Robert Wood Johnson Foundation

Change for the better

Robert Wood Johnson Foundation delivers findings in exciting new ways, using Adobe CQ to drive attention to social change and health policy news

The Robert Wood Johnson Foundation (RWJF) is the largest philanthropy in the United States devoted exclusively to health and health care. The Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, measurable, and timely change. For 40 years, the Foundation has been dedicated to producing, synthesizing, and distributing knowledge, new ideas, and expertise that will help to improve the health and health care of all Americans.

Constrained by an outdated website and an inflexible, forms-based content management system, RWJF needed a more dynamic web presence—its most visible point of contact—to get its message out. Seeking to bring a modern, flexible user experience to website visitors as well as to content authors, RWJF engaged the services of Velir, a full-service web agency, for its expertise in content management systems and data visualization, as well for its reputation with system development and back-end integration.

The Foundation tasked Velir with creating a web solution that would enable dispersed teams of program managers, grantees, and their related communications firms to report findings from RWJF programs in exciting new ways. Content authors needed the ability to easily reuse components throughout the site, create engaging data visualizations on the fly, and follow a simple workflow to edit, review, and publish content.

While considering the Foundation's large number of complex datasets and its extensive content archive, Velir set out to build a new solution that dramatically improved site performance, provided enhanced search capabilities, social media integrations, multiple blogs, and easy inclusion of video content. From an editorial standpoint, the new site needed to enable contributors to rapidly respond to relevant current events, while maintaining a consistent, high-quality brand presence across all content in support of RWJF's world-class standards.

To meet these challenges, Velir turned to Adobe Marketing Cloud including Adobe CQ to simplify content creation and publishing on a scalable platform. In-place editing, drag-and-drop page composition, and easy ways to integrate customized news and social media feeds are just a few of the enhanced capabilities available to content authors.

"The skills of the development team and the strategic guidance that we received from Velir at every stage of the process have been absolutely extraordinary," says Hope Woodhead, senior director of communications at Robert Wood Johnson Foundation. "Our improved web presence gives us a new set of tools to deliver valuable content into the hands of those who can help create the social change we are looking to achieve."

Best-of-breed implementation

The core of this web transformation project is built on Adobe CQ Web Content Management and Adobe CQ Digital Asset Management (DAM), with nearly 50 gigabytes of images, historical documents, and video centrally stored and tagged with metadata in the Adobe CQ repository. In addition, social integration is handled through Adobe CQ Social Communities, and website analytics are performed using Adobe SiteCatalyst® through the Adobe CQ SiteCatalyst connector.
The project features a clean, modern interface newly designed by Threespot Media, and Solr powers robust search capabilities throughout the site for fast delivery of more relevant results through faceted search and custom-ranking logic. One of the most visually compelling aspects of the site is its easy-to-use data visualization capability, which is enabled by a DataHub module that Velir built and deployed on Adobe CQ. It allows users to easily turn data into interactive maps, charts, tables, and dozens of other dynamic presentation formats that bring complex data sets to life—helping people grasp the impact of RWJF’s grants at a glance.

“We are proud of our partnership with the Robert Wood Johnson Foundation and wanted to make use of a full range of innovative web technologies to deliver engaging visitor experiences, while simplifying content creation for the Foundation’s staff and partners,” says Mark Gregor, CEO at Velir. “The new site seamlessly integrates several industry-leading technologies on a fully scalable architecture that will support the Foundation’s future growth.”

**Limited only by imagination**

Since launching its new site, RWJF traffic has grown to 35,000 unique daily visitors and has seen an increase in page views. With fast page loads provided by Adobe Dispatcher Caching, which is included in Adobe CQ, the new site offers an optimized, higher-performance experience that is delivering more content to visitors.

A critical advantage of this project is how it has revolutionized the way scientists, researchers, and marketers can convey ideas and information. Before, reports on RWJF-funded grants were typically in the form of PDF files that could number up to 100 pages. Now, RWJF content authors are limited only by their imaginations using any of the website’s 40 interchangeable components to disseminate and cross promote information to the media, colleagues, and the public. With every webpage starting almost as a blank slate, authors can create unique layouts, feeds, and data visualizations; yet the site has a clean, unified look and feel.

Using popular social media components, contributors can respond to news and events in a timely fashion. For example, if a city bans sugary drinks in schools, researchers can quickly post relevant childhood obesity studies, can start a Twitter feed about it, or link to a YouTube news channel around the topic—enabling social interaction at its highest level with drag-and-drop ease. The new reality of this site is that authors can become opinion leaders at will, eliminating dependence on technical support and on approval cycles.
After considering the Foundation’s huge volume of content and data, Velir wanted to build a site that offered dramatically improved performance, enhanced search, streamlined integration of video, as well as more social media integration and support for multiple blogs. Adobe CQ offered the ideal environment for content creation, publishing, and management.

On the site, authors are also their own photo editors. Databases consisting of photo shoots with grant recipients, stock image libraries, and other visual assets are stored and tagged with metadata in the Adobe CQ DAM system. Content contributors can search Adobe CQ for images by subject, date, or even color right from the interface, and can toggle between viewing an image in the library or in position on a page. The system also houses archival PDF documents tagged with custom metadata, including annual reports and other RWJF content dating back three decades. In the future, the developers at Velir plan to enhance the repository’s functionality by integrating permission and copyright information around photo use.

Reaching the widest audience

While web analytics is not always part of a content contributor’s scope of work, it is available to RWJF content authors. Previously, a separate staff of analysts used Google Analytics for reporting, but dropped it when the developers at Velir integrated Adobe SiteCatalyst into the new website through the Adobe CQ connector.

Now, content contributors have the ability to easily create reports on the fly by simply dragging and dropping variables, striving to optimize content and reach the widest possible audience. “Having the ability to optimize content inside the authoring framework is exactly how analytics should work, giving authors independence from separate teams of analysts,” says Charlie Spellman, senior systems analyst at Velir. “We were delighted to discover that Adobe CQ could enable that integration.”

With mobile apps playing an increasingly important role in health management and disease prevention for consumers everywhere, having a mobile strategy moving forward is important to RWJF. Inside its Adobe CQ browser-based user interface, authors have the ability to shrink pages down to iPad size (both landscape and portrait) or smartphone size while editing to preview how their pages will look across devices. The Adobe CQ grid system automatically rearranges page content to fit different screens. Users can also edit pages in mobile view.

Introducing such advanced web authoring functionality has been a natural progression in the advance of science for RWJF, one that will help the Foundation move its message forward. Adobe Marketing Cloud has enabled the organization to strengthen its leadership role in philanthropy and empowered its constituents to engage people everywhere with ideas and information in support of RWJF’s far-reaching grants.

“We are proud of our partnership with the Robert Wood Johnson Foundation and wanted to make use of a full range of innovative web technologies to deliver engaging visitor experiences, while simplifying content creation for the Foundation’s staff and partners.”

Mark Gregor, CEO, Velir

For more information
www.adobe.com/solutions/digital-marketing