

Phi Kappa Phi Appeals to Younger Demographic While Keeping Members Engaged

Client Profile

Founded in 1897 at the University of Maine, Phi Kappa Phi is the nation's oldest and most selective collegiate honor society for all academic disciplines. Its chapters are on more than 300 campuses in the United States. Each year, approximately 30,000 members are initiated.

Phi Kappa Phi is comprised of the best and brightest from all academic disciplines - a community of scholars and professionals building an enduring legacy for future generations.

Key Message

Phi Kappa Phi is an organization that recognizes and models excellence.

Unique Challenge

To illustrate the high standards of the organization while encouraging members to participate through a quality, modern design coupled with compelling content and persuasive messaging.

Goals

- Enhance the navigation and search experience for members and prospects.
- Improve login and integration functionality compared to old site.
- Create and nurture participation within a community of like-minded students.

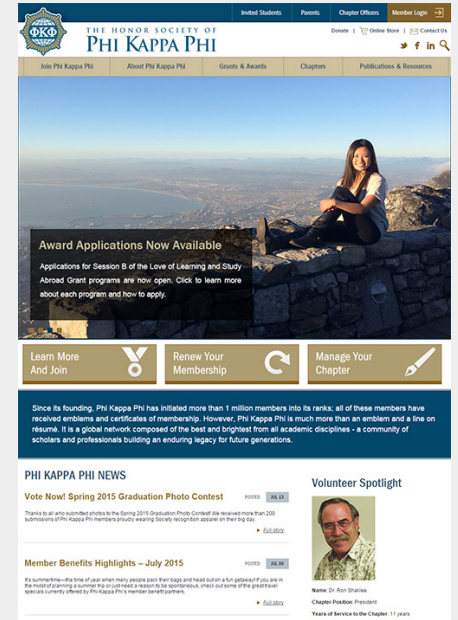
Solution

- Conducted a thorough discovery and audience-analysis process.
- Designed a fresh, image-heavy design to appeal to the organization's younger demographic.
- Implemented the Sitefinity CMS for simple back-end management.
- Created a sound and easy to manage single sign-on (SSO) between Sitefinity CMS, and iMIS AMS.

Results

- A contemporary design that reflects the high standards of the organization, highlighting actual students within imagery.
- Members and chapter leaders are able to use one login to navigate across multiple systems.
- Audience-specific navigation for students, parents and chapter leaders to find relevant and meaningful content quickly.
- Improved flow of the join process.
- Enhanced chapter admin tools as well as an improved chapter directory and map.

Case Study: Phi Kappa Phi



www.phikappaphi.org

Technologies:

Sitefinity CMS

iMIS 15

Vanguard brought expert insights into this project. Not only technically, but strategically they got our website to a place our organization and our members are very proud of.

Traci Navarre
Chief Marketing Officer
Phi Kappa Phi