

CASE STUDY:

Minnesota Collegiate DECA Association

Make it Count!



Background

Minnesota (MN) Collegiate DECA is a state association of DECA, Inc., overseeing the local chapters located throughout the state of Minnesota. However, the national organization does not offer websites tailored to each state's individual needs. Minnesota was in need of a site to communicate leadership activities and events on a local level, as well serving as a portal to the national website.

The Challenge

MN Collegiate DECA needed a uniform website that would meet both local/state and national chapter needs. They wanted to ensure its members would have access to all DECA's information in one place. MN Collegiate DECA struggled to find funding to pay for all the add-ons and options it would need to run a state-wide non-profit organizational website.

After receiving funding through a grant, the next challenge was locating a vendor that could provide the basics of a website for the amount of the grant, and then the flexibility to add features as budget or need arose. The basic layout of the site needed to include a calendar of events, information in regards to each of the leadership opportunities within the state of Minnesota, and a portal to the national website to better understand the events and benefits of DECA, Inc.



About Minnesota Collegiate DECA

Collegiate DECA is a student-driven organization that values competence, innovation, integrity, and teamwork. We prepare students for careers by integrating skills learned in the classroom into real world experiences.

Collegiate DECA programs assist in developing academically prepared, community oriented, professionally responsible, experienced leaders. Our students major in a variety of academic programs with a strong focus on business-related fields. Collegiate DECA conferences and other activities give students unique access to internships, scholarships, competition, and professional networking.

"The process from quote to completion was a piece of cake. It took a few conference calls and providing the correct artwork but after a short time, we were up and running."

Holly Rae Portner, Director – Minnesota Collegiate DECA

Results

Minnesota Collegiate DECA website has:

- Increased the communications within the state organization.
- Provided each chapter of the organization with the necessary tools to begin a chapter or continue building a strong chapter.
- Increased information accessibility.

Within the next year, MN Collegiate DECA will better be able to quantify the true worth of their website. They are looking to be able to add additional features to enhance their membership base as well.

CASE STUDY:

Minnesota Collegiate DECA Association

Make it Count!

Strategies/Design

- Responsive technology insures the site retains usability and design on any device
- Professional graphic design based on client provided logo and color specifications
- Site automatically updates and delivers XML Sitemap to Google, Bing & Yahoo
- Google Analytics & Webmaster Tool accounts established
- Insertion of client provided content
- Social media integration
- Home page displays rotating banner to highlight programs and client provided promotional video
- Rotating testimonials
- Secure Board Member and Advisor Area

Solution

Our team maintained constant contact with the MN Collegiate DECA Association, which allowed us to adapt quickly to their needs. By doing so, we were able to complete the project on time and within their budget.

Learn More

SAMSA, Inc. is happy to provide an evaluation for your website! After meeting to discuss recommendations and determine your requirements, we prepare a written quote with a proposed cost and timeline for your site development or re-design.

About SAMSA, Inc.

We have found ourselves involved in many different facets of information technology as our 25 years in business have progressed. Our original heritage was software development (long before anyone knew about the World Wide Web), but we've branched into many more areas since those early days! While we're always open to new IT challenges, we find ourselves focused on Internet Services, IT Services, and Support and Custom Programming.

We measure our success by our clients' satisfaction. In this rapidly changing high technology world, many companies measure success only in terms of revenue, growth, quarterly earnings, and market share. SAMSA thrives in the high-tech sphere of modern information and business management, but avoids short-term growth and closing a business agreement at any cost. SAMSA is fully invested in our clients' business, especially delivering high quality work and showing a strong value of service. We also take pride in helping and working directly with our clients. SAMSA is built on the founding principles of honesty, fairness, quality, dedication, and producing great results.

We strive to build long lasting relationships with clients that last for years, assisting them with the ever-changing technology of today.