

**IVEY BUSINESS SCHOOL AT
WESTERN UNIVERSITY
CLIENT VIEW**



INTRODUCTION

Financial Mentors of America (FMA) is a Texas-based non-profit organisation that provides education in personal finances for middle school, high school and college students. Its Real Life Financial Math course is currently offered in 43 Texas school districts. In the 2017 to 2018 school year, FMA hopes to provide online courses to 10,000 Texas high school students.

ISSUE

FMA's objective as an organization is to provide online educational tools for young people – however, in many cases these students have limited IT skills. This means that high standards of usability and accessibility are essential.

“The biggest challenge we have faced has been the level of knowledge of our users,” said FMA's Technology Director. *“It's unusual for an online course to provide its own LMS [learning management system] with its own quizzes and many schools weren't prepared for the challenges they faced. In addition to that, we found that many high school students, at grades 10 plus, lacked basic computing skills, such as flipping through web pages, saving and storing documents, editing spreadsheets and papers in Microsoft office, and so on.”*

FMA also has the challenge of appealing to multiple sets of stakeholders, including both educators, students, donors and volunteers.

“Our biggest priority has recently shifted from engaging educators to engaging donors,” he continued. *“The WordPress website is in the process of being remade to give it a more ‘modern’ feel instead of an ‘educational’ feel. Our goal is to have an interactive, engaging website where educators across the US can find resources, and donors and volunteers will easily be able to see where they can fit into our organization.”*



SERVICE & BENEFITS OF USING SITEMORSE

“Sitemorse has been a real asset in helping us keep everything up to date.”

“The code quality report in Sitemorse has been helpful in making sure we are developing our site with code that meets web standards.”

Monitoring accessibility and user experience at scale is a challenge – but Sitemorse makes it easy to pinpoint where issues lie and to identify the most urgent items to change via a shortlist of the most viewed pages. By providing powerful digital governance tools, Sitemorse helps managers to raise the standard of their sites across the board.

“Our main benefit to using Sitemorse is helping us maintain the quality of our website, despite having thousands of pages and at least 30 different contributors.”

Perhaps Sitemorse’s most useful feature is that it provides comprehensive reporting that remains easy to understand and that comes with immediately actionable recommendations for managers, for developers and for content editors.

“We want to use Sitemorse to help us provide the best user experience for all of our website visitors... Producing an accessible site with high quality, up-to-date content helps us achieve this goal.”

“Although some [accessibility] guidelines are subjective, it’s great to have a tool like Sitemorse that can help us evaluate which quantifiable criteria we are meeting... I am also a fan of how it helps us prioritise the most important pages.”

“We also work very closely with our IT team... The code quality report in Sitemorse has been helpful in making sure we are developing our site with code that meets web standards.”

“Sitemorse has been a real asset in helping us keep everything up to date.” Of course, that applies just as much to brand new content as to pieces that are many years old.

Sitemorse has also helped Ivey’s Digital Services team to overcome the challenges of their significant online presence and substantial archive with only a handful of individuals. “Because we are a small team at our school, Sitemorse fits in as a great tool for helping us delegate tasks to our various collaborators across different departments, centres, and institutes.”

Sitemorse’s tools can also help managers to take control of the most important factors to surface their content online. “The ability to track problem areas from a search optimisation perspective is a cherry on top.”

And how does Sitemorse compare to the competition? “I will say that a couple of the Sitemorse reports are more robust, like the code quality one mentioned above.” Indeed, when evaluated, Sitemorse provides a better offer.

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HOW HAS SITEMORSE FITTED IN AND HELPED IVEY FURTHER IMPROVE?

Ivey is currently in the process of optimising its properties and rolling out Sitemorse's tools and recommendations across its userbase. Sitemorse can quickly identify the most important items to prioritise, but there may still be a long tail of pages and properties that can be developed, whether that means improving code quality or ensuring that content follows brand guidelines.

"Right now, we are focusing on the power users and helping them navigate Sitemorse reports... One of our biggest challenges is finding time to monitor and update the older content. The ability to prioritise what items to focus on has been really helpful."

"I think the best feature of Sitemorse is the accessibility testing... Making sure your website is accessible is such an important part of web development, particularly here in Ontario, [which is why] the comprehensiveness of this report has been so valuable."

WHAT DOES IVEY WANT TO ACHIEVE GOING FORWARD?

Ivey's Digital Services department is still implementing a programme of change and has much more work planned.

"We are constantly working towards improving scoring across our [properties]... We know what we need to focus on. We just need to keep plugging away on the outstanding items that Sitemorse keeps identifying for us."

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