



Clarity Innovations Confederation of Oregon School Administrators Case Study

"Equally essential...is our relationship with Clarity Innovations. Clarity helped us not only create a new site, but also provided us with the training and tools we need to manage it ourselves."

Craig Hawkins
Communications Director, COSA

Background

The Confederation of Oregon School Administrators (COSA) came to Clarity Innovations in need of a comprehensive plan to integrate their organizational goals with their Web presence. COSA wanted their Web site to better demonstrate the value of membership and provide easier access to their services.

Defining the Project

COSA wanted to weave together several strategic planning efforts while also overhauling their existing Web presence to better meet the needs of their membership. They needed a clear road map focused on the future.

Working with their leadership team, our consultants helped to focus the needs of COSA and then worked individually to design a plan to help them move forward. The net result is a comprehensive strategic plan with the momentum to improve member services and increase membership revenue.



Implementation

Clarity Innovations led a comprehensive endeavor to help align COSA's organization goals and objectives with their Web needs. We designed an action plan to show the steps necessary to build a more responsive, agile, and engaging Web site.

As a part of that action plan, Clarity has helped COSA launch their newly re-designed Web site at www.cosa.k12.or.us. This site takes advantage of Web 2.0 tools and strategies outlined in the Strategic Web Plan developed by Clarity Innovations.

Strategic Planning for Web 2.0

Outcomes with Impact

PROJECT: Strategic Planning
DURATION: 12 weeks
SERVICES APPLIED: Consulting
Hybrid Education
Expertise