

Network of Academic Corporate Relations Officers (NACRO)

Executive Summary

Community Partners

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Student Consulting Team

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Background

NACRO is a national non-profit organization run exclusively by volunteers and overseen by a board of directors. The group supports over 600 active members, and is organized into several committees that support their core mission of promoting best practices for corporate relations officers with regards to building relationships between universities and the industry. NACRO provides its members with several benefits aimed to strengthen their knowledge about the corporate relations profession and make connections with other industry professionals, such as their annual conference as well as increasingly frequent smaller events that serve as development opportunities to individuals of varying experience. Newsletters, research papers, reports, and videos are also offered to NACRO members as resources for learning.

Project Description

Project Opportunity

NACRO's tech infrastructure at the beginning of the project consisted of two websites. One of these websites served as their front-facing site, and was mainly used to host and provide the NACRO content that could be accessible to anyone. Their second site served as their membership management system, and included logins for member access and event registration. The use of two sites resulted in many issues for NACRO, as their content became decentralized, and redirects from the front-facing site to the member site were more often broken than not. Therefore, our consulting team was presented with the chance to integrate the functionalities of these two sites in order to streamline the user experience and encourage both members and non-members to increase their interaction with NACRO.

Project Vision

The vision of this project was to transition all content over to the site containing their membership management system, since that site could be adapted to host all of the front-facing content and would allow for guaranteed seamlessness for accessing member information and event registration. Since this site was developed on and hosted by the MemberClicks Oasis site platform, we were tasked with learning the platform and adding the necessary pages to perform this transition.

Project Outcomes

Our primary project outcome is a fully-integrated MemberClicks Oasis website that contains all of the core public and member-only information that was previously contained on their front-facing site. New features such as quick links and an integrated calendar widget have also been added. This website has been deployed, with all proper access privileges put in place. On the non-technical side, we have taught our client partners how to maintain and edit the site on their own, and have generated reference material for them to look back on, should they run into roadblocks when developing in the future. Additionally, we have set a strong precedent between our client partners and their representatives and design team at MemberClicks, so that each party understands the expectations, abilities, and needs of the other. This will allow our client partners to continue the practice of constantly communicating with their MemberClicks reps in order to gain the information and help needed to maintain the solution we have constructed this semester.

Project Deliverables

We have built a website created using MemberClicks Oasis for our client that contains all of NACRO's core information as well as their membership management functionalities. Additionally, we have compiled and delivered all of our development notes and documentation resources to our client.

Recommendations

We recommend that our client partners look into changing the site URL from nacro.memberclicks.net to nacrocon.org, clean up and organize all files in their MemberClicks site Media Manager, consolidate all of the different roles for access privileges into the few roles that are actually necessary to assign to different users, and preparing a transition and training plan so that the transfer of website maintenance to new NACRO volunteers and board members each year can be done as smoothly and efficiently as possible. If our project was to be carried forward by a future IS consultant team, we would encourage them to explore transitioning to a new membership management system due to our clients' constant frustration with the support they have received from the MemberClicks team.

Student Consulting Team

Shane Aung served as project manager. He is a third-year student majoring in Information Systems with minors in Software Engineering and Business Administration. He will be interning at Capital One this summer and is looking toward a career in software engineering.

Matt Cruz served as our client liaison. He is a fourth-year student majoring in Information Systems with minors in Human-Computer Interaction and Game Design. Upon graduation, he will be joining Deloitte as a Solutions Engineering Analyst.

Anmol Kapoor served as our risk and Quality Assurance manager. He is a fourth-year student majoring in Information Systems with a second major in Business Administration. Upon graduation, he will potentially be joining Welltower Inc as a Business Insights Analyst.