



National Society of Black Engineers Website Refresh

AMS Integration Modernizes and Aligns Brand

NSBE WEBSITE REFRESH:

AMS Integration Modernizes and Aligns Brand

For more than fifty years, The National Society of Black Engineers (NSBE) has supported K-12 and collegiate-level students as well as professionals in engineering and technology. The student-governed organization needed a modernized and mobile-optimized website to provide simpler, more intuitive navigation while communicating its mission and representing its brand more clearly.

To achieve this, NSBE needed to transition from its current association management software (AMS) to a new solution—Fonteva. Refactored's team of experts helped integrate this new AMS while modernizing NSBE's current Kentico solution on ASP.NET Core Model View Controller (MVC). These changes ultimately led to a simpler-to-use, vivid, and mobile-optimized website that not only engages audiences but represents NSBE's brand and mission in a more precise and compelling manner.



PROJECT SNAPSHOT:

National Society of Black Engineers—NSBE Website Redesign

Client

NSBE is a historic engineering and technology mentoring organization for students and professionals of color.

Challenge

- / Integrate an improved AMS.
- / Create a mobile-optimized website with clear navigation.
- / Modernize NSBE's Kentico solution on .NET MVC.
- / Elevate the NSBE brand to a new level.

Solution

Modernize and optimize the NSBE website to facilitate mobile device access; provide simpler, more intuitive navigation; effectively communicate the organization's mission; and clearly represent its brand.

Benefits

- / Produce a contemporary and compelling website that represents NSBE's vision and mission.
- / Provide uncomplicated and engaging access to a variety of resources.
- / Make it easier for visitors to locate, access, and interact with the information they need.
- / Present the NSBE brand in a clear and effective manner.

“They kept momentum going throughout the project with new suggestions, reminders, ongoing collaboration, and presented new ideas to meet the needs of the organization’s internal capacity.”

— Melanie Moseley, CEO at Light Dynamics (Project lead for NSBE)

NEEDED:

A Modern Website for a Historic Organization

Since 1975, NSBE has supported the aspirations of collegiate, pre-collegiate, and technical professionals in engineering and technology. Its vision is a “world in which engineering is a mainstream word in homes and communities of color, and all Black students can envision themselves as engineers.” NSBE’s programs center around leadership, technical and academic excellence, and mentoring to help students and professionals further develop their interests in various engineering disciplines.

With more than 700 chapters and 24,000 active members in the U.S. and abroad, NSBE is of the largest student-governed organizations in the United States—and continues to grow. NSBE needed a clean, clear website to communicate effectively with its many visitors and enhance its mission of supporting students and technical professionals in engineering and technology.

The company’s existing website had difficulty connecting to services, was disjointed, did not represent the brand accurately, contained outdated resources and landing pages, and was not mobile-optimized. NSBE wanted a fully reimagined and redesigned site that could be explored more efficiently, provide easier access to resources, and encapsulate the organization’s true vision and mission. To achieve this, it needed:

- / A seamless transition from its current association management platform to Fonteva
- / A team of experts to facilitate the integration between Fonteva and Kentico
- / Guidance and support in reimagining its brand and creating an improved user experience development

The redesigned website would also include increased visuals and more concise copy, and have a more contemporary and vibrant feel.

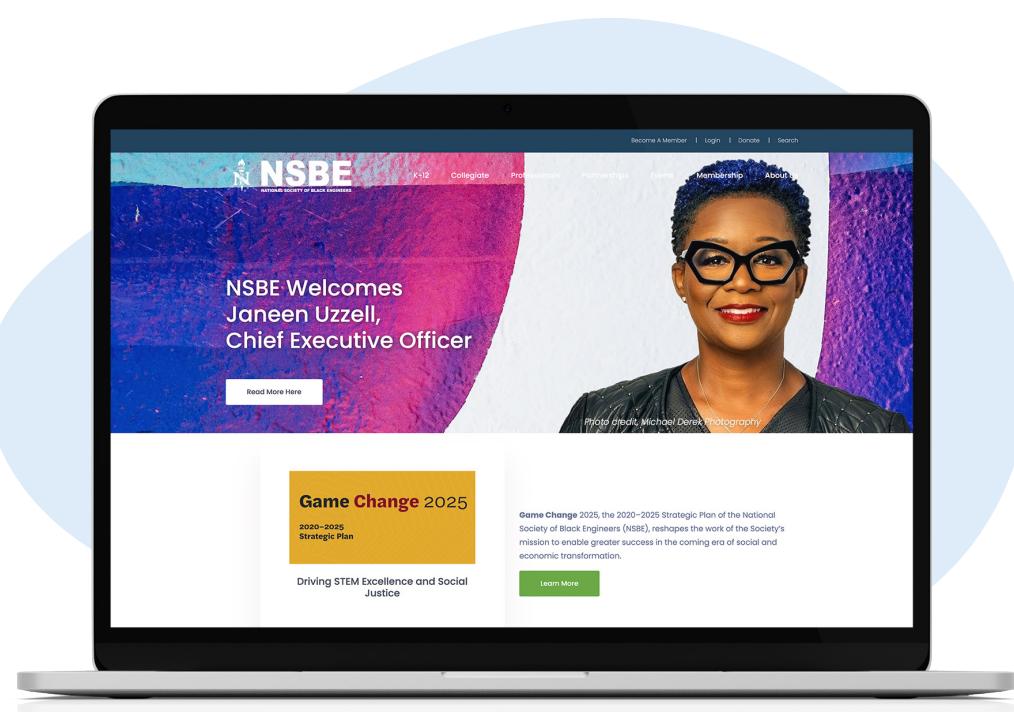


“A world in which engineering is a mainstream word in homes and communities of color, and all Black students can envision themselves as engineers.”

A Reimagined and Redesigned Site

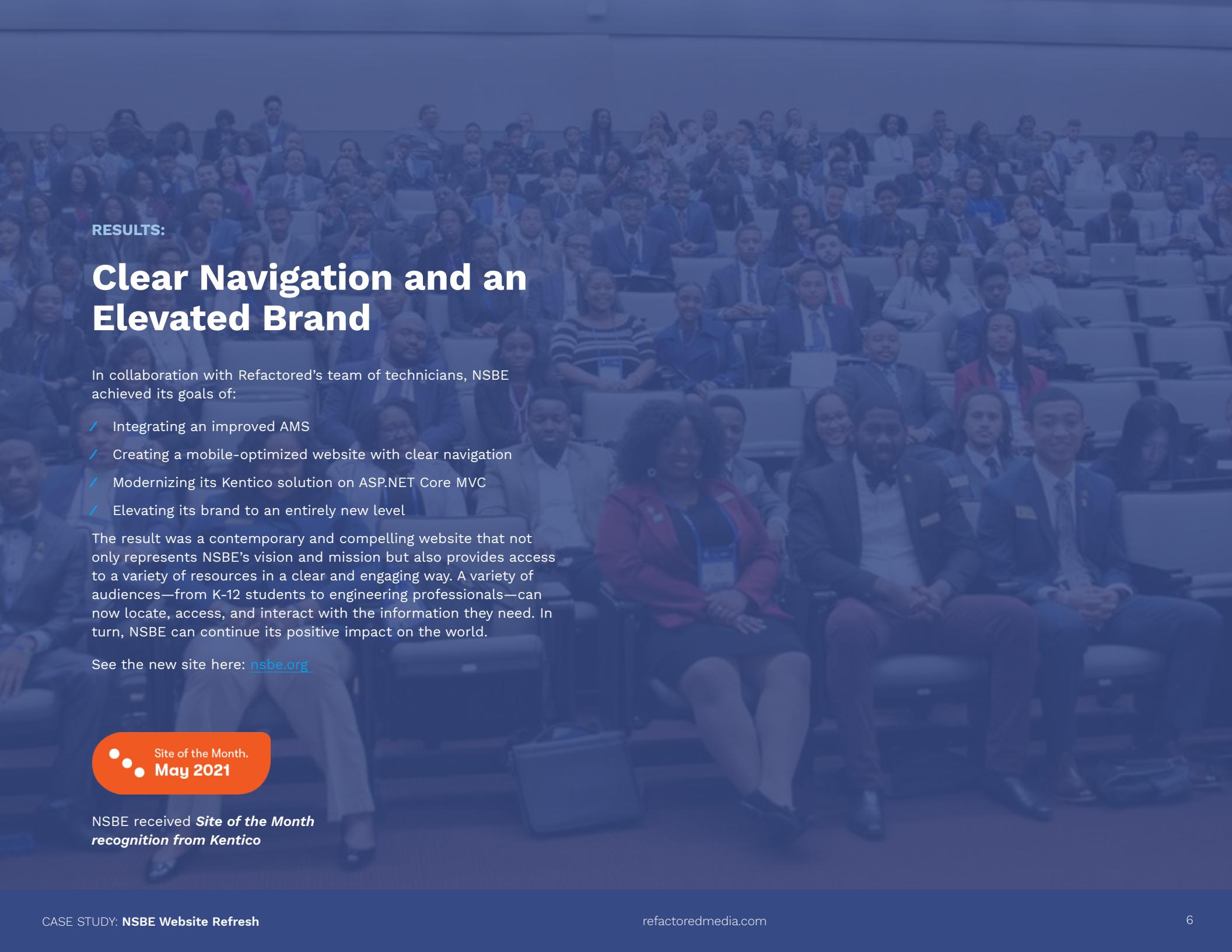
Refactored provided a variety of services to help NSBE reimagine its brand and redesign a modern, mobile-optimized site. A dedicated team of technicians and experts collaborated with multiple NSBE stakeholders to:

- / Develop a shift in technology and integrate a new AMS that would provide the appropriate capabilities to create a modernized website.
- / Conceptualize the reimagined brand's look and feel, site navigation, and user experience development.
- / Walk through design comps, wire framing, and development efforts to ensure clarity with stakeholders and conceptualize and create the redesigned site.



“ The wireframes Refactored built were an essential part of helping our stakeholders visualize the functionality of the site. The design and user experience has been incredibly enhanced which resulted in a 16% increase in site traffic by our parents, students and professionals alike.”

— Melanie Moseley, CEO at Light Dynamics
(Project lead for NSBE)

A large audience of diverse individuals seated in rows, suggesting a conference or event setting.

RESULTS:

Clear Navigation and an Elevated Brand

In collaboration with Refactored's team of technicians, NSBE achieved its goals of:

- / Integrating an improved AMS
- / Creating a mobile-optimized website with clear navigation
- / Modernizing its Kentico solution on ASP.NET Core MVC
- / Elevating its brand to an entirely new level

The result was a contemporary and compelling website that not only represents NSBE's vision and mission but also provides access to a variety of resources in a clear and engaging way. A variety of audiences—from K-12 students to engineering professionals—can now locate, access, and interact with the information they need. In turn, NSBE can continue its positive impact on the world.

See the new site here: nsbe.org



NSBE received ***Site of the Month*** recognition from Kentico



About Us

Refactored is a full-service digital agency that specializes in marketing for complex, B2B companies that need to speed up, get unstuck, or start from the ground up. We develop and execute strategies based on deep industry understandings, audience insights, and recognition of the right channels and technologies to accomplish your goals. Our clients don't just achieve incremental gains. They leap forward. ***Momentum Begins Here.***

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