

SCHOOL NUTRITION ASSOCIATION

Winner of the 2014 Gold MarCom Award

Background and Challenges

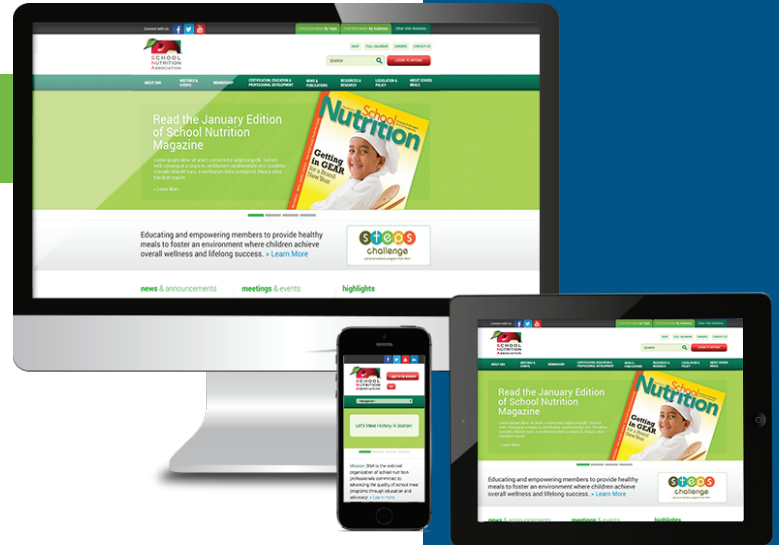
Representing more than 55,000 members who provide high-quality, low-cost meals to students across the U.S., the School Nutrition Association (SNA) was looking to leverage its online presence and social media to enhance member engagement, but its old website was limited by:

- > The lack of mobile accessibility;
- > Ineffective search functionality;
- > The lack of user-friendly information architecture and navigation; and
- > The multiple event and meeting microsites that needed more continuity and centralized management.

Solutions

ATS collaborated closely with SNA to:

- > Conduct a full discovery process, with focus groups and usability testing;
- > Implement mobile-friendly features;
- > Implement a new information architecture with topic and audience-based navigation;
- > Upgrade the site to the latest version of the Ektron content management system (CMS) and integrate it with the Aptify association management system (AMS);
- > Incorporate social sharing for improved content distribution; and
- > Develop a microsite schema within the parent SNA website for its numerous conferences, events, meetings, providing continuity and centralized management.



Results

The new website accomplished SNA's redesign goals:

- > A clean, fresh, and vibrant look with dynamic visuals;
- > A mobile-friendly site for multi-device accessibility;
- > Simplified website management through a centralized CMS and consolidated microsites; and
- > Increased interactivity through quick access to SNA's social media channels, enhanced search, and intuitive navigation.

ATS continues to work with SNA to monitor the site's performance and provide ongoing support.

"A dynamic and prominent online presence is critical to engaging with our members and external audiences. Our website's responsive design and updated usability features as well as the improved integration of social media throughout the site have been very well received by our members. We are really happy with schoolnutrition.org, its brand new design and the MarCom Award."

- Maria Robertson, SVP of Communications, SNA

Service:

Web Design & Development

Industry:

Association

Solution Highlights:

- Information Architecture & Usability Testing
- Mobile, Responsive Design
- CMS Upgrade & AMS Integration
- Microsite Consolidation
- Social Media Integration

Technologies Used:

- NET/SQL Server
- Ektron CMS
- Aptify AMS

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