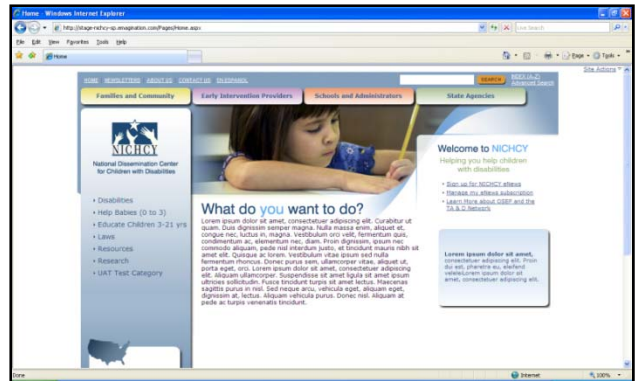


Case Study: National Dissemination Center for Children with Disabilities (NICHCY) NEW INTERNET PRESENCE

Summary

Funded by the U.S. Department of Education, NICHCY serves as the central source of information, programs and services for infants, children and youth with disabilities; IDEA, the nation's special education law; and No Child Left Behind, the nation's general education law.



Established more than a decade ago, NICHCY's current Web site needed a significant upgrade of both technology and usability. NICHCY needed a new site that could intuitively collect, organize, and disseminate information to a large, diverse audience in both English and Spanish. With this in mind, the new site also needed the ability to deliver information in a seamless and intuitive manner.

In order to make their organization stand out as a centralized resource for information on children with disabilities, NICHCY partnered with e.magination to enhance their Internet presence.

Solution

- Analyze the users and information to create a content architecture for a diverse audience
- Usability analysis to ensure users could find the information quickly
- Create a design that reflects their new, enhanced position

e.magination's strategy team worked with NICHCY to reposition and repackage how they collect, disseminate, and refer information in order to implement a new strategy to meet their goal. Our design team then redesigned the Web site around the new strategy. The new design focused on the center's diverse audiences as well as usability to ensure that the users could find information quickly and easily.

The redesigned site was then implemented using the Microsoft Office Sharepoint Server 2007 (MOSS) platform. The new platform enables NICHCY to better manage and present their content using one easy tool while providing a breadth of capabilities that will allow them to grow and expand to more sites and functionality in the future.

Results

- Great new look with exciting functionality
- Intuitive dissemination of information to a diverse audience
- Centralized resource for a specialized audience

The new Web site not only delivers a great new look, but exciting new functionality as well. Visitors to the NICHCY site are now able to easily navigate to their area of interest and find relevant content. A robust Search feature has been implemented, and now it is easy to find additional resources and related information. With the launch of the new Web site, NICHCY has been able to meet their goal of creating a "splash" within the OSEP network and make their organization stand out as a centralized resource for information on children with disabilities.