



www.tri-c.edu

Creating a New Website for Cuyahoga Community College...

Situation

Cuyahoga Community College (Tri-C) is Ohio's largest community college and was Ohio's first community college when it opened in 1963. When Tri-C first decided to update their website, they were focused on improving the technology powering the site. But after interviewing their customers, Tri-C realized that a full website redesign was needed. They chose to partner with Rosetta because of Rosetta's ability to deliver the most powerful technology solutions with all of the creativity and marketing focus of an interactive agency and all of the strategy and business approach of a management consulting firm. Tri-C's new website launched in March 2008.

Solution

Rosetta and Tri-C partnered to create an engaging, intuitive design that is easily navigated and interactive, enabling Tri-C to standardize their brand through their web presence. The website leverages Microsoft SharePoint Server 2007, allowing the site to be fully content managed by Tri-C. In order to fully understand Tri-C's customers, personas and focus groups were utilized to identify 3 core audience groups: College Credit, Career Development and Personal Enrichment.

Results

- Tri-C now has a new public facing website designed specifically for their target audiences that is not only informational but also transactional, capturing students who are interested with a call to action to apply to the College.
- A web analytics strategy was created to track key site activity, giving greater insight into how current and prospective students are behaving online.
- Precise and intuitive content was created which allowed Tri-C to reduce their content from 30K pages to 2K.
- In addition, the new site helped Tri-C start the shift from a largely IT-driven web presence to a Marketing-driven web presence.