

CLEANWATERMN.ORG

Minnesota Water – “Let’s Keep It Clean”

Services Provided by High Monkey

-  Website Design
-  CMS Layout & Implementation
-  Training

Overview

High Monkey created the CLEANWATERMN.ORG website at the request of our client, Minnesota Watershed Partners (‘MWP’). MWP is a coalition of more than 60 public, private, and non-profit organizations in the Twin Cities metro area. Through collaborative educational outreach, the Partners promote public understanding that inspires people to take action to protect and improve their local water resources. MWP’s new website was developed in three phases.

- **PHASE 1:** Completed in 2008, focused on launching a new public site to replace the existing Minnesota Watershed Partners (MWP) site. Kentico CMS base functionality was chosen to create an extensive site where multiple individuals could update content.
- **PHASE 2:** Finished in 2009, focused on creating an education resource area available via subscription as well as enabling additional functionality within the Kentico CMS.
- **PHASE 3:** Kentico’s API was utilized to create a document upload form, image upload control, photo gallery and management area.

CMS Criteria

- Kentico CMS is the most full featured CMS at its price point. The cost of the CMS was especially attractive for a non-profit organization with a tight budget.
- The MWP also needed a user-friendly web based interface for updating content on the CLEANWATERMN.ORG website. At any point in time, the MWP has 10-12 content editors who are located at different organizations.
- Finally, Kentico’s strong history of continuous product improvement and release upgrades made the CMS very attractive for the MWP as they have added more educational features and resources to their website.



Challenges

The greatest project challenge were the logistics of working with a project team of 10 people representing a number of independent organizations. Fortunately, the project stakeholders, with their passion for clean water and promoting a “greener” world, made every effort to cooperate and collaborate.

Solution

The **first phase** of High Monkey’s engagement with the CLEANWATERMN.ORG website focused on new design and branding, laying out content areas on pages (including imbedded media files), creating reusable CMS page templates, and providing content administrator and content editor training.

The **second phase** of the project included High Monkey’s implementation of newsletter functionality to provide premium content to the organization’s donor base and the addition of a storm water educator resource section. Kentico’s login functionality was utilized to create a membership base for a secure member’s area of the site. Search functionality was also enabled on the overall site to provide easier access to what visitors were looking for.

A **third phase** of development, included the implementation of a dynamic image gallery and document upload form developed using Kentico’s API to support the MWP’s effort to provide educational materials and images to students, parents, educators, and the public.

“Kentico CMS allows our team, all of whom are new to website design, to build and manage a website that can keep up with our ideas. Our old website was a limiting factor in our campaign – it couldn’t meet our needs. With Kentico, the diversity of features and capabilities has become a source of inspiration for new creativity. We’re growing to meet the abilities of our site, instead of the other way around. It has totally transformed our work.”

Trevor Russell, Watershed Program Director
Friends of the Mississippi River

Project Information

Client: Minnesota Water Shed Partners

URL: <http://www.cleanwatermn.org>

Non-profit water conservation group

Why High Monkey?

Our customers often ask us ‘Why High Monkey?’ Not only is our name more unique than others, we often get questions about being a company that ‘breaks the mold’ of your typical website consultant. High Monkey Consulting specializes in delivering customer projects that keep the business focus in mind. Our clients frequently see consulting firms that focus on the features of a particular project and how ‘your’ business can be adjusted to work within the confines of a system. HMC takes a different approach - If you have to bend your business processes to software, you have already failed. Instead, our expertise is in evaluating business processes and helping organizations bend the software to fit their business needs.

Formed in 1998, High Monkey Consulting is based in Ham Lake Minnesota. HMC is a Microsoft Certified Partner and a Kentico CMS Certified Partner. HMC provides consulting services in three areas; collaboration technologies (SharePoint, Content Management Systems, and .NET–DNN based custom portals), user experience analysis, and website interface design. Our consultants both travel for onsite work as well as work remotely on many customer projects. Our flexibility around travel and our blend of onsite and offsite work, has offered our customers maximum flexibility while minimizing overhead.

You can see that the name High Monkey says we are creative and have a sense of humor – as do our clients. We are also serious about building our reputation. A reputation that says to our customers, we are unique, truly different, and we bring a new approach to the world of consulting that today’s businesses need.

“Working with High Monkey has been a blast. We faced a huge challenge in completely recreating our online presence with no technical experience to guide us. High Monkey not only helped us shape our vision for what our site could be, but created a system that can adapt and grow with the changing needs of our work.”

Trevor Russell, Watershed Program Director
Friends of the Mississippi River



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High Monkey is a Kentico Certified Partner

