

HHMI

HOWARD HUGHES MEDICAL INSTITUTE

# Howard Hughes Medical Institute

Presented by

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October 7, 2008

# *Howard Hughes Medical Institute*

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## Who Are We?

- Nonprofit medical research organization
- Founded in 1953 by aviator and industrialist Howard Hughes
- Endowment of approximately \$18.7 billion FY 08



# *Our mission*



Serving society through **biomedical research** and science education

- \$700 million a year for biomedical research
- More than 300 investigators working at locations throughout the U.S.
- 12 Nobel Prize winners, 124 members of the National Academies

## *Our mission*



Serving society through biomedical research and  
science education

- \$80 million a year in grants for science education and research training
- Graduate-level training, undergraduate grants to colleges and universities, k-12 outreach
- New initiatives: Science Education Alliance

# *High risk, high reward*



## Janelia Farm Research Campus

- First independent, wholly supported effort
- Small, cross-disciplinary research teams
- Collaborative environment
- Currently 34 lab heads

## *What are the goals of [www.hhmi.org](http://www.hhmi.org)?*

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- Disseminate information about HHMI's biomedical research and science education programs
- Share educational resources developed by HHMI and its grantees
- Provide access to functional resources (e.g., grant competition application systems, HHMI research policies, online catalog)

# How we get the message out

Dynamic web platform—  
[www.hhmi.org](http://www.hhmi.org)

- Driven by news
- Supports sharing of materials
- 9.9 million visits in 2007
- High satisfaction with content, site

The screenshot shows the HHMI website homepage as of May 2008. The header features the HHMI logo and navigation links for Home, About HHMI, Press Room, Employment, and Contact. Below the header is a main navigation bar with links for HHMI News, Scientists & Research, Janelia Farm, Science Education, and Resources & Publications. The main content area is divided into several sections: 'ONLINE CATALOG' with a featured item 'AIDS: EVOLUTION OF AN EPIDEMIC'; 'HHMI BULLETIN' for May 2008; 'SCIENTISTS & RESEARCH' featuring two HHMI Investigator profiles (Evan E. Eichler and Nancy H. Bonini); 'TOP STORIES' with a large image of a neural network and a featured article 'Fine-Tuning Information Storage'; and 'HHMI NEWS' with several news items including 'Researchers Launch Online Protein Folding Game', 'David Asai Named Undergraduate Program Director', 'New Map Reveals Dynamic Variation in Human Genome', 'National Academy of Sciences Elects HHMI Scientists', 'Toxic RNA Contributes to Neurodegeneration', and 'Eleven HHMI Scientists Elected to American Academy of Arts & Sciences'. A 'NEWS ALERT' box offers an email subscription. The right sidebar contains 'HHMI QUICK LINKS', 'CURRENT COMPETITIONS', 'OPPORTUNITIES AT JANELIA FARM', and 'HHMI ON THE WEB'. The footer includes the HHMI logo and a navigation bar with links for Home, About HHMI, Press Room, Employment, and Contact.

## *What makes us stand out?*

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Our website is different from those of many nonprofits, philanthropies, and grantmakers

- Endowment supported
- Grant programs have specific objectives and eligibility criteria
- Investigators are employees, not grantees

## *Why survey our site*

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### Tracking traffic to our site since 2004

- Wanted to understand who was coming and why
- What were they looking for and did they find it
- Launched ForeSee survey in May 2007

## *Here's what we found*

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### Our Web visitors:

- Most are educators ("high school" and "college/university")
- Most are looking for educational resources, followed by science news
- Also looking for grant opportunities, HHMI publications, medical advice

## *Survey says*

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### Visitor satisfaction and future behavior

- Very satisfied with their experience (satisfaction scores ranging between 84 and 87 points).
- Very likely to recommend the site to others and to return to the site (satisfaction scores consistently about 90 points).
- Most respondents (usually about 90%) find what they are looking for.

## *Survey says*

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### Visitor satisfaction and future behavior

- Respondents have been consistently satisfied with the quality of the Web site's content and least satisfied with navigation and "search."
- Respondents looking for educational resources are among the most satisfied. Respondents seeking grant-related information are among the least satisfied.

# *Usability Audit Review*

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- Jennifer Bailey, Usability Services Manager, ForeSee Results

## *Acting on Survey Results*

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- Improve the usability of the online catalog
- Improve search function
- Aggregate list of grant, fellowship, & scholarship opportunities on one Web page
- Integrating educational materials produced by HHMI and our grantees into an educational resource portal
- Continue to explore ways to improve the usefulness and convenience of our site's content and services, and inform a planned site redesign