

William & Mary Alumni Association

CASE STUDIES



The William & Mary Alumni Association was founded on July 4, 1842 and is the sixth-oldest alumni organization in the country. All graduates and former students of the College of William & Mary are considered members of the alumni association. The alumni association is an independent, nonprofit organization (that serves William & Mary and its many alumni, students, parents and friends) and provides services and avenues for alumni and friends to develop loyalty to, understanding of, and lifelong participation in the present and future of the College.

The Situation

The William & Mary Alumni Association had an existing online community. They needed to be able to maintain capabilities of their old site but were interested in capitalizing on new technologies and innovations.

Their primary concern was the look-and-feel of the design and layout from a user's perspective. The alumni association has a webmaster on staff so it was critical that the solution provide the ability to place a multitude of varied content into the YourMembership.com pages and enable the import and export of content to/from other sources.

The William & Mary Alumni Association also wanted to stay seamless in its hosting of content and not have information residing on different servers across different providers. The alumni association also maintains a gift shop, so the need for an integrated storefront was key. Price was also a determining factor.

Membership Goal

The William & Mary Alumni Association's goal was three-fold. First, they wanted to increase traffic to (and through) the site. Next, they wanted to increase the number of registered members. And finally, they needed to create interest groups outside of the traditional class year and geographic groups.

Results

The site designs and layout options presented by YourMembership.com were a hit! During its first year, the new alumni community saw an increase of more than 4,000 members and boasted more than 5,400 member profile updates. Today, the William & Mary Alumni Association continues to maintain a very active, vibrant online alumni community.

Favorite Thing

For the William & Mary Alumni Association, it is YourMembership.com's intuitive content management system and the quick ability for site administrators to create new site pages. Site administrators also enjoy working with YourMembership.com's customer service department and appreciate YourMembership.com's quick response times.