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**Law
School**

Success Story: Web Site Redesign and Development Using CitySoft CE

Summary:

TerpSysSM totally redesigned the Client’s existing web site, giving it a user-friendly structure and fresh visual design. We also designed a second, all-new site, expanding the Client’s audience and helping it provide great new services.

Client: The Council on Legal Education Opportunity (CLEO)

CLEO is a not-for-profit project of the American Bar Association’s Fund for Justice and Education. Its mission is to help diversify the bar by providing assistance and support to members of groups underrepresented in the legal profession.

Objectives:

- Redesign existing site (“CLEOScholars”) to give it more sophisticated and modern visual appeal
- Revise existing site’s architecture to provide more intuitive content organization
- Implement Content Management System so Client staff can more easily update the existing site and member data
- Create a new web site for the CLEO “diverCity Network” (CDN) which aims to reduce minority law student attrition, increase minority law school applications, and help prepare minority applicants for the academic rigors of law school

Challenge

This project presented TerpSys with three separate challenges. First, it was necessary to define clearly what content should remain on the existing site and what should be moved to the new CDN site. Content left on the existing site had to be revised to reflect the redesign’s more sophisticated look and feel.

Second, the new CDN site had to be created from scratch. This required TerpSys to design complex student and employer registration systems, define a new site architecture for an entity that did not yet exist (the CDN), and migrate data to the CDN site from multiple sources while deleting duplicate items.

The third challenge was to build two separate web sites with distinct designs linked by shared thematic elements, keep two simultaneous projects on track despite limited availability of CLEO’s small staff, and accomplish all this on a tight budget and schedule.

Solution

TerpSys, after carefully ascertaining CLEO’s needs and goals, recommended CitySoft CE as the centerpiece of its proposed comprehensive solution. The Client agreed, and we set about tailoring our design and implementation processes to accommodate two overlapping project timelines.

Taking advantage of the platform’s excellent technical capabilities, TerpSys leveraged CitySoft CE’s sub-site functionality to host two web sites for the price of one, resulting in substantial savings to the Client. Implementation of CitySoft CE allowed TerpSys to integrate Client web site and membership data in a host of new and more useful ways.

Access to that data was enhanced for CLEO’s members, management, and staff. Additionally, the staff could now manage and update that data and web site content on their own.

Results

- Created two web sites, each with a distinct look & feel, but tied together by common thematic elements
- Migrated site content into CitySoft CE
- Developed highly intuitive and easy-to-use navigation structure
- Enabled Client to manage its member data and update its own site content
- A delighted client.

“Right from the start, the TerpSys team worked extremely hard to give us what we wanted. As we neared the successful completion of our contractual arrangement, looking back, I couldn’t quite imagine having used any other web design company for this project. I unabashedly recommend TerpSys 110%!”

– Leigh R. Allen II,

Director of Mentoring & Development,
Council on Legal Education Opportunity

