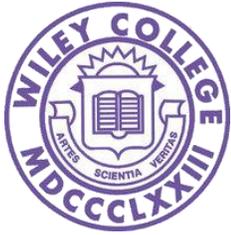


SharePoint Customer Solution Case Study



Overview

Client: Wiley College

Client Website: www.wileyc.edu

Client Size: 100

Industry: Higher Education

Client Profile

Wiley College is a liberal arts college located in Texas, US. The institute was founded in late nineteenth century and has become one of the leading educational institutes catering to the needs of specific strata of society.

Wiley College creates visually appealing, easy to maintain, and compelling website with rich functionality

“SharePoint 2013 enabled our staff and educators to easily share content, resulting in an engaging website”

Katrina Bell, Web Administrator, Wiley College

Wiley College upgraded their outdated website with SharePoint 2013 to build a visually appealing and feature rich website that match the expectations of the changing demographics of the students and visitors. With the new site, Wiley expects to engage with the prospective students and help them find information easily. The website is easier to update by different faculty and administrative departments, keeping the information fresh and current.

Business Needs

Wiley College is a four-year, privately supported, historically black university in Texas, USA. The enrollment has steadily increased 3 fold over the last 6 years to 1,400. During early 2014, Wiley College embarked on a mission to modernize their website to better reflect their motto: *“Achieving Excellence Through Pride and Performance”*, attract student enrollment and connect with their students. It was also important that website allowed different departments to contribute and maintain informational content up-to-date.

The previous website was built about 6 years ago in archaic technology and required extensive operational oversight and publishing assistance by the IT team. Departmental users would author content in Word and send to the IT team; IT team would then convert the content to appropriate HTML, seek approval from the authors and finally publish it. This intense manual process usually took few days for simple updates and few weeks for moderate or new content updates.

SharePoint 2013

SharePoint is the new way to work together. A simplified user experience helps you organize, sync, and share all your content. New social capabilities make it easy to share ideas, keep track of what your colleagues are working on, and discover experts you never knew existed.

“The new feature rich website provided fresh information and allowed our students to connect with us. The engaging website kept the prospective students interested and increased support from alumni and parents. ”

Software & Services

- Microsoft Server Products
 - Windows Server 2012
 - SharePoint Server 2013
- Technologies
 - Hyper-V

The old website was created without any thought on information architecture, navigation and page flow that help visitors easily find the content they seek. The disorganized content and navigation presented a very unpleasant and frustrating experience for many prospective and current students.

Director of Admissions, Wiley College, says *“The content system was fraught with problems that prevented us from updating content and publishing time-sensitive information to help our prospective students. The visitors left our web site quickly with no engagement and we were losing the opportunity to convert them into students.”*

Wiley’s IT team wanted an easy to maintain, yet scalable website and a publishing system that will place the content ownership and publishing at the hands of designated authors. A framework of overall informational hierarchy with adequate control was also paramount importance.

Challenges

The previous website did not have the technology to host interactive content such as campus map & directory, campus shared resource availability, and events calendar that are very useful to the students. The small IT team with limited skills wanted a website that required no programming – HTML or otherwise – and with simple and easy to manage authoring, approval and publishing workflow.

Large amount of valuable content was stored in an unstructured fashion across many file servers – these content needs to be migrated with minimal effort.

The content authors needed system that allowed them to work with their usual desktop productivity software and presented little or no burden on their creative process. To minimize the training and learning curve, the system need to present familiar editing and authoring interfaces.

Solution

Wiley college selected Trigent Software Inc., a member of Microsoft Partner Network and a Certified SharePoint Deployment Planning Service provider to help them build their website in SharePoint 2013.

“SharePoint’s rich set of features in the areas of web content management and ease of publishing process surprised us all”, says Katrina Bell, Web Administrator. Trigent worked with the IT team and a small group of authors to get their buy-in and increase user adoption.

Trigent’s consultants worked with Wiley’s IT & user teams to create a robust information architecture that will support growth and widespread adoption.

Content ownership and publishing authority was established with well-designed SharePoint permissions group.

Trigent's SharePoint engineers installed and configured a SharePoint 2013 server environment, following best practices and created the site collections and sub sites as agreed in the information architecture. A new visually appealing interface was implemented as the new master pages and page layouts. Multiple site templates were created to allow creation of currently identified departmental sites and any future sites.

Trigent then worked with users to analyse the existing content and help them classify and migrate selectively using custom scripts.

Trigent engineers extended the capability of SharePoint through web parts to implement ability for the students and faculty to share campus resources such as meeting rooms. A number of work flows were created to facilitate automate simple processes that eased the student faculty interactions.

Benefits

Using SharePoint 2013, Trigent helped Wiley College create a new visually appealing website that was easy to maintain and use by both the IT team and the content authors. Wiley college anticipates that the new website will play a key role in increasing enrollment and providing an engaging experience to the students.

Contemporary, visually appealing website

The new website used contemporary imaging and layout that appeals to the current and prospective student demography. The new website also reflects the Wiley college brand better.

Simplified Publishing

Simple and yet controlled content authoring and publishing process helps content authors contribute fresh content, frequently. IT team can set broad control mechanisms and govern the website while not slowing down the publishing cycle.

Automated Workflow

Trigent created a number of simple workflows and hosted them in the high scale and high density environment using SharePoint 2013 Workflow Manager. These automated workflows eased data capture and improved the structured interactions between students, faculty and administrative staff.

More Information

For more information on SharePoint and Microsoft customer successes, please visit: www.microsoft.com/casestudies

For more information about Trigent and its service offerings, please visit www.trigent.com