

DeSales University deploys new web vision with Contentivity™ from Mogistic.

About DeSales University

DeSales University (www.desales.edu) is a four-year Catholic university located in suburban Pennsylvania in the scenic Lehigh Valley. With enrollment of over 2,000 students, its small classroom size provides a more personal education experience while enriching the human spirit.



The Challenge

With its accreditation to university status by the Commonwealth of Pennsylvania in 2000, DeSales University has been consistently growing. The existing web presence of DeSales consisted of many different websites with conflicting designs and formats. Not only was the design outdated, but the branding was inconsistent between sites, and in many cases, not in line with the image the university wanted to promote. Jason Drust, IT Manager for DeSales, recognized that the various websites needed to be scrapped and forged into a new, more dynamic and interactive web presence. “We had too many sites designed by different people that did not have a consistent image. Most of the information people needed and wanted could not easily be found, and in many cases was not updated. All of this needed to change.”

This website needed to enhance their brand and image and provide an attractive online presence to new and current students, as well as alumni. There are possible future plans for other web properties to promote Continuing Education and Lifelong Learning. In addition, DeSales also wanted to create a channel to distribute video content that would work towards their branding goals, as well as provide for live streaming of their radio station, WDSR. The website would require constant updating with fresh content, including text, audio and video, and this maintenance would need to be done by an internal staffer with direct knowledge of the university’s message and brand.

With all of this, there was a need to minimize the costs of development and

“(Contentivity) fit perfectly with all of our objectives. I was extremely impressed with its functionality handling video and audio media file distribution. I didn’t find anything on the market that was close.”

Jason Drust, IT Manager, DeSales University

implementation. “We needed to get a big bang for our dollars from the software we were buying. It was going to be a long-term investment and it needed to scale with our web properties both now and in the future, as well as manage the diverse media-file types we wanted to publish,” explains Drust, “Price was a concern, but value was more important.”

The Solution

In addition to a new, clean, easy-to-navigate well-branded website, DeSales needed a robust Content Management System to empower their staff to consistently enhance it with relevant, updated, and accurate content. With hundreds of pages of content and a limited IT staff, Drust knew that an easily-managed CMS was necessary to accomplish all of these needs. They could not afford extensive training time, as content contributors all over the university would need to be brought up to speed to use the system and keep the website fresh.

After researching the marketplace of numerous CMS options, Drust chose Mogistic’s Contentivity™ due to its unique high-value positioning as having robust administrative controls, template integration features, web assets management controls, and easy WYSIWYG content editing at a price that was below the mid-range of the CMS market. “It fit perfectly with all of our objectives. I was extremely impressed with its functionality handling video and audio media file distribution. I didn’t find anything on the market that was close.”

Results

Implementation of Contentivity™ would be done through Mogistic partner, Imirage, an interactive web design firm based in the Lehigh Valley. Drust worked with Imirage to produce the right design that embodied the university’s desired image. Imirage easily designed the templates and integrated them into the site architecture through Contentivity™. The unified image was clean and easy to navigate. “It was exciting to see our vision come to light. It was more exciting to easily find any information a user could want,” says Drust, “We went from several hundred disparate pages, to more than four thousand quality pages produced by our university students and staff.”

The DeSales TV video channel was easily produced and blended right into the branding of the website using the VideoWeb™ module within Contentivity™. “Managing all of our video content in one place, creating channel trees, and adding new content is very simple,” says Drust, “I have no worries that inappropriate or raw video content will damage our brand.” In addition, the

It was exciting to see our vision come to light. It was more exciting to easily find any information a user could want. We went from several hundred disparate pages, to more than four thousand quality pages produced by our university students and staff."

Jason Drust, IT Manager, DeSales University

podcast distribution management and WDSR integration were handled with a few clicks. Drust adds, "We have significantly enhanced our methods of communicating with our students and alumni, and they are responding with enthusiasm."

"We needed to utilize our available knowledge base, as well as video and audio content, to tell the world how much the DeSales experience can change a student's life. Contentivity™ gives us the tools to send that message out to the world everyday without expense of hiring and maintaining a full web development staff," says Drust, "Our content creators can move forward knowing that the power of the DeSales message is in their hands, not ITs."

Facts and Figures

Customer:	DeSales University
URL:	www.desales.edu
Pages:	Over 1,000
Challenge:	Unite many different sites into one branded site, and allow direct contributions by content producers of text, video, and audio content using a workflow.
Duration:	6 months
Launch:	April 2006
Environment:	Windows Server 2000



Mogistic, LLC
9999 Hamilton Blvd.
One Tek Park, Ste 160
Breinigsville, PA 18031
www.mogistic.com
info@mogistic.com
484.397.4165 p
484.397.4170 f