# Lehigh Valley Colleges Collaborate Better with KDG's New Website Redesign

*Tech provider KDG has made collaboration easier and more efficient for students, faculty, and staff at LVAIC's six private colleges and universities.*

ALLENTOWN, PENNSYLVANIA, UNITED STATES, October 11, 2016 /EINPresswire.com/ -- Leading technology provider KDG has redesigned and redeveloped the website for the Lehigh Valley Association of Independent Colleges, or LVAIC, one of the oldest higher educational alliances in the United States. KDG already leads the way in higher ed website design and has worked on projects for colleges and universities such as Drexel and Stevens Institute of Technology. With the new LVAIC site, KDG had the unique opportunity to design a website for a consortium between multiple schools. After four months of planning, design, and development, the team of tech experts at KDG launched the brand new site in September.

> Our brand is all about connecting people. Our website allows our members to do that even more easily now.
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> *Dana Yurgosky, Marketing and Communications Manager for LVAIC*

"We were very excited to take on this project," said KDG's UI/UX Manager Dan Stover. "What LVAIC does for the many colleges and students in the area is so special. We wanted the new site to capture this."

LVAIC is the unique partnership between the Lehigh Valley's elite group of private colleges and universities, including Cedar Crest College, Lehigh University, DeSales University, Moravian College, Lafayette College, and Muhlenberg College. Since 1969, the association has remained dedicated to promoting cooperation and collaboration between area students, faculty, and staff while enriching the opportunities higher educational institutions offer. In order to better represent these key goals, a new website was needed and KDG delivered in record time with extraordinary results.

"We have been taking a hard look at our brand and communicating the message of making our independent colleges stronger through the benefits of collaboration," says Dana Yurgosky, Marketing and Communications Manager for LVAIC.

There were several key factors to the website that Yurgosky said were needed to communicate these

benefits that LVAIC provides to students, faculty and staff.

"Our event registration system is an asset to making [collaboration] work," she explains. "The other key factor on our website is the contacts and directory sections...This allows members to easily find their peers on other campuses and keep the conversation going around collaborative opportunities."

To accomplish all of this and more, KDG began the project in late spring, during which time a small web team studied LVAIC's unique educational model in order to ensure that its mission of expanding higher educational opportunities across campus borders came through on the redeveloped site. Planning was followed by outlining parameters of the site, wireframing and designing its layout, customizing the site's Wordpress template for higher education, and testing extensively to make certain that the site looked good and ran smoothly. As KDG does with all of it clients, officials at LVAIC were trained in the use of their new site.

KDG's work on the site has made the partnership LVAIC fosters even stronger for the colleges and universities involved and more beneficial for students, faculty, and staff. Right from the new website's homepage, users now have the ability to see cross-registration opportunities, research Communities of Practice for educators and staff, and enroll in the many conferences and symposia LVAIC offers or supports.

"We are very proud of the finished product," continued Stover. "It not only embodies LVAIC's spirit of collaboration across the Lehigh Valley, but it also makes it easier for that process to occur."

Yurgosky was also very pleased with the new website.

"Our brand is all about connecting people. Our website allows our members to do that even more easily now," she says. "Our visitor rates have gone up, our bounce rates have gone down, and our audience finds the modern design and user-friendly interface to be a much more positive experience overall."

The alliance between the colleges, which has been strong for nearly fifty years, continues to last due to KDG's assistance in redeveloping the concept of collaboration for a 21st century audience. To learn more about KDG's LVAIC web design project, see the company's exclusive case study at http://www.kyledavidgroup.com/case-studies/lvaic

About KDG: KDG (formerly the Kyle David Group) is a leading provider of web development for higher education. With over 15 years of experience in using technology to help education clients improve enrollment, campus climate, and alumni participation, KDG has developed a reputation for being able to see and respond proactively to changing markets. Most recently, KDG won wide acclaim for developing unique and engaging inbound marketing for higher education crowdfunding campaigns. Learn more at http://www.kyledavidgroup.com/.

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