

Wisconsin Credit Union League Implements Sitefinity for Strategic Content Management And Improved Member Engagement

Client Profile

The Wisconsin Credit Union League (WCUL) is dedicated to serving Wisconsin's credit unions and promoting the credit union difference through advocacy, education and public service. The League also assists consumers, media, legislators and others who want more information about credit unions.

Key Message

The Wisconsin Credit Union League is the voice and advocate for Wisconsin's credit unions and is an innovative resource and partner for all you need to be successful in running or working at a credit union.

Unique Challenge

The League wanted to be the go-to resource for Wisconsin credit unions on all things related to running their credit union. WCUL desired a site with modern design and intuitive navigation powered by a robust CMS enabling subject matter experts to quickly and easily publish content.

Goals

- Drive engagement with content and members-only resources.
- Enhance navigation and the user experience.
- Streamline login and integration with Abila's netFORUM Enterprise AMS.
- Improve content management and empower the organization to respond to member needs.

Solution

- Thorough discovery and audience-analysis process.
- Flexible, taxonomy-driven information architecture to categorize and publish content.
- Implementation of the Sitefinity CMS for content management and publishing.
- Single sign-on (SSO) between Sitefinity CMS and netFORUM Enterprise AMS.

Results

- Modern design reflects the standards and reputation of the organization.
- Members can easily find critical compliance and regulatory resources. Improved content publishing enabling subject matter experts and staff to respond to quickly respond to member needs.
- Subject matter experts and staff can respond quickly to member needs online.
- Education calendar promotes professional development.
- User engagement increases 15% for page views, 15% for pages per session and 30% for time spent on the site.

Case Study: Wisconsin Credit Union League



www.theleague.coop

Technologies:

Sitefinity CMS

netFORUM Enterprise

Cision Government Relations

Vanguard helped us think strategically and not just focus on design. They helped us put structure around our audiences and develop a very strong content architecture and management plan. The result is a strong foundation and platform that will help us grow and serve our members.

Angela Klaves
Director of Marketing