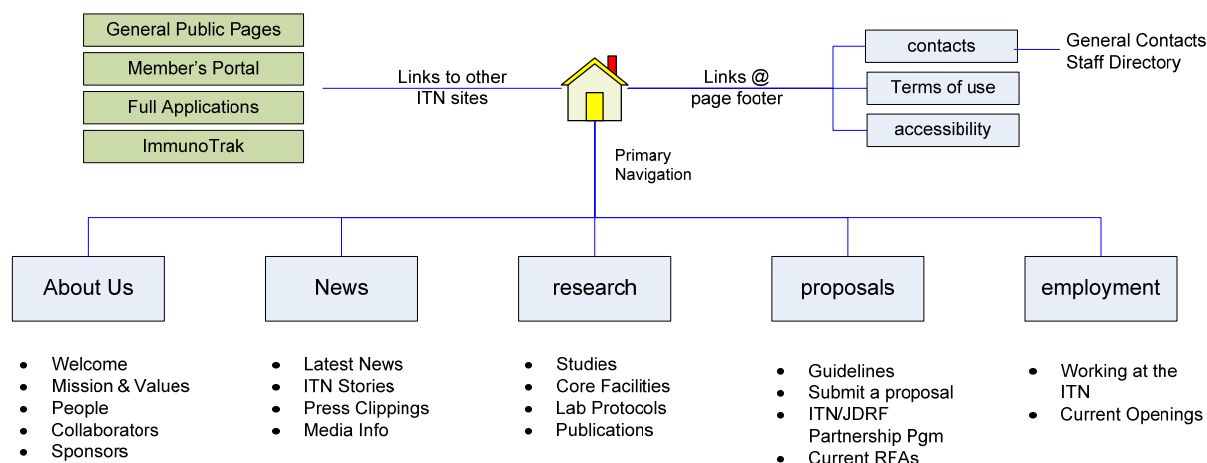


Appendix A: ITN WEBSITE CONTENT PLAN

Landing page for www.immunetolerance.org will present users with a choice of either the “Research Professionals” or the “General Public” version of the site. After choosing, a pop-up dialog will ask user whether they would like to set this as default for subsequent visits to the site so that they will be automatically directed to the appropriate page in the future.

Research Professionals Site



About Us

Welcome

Basic overview of the ITN, its goals and how it works.

Mission & Values

ITN Statements of Values, verbatim

People

List ITN Directors (link to short bio)

List key ITN members (NEC, NSC, + others?) (link to institutional page)

List of ITN management staff (link to short bio)

Collaborators

List of collaborating industry and academic organizations (link to websites)

Sponsors

List and description of NIAID, NIDDK, JDRF, with logos, links

News

Latest News

ITN announcements and news items, such as:

- trial openings
- collaborations
- manuscripts published
- upcoming meeting presentations
- changes in senior members/staff

ITN Stories

Archive of stories appearing in the teaser bar on home page (green bar)

Press Clippings

List of media coverage of the ITN and its trials

Media Info

ITN Fact Sheets

Additional media information

Research

Studies

List of ITN studies in each research area, with PI name/institution, linked to study abstract (protocol summary?)

Core Facilities

List of core facilities, with PI name/institution (link to list of services provided?)

Lab Protocols

List of available protocols, with links to pdf versions of the protocol.

Publications

List of manuscripts/meeting abstracts, grouped by publication year, linked to PubMed listing and reprint

Proposals

Guidelines

Brief description of the concept proposal process, general guidelines, timelines

Submit a proposal

Brief intro to submission system, link to open window.

ITN/JDRF Partnership Program

General information/guidelines about the program, link to submission system

Current RFAs

List of currently open RFAs, linked to pdf copy

Employment

Working at the ITN

A little bit about the benefits of working at the ITN

Current Openings

List of current openings, linked to detail pages for each listing

Contacts

General Contacts

Address/Phone of each ITN office

“Who to contact” list for specific issues

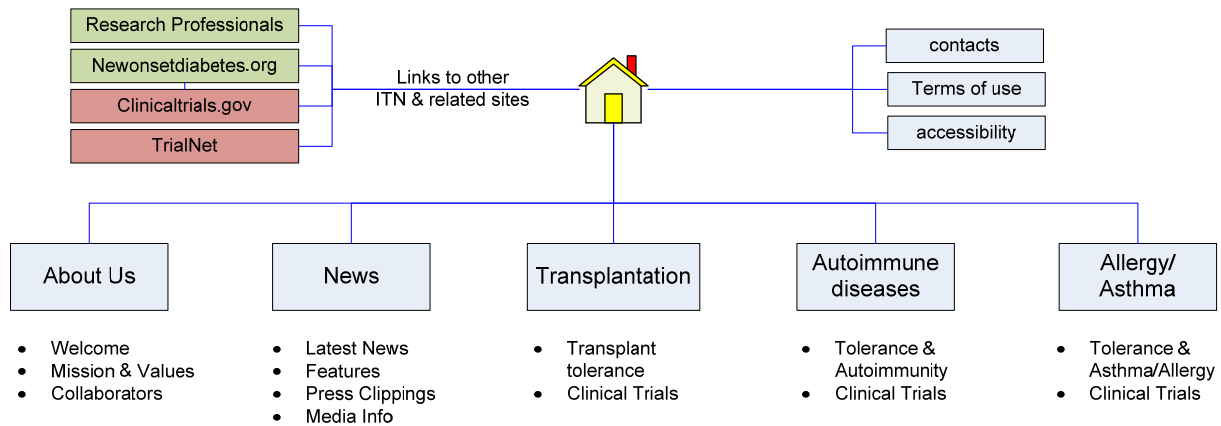
Link to search staff directory

Staff Directory

List of ITN staff, with email links (include phone? IM links?)

Link to search staff directory

General Public Site



About Us

Welcome

Basic lay overview of the ITN and its goals and sponsors

Mission & Values

ITN Statements of Values, verbatim

Collaborators

List of collaborating industry and academic organizations (link to websites)

News (all content mirrored from Research Professional's site)

Latest News

ITN announcements and news items, such as:

- trial openings
- collaborations
- manuscripts published
- upcoming meeting presentations
- changes in senior members/staff

ITN Stories

Archive of stories appearing in the teaser bar on home page (green bar)

Press Clippings

List of media coverage of the ITN and its trials

Media Info

ITN Fact Sheets

Additional media information

Transplantation

Transplant Tolerance

Brief lay description of the rationale and goals of immune tolerance therapies in transplantation.

Clinical Trials

List of transplant trials currently enrolling

- link to specific pages with generic description of each trial, link to clinicaltrials.gov or study website for detailed and contact information

Links to pages about clinical trials and volunteering

Autoimmune Diseases

Immune Tolerance in Autoimmune Diseases

Brief lay description of the rationale and goals of immune tolerance therapies in autoimmune diseases.

Clinical Trials

List of autoimmunity trials currently enrolling

- link to specific pages with generic description of each trial, link to clinicaltrials.gov or study website for detailed and contact information

Links to pages about clinical trials and volunteering

Allergy & Asthma

Immune Tolerance in Allergy & Asthma

Brief lay description of the rationale and goals of immune tolerance therapies in atopic disease.

Clinical Trials

List of allergy/asthma trials currently enrolling

- link to specific pages with generic description of each trial, link to clinicaltrials.gov or study website for detailed and contact information

Links to pages about clinical trials and volunteering

Contact Us

Note to contact individual trials for information, not ITN itself

Main NCO address, phone number and generic email