Live in 45! Lancaster Bible College Launches New Website on Percussion CM1 in just 45 Days!

LANCASTER BIBLE COLLEGE
YOUR JOURNEY. OUR FOCUS.

With Percussion CM1, Lancaster Bible College gains control of their website content— delivering fresh, relevant and interactive content through multiple channels

Lancaster Bible College (LBC), founded in 1933 and located in Lancaster Pennsylvania, is one of the leading Bible colleges in the United States. Named a "Best Northeastern College" by The Princeton Review, the college attracts students from over 32 states and 14 countries. Students can choose from 26 undergraduate and graduate majors including Theology, Pastoral Ministry, Education, Communications, and Social work.

With a 12:1 student to faculty ratio, active sports and arts programs, community outreach and ministry work, the school offers a unique environment for students seeking a faith-based college experience. According to The Princeton Review, the college stands out for "the student body's almost unanimous appreciation of the faculty and administration" and "going the extra mile" for students.

Existing WCM Required High Levels of Technical Skill and was Difficult to Support

The success of any college or university hinges on maintaining and increasing student enrollment by attracting the best students, and a strong web presence is an essential element of college recruitment programs. LBC has the additional challenge of reaching and attracting a unique subset of the college bound student population—those from the faith-based community specifically seeking a Christian college experience.

LBC has long understood the value of a dynamic website to reach and engage their audience. "The Web has become an increasingly essential tool for communicating with our faculty, staff, alumni, students and families, and for our recruitment efforts," said Vincent Johnson, Associate VP of Information Systems at LBC.

As an academic institution, LBC had no shortage of writers and content contributors, but they struggled to keep their website content fresh. In fact, adding new content was so onerous that it often became stale before it was finally published.

- The LBC open source based custom WCM solution required a high level of ongoing technical support
- Many small changes to the site were "custom" and most required the coding skills and time of a technical resource
- The LBC Information Systems (IS) team spent significant amounts of time updating the site, at the expense of other work
- High priority technical projects took precedence over site updates, resulting in a bottleneck.

"The Web has become an increasingly essential tool for communicating with our students and families, and for our recruitment efforts.

To remain competitive and ensure that prospective students are attracted to our school, it's crucial for LBC's content owners to have control over the delivery of fresh, timely, and interactive content that is accessible in various web channels to fully engage our visitors."

Vincent Johnson
Associate VP of Information Systems
Lancaster Bible College

A Better Way—Delivered On Time & On Budget

LBC was investing more time and resources supporting their custom WCM solution than creating and publishing compelling content. Vincent Johnson: "To remain competitive and ensure that prospective students are attracted to our school, it's crucial for LBC's content owners to have control over the delivery of fresh, timely, and interactive content that is accessible in various web channels to fully engage our visitors."

LBC's custom WCM system was consuming higher levels of Information System's resources than anticipated, so the search began for a new solution that would:

- Enable the Marketing team's resources to control the management and publication of timely and interactive content
- Allow LBC to expand the pool of content managers to ensure a steady stream of new content
- Shift the IS team away from managing content to managing the LBC infrastructure and applications

After evaluating several WCM vendors, they selected Percussion CM1. Within 45 days of the project kick-off, the Lancaster Bible College website, www.lbc.edu, was live on Percussion CM1.
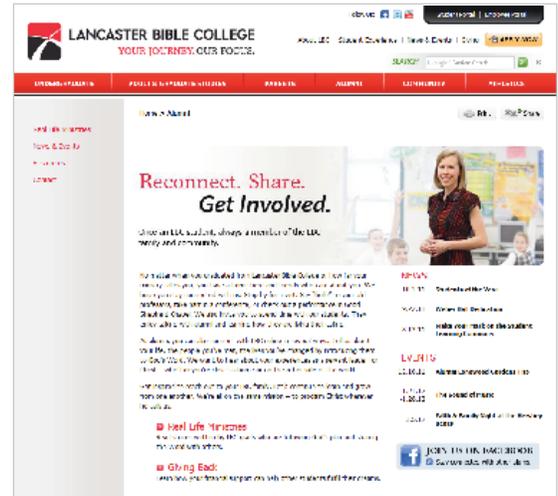
In less than two months:

- The LBC environment was established at Rackspace, a Percussion cloud computing partner
- Created the LBC site in its entirety including themes, templates, pages and sections
- Migrated the LBC asset library and content; conducted QA and user acceptance testing
- Deployed CM1 on time and on budget

"The project plan included the necessary technical tasks to move hundreds of web pages and thousands of links and assets to an all new platform. Our challenge was to change the engine at 55 miles per hour and make it transparent to the occupants in the vehicle and to mitigate any risks," said Vince Johnson. *"We were impressed with Percussion's approach to offering a pure WCM product that met all of our business needs. Delivered on time, on budget, and on scope, it was one of the fastest and cleanest deployments in my 30-plus years in technology "*

Results Achieved

The Lancaster Bible College website is now fresh, engaging, and dynamic, and a true representation of the LBC brand. With Percussion CM1:

- Enables Faculty and Administrators to control their own content
- New content can be added or edited daily
- Content Managers can easily create templates, pages, and sections with no IS intervention
- The content update bottleneck and technical resource drain has been eliminated
- IS can focus on managing the infrastructure and supporting staff and students, not updating the website

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.

percussion