NAICU
NATIONAL ASSOCIATION OF
Independent Colleges and Universities

NAICU partnered with Wakefly, Inc. to create a modern, user-friendly website that would enhance communication and engagement with students, educators, policymakers, and member institutions.

Background

Wakefly, Inc. partnered with the National Association of Independent Colleges and Universities (NAICU) to modernize their online presence with the flexible and robust Umbraco platform. The goal of the project was to create a modern, user-friendly website that not only effectively communicates NAICU's mission but also provides value to its diverse audience, which includes students, educators, and policymakers. With a focus on improving user experience and content management, the project sought to better serve NAICU's member institutions and stakeholders.

Goals & Challenges

The key challenge for the NAICU team was to provide an intuitive online experience for their broad audience while maintaining an easy-to-use platform for internal content management. Wakefly's solution centered on improving usability through a simplified navigation system and reorganizing content to ensure users could quickly find relevant information. The design also needed to align with NAICU's mission of supporting independent higher education while modernizing the overall look and feel of the site.

One of the primary objectives was to increase the visibility of calls to action (CTAs), which would encourage users to engage more with the content and drive further interaction with the site. Additionally, the new site needed to offer a streamlined content management process, empowering NAICU's internal team to update the site with minimal technical expertise.

Solution

Wakefly implemented a custom, responsive design optimized for mobile, tablet, and desktop devices, ensuring that users could easily access the site from any platform. The Umbraco CMS was chosen for its flexibility and ease of use, allowing for extensive customization to meet NAICU's specific needs. With the new CMS, Wakefly restructured the website's content and search functionality, making it easier for users to find the information they were seeking.

A secure member portal was also integrated with Single Sign-On (SSO) authentication, providing NAICU's members with exclusive access to important resources and collaboration tools. This feature ensured a smooth, secure experience for users while managing member interactions. Additionally, custom features were developed, such as a news-type management system, which simplified content updates and allowed NAICU to maintain the site without relying on extensive technical resources.
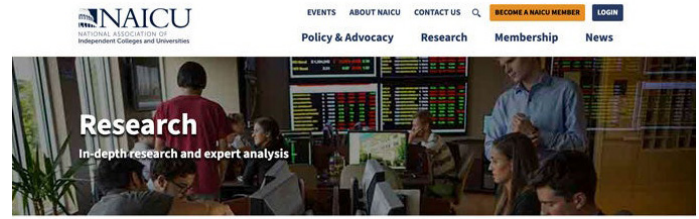
Results

The redesigned website produced impressive results in just the first three months after launch. There was an 80% increase in users and a 70% increase in sessions compared to the previous year. The website also averaged 18,000 sessions per month during this period. These improvements translated into better user engagement, with a noticeable uptick in interactions and a more efficient administrative workflow for the NAICU team.

The new site is not only scalable but also enhances the digital experience for NAICU's community. It strengthens their role as a leader in advocating for independent higher education institutions and positions them for continued success in the future.

Conclusion
This project highlights Wakefly's expertise in delivering tailored web solutions for non-profit organizations, particularly using the Umbraco platform to create flexible, user-friendly digital experiences. Through this transformation, NAICU has successfully achieved a modern, scalable

online presence that supports their strategic goals and maximizes their digital impact, all while ensuring a streamlined and efficient internal workflow.

Key Features
- Custom SSO Member Authentication
- Umbraco Content Transfer
- Customized News Templates
- This approach highlights the results in a more narrative format with fewer bulleted points. Let me know if you'd like any further adjustments!

Wakefly

Wakefly is one of the most experienced Umbraco Solution Partners. We have been a dedicated Umbraco partner for many years, leveraging its powerful platform to create highly technical and marketing-focused websites. Our vast portfolio of successful projects has helped us earn Umbraco's highest recognition as a trusted and skilled partner.

Whether you're looking for a brand-new website or need assistance with updates to your existing Umbraco site, we can seamlessly integrate with your team to help you achieve your objectives. Wakefly's entire project team has extensive experience with Umbraco, including certified developers and Umbraco-marketing specialists, so you can trust us with your site.

Wakefly creates digital experiences that matter. We develop unified, online marketing strategies designed to help you connect with more prospects and customers. Our methodical, data-driven approach ensures that we engineer the perfect digital solution tailored to your needs.