

NATIONAL SOCIETY OF BLACK ENGINEERS

Winner of the 2011 American Web Design Award

Background and Challenges

A 30,000-member organization serving blacks in engineering and technology around the world, the National Society of Black Engineers (NSBE) was looking for a new website that would provide:

- > Upgraded architecture, improved functionality, and an improved visual design that spoke to its members;
- > Seamless integration with the IMPak association management system (AMS);
- > An easier way for its staff to manage, maintain, and update content; and
- > The ability to easily create minisites that would successfully promote its brand identity for its multiple events.

Solutions

In 2010, ATS and NSBE worked together to:

- > Conduct a full discovery process to formulate a successful website and content strategy, which fully addressed NSBE's technical, visual requirements, and user expectations;
- > Implement the Kentico content management system (CMS), as it met NSBE's requirements right "out of the box" and was particularly intuitive for NSBE's staff to update and maintain; and
- > Integrate the IMPak association management system (AMS) with the Kentico CMS, providing seamless, simplified online experience for members.



Results

The 2010 web redesign brought NSBE:

- > A visually-appealing and user-centric website;
- > Seamless integration between the CMS and AMS for enhanced member engagement and management; and
- > A user-friendly CMS for NSBE's staff to update content efficiently and easily.

"We chose American Technology Services to handle the redesign project for our websites, because we were impressed with their reputation and the responsiveness of their team. We felt there was truly a collaborative effort that went into creating a site that was attractive and met all of our functional needs."

- Director of IT, NSBE

Service:

Web Design & Development

Industry:

Association

Solution Highlights:

- Requirements Gathering & Information Architecture
- CMS/AMS Implementation & Integration
- Visual Design & SEO
- Hosting & Help Desk Support

Technologies Used:

- Kentico CMS
- ISSI's IMPak AMS

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