

## Hippocratic Council Innovator Grant Application

### **Part 1 – Identifying Information**

Title: UWOMJ website redesign and editorial blog (current website: <http://www.uwomeds.com/uwomj/>) – domain name also planned to change.

### **Part 2 – Project Description**

The project essentially involves two parts: the redesign of the UWOMJ website, and the creation of a new, student-run editorial blog. Founded in 1930, the UWOMJ is the second oldest peer-reviewed, student-run journal in Canada – second only of course to its ancient website design. Joking aside, the UWOMJ website is in dire need of a facelift. The website itself is frequented not only by Schulich affiliated individuals, but also by doctors and students throughout Canada and potentially beyond. Point is - the ill-state of the current UWOMJ is not a good representation of the exceptional work that comes out of the student body at Schulich. A website redesign will definitely be a step in the right direction.

Aside from the website redesign, the more important part of this initiative is the creation of the new student-run editorial blog. In essence, this blog or forum is a tool to make the journal more dynamic and more engaging. It is a place where Schulich students can come to publish opinions, editorials, case reports and everything in between. Upon submission, content will be uploaded and edited by UWOMJ copy editors monthly. To facilitate possible discussion, a “comments” section will be open under each student submission. As well, all submissions will be automatically considered for a yearly award. Awards will be based on a variety of factors (creativity, originality, impact, etc.) and finally decided on by the UWOMJ’s group of affiliated faculty advisors. All in all, this blog-like medium will be a less intimidating (and work intensive) way for Schulich students to both learn about and get involved in academic medicine. Combining this editorial blog with the website redesign, the UWOMJ will be a great medium to showcase some of the great work being done by students at Schulich.

### **Part 3 – Selection/Grading Requirements**

#### **Why is your project innovative?**

One of the definitions of innovation is to renew –the UWOMJ website redesign and editorial blog sets out to do just that. In its current state, the UWOMJ’s reach and impact is limited; our website is outdated, our recruitment is down, and for lack of a better word the journal needs something spicy. Besides the website redesign, the real punch will come from the creation of the student-run editorial blog. Not only has an initiative like this never been tried here at Schulich, but from our analysis, has never been attempted by any of the other medical schools across Canada. Many Schulich initiatives

often selectively limit student involvement – this project does just the opposite. Once the redesigned site goes live, we hope that the editorial blog will become a novel environment, facilitating vibrant discussion amongst the student body at Schulich.

**What is your objective with this initiative?**

The UWOMJ website redesign and editorial blog has both short-term and long-term objectives. Looking short-term, we want this initiative to increase student awareness and participation in the UWOMJ. In its current state, the UWOMJ only involves a handful of students from Schulich; a small group of students are picked at the beginning of the school year to become departmental editors. The creation of the student-run editorial blog will break down these restrictive barriers, allowing and encouraging anyone from Schulich to contribute. As well, quality participation will be awarded with recognition by a faculty award given out each year. Looking long-term, it is our hope that this new website and blog will help to increase the impact and profile of the UWOMJ outside the Schulich community. Increasing updates and activity on the website will help to get more hits on Google searches. In the end, we hope to open the editorial blog for submissions from students attending other medical schools across Canada.

**How will medical students be involved?**

This initiative is strongly dependent on active involvement of the student body at Schulich. The more participation we get from students, the more rich, interesting, and diverse the editorial blog becomes. In essence, the forum will be updated monthly – adding one new student article at a time. In the event more than one article is submitted, we will save it, and put it up at a later date. To allow for possible discussion, we will also open up a “comments” section under each submission. At launch, we plan to only allow Schulich students to comment. However, long term, we hope to open up the comments section to anyone who chooses to register with the UWOMJ site.

**How do you plan on publicizing the initiative?**

We plan on using email and brief in-class presentations (Windsor as well!) to get the word out about our new initiative. In terms of getting the word out to Schulich affiliated physicians, we plan on attaching a letter-head to the printed UWOMJ. This note will explain the new website and other changes being made to the UWOMJ.

**What additional resources are required for the project?**

We have looked into various web-design companies. One that currently stands out is IWDDesign. (<http://www.iwdcanada.com/>). This company has come highly recommended to us.

**If necessary, how can the project be sustained for future years?**

As discussed, this project is on-going, and we hope that it will continue well into the future. All the expenses will be incurred up front, and no new funding will be needed to sustain this initiative once it's launched. The key with this initiative will be to get some momentum with students at Schulich once the site goes live.

#### **Part 4 – Detailed Budget**

Our estimates for the website redesign and creation of the editorial blog have been around \$2000. The UWOMJ does not generate enough money to subsidize this cost.

#### **Part 5 – Detailed Timeline**

If granted funding, we plan to award the contract to a web design firm as soon as possible. The following are some other key dates:

January 15 2011 – New copy editor recruited to the UWOMJ. Role will be to oversee the content of the editorial blog

Jan 15 – February 1 2011 – Promotion of new initiative.

February 1 2011 – New UWOMJ site goes live. Open editorial blog for submissions

March 1 2011 – First article to be uploaded to blog.