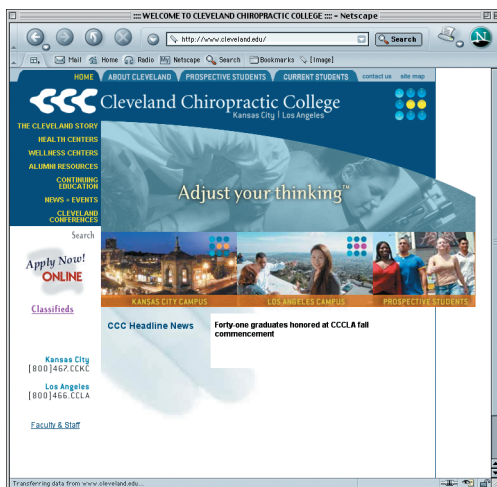


Cleveland Chiropractic College Case Study

A two-campus college creates a web site that exceeds expectations.

Drawing on students from around the country and the world, Cleveland Chiropractic College is a thriving, accredited institution with campuses in Kansas City, Missouri and Los Angeles, California. The college views its web site as a critical marketing tool, offering the ability to communicate with both prospective and current students alike.



But until recently, the web site was not fulfilling its promise. According to web master Sarah Smith, “There just wasn’t enough information on the site. There was no section for current students, and no pages for instructors. And we wanted to do a better job of reaching out and marketing to prospective students.”

The college decided to change the way the site worked. “Instead of me being a clearinghouse for everything,” explains Ms. Smith, “we wanted to give the faculty the responsibility for their own pages.”

Savvy Software provided the solution they were looking for. The college looked at different content

management solutions, but quickly settled on Savvy Software. “I liked the people I talked to, they answered all my questions, and the price was really reasonable,” says Ms. Smith.

Most importantly, Savvy Software provided the features they needed: “The Savvy Software solution makes it very easy for me to create templates that give us a consistent look and feel, and the users can fill in their own content.”

Ms. Smith says learning it was a breeze, both for her and for the users. That was important, because she had to travel to both campuses to train the faculty. “It only took about an hour at each campus, and everybody was ready to go. It’s just incredibly easy to use.”

The college’s new web site has fulfilled all expectations. The site went live in September of 2004, and according to Ms. Smith, there

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- Web Master Sarah Smith

are now “about 32 users on both campuses, mainly instructors. It’s been a great success. There’s really no management to it. With Savvy Software, our web site is self-sustaining.”

Students now use the web site to download notes and syllabi, view their grades, and access supplemental class materials the instructors post on their pages. There is more information for prospective students too, because the site is so much easier to maintain and update.

“The web-based interface provided by Savvy Software is a huge advantage.”

- Web Master Sarah Smith

Unexpected benefits. There has also been a pleasant surprise: the web site is being used for much more than the college originally envisioned. Says Ms. Smith: “Because the Savvy Solution is so easy to use, we’ve been expanding our site ever since. We now have 19 student organizations that have their own pages. They came to me, requesting something on the site, and it was a simple matter to give them pages and templates.”

The college has also added a featured Student of the Month, an idea generated by the admissions department. Each month, a featured student gets their own web page on the site. Ms. Smith is now thinking about rolling out web pages for the different academic departments, so they can have their own pages too. “Before, if people had an idea for using the site, we usually had to turn them away. Now, with Savvy Software, we can respond easily.”

An ideal solution for a multi-campus environment. Ms. Smith says that Savvy Software’s solution is ideal for educational institutions, especially those with a multi-campus system. “People need to be able to access and use the web site from anywhere. The web-based interface provided by Savvy Software is a huge advantage.”

Cleveland Chiropractic College now enjoys a web site that not only meets their expectations, but exceeds them. “The site is better now, because it’s fresher and has much more content. It’s been a plus, not only for the faculty to have a way to communicate with students, but also for prospective students to get a feel for the classes and instructors.”

Adds Ms. Smith, “I expect our site to continue growing and getting better.”



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