



LEOCussen
CENTRE FOR LAW
beyond theory

CECC Forum 2011

The development cycle for next generation online services at Leo Cussen Centre for Law

CECC Wednesday 30 March 2011



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Manager
Education
Services



The Big Step



- Leo Cussen has recently launched a considerably overhauled website with the build done by CECC
- We couldn't be happier



My first reaction when we decided to completely update our website and change our provider was...



But this did not happen



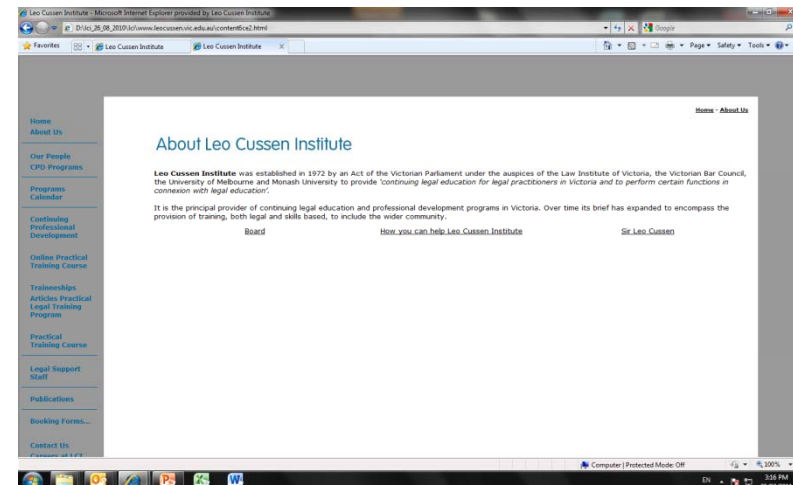
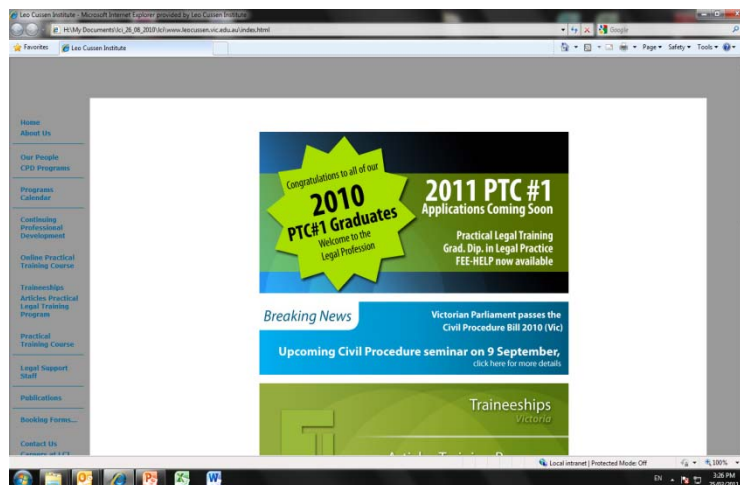
Who are we?









- [About Us](#)
- [Our People](#)

Why did we take the step?

- Our former website was failing us
- Tired looking
- Inconsistent text and design - different lawyer's drafting styles



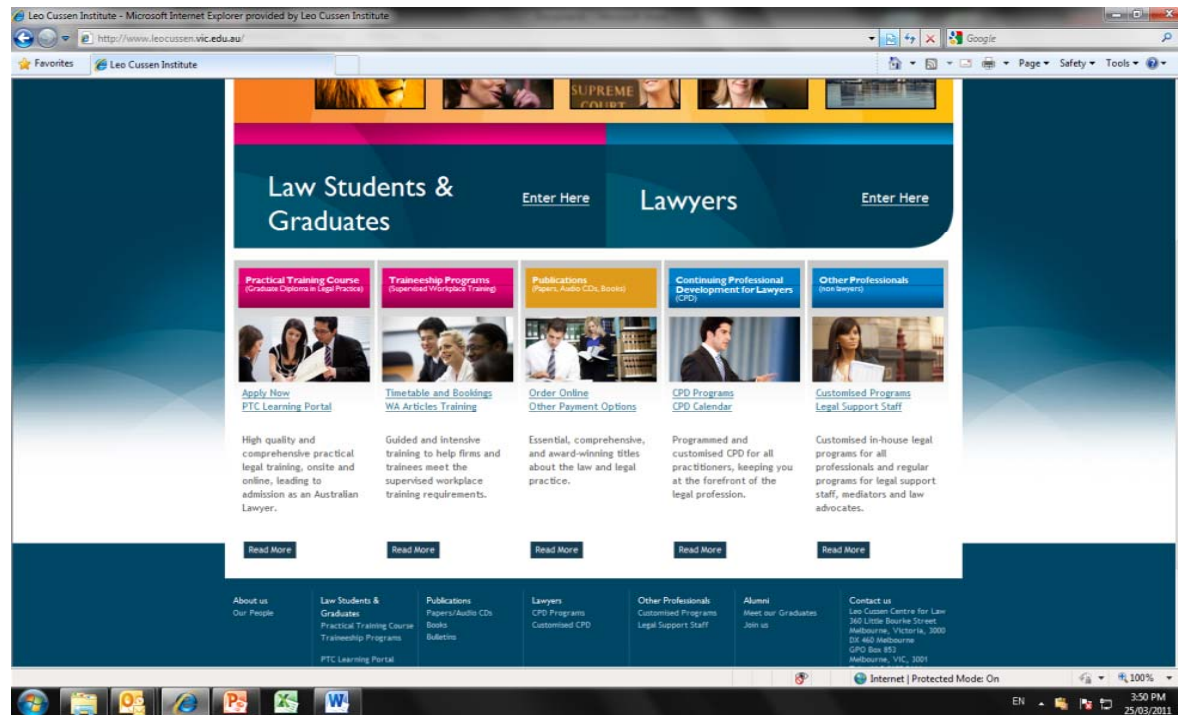
We realised that a website is:

- An expression of who we are 
- National and international presence 
- Cost effective marketing and our shop window 
- Bookings and existence '24 seven' 
- Preparation for growth 
- Probably the most important business tool around 

What did the CECC website build include?

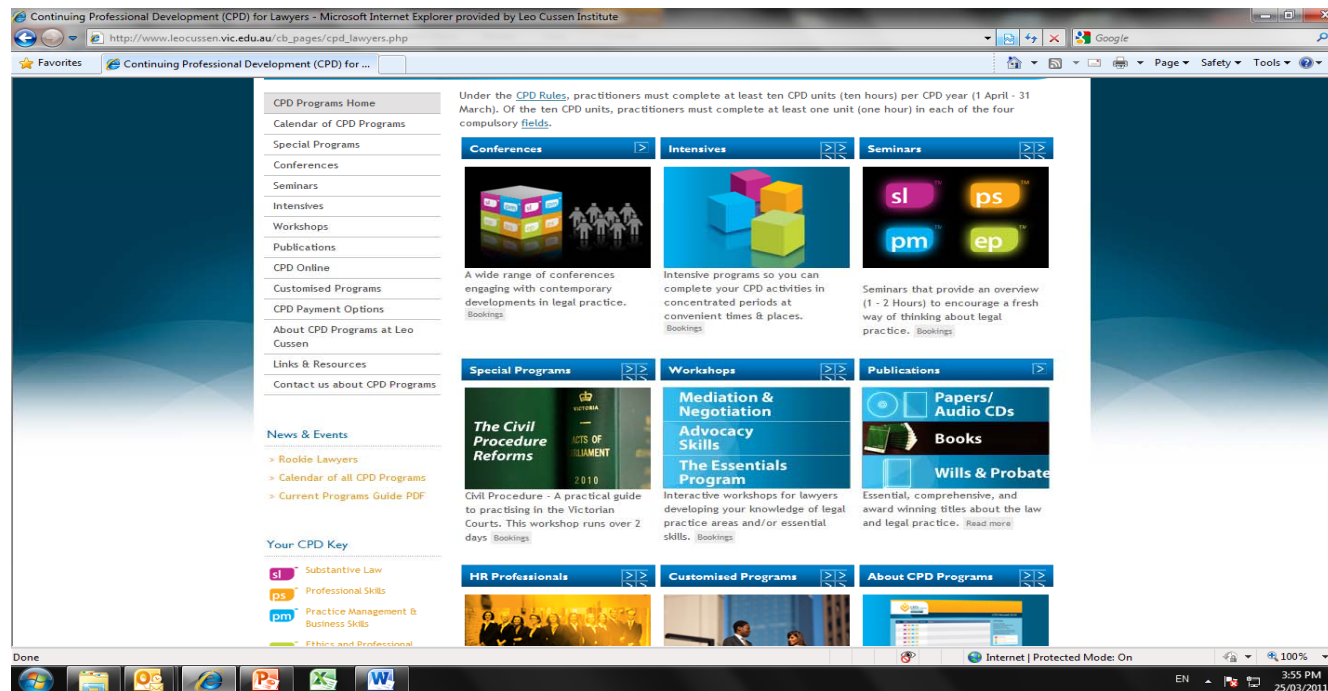
The Content Management System (CMS) :

- Manages our guided systems of information delivery to stakeholders



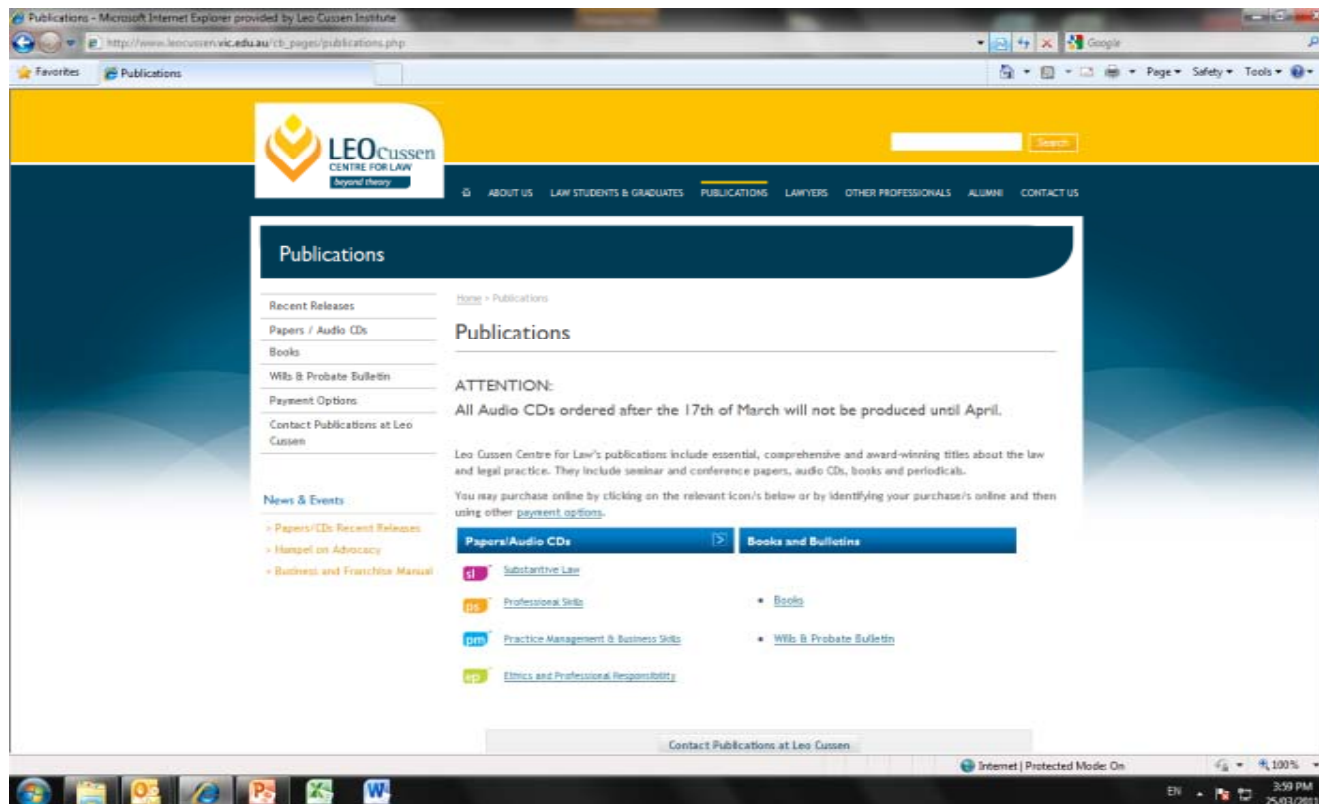
What did the CECC website build include? The CMS: (continued)

- Manages bookings and payment for regular and constantly changing training and professional development programs



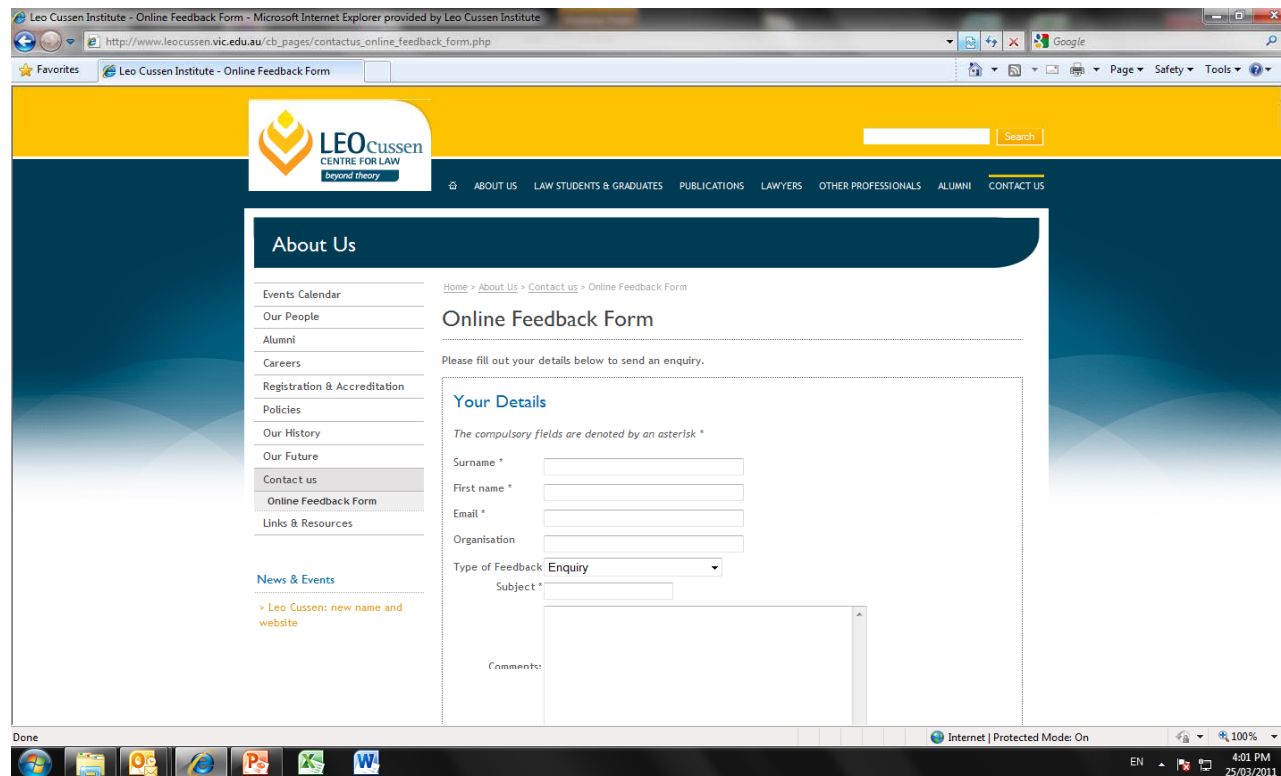
What did the CECC website build include? The CMS: (continued)

- Manages purchases of publications



What did the CECC website build include? The CMS: (continued)

- Manages enquiries (General and Alumni)



The screenshot shows a web browser window displaying the 'Online Feedback Form' page. The page features a yellow header with the LEO Cussen logo and a navigation menu. The main content area is titled 'Online Feedback Form' and includes a sidebar with various links. The form itself is titled 'Your Details' and contains several input fields for user information.

Leo Cussen Institute - Online Feedback Form - Microsoft Internet Explorer provided by Leo Cussen Institute
http://www.leocussen.vic.edu.au/ceb_pages/contactus_online_feedback_form.php

Leo Cussen Institute - Online Feedback Form

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ABOUT US LAW STUDENTS & GRADUATES PUBLICATIONS LAWYERS OTHER PROFESSIONALS ALUMNI CONTACT US

About Us

Events Calendar
Our People
Alumni
Careers
Registration & Accreditation
Policies
Our History
Our Future
Contact us
Online Feedback Form
Links & Resources

News & Events
> Leo Cussen: new name and website

Home > About Us > Contact us > Online Feedback Form

Online Feedback Form

Please fill out your details below to send an enquiry.

Your Details

The compulsory fields are denoted by an asterisk *

Surname *

First name *

Email *

Organisation

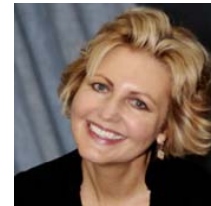
Type of Feedback: Enquiry

Subject *

Comments:

Internet | Protected Mode: On 4:01 PM 25/03/2011

Our Directors had the very good sense to take **two** significant decisions:



1. Get an Advertising and Design Company (Starship) to do a re-design as part of general re-branding

<http://www.starship.com.au/>



2. Get CECC to do the build





Our website model was and continues to be 'self help'

Meaning:

- Our CMS provider helps us with IT issues and further managed development
- We refresh content either occasionally or in some areas daily
- This model works quite well in periods of consolidation

In the re-design and the rebuild 'self help' model challenged:

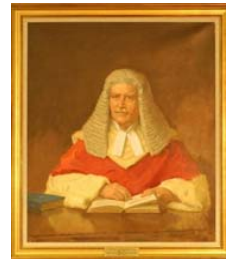
- Our internal processes and staffing



Help...
CECC!

- Our categorisation of content and its consistency

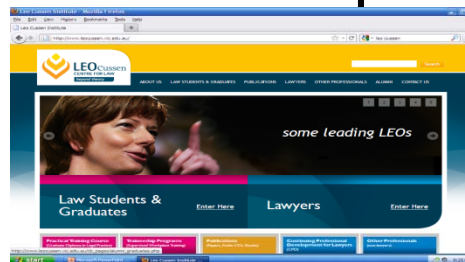
- Refreshing the text



http://www.leocussen.vic.edu.au/cb_pages/aboutus_sir_leo_cussen.php




http://en.wikipedia.org/wiki/Leo_Cussen

- Creation of choices such as pictures, links and resources



- Understanding how our business actually works

Some of this was resolved by

- Merging the Starship and CECC vision and making many of the flow on choices – subject to a stage checking (me)  
- Re-configuring all material on the website - category and text (me) 
- Sandra McCulloch contracted as an editor
- Michael Alesich our Graphic Designer invaluable consultant initially (prior to Starship) and at steps. Indeed Michael and I did the rough up prior to the designer
- Judith Dickson supported project and kept management informed
- Advise business to hire a writer who really knows the business backwards and thrash it out. This is a who are we? – question
- Warning against this process by committee yet needs consensus

Our future development

- We are enthused by positive feedback from stakeholders
- Functioning and developing website
- Arms of business growing



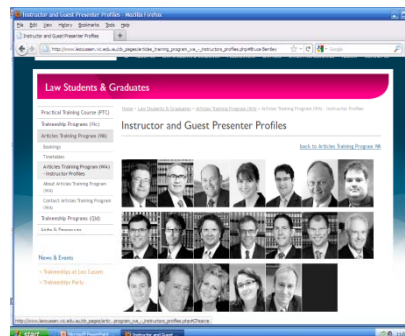
We want to:

- Develop survey tools
- Manage HR profiles
- Develop payment systems
- Grow and develop the business supported by the website
- All of these have a firm structure in our new website



We know we must continue to develop internal systems:

- Consistency where the site is developing
- Currency and veracity of information
- Overseeing consistency, deletions, deadlinks and everything else



In the build and onwards we have found CECC to be:

- Helpful



- Very good advice



- Like a very good & friendly football team

eg just before
'live' reposit they
saved me



- Not missing in action



- Caring respectful (even when sometimes the temptation must be the opposite)



Quick walk and talk through our website
(if time)

<http://www.leocussen.vic.edu.au/>

Thanks to CECC



Over to you



Questions?