



Ottawa University is a comprehensive, not-for-profit educational institution, serving more than 4,000 students through its residential campuses in Ottawa, Kansas, and Surprise, Arizona, and adult campuses in Overland Park, Kansas; Phoenix and Queen Creek, Arizona; Brookfield, Wisconsin; and online.

12

Year Partnership Since 2009

3

Dedicated Resources Over Twelve years

5%

Higher Form Completion Rates Year-Over-Year



Ottawa University & Wakefly

During 2009 Ottawa University's IT management purchased the Kentico CMS platform to content manage the ottawa.edu website. Kentico was chosen due to how comprehensive it was and the many features it offered.

With Kentico implemented, Ottawa University quickly realized that they weren't getting all they could from their new CMS platform, and that they would need to find the right external resources to help take advantage of all that Kentico had to offer.

After speaking with other web development and marketing firms in their area, Ottawa University chose to contract with Wakefly, Inc. based on their in-depth experience and Kentico Gold Partner status with the Kentico CMS.

Through the years Ottawa University has used Wakefly to scope, organize and execute many of their website development projects. These projects have included a Kentico CMS upgrade, implementing a new design and UX approach and many other small but important maintenance projects that are taken care of under their monthly retainer contract. One project in particular required Wakefly to step in to relieve the shortcomings of another vendor that Ottawa University hired to implement a new set of website designs. Under their existing maintenance contract that project was completed on time and on budget, without any additional cost to Ottawa.

Looking towards the future, Ottawa University plans to leverage Wakefly's expertise in content marketing, SEO, and other related marketing services.

In order to run these projects as smoothly as possible and give the ultimate in client satisfaction and service, Wakefly has assembled a team consisting of a dedicated account manager, project manager and development resource. This approach to consistency is what has made this relationship between Wakefly and Ottawa University work so well and last for so long. Over the past twelve years, the Wakefly and Ottawa teams have developed strong working relationships, ensuring successful project deliveries, a constant commitment to quality and superior customer service from the Wakefly side. Working in this way has allowed Wakefly to truly become an extension of the Ottawa University web development and online marketing team.

Wakefly's work with the ottawa.edu website has brought a coordinated approach to the university's digital strategy that used to be fragmented among different companies and vendors. This has allowed the Ottawa University leadership team confidence that the website is designed well—and that they are getting more out of their investment from a business point of view. This has been proven as it relates to maximizing the number of inquiries being delivered by the website.



How did Wakefly perform from a project management standpoint?

"I feel spoiled because Mark gets back to me so quickly, I don't know that I could work with anyone else at this point. He has set such a high standard and functions like an internal employee."

Mark knows our account so well that he can handle the day to day tasks on his own. He's been working on the account longer than most of our team members have. He and Greg bring in other programmers on occasion, but they're my main points of contact."

Bryce Bettin — Director of Strategic Marketing, Ottawa University