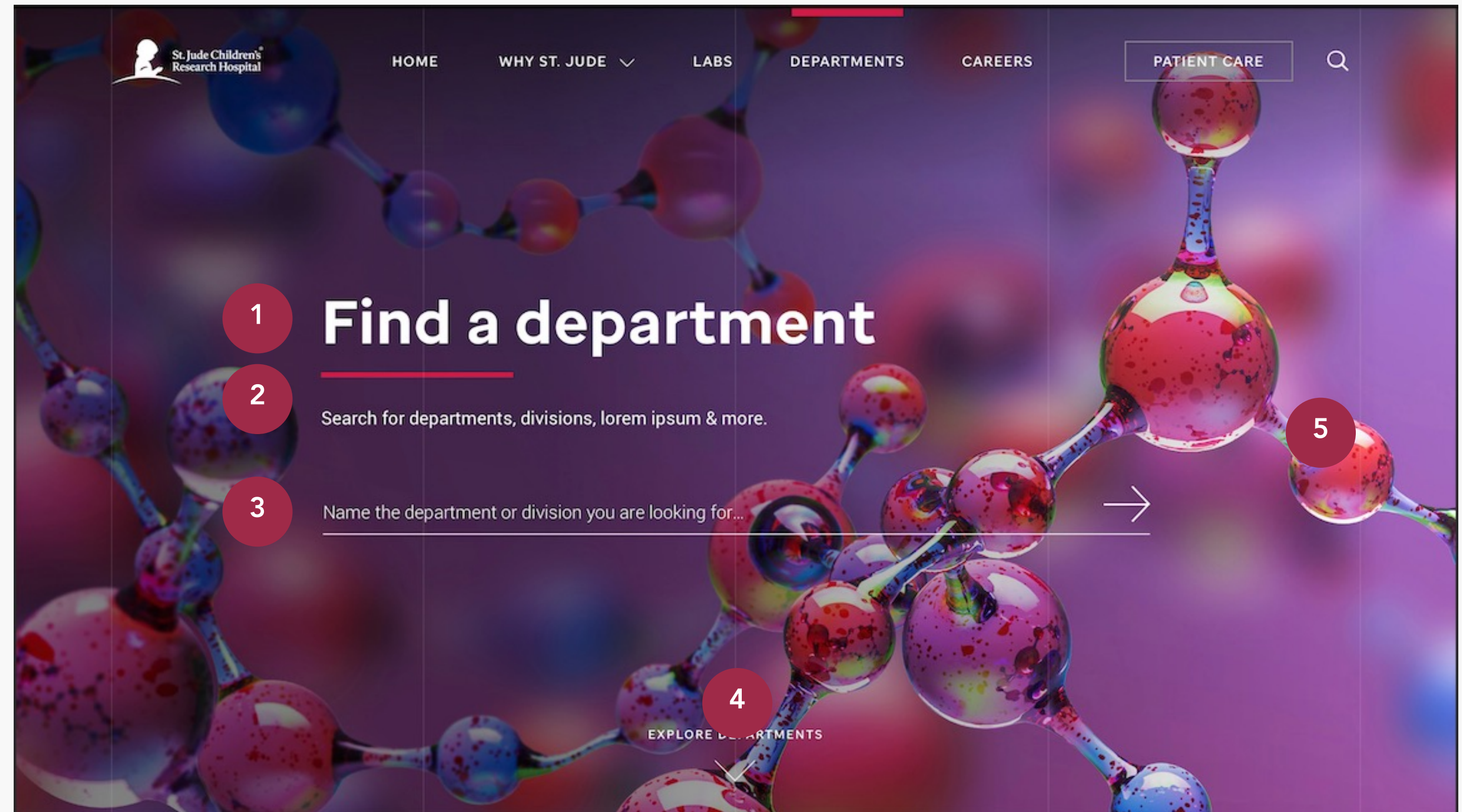
VISIT DEPARTMENT >

LOAD MORE DEPARTMENTS



1. / DEPARTMENT LIST: HERO GUIDELINES

- 1 Make sure the title is clear and indexable
 - Ensure the title clearly indicates the function of the component, recommended maximum character count of 30 characters
 - The title should be written in sentence case
- 2 The optional description should be written in sentence case with a maximum character count of 100 characters in 2 lines
- 3 Within the search bar itself, clearly indicate that it should be filled in with search criteria
- 4 Anchor link to the Lab listing content. Maximum character count of 20 characters for the CTA button
- 5 Include a compelling picture or image as a background for the hero/search component



2. / DEPARTMENT LIST: ABOUT THE DEPARTMENT

- 1
- Ensure the title clearly indicates the function of the component, recommended maximum character count of 60 characters over 3 lines. The title should be in sentence case
- 2
- Body copy should be written in sentence case with paragraphs, as necessary. Use the body copy to describe the department. Maximum character count for the body is 780 characters over 13 lines

Also:

- An Illustrative image is optional; not shown. See visual style guide or designs for further guidance on style and resolution
- If an optional CTA is used: e.g., "Learn More about Our Mission", the maximum character count is 30 characters. Should be written in all caps

Home | Departments

1

Academic departments & divisions

2

St. Jude is a unique institution: it is both a pediatric hospital dedicated to the care of children with catastrophic illnesses and a research institution focused on discoveries to further advance the treatment of these diseases.

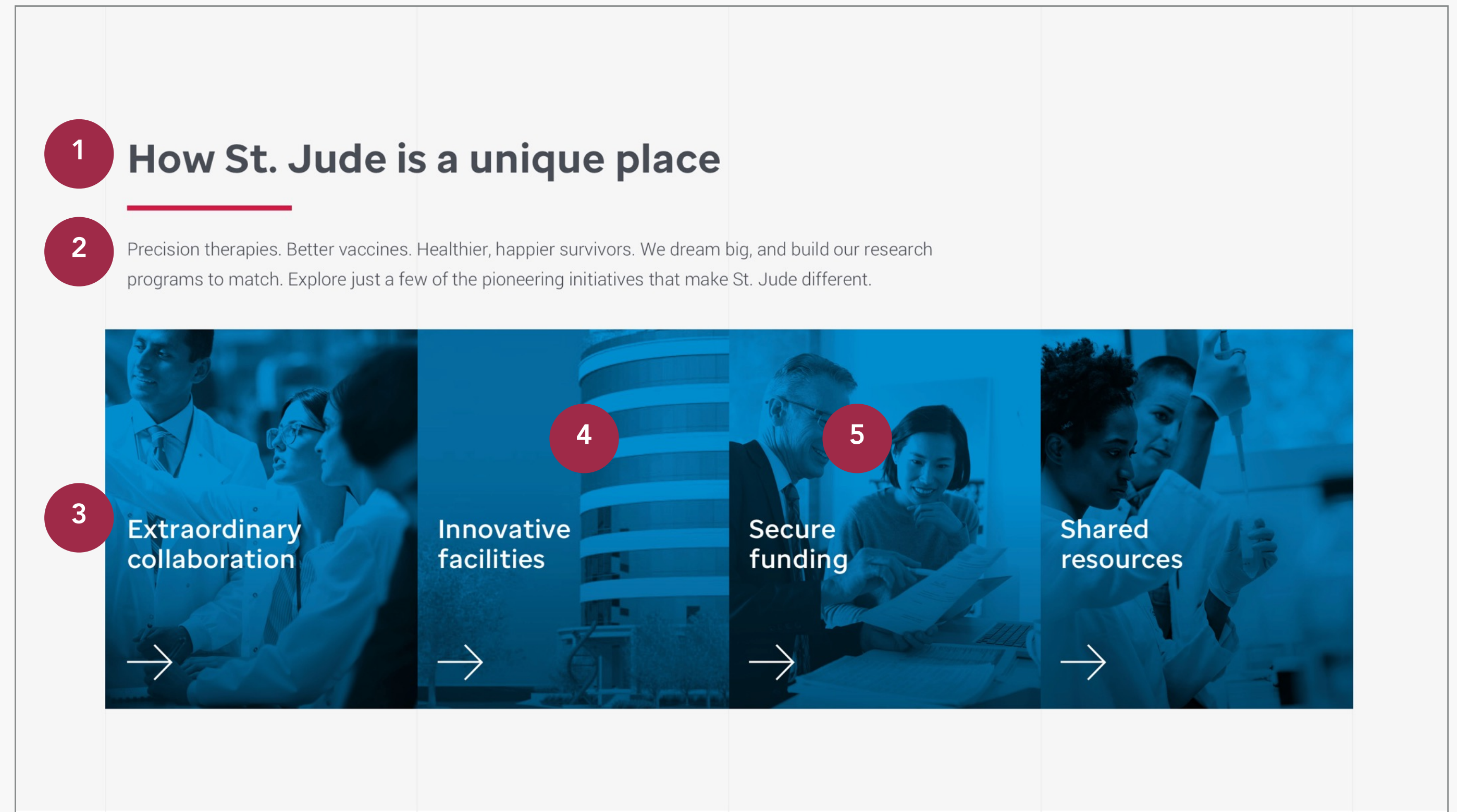
Most patients are treated on disease-specific front-line clinical protocols, which provide state of the art treatment while generating new insights that will continue to improve the cure rate of these diseases.

The St. Jude environment facilitates interaction among laboratory scientists and clinical investigators, promoting the translation of new findings from the lab to the clinic and communicating clinical problems to laboratory scientists for further investigation. All St. Jude clinical academic departments have translational research programs that bring the "bench to the bedside," ensuring that patients treated at St. Jude benefit fully from advances in our understanding of pediatric catastrophic diseases and their treatment.

Research performed at St. Jude runs the gamut from the most basic of sciences to clinical therapeutic investigations. World-renowned scientists and clinical investigators share their knowledge and work together for the St. Jude mission - to find the causes and cures of pediatric catastrophic illnesses.

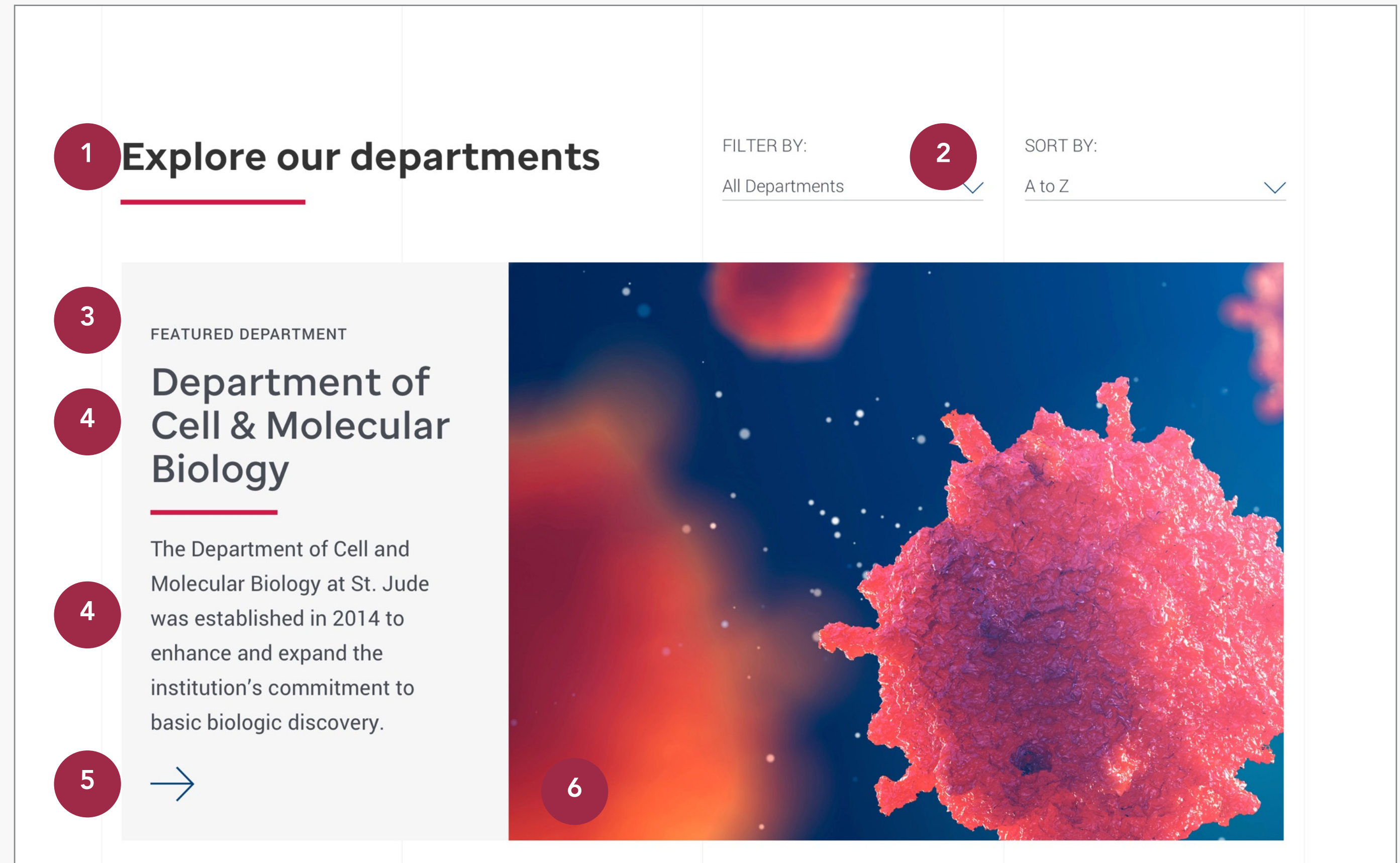
2. / DEPARTMENT LIST: ABOUT ST. JUDE

- 1 Title should be written in sentence case with a maximum character count of 40 characters
- 2 Description should be written in sentence case with a maximum character count of 200 characters over 2 lines
- 3 CTA cards should be written in sentence case, with a maximum character count of 35 characters over 2 lines. This component has a limitation to present only 1, 2 or 4 cards in this space
- 4 Card copy (not shown in image) should be written sentence case with a maximum character count of 270 characters over 10 lines
- 5 Illustrative imagery—one per card. See visual style guide or designs for further guidance on style and resolution



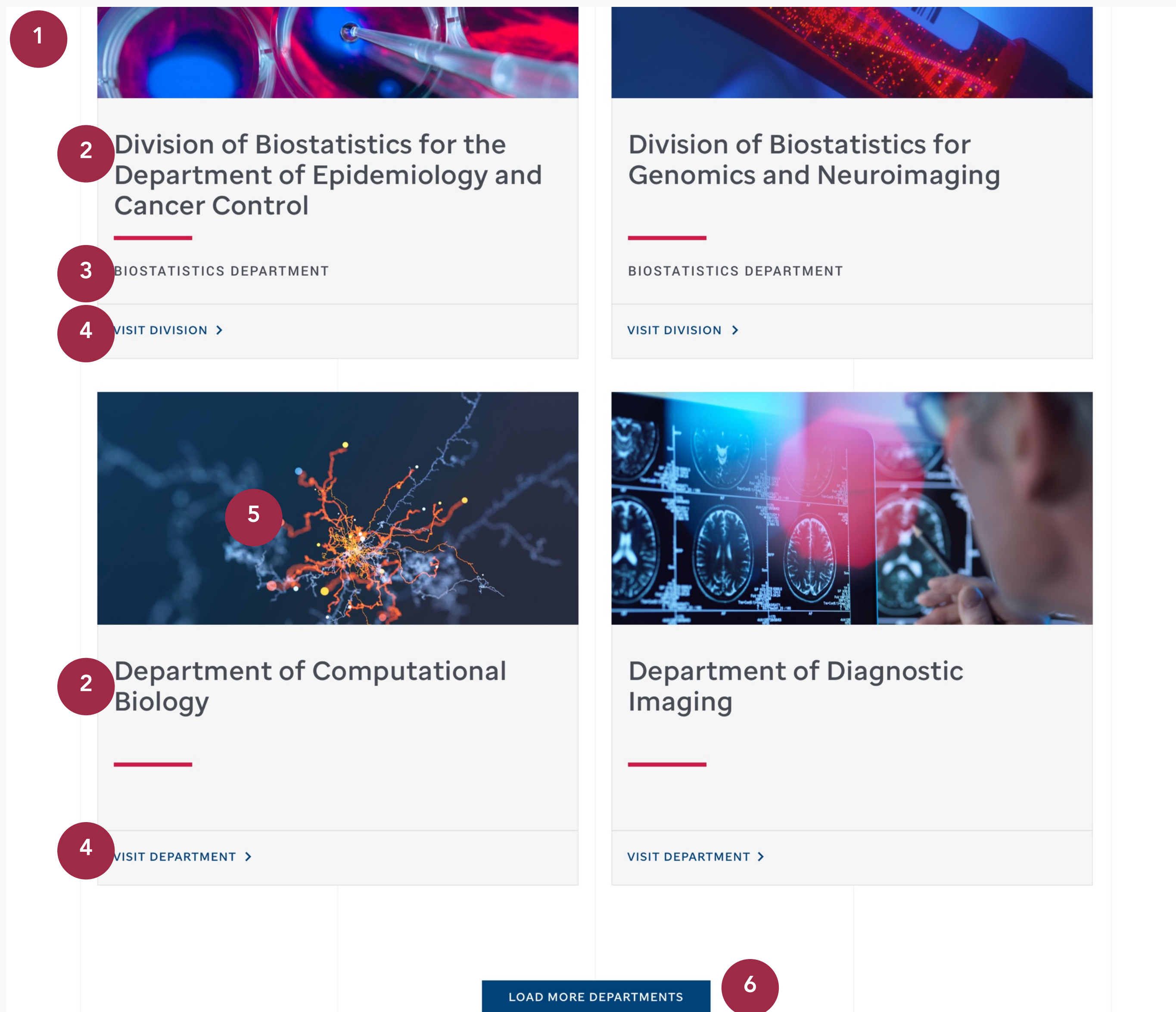
2. / DEPARTMENT LIST: DEPARTMENT LIST & FEATURED DEPARTMENT

- 1 Department List title should be written in sentence case with a maximum character count of 30
- 2 The search filters map to the taxonomy (tags) associated with departments and the date last updated
- 3 The module title should be all caps with maximum character count of 25 characters
The featured department, if applicable, will include a department title ("Department of Cell & Molecular Biology") with a maximum character count of 55 characters
- 4 The description should be autogenerated from the system. Department description should be written in sentence case with a maximum character count of 175 characters
- 5 CTA will be auto-enabled for all labs
- 6 Compelling imagery indicative of lab's work



2. / DEPARTMENT LIST: DEPARTMENT LIST

- 1 The department search listing will be autogenerated from the system based on the criteria selected
- 2 The department title should have a maximum character count of 95 characters over 3 lines
- 3 Department subtitle should be written in all caps, with a maximum character count of 45 characters on 1 line
- 4 CTA will be auto-enabled for all departments. Maximum character count of 12 characters, all caps
- 5 Compelling imagery indicative of lab's work
- 6 CTA to load more departments meeting the user's search or filter criteria. CTA should be written in all caps with a maximum character count of 25 characters





/DEPARTMENT DETAIL

/ DEPARTMENT DETAIL PAGE

WHAT IT IS

The department detail page should clearly convey the purpose of the department. This page plays many purposes. It should not only clearly describe the department and its purpose, but it should also work as a recruiting tool to find potential resources and give them the mechanism to contact the department or link to the careers site.

FEATURES

- See complete set of potential features in the user journeys
- Provide the name of the department and a concise description
- Introduce the department and its purpose
- Summarize the purpose and activities of the department
- Link to publications by the researchers in the lab (third party) to be manually entered
- Introduce the research and team using photos
- Provide a link to apply for a position
- Allow potential recruits to contact the lab
- Show lab’s location on the map

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging
- Manual Publication Entry
- Maps Integration
- Link to Careers

CHANNELS



AUDIENCES

PIs, Senior Researchers.
Junior Researchers

MVP CONSIDERATIONS

Lab Details	—	<div></div>	<div></div>	<div></div>	+
People	—	<div></div>	<div></div>	<div></div>	+
Publications	—	<div></div>	<div></div>	<div></div>	+
People	—	<div></div>	<div></div>	<div></div>	+
Link to PI Bio	—	<div></div>	<div></div>	<div></div>	+
Resources	—	<div></div>	<div></div>	<div></div>	+
Contact/Location	—	<div></div>	<div></div>	<div></div>	+

FUTURE CONSIDERATIONS

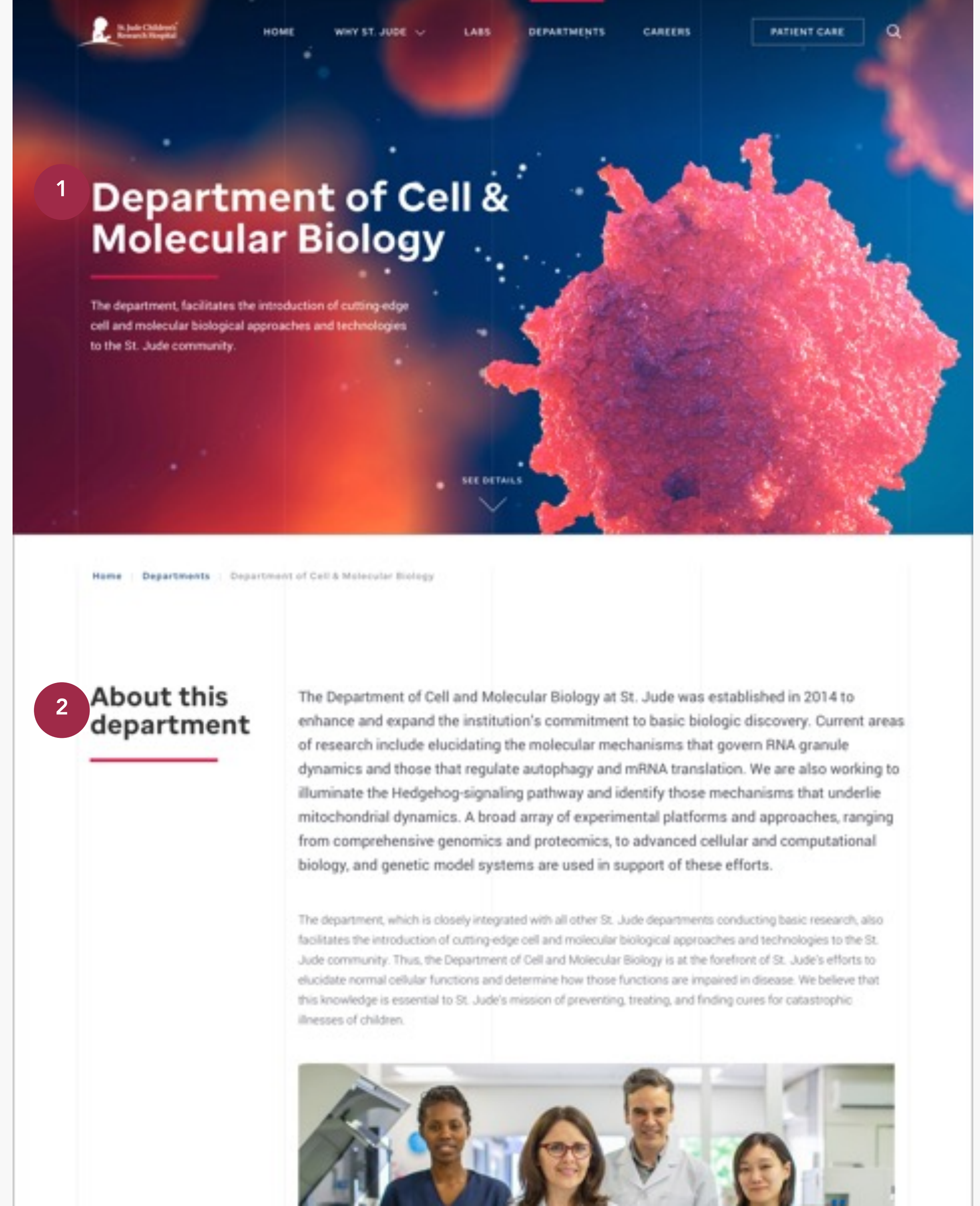
Latest Lab Stories	—	<div></div>	<div></div>	<div></div>	+
Lab Videos	—	<div></div>	<div></div>	<div></div>	+
All Researcher Bios	—	<div></div>	<div></div>	<div></div>	+
Conference Calendar	—	<div></div>	<div></div>	<div></div>	+
Research News	—	<div></div>	<div></div>	<div></div>	+

/ STORY PRIORITY GUIDE

- 1 Hero
- 2 About the Department
- 3 Research Summary
- 4 Publications
- 5 Why Join Our Team?
- 6 Leadership
- 7 Career Link and Framing
- 8 Contact Us
- 9 Map

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **6** may be available

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>



/ STORY PRIORITY GUIDE

- 1Hero
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- 8Contact Us
- 9Map

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **6** may be available

		<div><div></div><div></div><div></div></div> <div>Caption for team department picture lorem ipsum dolor.</div>			
		<div><div></div><div></div><div></div></div> <div><div>3</div><div>Ongoing labs lorem</div><div>Lab Name Lorem Ipsum Dolor</div><div>Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.</div><div>Lab Name Lorem Ipsum Dolor</div><div>Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.</div><div>Lab Name Lorem Ipsum Dolor</div><div>Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.</div></div>			
	<div><div></div><div></div><div></div></div> <div><div>4</div><div>Publications</div><div>Dishevelled signaling constitutes a core developmental pathway that controls tissue morphogenesis.</div><div>Ho H.Y., Susman M.W., Bikoff J.B., Ryu Y.K., Jonas A.M., Hu L., Kuruvilla R., and Greenberg M.E. (2012)</div><div></div></div>	<div><div></div><div></div><div></div></div> <div><div>Cdk5 regulates EphA4-mediated dendritic spine retraction through an ephexin1-dependent mechanism.</div><div>Gosgnach, S., Bikoff, J.B., Dougherty, K., El Manira, A., Lanuza, G., and Zhang, Y. (2017)</div><div></div></div>	<div><div></div><div></div><div></div></div> <div><div>The Rac1-GEF Tiam1 couples the NMDA receptor to the activity-dependent development of dendritic arbors ...</div><div>Bikoff, J.B., Gabitto, M.I., Rivard, A.F., Drobac, E., Machado, T.A., Miri, A., Brenner-Morton, S., Famojure, E., Diaz, C., Alvarez, F.J., Mentis, G.Z., and</div><div></div></div>	<div><div></div><div></div><div></div></div> <div><div>Polarized signaling endosomes coordinate BDNF-induced chemotaxis of cerebellar precursors.</div><div>Zhou P, Porcionatto M, Pilapil M, Chen Y, Choi Y, Tolias KF, Bikoff JB, Hong EJ, Greenberg ME, Segal RA.</div><div></div></div>	

/ STORY PRIORITY GUIDE

- 1 Hero
- 2 About the Department
- 3 Research Summary
- 4 Publications
- 5 Why Join Our Team?
- 6 Leadership
- 7 Career Link and Framing
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Note: subject to governance and approvals, some flexibility around component placement between items **3** and **6** may be available

5 Why join our team

Selling factors specific to this department lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Extraordinary collaboration

Our labs and spaces are open. Our culture is un-siloed. We share results and transmit information across disciplines and across the globe. We've created an environment where scientists and clinicians can progress the cures for catastrophic diseases.

Secure funding

We have committed critical resources to raise the survival rate of children with cancer and other ciritcal diseases. Our funding accommodates growth for the next 20 years and ensures that our pioneering work can continue far in the future.

Innovative core facilities

The world's leading experts in lab design created a cutting-edge space where researchers can focus on immunology, neurobiology, cell and molecular biology, gene editing, metabolomics, advanced microscopy, epigenetics, genomics, immunotherapy and RNA biology

Shared resources

Cures are advanced when resources are shared. Our data and analytics tools are freely available to the global research community. Please see which of our comprehensive scientific resources can help propel your research.

6 Leadership

This is a brief hightlight showing the diversity and people within this specific lab. Each of these profiles could link to the bio section if applicable.



J. Paul Taylor, MD, PhD
Chair, Cell & Molecular Biology
Department
[VIEW FULL BIO >](#)



Luna Zhang, M.S
Senior Engineer



Quantrell Ford, PhD
Postdoctoral Research Associate
[VIEW FULL BIO >](#)



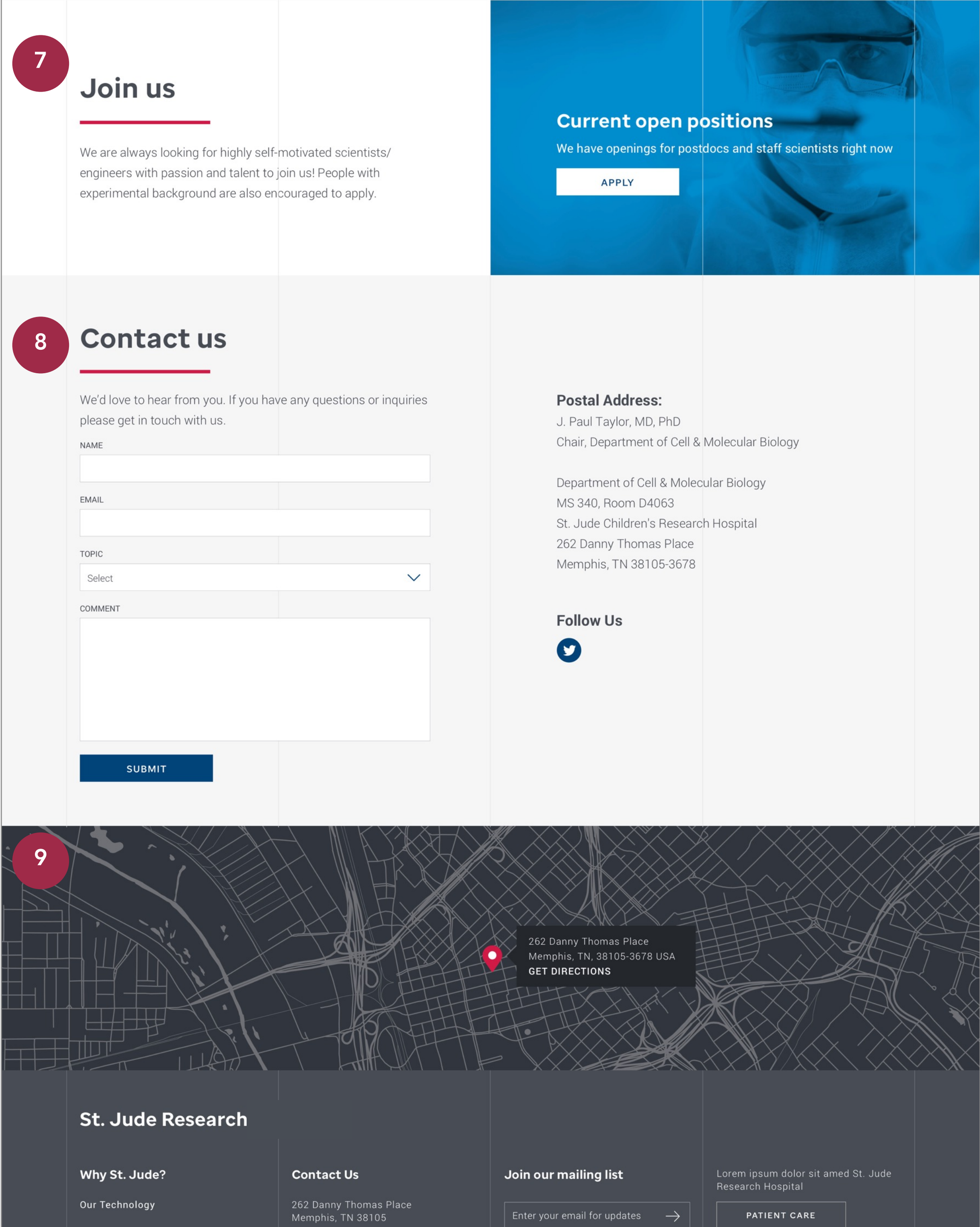
Beth Odum PhD
Research Scientist

/ STORY PRIORITY GUIDE

- 1 Hero
- 2 About the Department
- 3 Research Summary
- 4 Publications
- 5 Why Join Our Team?
- 6 Leadership
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- 8 Contact Us
- 9 Map

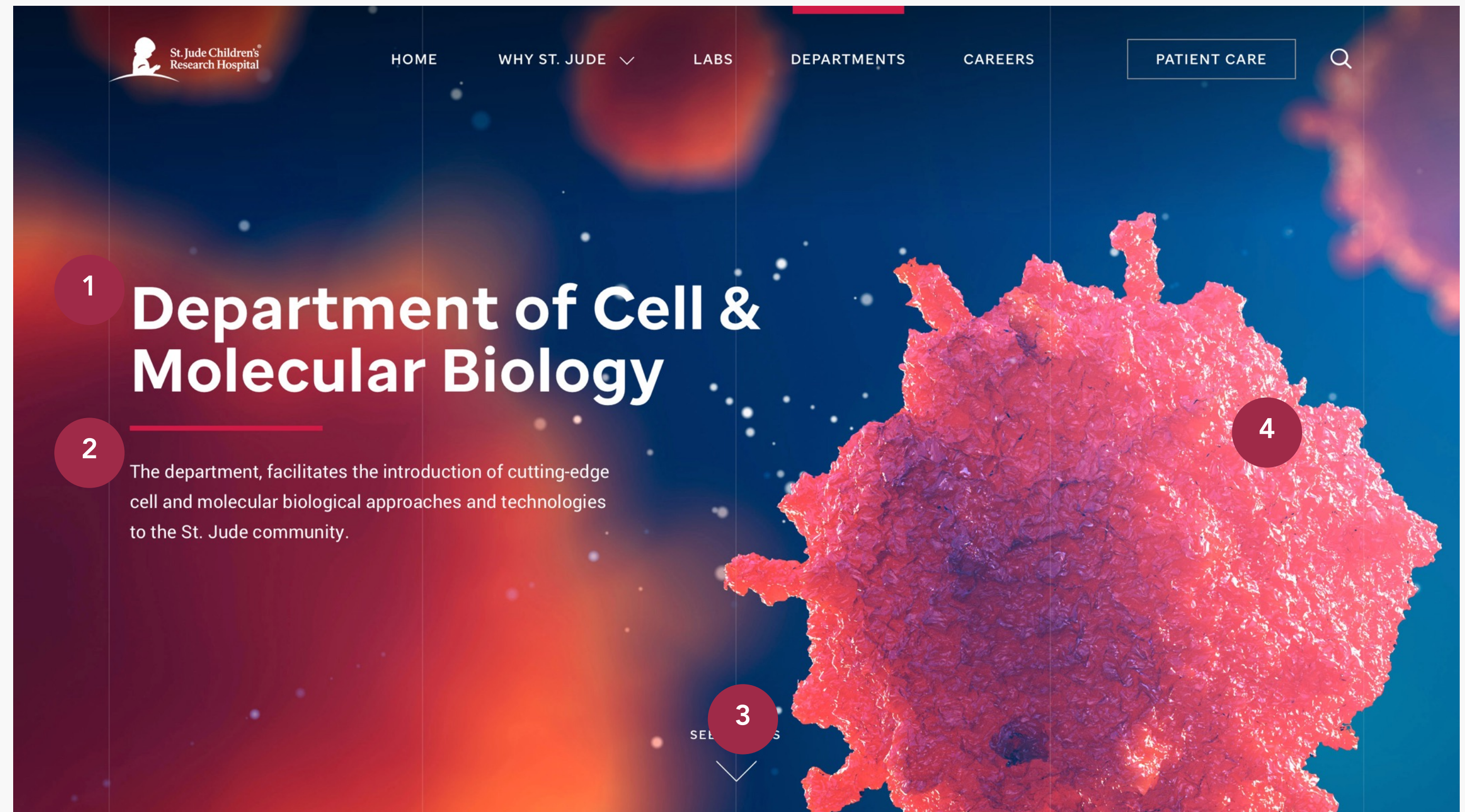
Note: subject to governance and approvals, some flexibility around component placement between items **3** and **6** may be available

https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750



1. / DEPARTMENT DETAIL: HERO GUIDELINES

- 1 Make sure the title is clear and indexable
 - Ensure the title clearly indicates the function of the component, recommended maximum character count of 30 characters
 - The title should be written in title case
- 2 The optional description should be written in sentence case with a maximum character count of 100 characters in 2 lines
- 3 Anchor link to the Lab listing content. Maximum character count of 20 characters for the CTA button
- 4 Include a compelling picture or image as a background for the hero/search component



2. / DEPARTMENT DETAIL: ABOUT THE DEPARTMENT GUIDELINES

- 1 Make sure the title is clear and indexable
 - Ensure the title clearly indicates the function of the component, recommended maximum character count of 20 characters
 - The title should be written in sentence case
- 2 Body copy should be written in sentence case with scannable paragraphs. While there is no set maximum character count for this component, strive to keep it as brief as possible without losing meaning—less than 250 words is ideal
- 3 Compelling imagery about the department. This will be added within the body copy of the component. Ensure that you include ALT text for all images
- 4 Include a caption to improve accessibility for each picture or image. Maximum character count is 100 characters

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>

1 **About this department**

The Department of Cell and Molecular Biology at St. Jude was established in 2014 to enhance and expand the institution's commitment to basic biologic discovery. Current areas of research include elucidating the molecular mechanisms that govern RNA granule dynamics and those that regulate autophagy and mRNA translation. We are also working to illuminate the Hedgehog-signaling pathway and identify those mechanisms that underlie mitochondrial dynamics. A broad array of experimental platforms and approaches, ranging from comprehensive genomics and proteomics, to advanced cellular and computational biology, and genetic model systems are used in support of these efforts.

The department, which is closely integrated with all other St. Jude departments conducting basic research, also facilitates the introduction of cutting-edge cell and molecular biological approaches and technologies to the St. Jude community. Thus, the Department of Cell and Molecular Biology is at the forefront of St. Jude's efforts to elucidate normal cellular functions and determine how those functions are impaired in disease. We believe that this knowledge is essential to St. Jude's mission of preventing, treating, and finding cures for catastrophic illnesses of children.



4 Caption for team department picture lorem ipsum dolor.

2. / DEPARTMENT DETAIL: ABOUT THE DEPARTMENT GUIDELINES (CONTINUED)


- 1

The title should be clear and indexable

 - Ensure the title clearly indicates the function of the component, recommended maximum character count of 30 characters, over 2 lines
 - The title should be written in sentence case
- 2

Additional subheadings should be written in title case with a maximum character count of 35 characters
- 3

Description should be written in sentence case with scannable paragraphs. While there is no set maximum character count for this component, strive to keep it as brief as possible without losing meaning—in this case less than 250 characters over 2 lines

			
		Caption for team department picture lorem ipsum dolor.	
	<div><div>1</div><div><p>Ongoing labs lorem</p><p>Lab Name Lorem Ipsum Dolor</p><p>Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.</p></div></div>		
	<div><div>2</div><div><p>Lab Name Lorem Ipsum Dolor</p><p>Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.</p></div></div>		
	<div><div>3</div><div><p>Lab Name Lorem Ipsum Dolor</p><p>Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.</p></div></div>		

3. / DEPARTMENT DETAIL: PUBLICATIONS

- 1 Publications are manually entered to link to where they live on another site
- 2 In this case, use the full title to ensure relevance. System will automatically truncate the title after 5 lines. Note: this will not hinder accessibility as the full title is still part of the link title text. Understandably, a department will want to highlight all the publications from its members, but keep in mind the amount of upkeep required beyond 8 – 12 publications, since these will be manually maintained
- 3 Publications authors should also be included. These should span a maximum of 4 lines up to a 150 characters
- 4 CTA to link to the source of the publication
- 5 Carousel controller. Each slide of carousel should repeat above elements, although the content may be different for each

1

2

3

4

5

Publications

Dishevelled signaling constitutes a core developmental pathway that controls tissue morphogenesis.

Ho H.Y., Susman M.W., **Bikoff J.B.**, Ryu Y.K., Jonas A.M., Hu L., Kuruvilla R., and Greenberg M.E. (2012)

→

Cdk5 regulates EphA4-mediated dendritic spine retraction through an ephexin1-dependent mechanism.

Gosgnach, S., **Bikoff, J.B.**, Dougherty, K., El Manira, A., Lanuza, G., and Zhang, Y. (2017)

→

The Rac1-GEF Tiam1 couples the NMDA receptor to the activity-dependent development of dendritic arbors ...

Bikoff, J.B., Gabitto, M.I., Rivard, A.F., Drobac, E., Machado, T.A., Miri, A., Brenner-Morton, S., Famojure, E., Diaz, C., Alvarez, F.J., Mentis, G.Z., and

→

Polarized signaling endosomes coordinate BDNF-induced chemotaxis of cerebellar precursors.

Zhou P, Porcionatto M, Pilapil M, Chen Y, Choi Y, Tolias KF, **Bikoff JB**, Hong EJ, Greenberg ME, Segal RA.

→

5

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>

2. / DEPARTMENT DETAIL: WHY JOIN OUR TEAM

- 1 Make sure the H2 module title is clear and indexable
 - Ensure the title clearly indicates the function of the component, recommended maximum character count of 30 characters
 - The title should be written in sentence case
- 2 Body copy should be written in sentence case with scannable paragraphs, including subheadings as required to make it more scannable. While there is no set maximum character count for this component, strive to keep it as brief as possible without losing meaning—less than 250 words is ideal

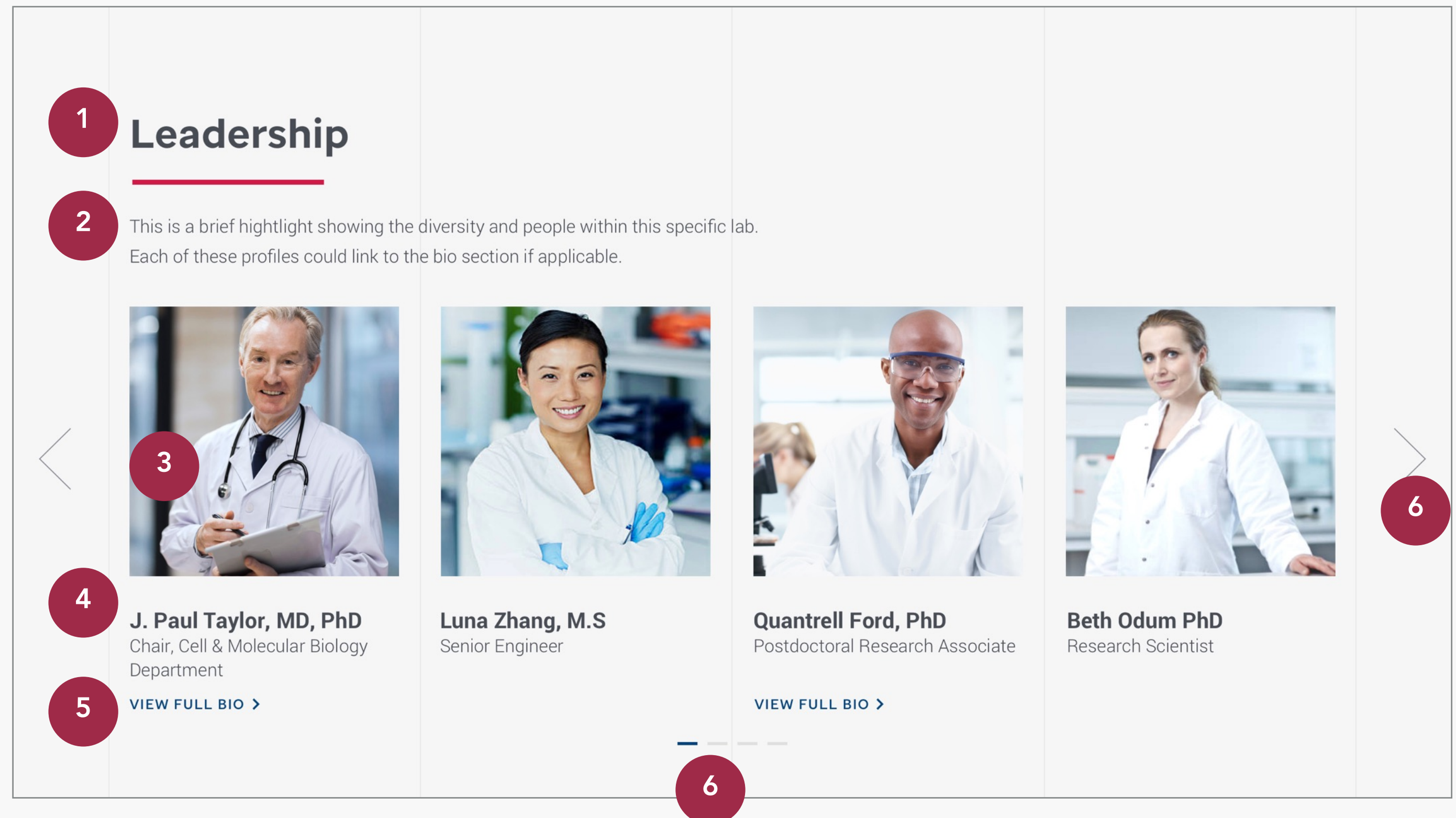
Also:

- An optional, compelling picture of people in the lab or lab itself can be included here; this will be added within the body copy of the component. Ensure that you include ALT text for all images
- If an optional CTA is used: e.g., "Learn More about Our Mission", the maximum character count 30 characters. Should be written in all caps

1	Why join our team	2	<p>Selling factors specific to this department lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p> <p>Extraordinary collaboration</p> <p>Our labs and spaces are open. Our culture is un-siloed. We share results and transmit information across disciplines and across the globe. We've created an environment where scientists and clinicians can progress the cures for catastrophic diseases.</p> <p>Secure funding</p> <p>We have committed critical resources to raise the survival rate of children with cancer and other critical diseases. Our funding accommodates growth for the next 20 years and ensures that our pioneering work can continue far in the future.</p> <p>Innovative core facilities</p> <p>The world's leading experts in lab design created a cutting-edge space where researchers can focus on immunology, neurobiology, cell and molecular biology, gene editing, metabolomics, advanced microscopy, epigenetics, genomics, immunotherapy and RNA biology</p> <p>Shared resources</p> <p>Cures are advanced when resources are shared. Our data and analytics tools are freely available to the global research community. Please see which of our comprehensive scientific resources can help propel your research.</p>
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2. / DEPARTMENT DETAIL: LEADERSHIP

- 1 Make sure the H2 module title is clear and indexable
 - Ensure the title clearly indicates the function of the component, recommended maximum character count of 30 characters
 - The title should be written in sentence case
- 2 Description should be written in sentence case with a maximum character count of 90 characters over 2 lines.
- 3 A compelling image of the team member. Ensure that you include ALT text for all images
- 4 Name and title (maximum character count for name: 50 over 2 lines; for title: 55 over 2 lines)
- 5 CTA to view full bio of team member if present. CTA should be written in all caps, with a maximum character count of 20 characters
- 6 Carousel controllers to allow user to scroll to see additional team members



2. / DEPARTMENT DETAIL: CAREERS

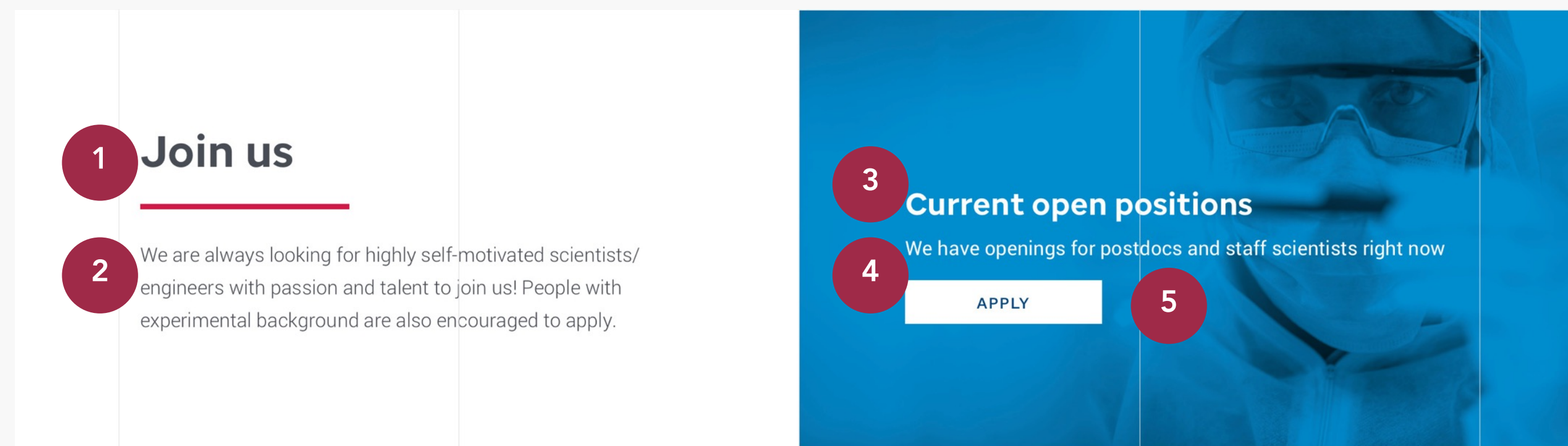
2-Column Half Size Module

Left Column

- 1 Title should be written in sentence case with a maximum of 20 characters
- 2 The description should be written explicitly for digital (see general guidelines below). It should be written in sentence case with a maximum of 170 characters over 3 lines

Right Column

- 3 Title should be written in sentence case with a maximum of 30 characters
- 4 The description should be written explicitly for digital (see general guidelines below). It should be written in sentence case with a maximum of 60 characters
- 5 CTA: "Apply" or "Apply Now" link to Careers page. Maximum character count: 20 characters



2. / DEPARTMENT DETAIL: CONTACT US & MAP

- 1 Title should be written in sentence case with a maximum character count of 15 characters
- 2 The description should be in sentence case with a maximum character count of 50 characters
- 3 The contact form should not need updating by authors, but each field should be clearly labelled in all caps with a maximum character count of 20 characters, save for comment, which is 250 characters
- 4 The contact details should provide guidance text for each field, with a maximum character count of 20 characters
- 5 Add any appropriate links to social feeds after the Title
- 6 CTA should allow the user to submit the form. Maximum character count of 20 characters
- 7 Actual physical mailing address of the lab along with the name and title of the PI
- 8 Maps are integrated. No author action required

1 Contact us

We'd love to hear from you. If you have any questions or inquiries please get in touch with us.

2

NAME

EMAIL

TOPIC

Select

COMMENT

6 SUBMIT

4 Postal Address:
J. Paul Taylor, MD, PhD
Chair, Department of Cell & Molecular Biology

Department of Cell & Molecular Biology
MS 340, Room D4063
St. Jude Children's Research Hospital
262 Danny Thomas Place
Memphis, TN 38105-3678

Follow Us

5

7

262 Danny Thomas Place
Memphis, TN, 38105-3678 USA
[GET DIRECTIONS](#)



[/CAREERS PAGE](#)

/ CAREERS

WHAT IT IS

The St. Jude Children’s Research Hospital homepage will act as the welcome to the Research digital experience. It should give a clear overview of the Research Hospital and its mission, while allowing users quick links and avenues to important content throughout the experience.

FEATURES

- Careers Overview (Hero)
- The St. Jude Mission for Research
- Life at St. Jude as a Researcher
- Career Opportunities per Area of Research
- Ability to Filter based on Area of Research
- Ability to Apply for a Position
- Ability to Sign Up for Career Alert

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging

CHANNELS



AUDIENCES

PIs, Senior Researchers.
Junior Researchers

MVP CONSIDERATIONS

About Careers at St. Jude	—	<div></div>	<div></div>	<div></div>	+
St. Jude Research Mission	—	<div></div>	<div></div>	<div></div>	+
Life at St. Jude	—	<div></div>	<div></div>	<div></div>	+
Career Opportunities	—	<div></div>	<div></div>	<div></div>	+
Career Alert Sign Up	—	<div></div>	<div></div>	<div></div>	+

FUTURE CONSIDERATIONS

Latest Lab Stories	—	<div></div>	<div></div>	<div></div>	+
Subpages for Stories	—	<div></div>	<div></div>	<div></div>	+
Tight Integration with Jobs	—	<div></div>	<div></div>	<div></div>	+
Mentorship Opportunities	—	<div></div>	<div></div>	<div></div>	+
Career Development	—	<div></div>	<div></div>	<div></div>	+



/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Our Mission
- 3 Working at St. Jude
- 4 Opportunities
- 5 Alerts

Note: no flexibility around component placement is recommended for this page



/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Our Mission
- 3 Working at St. Jude
- 4 Opportunities
- 5 Alerts

Note: no flexibility around component placement is recommended for this page

Working at St. Jude

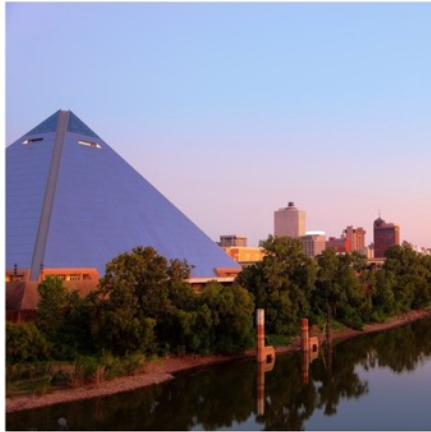
3

At St. Jude, we have one common goal: find cures for children with cancer and other life-threatening diseases through research and treatment. We seek talented and diverse faculty and staff to continue to provide superior care, leading-edge research, and unmatched resources at no cost to the family.

SEE DETAILS

Working at St. Jude

3



Living in Memphis is great

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse mollis ac nunc et eleifend. Aliquam ac massa velit. Fusce aliquam enim nec neque feugiat rhoncus.



Colaboration not competition

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse mollis ac nunc et eleifend. Aliquam ac massa velit. Fusce aliquam enim nec neque feugiat rhoncus.



Working at St. Jude

3

/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Our Mission
- 3 Working at St. Jude
- 4 Opportunities
- 5 Alerts

Note: no flexibility around component placement is recommended for this page

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>

Working at St. Jude

Cutting edge technology

Lorem ipsum dolor sit amet,
 consectetur adipiscing elit.
 Suspendisse mollis ac nunc et
 eleifend. Aliquam ac massa velit.
 Fusce aliquam enim nec neque
 feugiat rhoncus.

It's more than just a job

Lorem ipsum dolor sit amet,
 consectetur adipiscing elit.
 Suspendisse mollis ac nunc et
 eleifend. Aliquam ac massa velit.
 Fusce aliquam enim nec neque
 feugiat rhoncus.

Careers & training at St. Jude

St. Jude investigators have the freedom to focus on making big discoveries, backed by extraordinary resources and support teams.

CAREER OPENINGS

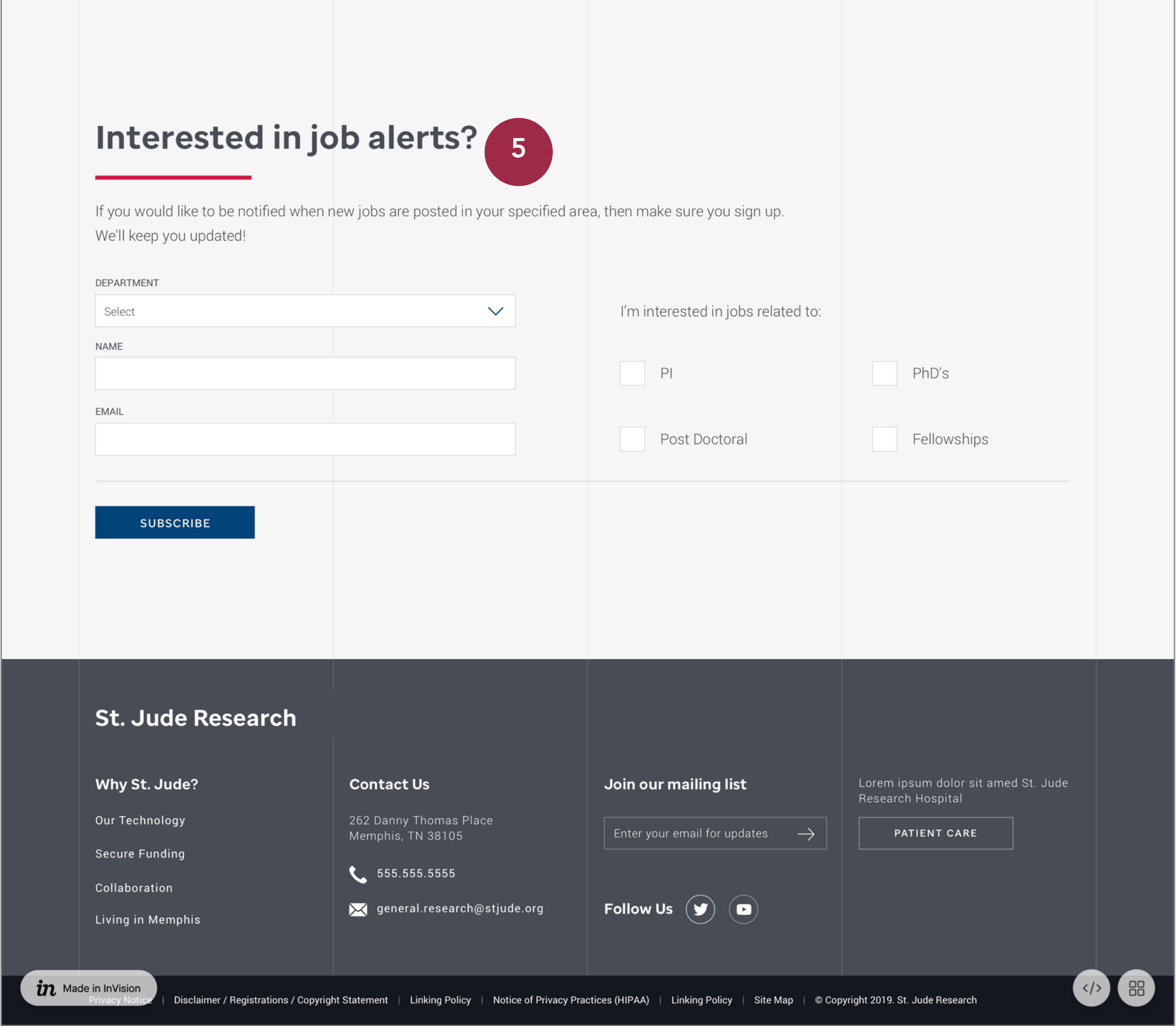
5 Interested in job alerts?

If you would like to be notified when new jobs are posted in your specified area, then make sure you sign up. We'll keep you updated!

/ STORY PRIORITY GUIDE

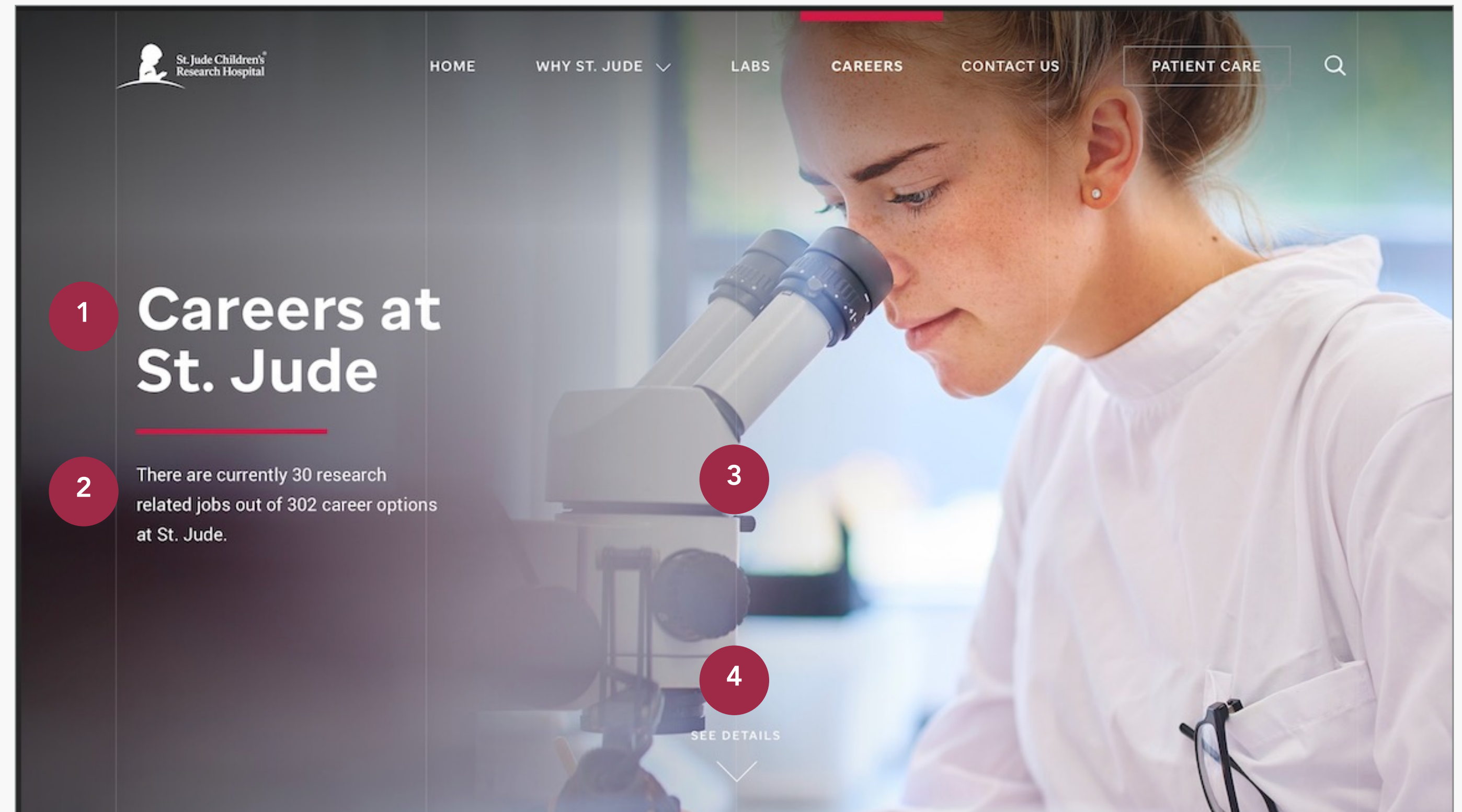
- 1 Hero
- 2 Our Mission
- 3 Working at St. Jude
- 4 Opportunities
- 5 Alerts

Note: no flexibility around component placement is recommended for this page



1. / CAREERS: HERO

- 1 Title should be written in sentence case with a maximum character count of 50 characters
- 2 Optional description should be written in sentence case with a maximum character count of 100 characters. Actual numbers of openings (bold 30/302 in example) will be extracted from jobs system
- 3 Illustrative image. See visual style guide or designs for further guidance on style and resolution
- 4 Anchor link to Careers component. Should be written in all caps with a maximum character count of 30 characters

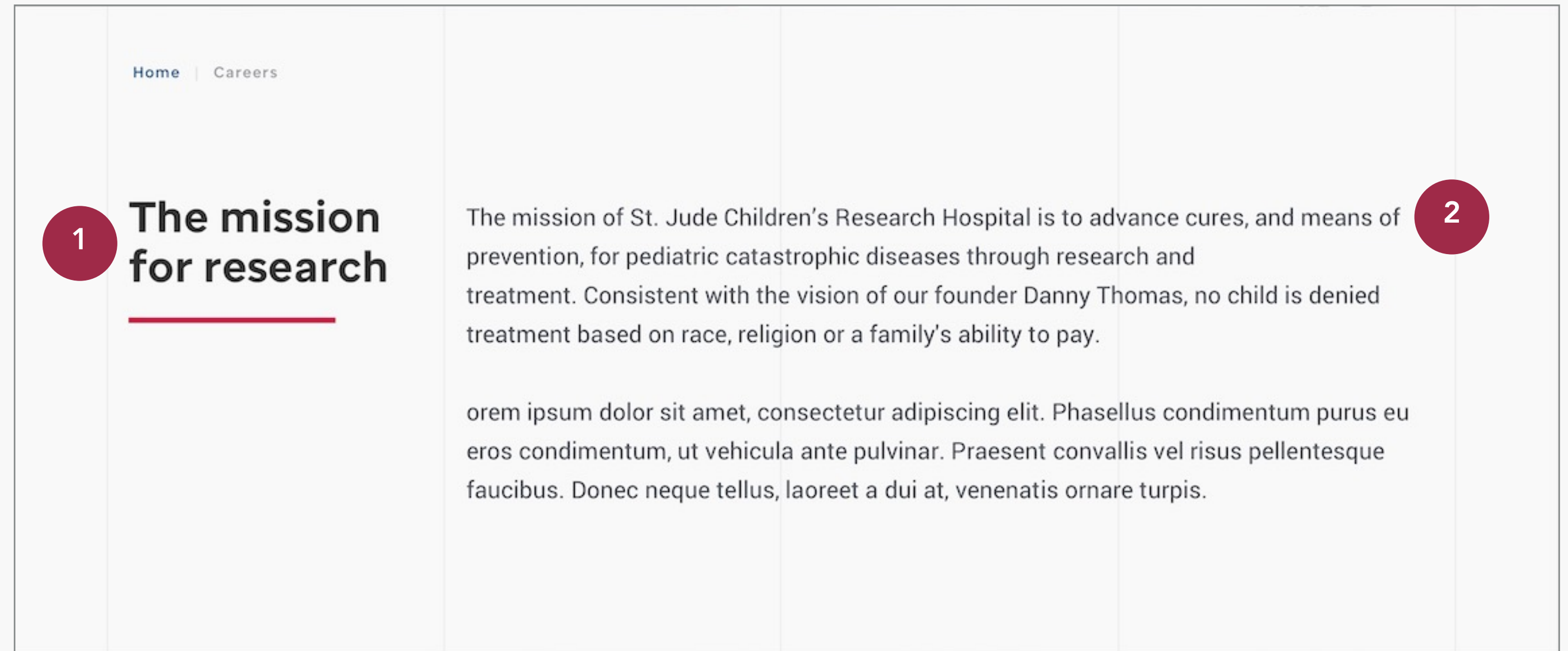


2. / CAREERS: MISSION

- 1 Title should be written in sentence case with a maximum character count of 25 characters
- 2 Body copy should be written in sentence case. You should strive to maintain the body copy at fewer than 250 words

Also:

- An optional, compelling picture of people working at St. Jude can be included; ensure to add ALT text if an image is used
- If an optional CTA is used, e.g., "Learn More about Our Mission", the maximum character count is 30 characters. Should be written in all caps. A link title should also be provided



3. / CAREERS: WORKING AT ST. JUDE

- 1 Title should be written in sentence case with a maximum character count of 40 characters
- 2 Description should be written in sentence case with a maximum of 280 characters over 6 lines
- 3 Anchor link to detail cards. Should be written in all caps. Maximum character count: 30 characters
- 4 Detail cards: Each card should illustrate a particular story related to working at St. Jude containing the following elements:

- A Illustrative image for each topic. See visual style guide or designs for further guidance on style and resolution
- B Tile title should be written in sentence case with a maximum character count: 35 characters
- C Description for each card should be written in sentence case with a maximum character count of 270 characters

Each card can also include a CTA link for optional further detail for each card with a maximum character count of 30 characters



4. / CAREERS: OPPORTUNITIES

- 1 Title should be written in sentence case with a maximum character count of 35 characters
- 2 Description should be written in sentence case with maximum of 250 characters over 5 lines
- 3 CTA to view all openings. Should be written in all caps with a maximum character count of 40 characters
- 4 Illustrative image. See visual style guide or designs for further guidance on style and resolution

1

Careers & training
at St. Jude


2

St. Jude investigators have the freedom to focus on making big discoveries, backed by extraordinary resources and support teams.

3

CAREER OPENINGS

4



5. / CAREERS: JOB ALERTS

- 1 Title should be written in sentence case with a maximum character count of 50 characters
- 2 Optional description should be written in sentence case with a maximum character count of 100 characters
- 3 User entry fields/dropdown should provide descriptive text to guide the user what type of terms to enter, with a maximum character count of 40 characters
- 4 Check-boxes should allow the user to further narrow their alert criteria. Maximum character count for labels should be 15 characters
- 5 CTA to subscribe. Should be written in all caps with a maximum character count of 25 characters (Subscribe to Alerts)

1 Interested in job alerts?

2 If you would like to be notified when new jobs are posted in your specified area, then make sure you sign up. We'll keep you updated!

3 DEPARTMENT
Select

NAME

EMAIL

4 I'm interested in jobs related to:

☐ PI ☐ PhD's

☐ Post Doctoral ☐ Fellowships

5 SUBSCRIBE



/ PEOPLE LANDING

/ FACULTY LIST PAGE

WHAT IT IS

The faculty listing (“Our People”) page should clearly list the faculty resources that St. Jude offers and allow users to sort and filter the list. This page plays many purposes. It should list their names and titles, and, optionally, links to the appropriate departments or labs. Finally, a CTA to view a full bio will allow users to learn more about the faculty member.

FEATURES

- See complete set of potential features in the user journeys
- Provide the person’s headshot, name, and title
- Make list filterable and sortable by predetermined criteria (i.e., first letter of last name, department, or lab
- Provide links to the appropriate labs or departments
- Summarize the type of research being performed
- Provide a link to apply for a position

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging
- Link to Careers

CHANNELS



AUDIENCES

PIs, Senior Researchers.
Junior Researchers

MVP CONSIDERATIONS

Faculty Name & Position	—	<div></div>	<div></div>	<div></div>	+
Faculty Headshot	—	<div></div>	<div></div>	<div></div>	+
Department or Lab Link	—	<div></div>	<div></div>	<div></div>	+
Link to Bio	—	<div></div>	<div></div>	<div></div>	+
Ability to Apply for Position	—	<div></div>	<div></div>	<div></div>	+

FUTURE CONSIDERATIONS

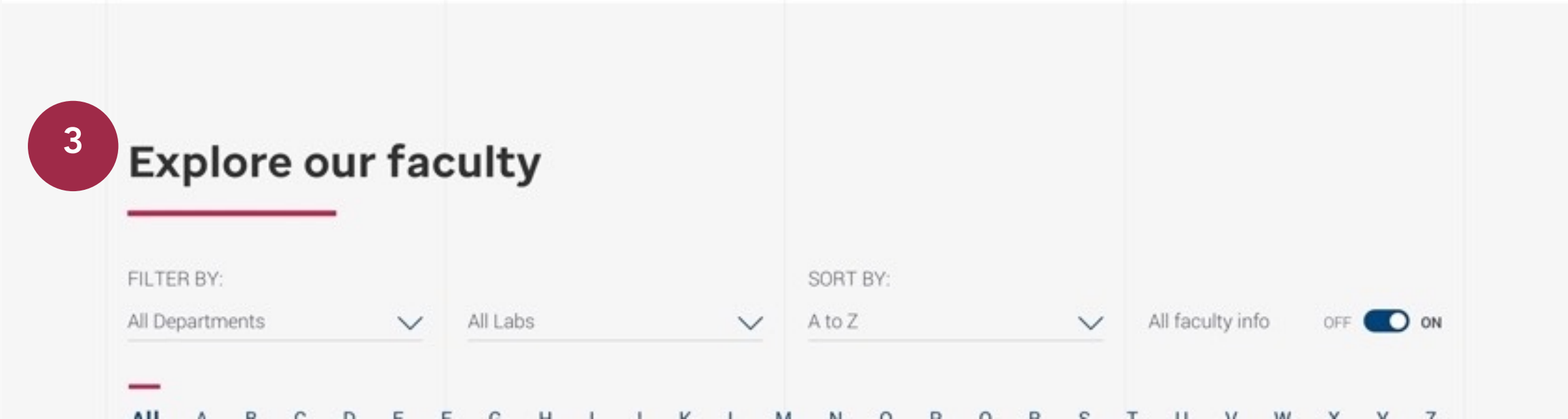
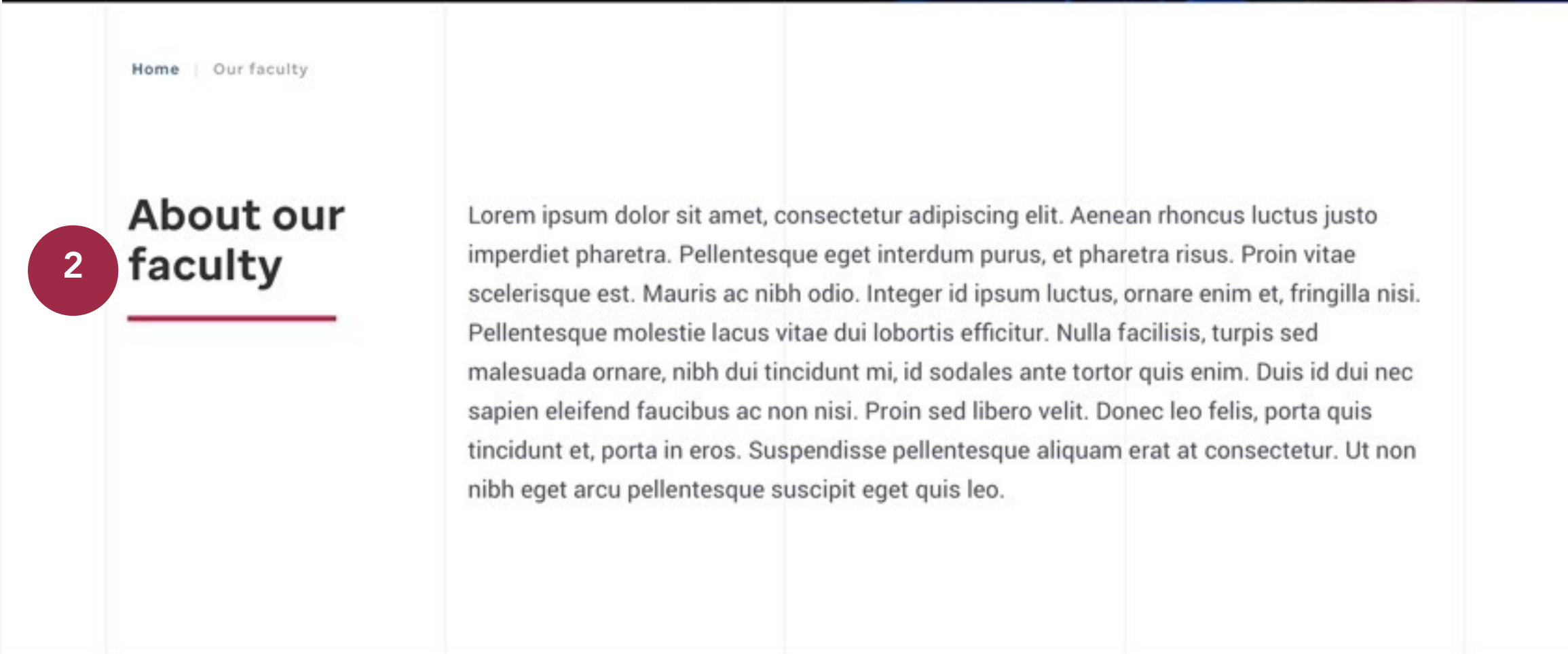
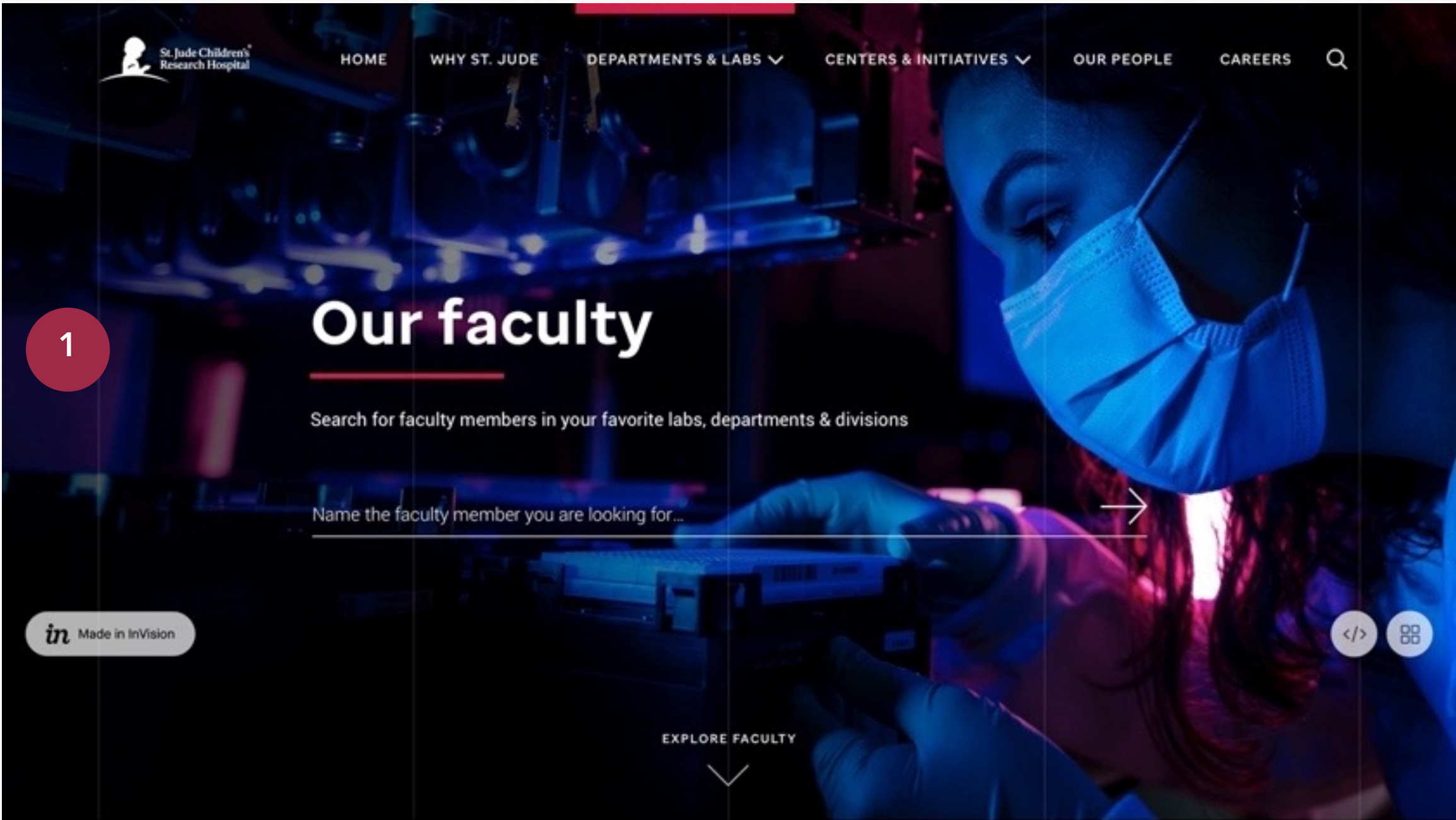
Additional Filter Options	—	<div></div>	<div></div>	<div></div>	+
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/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Body copy
- 3 Faculty list
- 4 Join our team

Note: no flexibility around component placement is recommended for this page

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>



/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Body copy
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- 4 Join our team

Note: no flexibility around component placement is recommended for this page

https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750

3

Explore our faculty

FILTER BY:

All Departments

All Labs

SORT BY:

A to Z

All faculty info

OFF

ON

All

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

T

U


V

W

X

Y


Z



Abdelhafeez H. Abdelhafeez, MD

Instructor, St. Jude Faculty Surgery Department

VIEW FULL BIO >



Brian J. Abraham, PhD


Assistant Member, St. Jude Faculty

Computational Biology Department

Comprehensive Cancer Center

St. Jude Graduate School of Biomedical Sciences

VIEW FULL BIO >




Zachary R. Abramson, MD, DMD

Instructor, St. Jude Faculty

Diagnostic Imaging Department Faculty

VIEW FULL BIO >




Sahaja Acharya, MD

Assistant Member, St. Jude Faculty

Radiation Oncology Department Comprehensive Cancer Center

VIEW FULL BIO >



Albert Adams, PharmD

Member, St. Jude Faculty


Chair, Radiation Oncology Department

Baddia J. Rashid Endowed Chair in Radiation Oncology

Chairman, Radiation Oncology Discipline, Children's Oncology Group

Radiation Oncology Department Comprehensive Cancer Center

St. Jude Graduate School of Biomedical Sciences



Elisabeth E. Adderson, MD


Associate Member, St. Jude Faculty

Director, Pediatric Infectious Diseases Fellowship Program

Infectious Diseases Department

St. Jude Graduate School of Biomedical Sciences

VIEW FULL BIO >



Asya Agulnik, MD, MPH

Assistant Member, St. Jude Faculty

Director, Global Critical Care Program, St. Jude Global


Director, Eurasia Regional Program, St. Jude Global

Global Pediatric Medicine Department

St. Jude Global

St. Jude Graduate School of Biomedical Sciences

Critical Care Medicine Division



Jennifer Allen, PhD

Assistant Member, St. Jude Faculty

Psychology Department

VIEW FULL BIO >

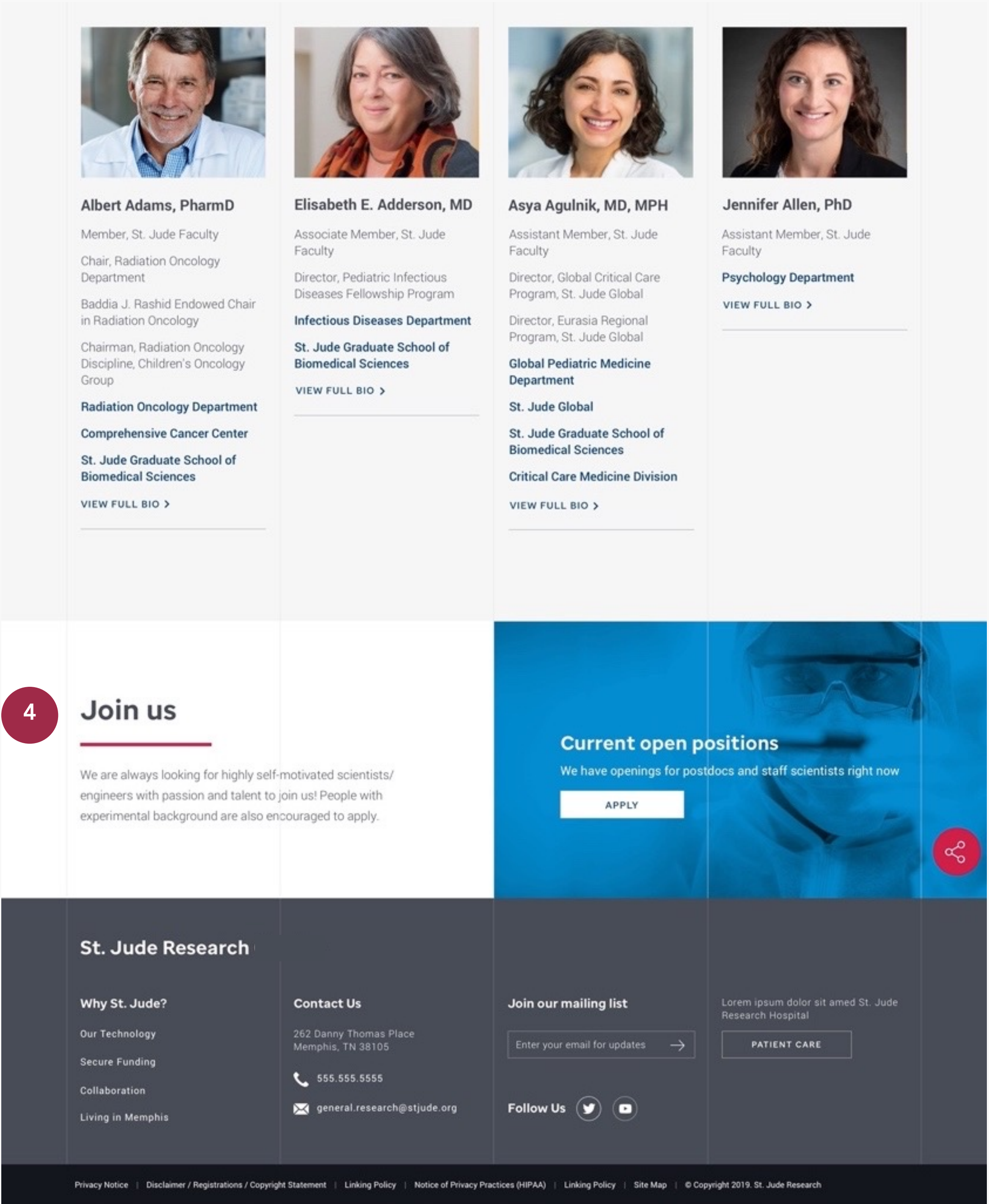
98

/ STORY PRIORITY GUIDE

- 1 Hero
- 2 Body copy
- 3 Faculty list
- 4 Join our team

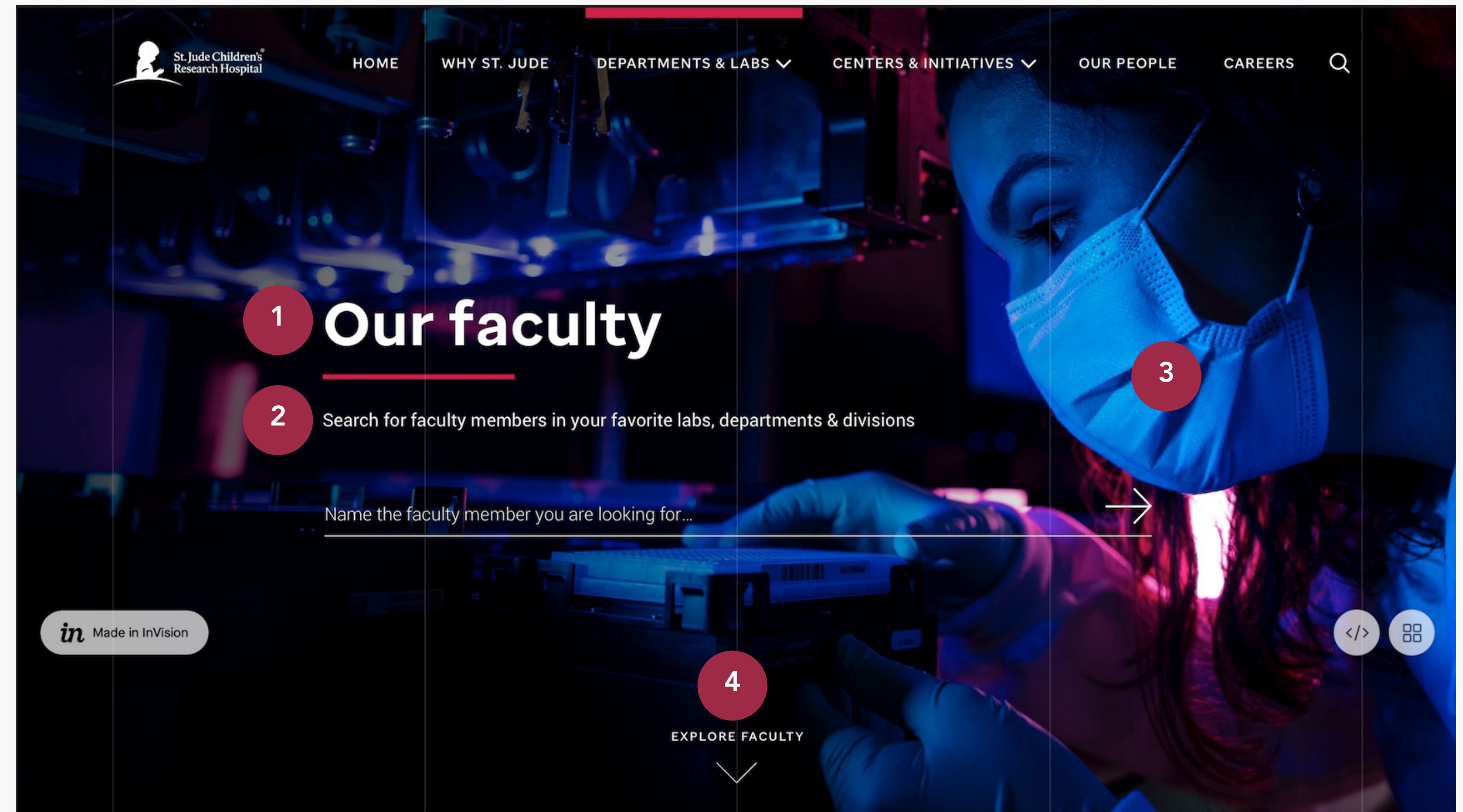
Note: no flexibility around component placement is recommended for this page

https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750



1. / FACULTY: HERO

- 1 Title should be written in sentence case with a maximum character count of 50 characters
- 2 Optional subheading should be written in sentence case with a maximum character count of 100 characters.
- 3 Illustrative image. See visual style guide or designs for further guidance on style and resolution
- 4 Anchor link to Careers component. Should be written in all caps with a maximum character count of 30 characters

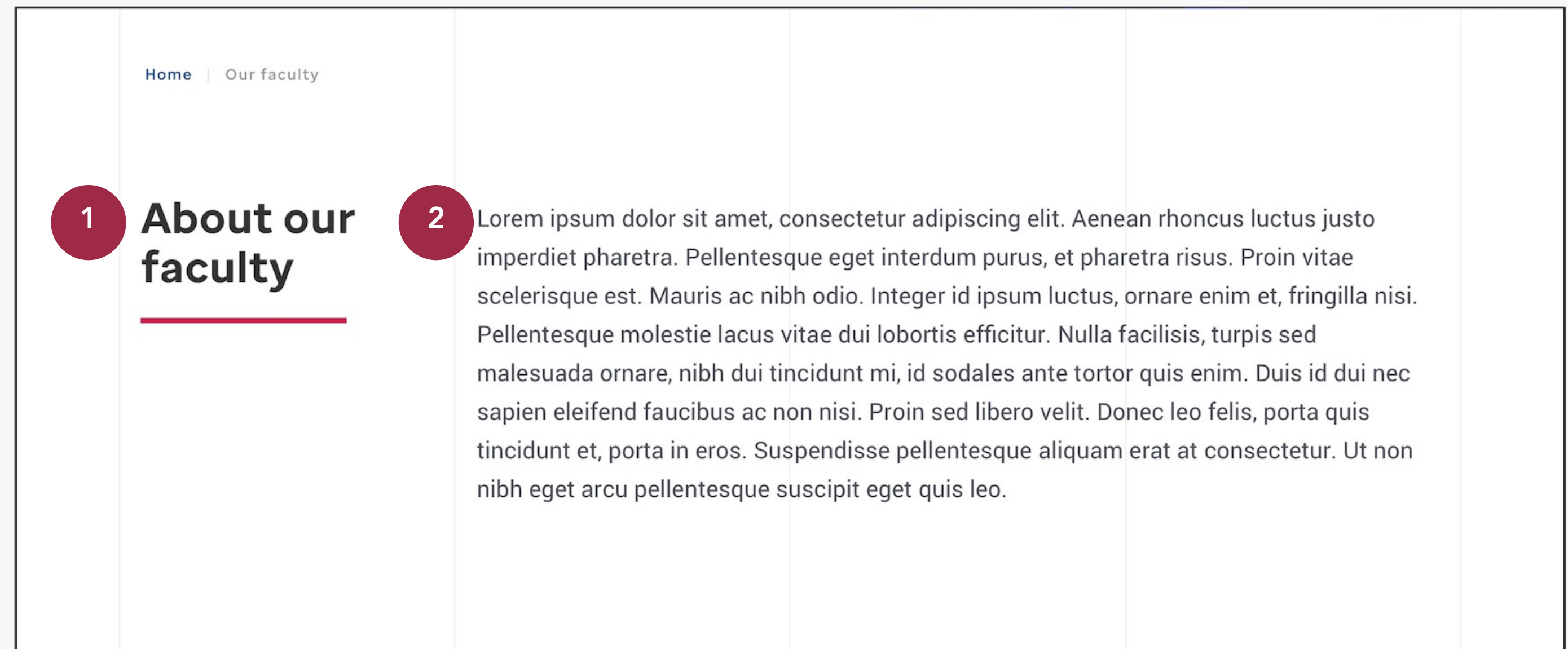


2. / FACULTY: ABOUT OUR FACULTY

- 1 2-Column Content Module: title should be written in sentence case with a maximum character count of 35 characters
- 2 Body copy should be written in sentence case. When using small paragraph to appear on the page, the maximum character count is 600 words. Longer articles, which have no character limit, will also use this short description specified here.

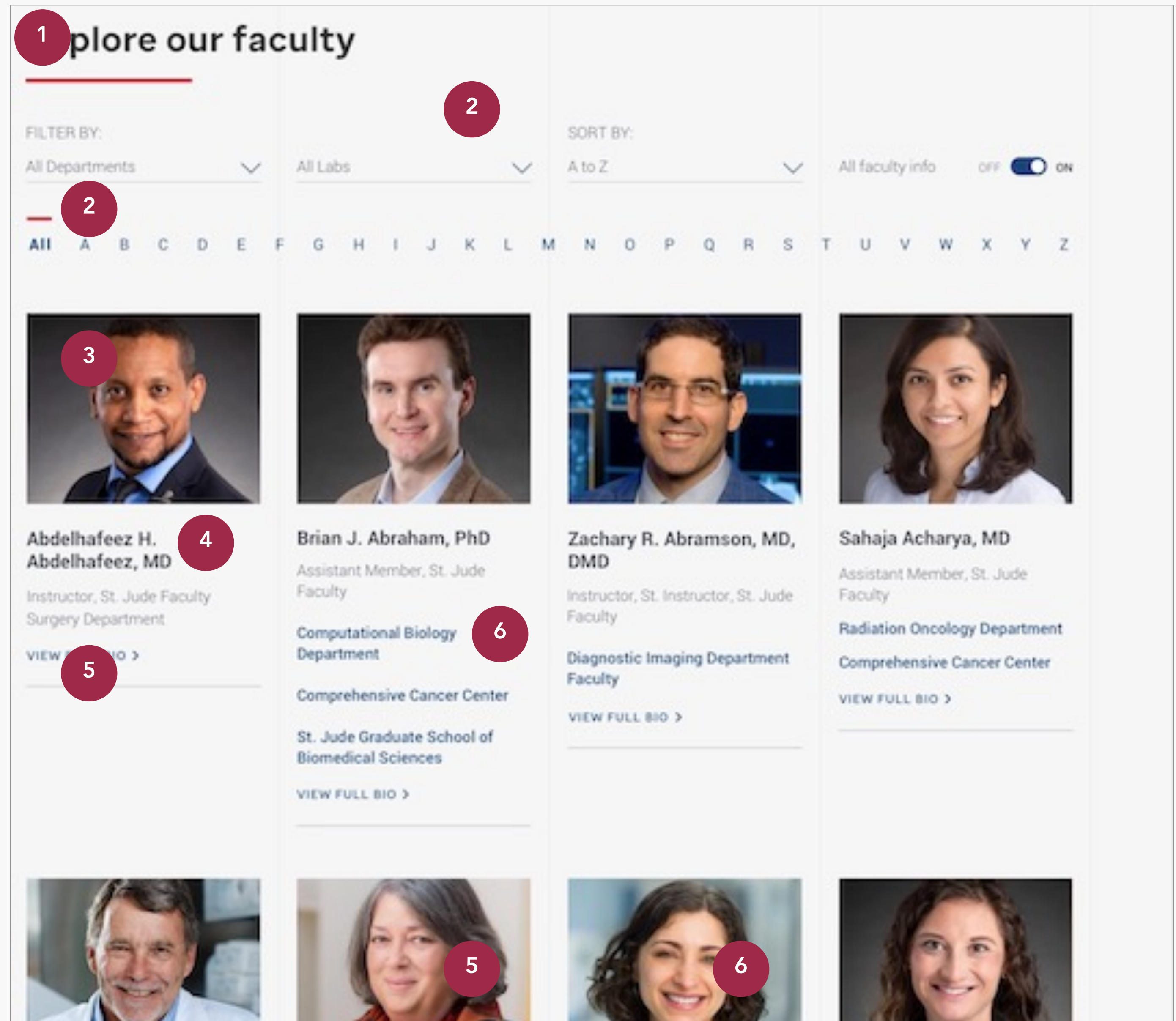
Also:

- If possible, include a compelling picture of people working in the lab or lab itself
- If an optional CTA is used: e.g., "Learn More about Our Mission", the maximum character count is 30 characters. Should be written in all caps. Ensure to include link title.



3. / FACULTY LIST: FACULTY LIST

- 1 The department search listing will be autogenerated from the system based on the criteria selected The search listing title should be written in sentence case, with a maximum character count of 40 characters
- 2 Search sort and filter to refine a user's search results. No user action necessary
- 3 A headshot of the faculty member. See visual style guide or designs for further guidance on style and resolution
- 4 The bio title should have a maximum character count of 40 characters over two lines.
- 5 Parent department or lab subtitle should be written in sentence case. All titles will be shown.
- 6 CTA will be auto-enabled for all bios to view them in their entirety. Maximum character count of 15 characters, all caps



4. / FACULTY LIST: CAREERS

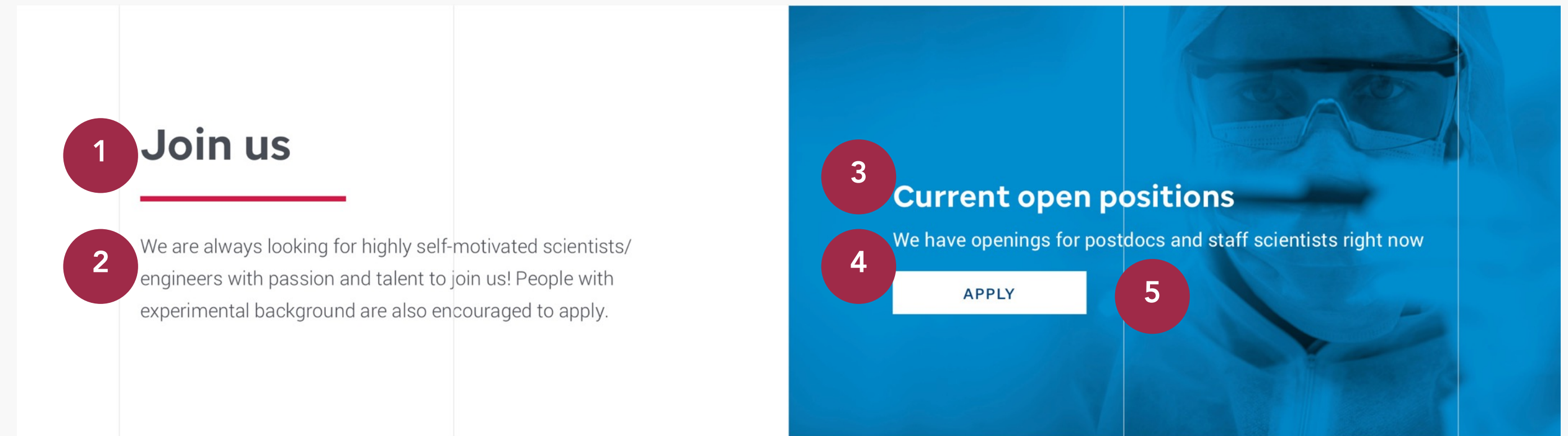
2-Column Half Size Module

Left Column

- 1 Title should be written in sentence case with a maximum of 20 characters
- 2 The description should be written explicitly for digital (see general guidelines below). It should be written in sentence case with a maximum of 170 characters over 3 lines

Right Column

- 3 Title should be written in sentence case with a maximum of 30 characters
- 4 The description should be written explicitly for digital (see general guidelines below). It should be written in sentence case with a maximum of 60 characters
- 5 CTA: "Apply" or "Apply Now" link to Careers page. Maximum character count: 20 characters





/FACULTY BIO

/ FACULTY BIO

WHAT IT IS

The faculty bio page should introduce the faculty member and clearly provide a professional biography. This includes their picture, their name and title, associated departments or labs, publications, and contact information.

FEATURES

- See complete set of potential features in the user journeys
- Provide the person’s headshot, name, educational background, and title
- Provide list of publications and honors and rewards
- Provide links to the appropriate labs or departments
- Summarize the type of research being performed
- Provide a link to apply for a position
- Provide ability to contact individual
- Ability to apply for a position

DEPENDENCIES

- Component Library (exists)
- Appropriate Imagery
- Content Guidelines (in this document)
- Ability to author or edit content in AEM
- Foundational Taxonomy for Tagging
- Link to Careers

CHANNELS



AUDIENCES

PIs, Senior Researchers.
Junior Researchers

MVP CONSIDERATIONS

Faculty Member Information	—	<div></div>	<div></div>	<div></div>	+
List of Publications	—	<div></div>	<div></div>	<div></div>	+
List of Awards & Honors	—	<div></div>	<div></div>	<div></div>	+
Educational Information	—	<div></div>	<div></div>	<div></div>	+
Departments & Divisions	—	<div></div>	<div></div>	<div></div>	+
Description of Research	—	<div></div>	<div></div>	<div></div>	+
Contact/Location	—	<div></div>	<div></div>	<div></div>	+

FUTURE CONSIDERATIONS

N/A

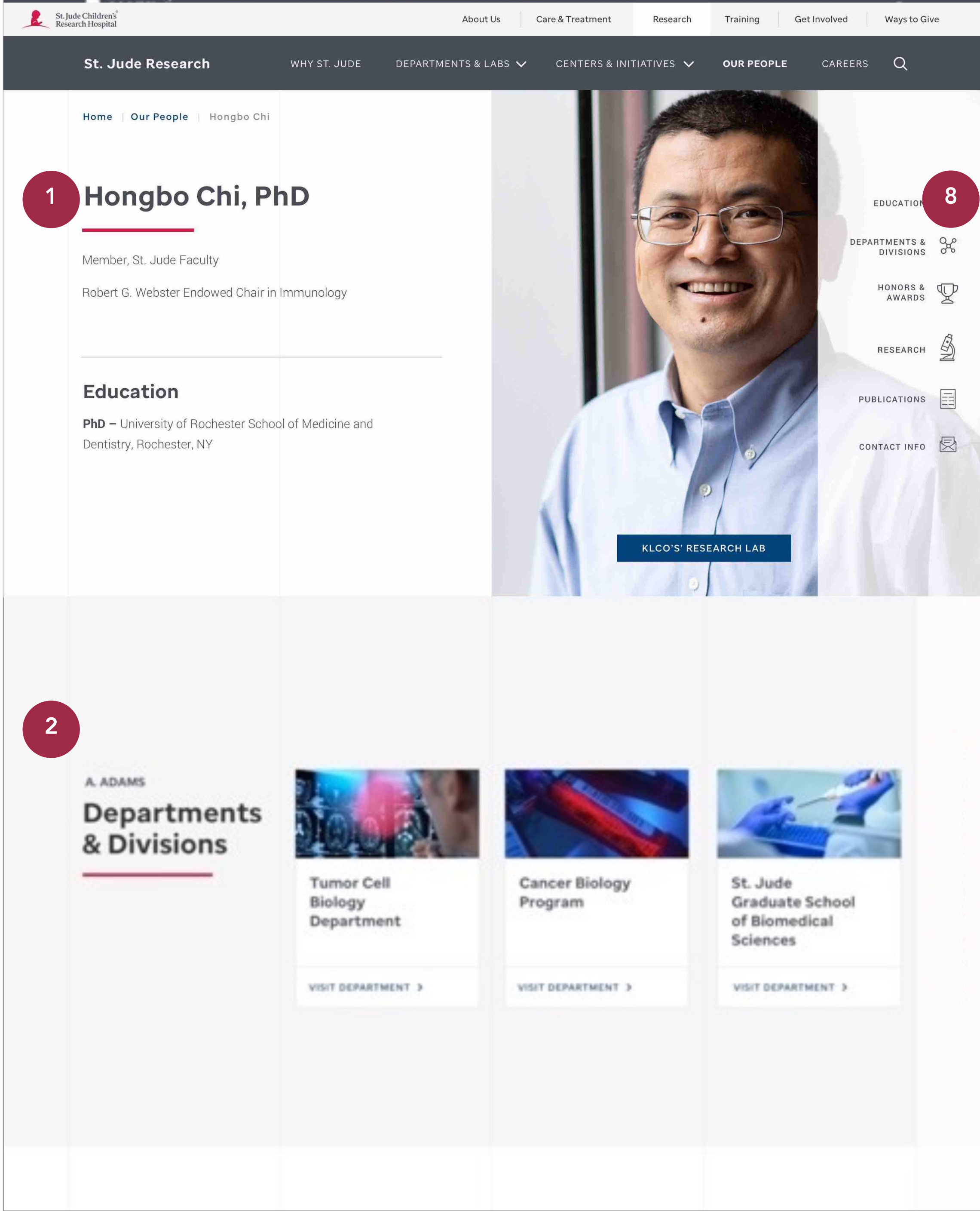


/ STORY PRIORITY GUIDE

- 1 Introduction with Headshot
- 2 Departments & Divisions
- 3 Honors & Awards
- 4 Research Summary
- 5 Publications
- 6 Contact Us
- 7 Career Link and Framing
- 8 In-Page Navigation (maximum of 7 items/icons)

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>



/ STORY PRIORITY GUIDE

- 1 Introduction with Headshot
- 2 Departments & Divisions
- 3 Honors & Awards
- 4 Research Summary
- 5 Publications
- 6 Contact Us
- 7 Career Link and Framing
- 8 In-Page Navigation

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>

3

A. ADAMS

Honors & Awards

- 2017 Paul F. Parker Medal, American College of Clinical Pharmacy
- 2016 Elected, German National Academy of Sciences (Leopoldina)
- 2014 Claus Nobel World Betterment Award, NSHSS
- 2014 Doctor of Humanities (honoris causa), Rhodes College
- 2013 Oscar B Hunter Memorial Award, ASCPT
- 2012 Remington Medal, American Pharmaceutical Association
- 2009 ASCO Pediatric Oncology Award (shared with MV Relling)
- 2009 AACR Team Science Award (shared with St. Jude faculty)
- 2006 Rawls Palmer Progress in Medicine Award, ASCPT
- 2005 NIH MERIT Award from NCI (2005-2015)
- 2002 Elected, Institute of Medicine of the National Academy of Sciences (now National Academy of Medicine)
- 1995 NIH MERIT Award from NCI (1995-2005)
- 1994 Volwiler Research Achievement Award, American Assoc. of Colleges of Pharmacy
- 1991 Leon Goldberg Award, Am. Society for Clinical Pharmacology & Therapeutics (ASCPT)
- 1989 Therapeutic Frontiers Lecture Award, American College of Clinical Pharmacy
- 1987 NIH MERIT Award from NCI (1987-1995)



1.a. Image of award acceptance

4

A. ADAMS

Research

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vel risus mattis, luctus tellus id, pharetra magna. Curabitur eu mauris scelerisque, porta velit at, tincidunt eros. Donec placerat varius condimentum. Fusce nec vestibulum turpis. Nullam vestibulum pharetra massa vel ornare. Phasellus quis dui commodo, placerat lectus quis, ultrices ligula. Suspendisse a arcu risus. Ut rutrum uma sit amet suscipit egestas.

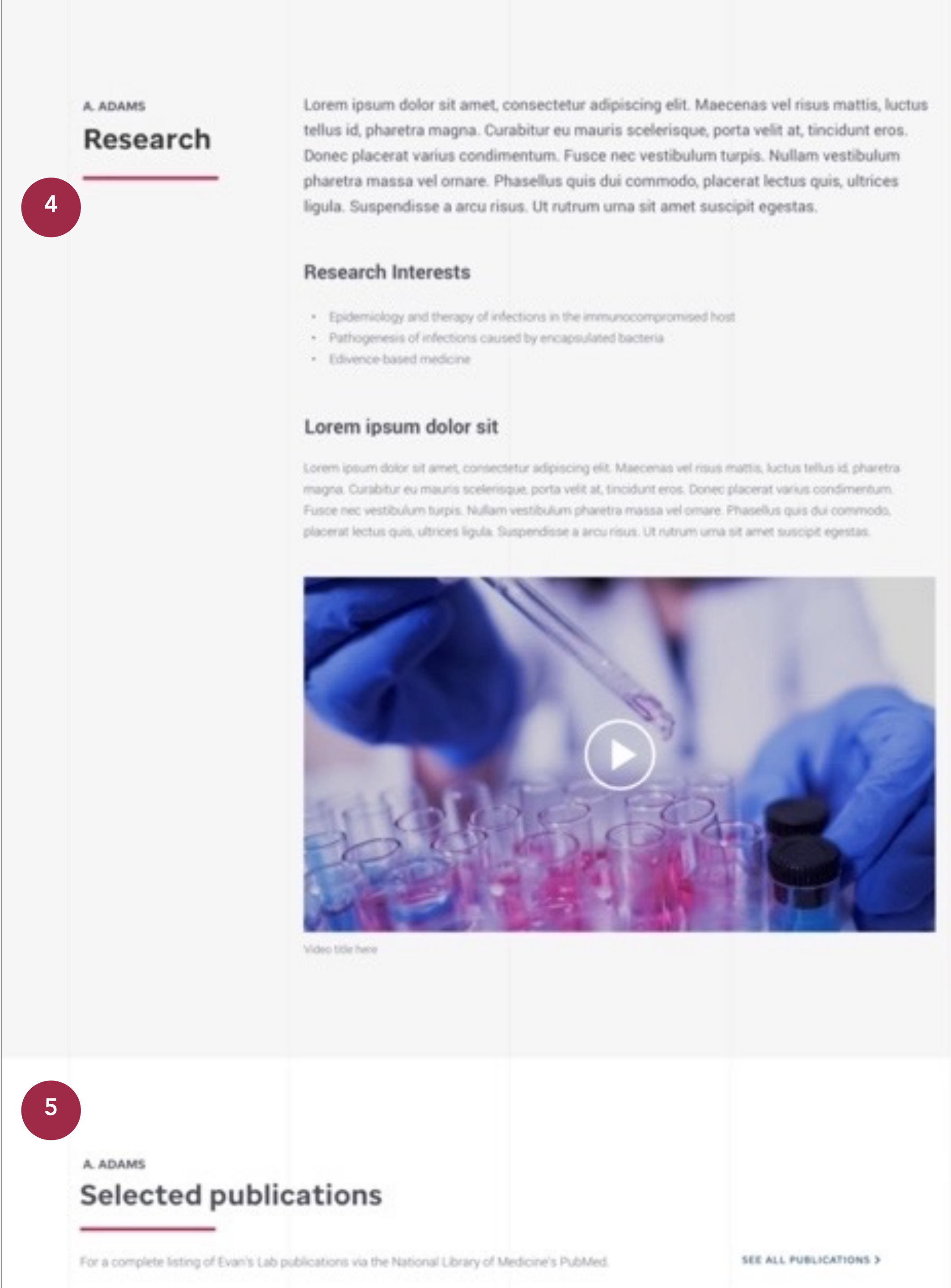
Research Interests

/ STORY PRIORITY GUIDE

- 1 Introduction with Headshot
- 2 Departments & Divisions
- 3 Honors & Awards
- 4 Research Summary
- 5 Publications
- 6 Contact Us
- 7 Career Link and Framing
- 8 In-Page Navigation

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

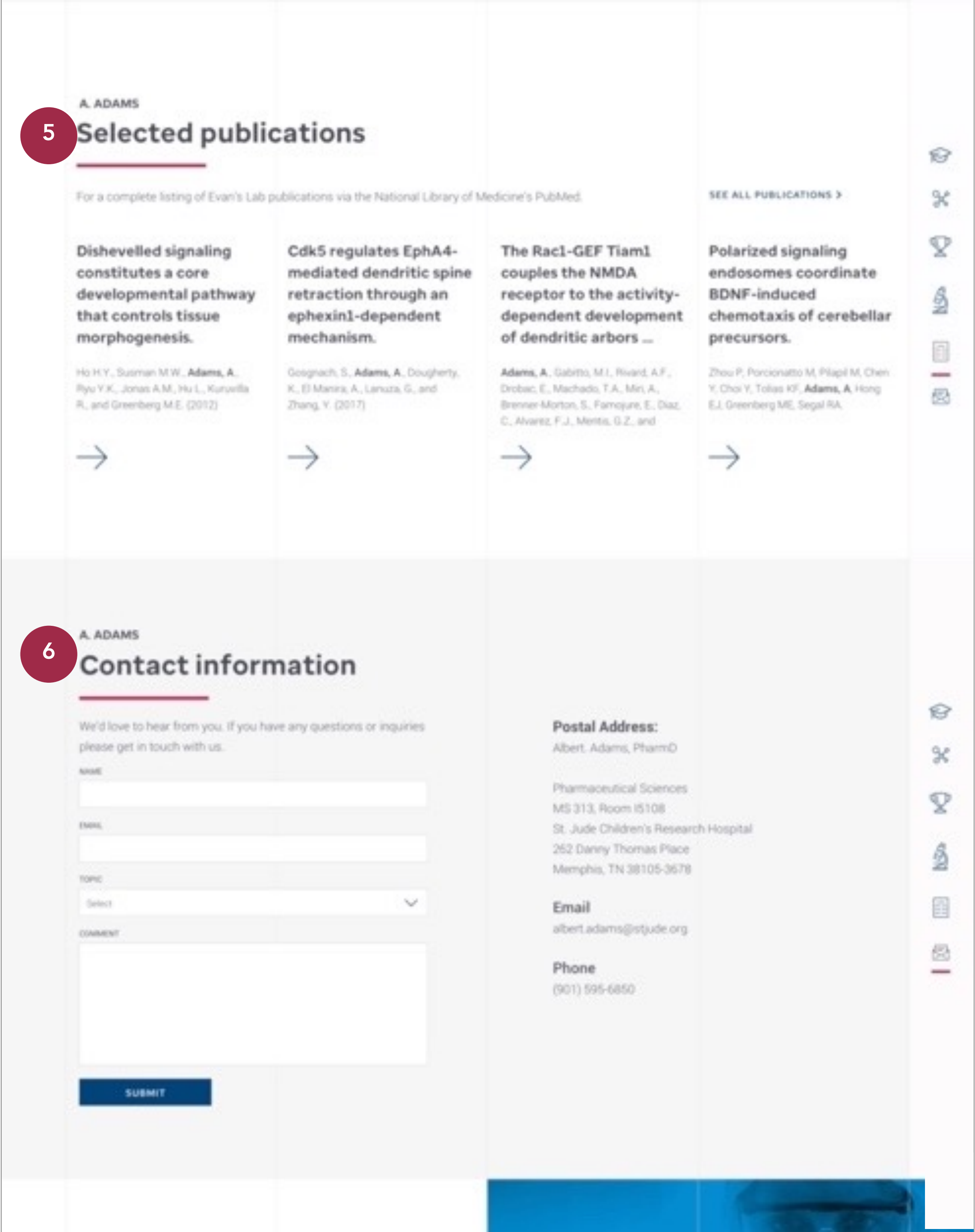
<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>



/ STORY PRIORITY GUIDE

- 1 Introduction with Headshot
- 2 Departments & Divisions
- 3 Honors & Awards
- 4 Research Summary
- 5 Publications
- 6 Contact Us
- 7 Career Link and Framing
- 8 In-Page Navigation

Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

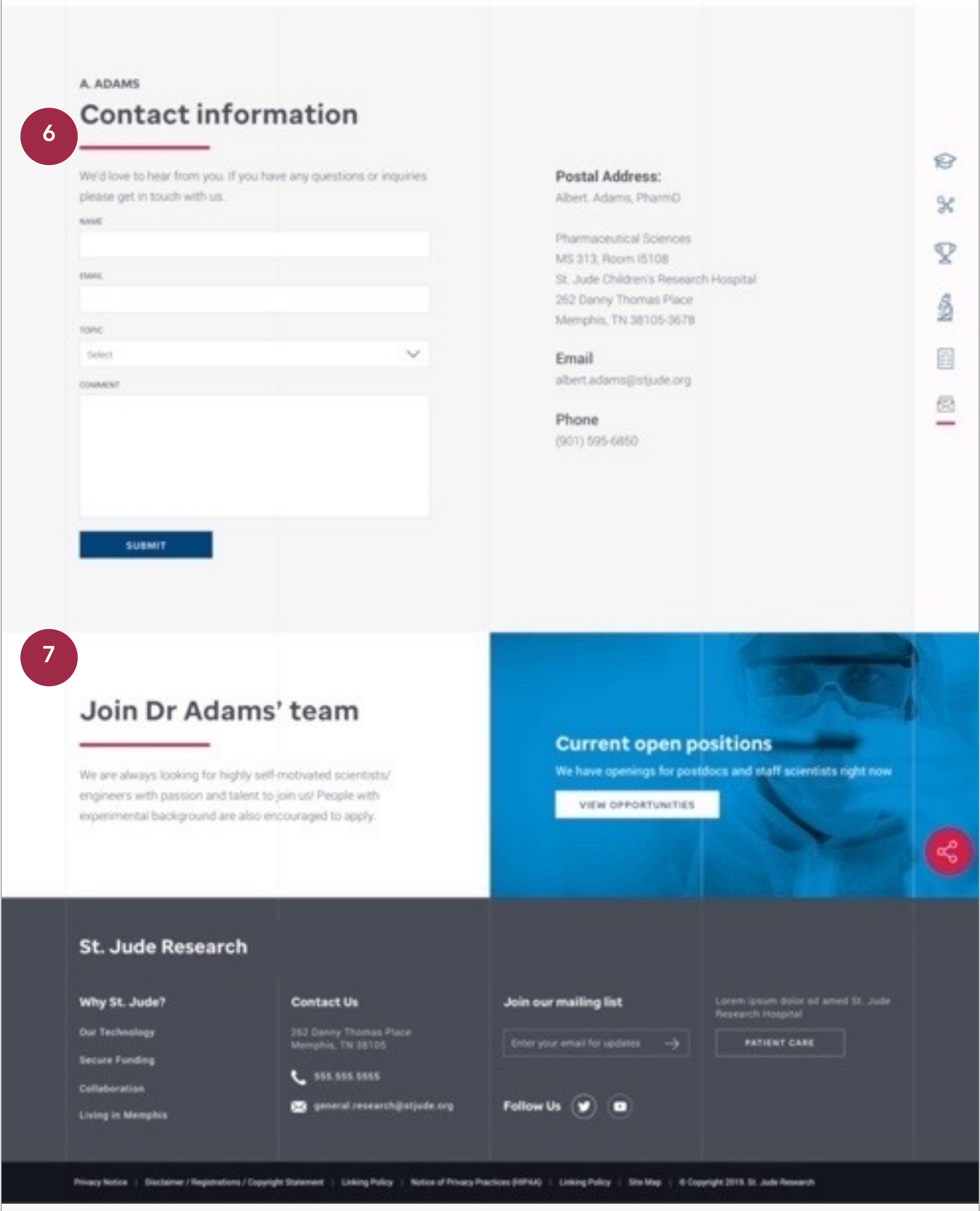


/ STORY PRIORITY GUIDE

- 1 Introduction with Headshot
- 2 Departments & Divisions
- 3 Honors & Awards
- 4 Research Summary
- 5 Publications
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Note: subject to governance and approvals, some flexibility around component placement between items **3** and **5** may be available

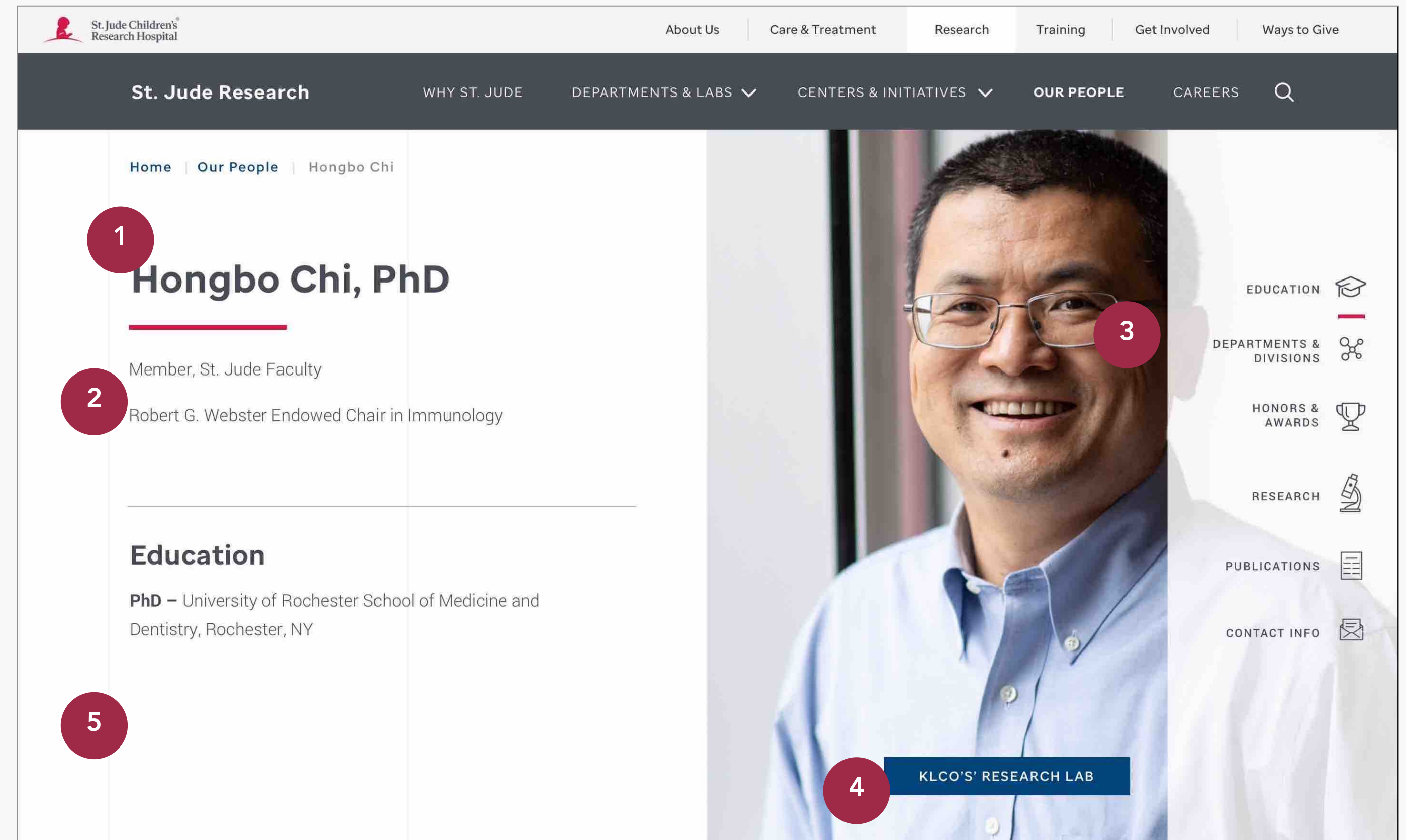
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1. / BIO: INTRO

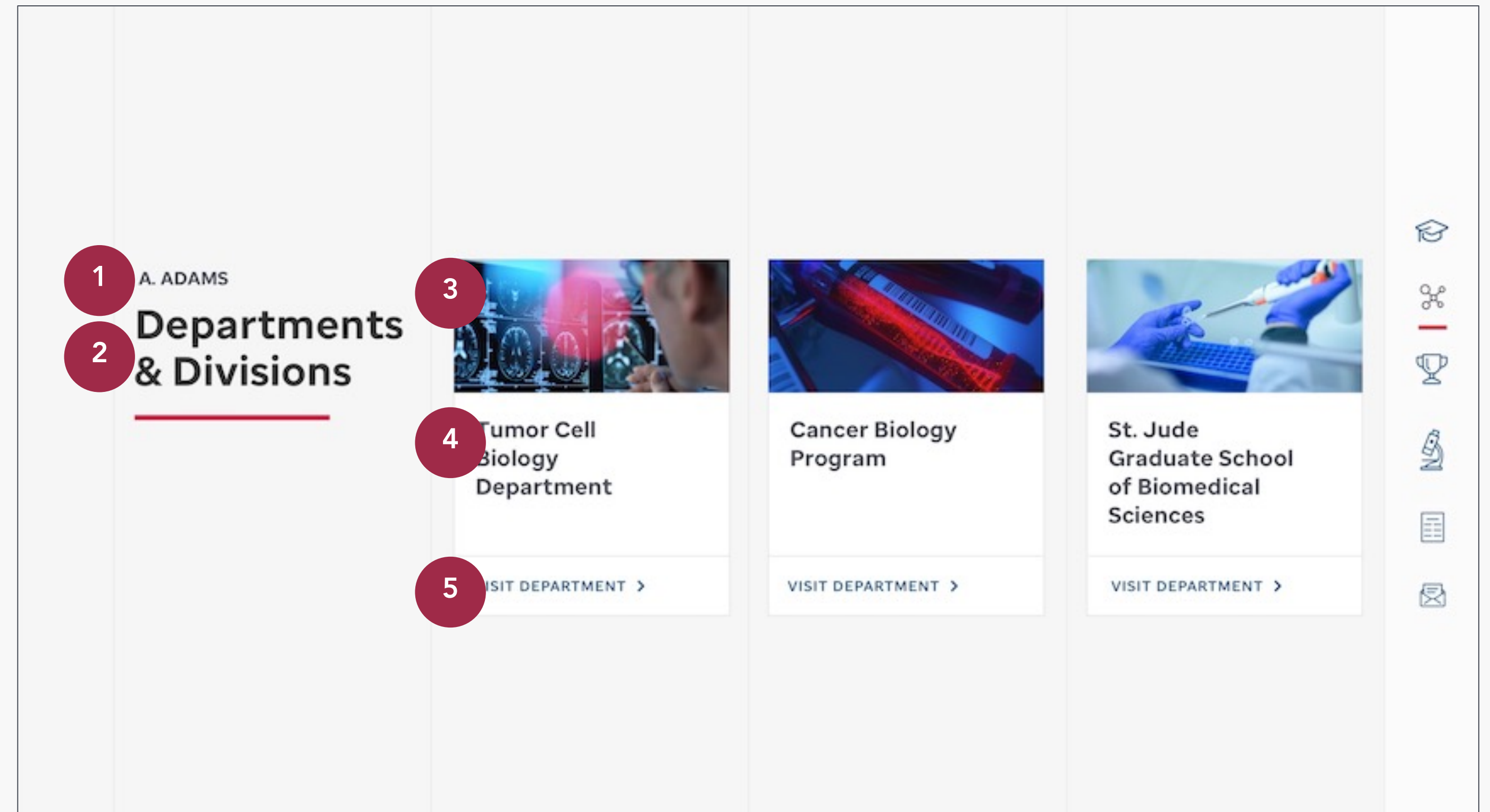
- 1 Title (name and position) should be written in sentence case with a maximum character count of 40 characters
- 2 Biography highlights should be written in sentence case. There is no limit on the number of characters (see note below)
- 3 Illustrative image (i.e., headshot). See visual style guide or designs for further guidance on style and resolution
- 4 CTA to link to the appropriate lab or department. Should be written in all caps with a maximum character count of 30 characters
- 5 Education: list of the faculty member's educational background.

Note: This introductory copy section has no limits on the characters, as it will scroll beside the picture, constrained to the site of the module.



1. / BIO: DEPARTMENTS & DIVISIONS

- 1 Title (name) should be written in all caps with a maximum character count of 22 characters (first initial and last name)
- 2 Section title (i.e., Departments & Divisions) should be written in title case with a maximum character count of 40 characters over two lines
- 3 Illustrative image of lab or department. See visual style guide or designs for further guidance on style and resolution
- 4 Department or lab title should be written in Title Case. While no set maximum character count is specified, you should strive to keep it within 60 characters over a maximum of four lines if possible
- 5 CTA to link to the appropriate lab or department. Should be written in all caps with a maximum character count of 30 characters



1. / BIO: HONORS & AWARDS

- 1 Title (surname and first initial)) should be written in sentence case with a maximum character count of 22 characters
- 2 Subheading should be written in sentence case with a maximum character count of 40 characters over two lines
- 3 Body copy should be written in sentence case. Consider using a bulleted list to ensure scannability. There is no maximum character count for this section.
- 4 Illustrative image (optional). See visual style guide or designs for further guidance on style and resolution. This will be added in the body copy section of the component. See visual style guide or designs for further guidance on style and resolution
- 5 For accessibility purposes, ensure to use a descriptive caption of any image added to the component

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>

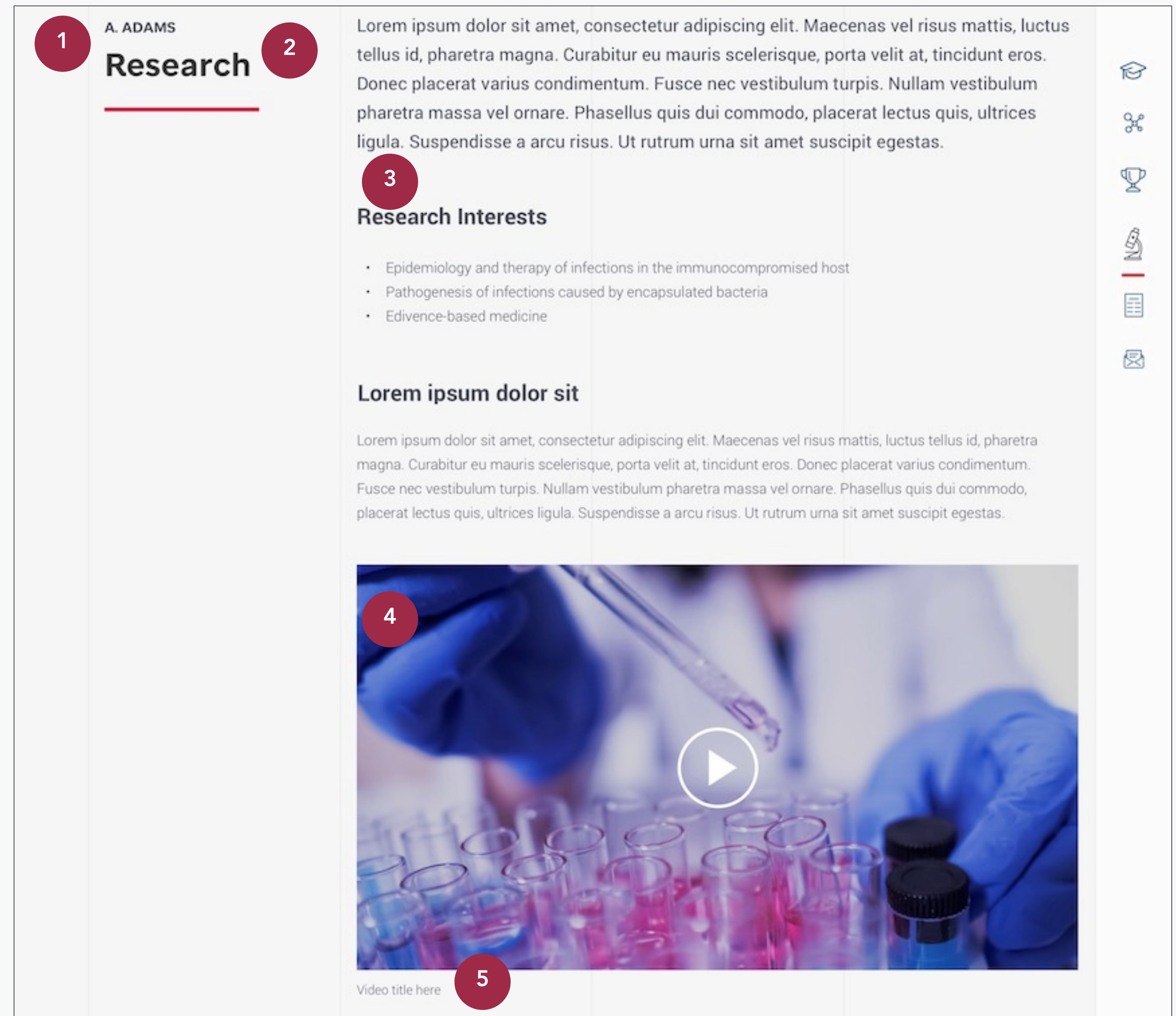
<div data-bbox="1449 347 1532 422">1</div> <div data-bbox="1549 347 1666 384">A. ADAMS</div> <div data-bbox="1449 459 1532 534">2</div> <div data-bbox="1549 393 1782 506"> Honors & Awards </div>	<div data-bbox="1949 347 2965 984"> <ul style="list-style-type: none"> • 2017 Paul F. Parker Medal, American College of Clinical Pharmacy • 2016 Elected, German National Academy of Sciences (Leopoldina) • 2014 Claus Nobel World Betterment Award, NSHSS • 2014 Doctor of Humanities (honoris causa), Rhodes College • 2013 Oscar B Hunter Memorial Award, ASCPT • 2012 Remington Medal, American Pharmaceutical Association • 2009 ASCO Pediatric Oncology Award (shared with MV Relling) • 2009 AACR Team Science Award (shared with St. Jude faculty) • 2006 Rawls Palmer Progress in Medicine Award, ASCPT • 2005 NIH MERIT Award from NCI (2005-2015) • 2002 Elected, Institute of Medicine of the National Academy of Sciences (now National Academy of Medicine) • 1995 NIH MERIT Award from NCI (1995-2005) • 1994 Volwiler Research Achievement Award, American Assoc. of Colleges of Pharmacy • 1991 Leon Goldberg Award, Am. Society for Clinical Pharmacology & Therapeutics (ASCPT) • 1989 Therapeutic Frontiers Lecture Award, American College of Clinical Pharmacy • 1987 NIH MERIT Award from NCI (1987-1995) </div> <div data-bbox="1949 1031 3048 1660"> </div> <div data-bbox="1849 1650 1932 1725">5</div> <div data-bbox="1949 1679 2215 1707">1.a. Image of award acceptance</div>	<div data-bbox="2798 731 2882 806">3</div> <div data-bbox="3098 440 3165 938"> </div>
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1. / BIO: RESEARCH

- 1 Title (surname and first initial) should be written in all caps with a maximum character count of 22 characters
- 2 Module title (i.e., Departments & Divisions) should be written in title case with a maximum character count of 20 characters over a two lines
- 3 Body copy should be written in sentence case. There is not maximum character count for this section of the component.
- 4 Illustrative image (optional). See visual style guide or designs for further guidance on style and resolution. This will be added in the body copy section of the component. See visual style guide or designs for further guidance on style and resolution
- 5 For accessibility purposes, ensure to use a descriptive caption of any image added to the component

<https://vml.invisionapp.com/share/W9ASCV53NF2#/screens/222593750>



1. / BIO: PUBLICATIONS

- 1
- Title (surname and first initial) should be written in all caps with a maximum character count of 50 characters
- 2
- Section title (i.e., Selected publications) should be written in sentence case with a maximum character count of 25 characters on 1 line
- 3
- Publications are manually entered to link to where they live on another site
- 4
- In this case, use the full title to ensure relevance. System will automatically truncate the title after 5 lines. Note: this will not hinder accessibility as the full title is still part of the link title text. Understandably, a department will want to highlight all the publications from its members, but keep in mind the amount of upkeep required beyond 8 – 12 publications, since these will be manually maintained. See All Publications link will take users to a full list
- 5
- Publications authors should also be included. These should span a maximum of 4 lines up to a 150 characters
- 6
- CTA to link to the source of the publication

1

A. ADAMS

2

Selected publications

3

For a complete listing of Evan's Lab publications via the National Library of Medicine's PubMed.

SEE ALL PUBLICATIONS >

4

Dishevelled signaling constitutes a core developmental pathway that controls tissue morphogenesis.

Cdk5 regulates EphA4-mediated dendritic spine retraction through an ephexin1-dependent mechanism.

The Rac1-GEF Tiam1 couples the NMDA receptor to the activity-dependent development of dendritic arbors ...

Polarized signaling endosomes coordinate BDNF-induced chemotaxis of cerebellar precursors.

5

Ho H.Y., Susman M.W., Adams, A., Ryu Y.K., Jonas A.M., Hu L., Kuruville R., and Greenberg M.E. (2012)

Gosgnach, S., Adams, A., Dougherty, K., El Manira, A., Lanuza, G., and Zhang, Y. (2017)

Adams, A., Gabitto, M.I., Rivard, A.F., Drobac, E., Machado, T.A., Miri, A., Brenner-Morton, S., Famojure, E., Diaz, C., Alvarez, F.J., Mentis, G.Z., and

Zhou P, Porcionatto M, Pilapil M, Chen Y, Choi Y, Tolias KF, Adams, A, Hong EJ, Greenberg ME, Segal RA.

6

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1. / BIO: CONTACT

- 1 The faculty name should be written in all caps with a maximum character count of 22 characters
- 2 The module title should be in sentence case with a maximum character count of 25 characters on 1 line
- 3 The intro should be written in sentence case with a maximum character count of 125 characters over 2 lines
- 4 The contact details form should provide guidance text for each field, with a maximum character count of 20 characters. The contact form should not need updating by authors, but each field should be clearly labelled in all caps with a maximum character count of 20 characters, save for comment, which is 250 characters.
- 5 CTA should allow the user to submit the form. Maximum character count of 20 characters
- 6 Actual physical mailing address of the lab along with the name and title of the PI

1 A. ADAMS

2 **Contact information**

3 We'd love to hear from you. If you have any questions or inquiries please get in touch with us.

4

NAME

EMAIL

TOPIC

Select

COMMENT

5

SUBMIT

6

Postal Address:
Albert. Adams, PharmD

Pharmaceutical Sciences
MS 313, Room I5108
St. Jude Children's Research Hospital
262 Danny Thomas Place
Memphis, TN 38105-3678

Email
albert.adams@stjude.org

Phone
(901) 595-6850

1. / BIO: CAREERS

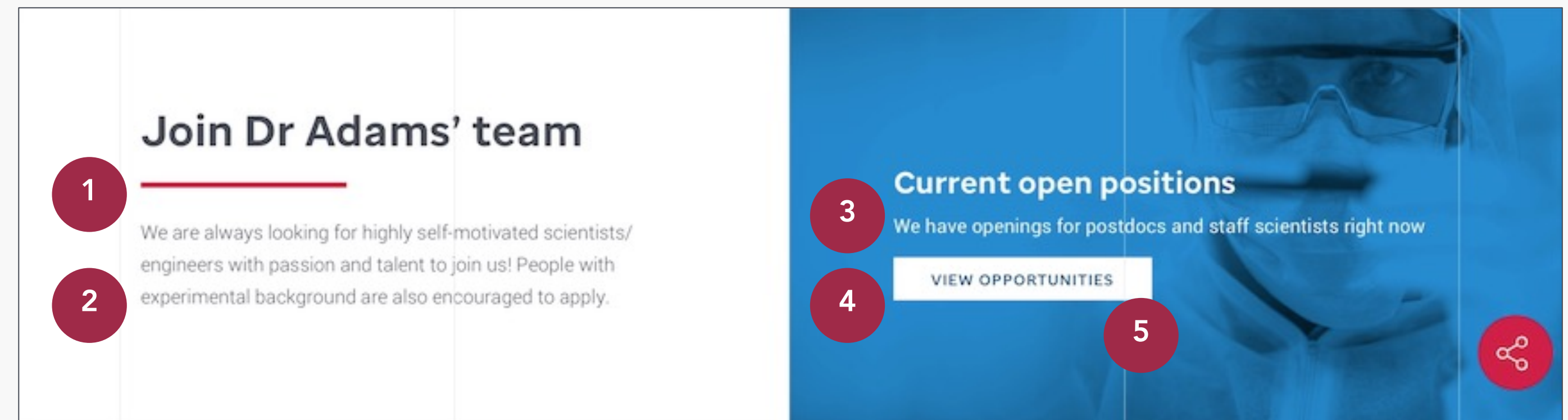
2-Column Half Size Module

Left Column

- 1 Title should be written in sentence case with a maximum of 20 characters
- 2 The description should be written explicitly for digital (see general guidelines below). It should be written in sentence case with a maximum of 170 characters over 3 lines

Right Column

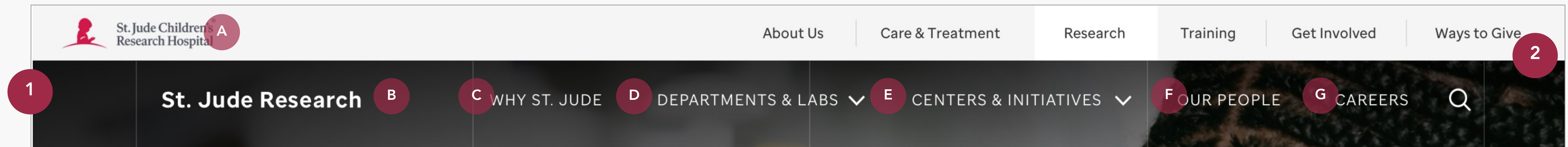
- 3 Title should be written in sentence case with a maximum of 30 characters
- 4 The description should be written explicitly for digital (see general guidelines below). It should be written in sentence case with a maximum of 60 characters
- 5 CTA: "Apply" or "Apply Now" link to Careers page. Maximum character count: 20 characters





/GLOBAL ELEMENTS

HEADER NAVIGATION



In general, global header navigational items should be limited to a maximum of 7 items to choose from, though fewer is ideal

- 1 Header Navigation: Each choice represents a main area of the site containing additional content
 - A St. Jude Logo: Takes user back to patient experience (stjude.org)
 - B Home: Returns user to the research homepage
 - C Why St. Jude: allows users to access the Why St. Jude landing page. Max character count = 22

- D Departments & Labs: takes user to Departments & Lab Landing. Max character count = 22
- E Centers & Initiatives: allow users to access the Centers & Initiatives landing. Max character count = 22
- F Our People: allows user to access faculty list Landing Page to access faculty bios. Max character count = 22
- G Careers: Leads user to Careers Landing page. Max character count = 22

- 2 Utility Navigation: allows user to search the site

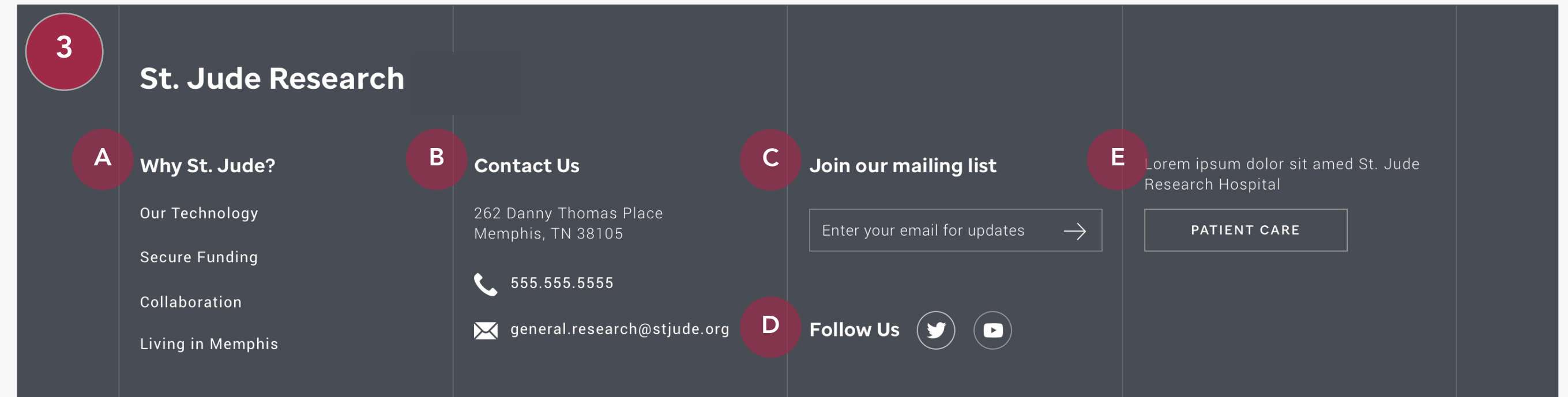
Note: no flexibility around component placement is recommended for this component

FOOTER NAVIGATION

In general, footer navigational items should be link not only to areas of the site that are highlighted in the global header, but also content that needs to be presented for users (legal, etc.)

3 Footer Navigation

- A** Why St. Jude?: Allows user to access Why St. Jude content from footer
- B** Contact Us: Provides address
- C** Email Sign Up: Allows user to subscribe to emails from St. Jude Research CTA should be an arrow. Alternatively, if text, the max character count should be 15 characters in all caps
- D** Social links. Allows users to access St. Jude Research social properties
- E** Site selector: Allows user to toggle between research and patient experiences



Note: no flexibility around component placement is recommended for this component

/THANK YOU