

## Percussion CM1 Makes MacPhail's Web Site Sing

Transformed Web Presence Shines as Content Owners Are Empowered to Build and Manage New We Site



Located in Minneapolis, The MacPhail Center for Music is the second-largest independent music center in the United States. Founded over 100 years ago, MacPhail has a long history as an education and performance leader in the musical arts; its vision is to be the best center for community music education in the country and a valued resource worldwide.

MacPhail services more than 4,300 students and offers music education for 35 instruments, including voice, through a robust curriculum of hundreds of classes and programs. MacPhail hosts approximately 400 recitals and performances that attract audiences of over 25,000 people annually.

### The MacPhail Challenge

MacPhail's aging, static website was not reflective of the personality it wished to project, or compelling enough to engage visitors seeking a music education. The manual content updating process imposed a heavy burden on a small, busy IT staff, resulting in slow response times and limited website flexibility. Reducing the amount of time the IT staff spent on content management while improving the website experience was paramount in MacPhail's plan to create a new website.

### The Percussion Solution

MacPhail chose Percussion CM1 as the basis for its new site because of its unique ease of use capabilities. Percussion CM1 enables easy site management and modification through the drag-and-drop operation of widgets and gadgets, lessening the need for IT involvement and putting control over web content management in the hands of content owners. Percussion CM1's dashboard gives content owners the ability to monitor and measure how well site visitors are engaging with the site content. Percussion CM1 also enables MacPhail's content owners to easily add and configure social engagement features to better connect with their current and prospective students.

### Results Achieved

MacPhail's content owners were able to build and deliver an intuitive website with an engaging user experience and dynamic content, while also gaining the benefits of enhanced website measurement and tracking capabilities using Percussion CM1's dashboard.

Using the dashboard within Percussion CM1, MacPhail's content owners were able to gauge which courses and programs its community most wanted. This insight enabled the MacPhail team to make better decisions on where and when to invest in adding new web content to engage with

The MacPhail Center for Music recognized the need to modernize its aging and static website to better project its image and serve its community. Besides a social engagement and multimedia infusion, MacPhail needed to revamp the manual content updating process that was overburdening its small IT staff, resulting in slow response times and limited website flexibility.

Percussion CM1 enabled MacPhail's nontechnical content managers to add rich social features to its website easily and rapidly with simple drag-and-drop operation, without relying on the IT specialists. The result is a thriving multimedia site, built and managed easily and at a low cost that fully meets the needs of MacPhail's content owners and music community members.



their community. Measuring this engagement also gave the team valuable information about which programs the community was most interested in. As a result, MacPhail is able to avoid wasting precious resources on classes and programs with low engagement and ultimately, low enrollment.

The enhanced web experience enables visitors to learn more about MacPhail's world-class staff and evaluate the best mix of programs that best matched their interests. Overall, Percussion CM1 has enabled MacPhail to better leverage its web infrastructure to engage its community, promote MacPhail as a leading resource for music enrichment, and share content with partners.

Percussion CM1 packaged product approach makes it simple to make future modifications to the web site. MacPhail will be able to make changes to the design, the delivery technologies, expand the number of contributors, and take advantage of new publishing channels such as mobile and social sites, all without having to rearchitect the underlying web content management infrastructure. Further, because Percussion CM1 was deployed without requiring custom integrations, the product remains fully supportable by the Percussion product team and upgrades do not require complex and costly rework.

The benefits that MacPhail realized by deploying Percussion CM1 included:

- Fast creation and deployment of a feature-rich dynamic website
- Easy authoring and production by nontechnical users
- Minimized IT involvement
- Upgradeable, supportable platform allows for future growth without reinventing underlying architecture
- Shifted from a static site to a dynamic, modern site
- Dramatically shortened content delivery time
- Better visibility into community engagement earlier in the business cycle

## MacPhail by the Numbers

- Total Students: 8400
- Annual Events: 450
- Total Audience: 28,000
- Faculty: 174
- Staff: 39
- Instruments Taught: 35
- Scholarships Awarded Annually: \$300,000



## About Percussion

Percussion Software's products enable you to take control over your web content management and content marketing strategies to increase traffic, drive revenue, improve engagement, and create compelling online customer experiences. Delivered in a highly usable and affordable product package, hundreds of leading companies, education institutions, and government agencies are using Percussion to lower the costs of their content strategies and gain the flexibility to address "What's Next" on the web. Leading customers include vegas.com, weather.com, AutoTrader.com, Rentokil, Watchguard Technologies, Lancaster Bible College, Sunoco, the Commonwealth of Massachusetts, the City of Corpus Christi, Saba Software, the U.S. General Services Administration, and the U.S. Department of Health & Human Services.



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