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CNC launches new website

A modern and intuitive online experience has arrived at the College of New Caledonia (CNC) with the launch of its new website today.

The launch marks the next phase in the Characterizing CNC project, which began in December 2017 with a goal to unify the College through a new visual identity, brand and website.

"In today's digital world, we know a prospective student's first interaction with CNC is online," said CNC President Henry Reiser. "We're here to inspire movement forward. I'm proud of our new website that not only aligns with our new brand but helps current and prospective students, employees and the community find the information they need quickly and efficiently."

In 2017, CNC researched its existing website, which had not undergone a full redesign since 2006. Through that research, it was discovered that only half of the participants surveyed were satisfied with their online experience with CNC.

"CNC's old website was not effectively serving the College's strategic priorities," said CNC Executive Director of Communications Alyson Gourley-Cramer. "With a new brand in the works, it made sense to invest in a website that better served the CNC community."

In February 2018, CNC hired Resolution Interactive Media (Res.Im), a London, Ont., agency with extensive post-secondary experience, to design the website using user experience standards.

CNC soon embarked on a thorough review of the analytics and use of its current website to get a sense of what was important to its online audience.

A consultation process with employees from all six CNC campuses occurred to ensure the new website met the varied needs of the organization. CNC students were also involved in the prototype and usability testing of the new website.

"This project required true teamwork to be a success," Gourley-Cramer said. "CNC employees came together to plan key pages, sections and features of the website before being student tested."

CNC's new website is now fully responsive providing a seamless experience on any device. It also provides a user-friendly navigation that gives prospective and current student better access to programs, courses, news, and events.

Visitors can now filter programs and courses based on area of study, campus, credential, delivery method, length of study and start date.

"User needs inspired every aspect of this redesign," Gourley-Cramer said. "On average, usability participants were able to find the information they needed in about one to two clicks."

To view CNC's new website, visit cnc.bc.ca.

For more information:

Dustin Ruth
Media Relations Officer
College of New Caledonia
778.349.0597
Ruthd1@cnc.bc.ca