

# Case Study:

# Colorado Campus Compact

## FAST FACTS

### Website:

[www.ccccompact.org](http://www.ccccompact.org)

### Background

Colorado Campus Compact (CCC) needed a website that was easy to navigate and clearly represented its mission. Q Digital Studio (QDS) provided a thoughtful and comprehensive plan that helped CCC develop its big ideas into a design that worked.

### Client

Colorado Campus Compact is part of a national coalition of more than 1100 colleges and universities who are committed to service learning and civic engagement.

### Goals

- Major redesign
- Better navigation
- Relationship to main Compact site
- Ability to update content
- More personality
- Ways for community to engage
- Reach a variety of audiences

### Result

Users have clearer picture of what CCC does, and the new website provides greater resources and greater involvement in the Colorado community. The website has more interactive features, most notably a map of Colorado that allows users to search for stories based on geographic location.

The new website has also inspired CCC to launch new initiatives that they didn't think were previously possible.

Best of all, visits to the site have increased, four-fold!

## SUMMARY

Colorado Campus Compact (CCC) wanted a clean sweep. Their previous website was difficult to navigate and the message was lost in too much text and broken links. Q Digital Studio (QDS) provided a thoughtful and comprehensive plan that helped CCC develop its big ideas into a design that “spoke directly to [CCC’s] mission.” The redesigned website gives users a clearer understanding of CCC, and the dynamic content allows for a greater circulation of information and for more user participation.

It’s certainly not easy to create a design from scratch, but it can be an even greater challenge to create a design within an already-established brand. CCC is the Colorado branch of the nationwide Campus Compact organization, so QDS had to find a way to create a design that was unique to CCC, but also complimented the national Campus Compact image.

Q Digital Studio consulted with CCC to make sure that everyone was pleased with the website, no easy task when committees are involved. In the end, the results speak for themselves: an attractive site that’s easy to use, coupled with clear messaging for multiple audiences and user participation. Best of all, CCC can update it themselves and actively stay involved with their community.

## CLIENT

Colorado Campus Compact is part of a national coalition of more than 1100 colleges and universities who are committed to service learning and civic engagement.

### CCC serves three groups:

- College and university presidents interested in the civic role of higher education
- Faculty and staff interested in integrating service-learning into their students’ experience
- Students interested in getting involved with their community

## PROCESS

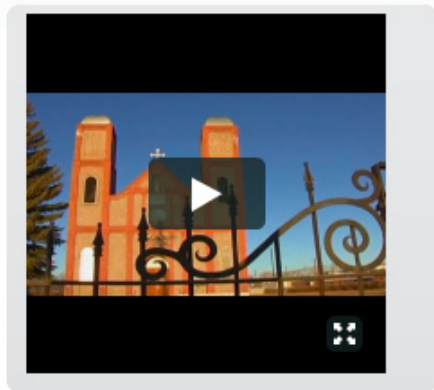
Colorado Campus Compact needed a whole new look. But they weren’t exactly sure what that look was. Q Digital Studio helped take CCC’s ideas and feedback and turn it into “the perfect design.” Throughout the collaborative process, QDS helped CCC find a design that was innovative, interactive, and “spoke directly to [CCC’s] mission.”

### QDS’s process:

- Did the Information Architecture (wireframes) for the website
- Designed the HTML/CSS for the site
- Trained CCC on using the site
- Coordinated a lot of different viewpoints, finding a happy medium



Colorado | **Campus Compact**



**ABOVE:** The CCC website was designed to maintain a relationship to the main compact site, while integrating more interactive media and community involvement.

## GOALS

Colorado Campus Compact wanted a website that was unique to their Colorado branch, but also fit in with the national Campus Compact brand. They wanted a website that would ultimately help increase interest in their programming. But in order to do that, their website would need a major redesign.

CCC asked Q Digital Studio to help them create a website that was easier to navigate, easier for them to update, and easier for the community and for organization members to communicate and share content. CCC wanted a site with more personality, but that still maintained a visual relationship to the main Campus Compact site.

## QDS met the following goals for CCC's website:

- Major redesign
- Better navigation
- Visual relationship to main Compact site
- Ability to update content
- More personality
- Ways for community to engage
- Reach a variety of audiences

## RESULTS

Members of the CCC “love it.” Not only has the redesign helped enhanced CCC's image, but it has also changed how they do business. It gives users a clearer picture of what CCC does, providing greater resources and greater involvement in the organization.

## Features

Q Digital Studio created a message board, news feed, events calendar and job board – all of which are interactive and easy to update – but the most exciting feature of the CCC website is the interactive map of Colorado. CCC's homepage displays a map of Colorado, and featured stories from students around the state can be found by clicking on a student's image that pops up from the city they live in.

## CONCLUSION

The new website has been a catalyst for growth and innovation, challenging CCC to try new online initiatives and launch into new organizational developments. CCC is pleased with the results and is excited, not only for what the future holds, but for the confirmation that the new site is making an impact in the present: visits to the site have quadrupled!

For more information on Colorado Campus Compact and community involvement, please visit [www.ccccompact.org](http://www.ccccompact.org).

# Q&A: Colorado Campus Compact

**QDS: Why did you choose Q Digital Studio for the website design?**

**CCC:** From a competitive Request For Proposal (RFP) and interview, Q Digital came across as the most thoughtful and comprehensive. We also liked the face-to-face relationship gained by working with a local company.

**QDS: How did CCC work with Q Digital Studio to create a design that worked for you?**

**CCC:** Q Digital helped take our ideas with all of the feedback we had received from our members to create the perfect design. In a collaborative process, we came up with an innovative and interesting design that spoke directly to our mission.

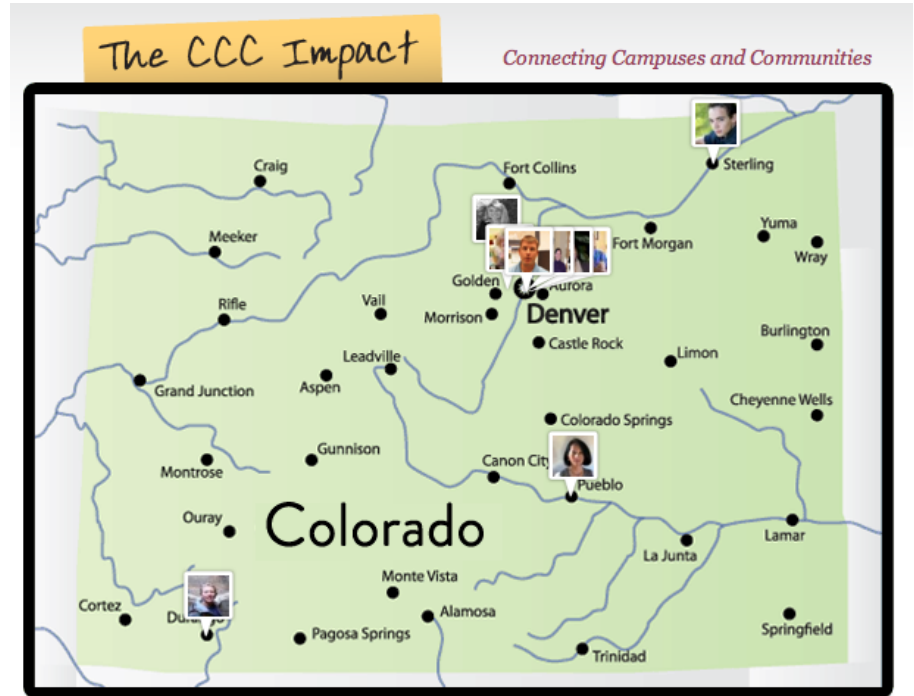
**QDS: What was the design process like?**

**CCC:** The design process was effective and efficient. I think we didn't exactly know where all of the big ideas we had thought up would take us, and there ended up being quite a lot involved.

It has required a lot of attention, throughout which Q Digital has been great at helping make sure everything is perfect.

What I enjoy most about working with Q Digital is the level of trust we have developed. They get us, and I am confident that we have the same interests in mind.

**QDS: What kind of reactions have you had from users of the new CCC website?**



**ABOVE:** Colorado Campus Compact's website features an interactive map that connects users to featured stories from members attending schools across Colorado.

**CCC:** Our members love it; in fact there is no question that it has enhanced our image. It has also changed how we do business; our members have persuaded us to create a technology committee in order to launch more online initiatives. It has been a catalyst for our growth, and has very much enhanced our professional image.

The pace of this change was just enough to make it easy to accomplish something great, and challenging enough to launch us into a new stage of our organizational development.

Oh, and we have quadrupled our site visitation!

**QDS: How has the new website helped CCC achieve its goals?**

**CCC:** The website gives our members and community partners a clear picture of what our organization does. We have seen a great increase in interest across our programming, which means that members are becoming more involved in our organization. We expect to see members become even more involved, as we provide greater resources to them, and expect to see new membership develop as well.

**QDS: How did QDS train your employees on using the new website?**

**CCC:** Effective training combined with a system that is easy to use made our website very user friendly. The system allows any of our staff to create and edit necessary elements of the site.