

Virtual Viewing Case Study: Milton Keynes College

Client sector: Further Education College



Milton Keynes College – like its parent city - is one of the fastest growing in the country, with over 33,000 enrolments. As the city's lead provider of vocational education and training, over 6,500 of these are employer-sponsored. With rising success rates and expanding facilities, the College continues to grow – not least with the development of University Centre Milton Keynes, which adds a range of foundation degrees to its comprehensive portfolio.

MK College's Objectives

- > To create a website that 'belonged' to its award winning marketing team and gives them complete maintenance facilities
- > To provide online access to an integrated courses database
- > To increase college and business training course enrolment
- > To drive increased traffic to the site to make it the first port of call for College enquiries
- > To build and promote the reputation of the college in the community
- > To create an invaluable resource for anyone wishing to learn more about the College.

Virtual Viewing's Solution

Content Management and System Integration

The deployment of Virtual Viewing's **OSCAR content management system** allows the College to update News, Events and all other student, employee and apprentice information in 'real time', and to equally easily link in downloadable files to give readers more information.

For the first time, the MK College website also carries full details of **all** its courses online, searchable by subject, mode and level of study and campus location (the College has four main locations).

To support this, Virtual Viewing – working with the College's Technical Team - integrated the College's Compass courses database* with OSCAR to allow seamless, automated import of course information as soon as details are modified in the central college systems.

(*Virtual Viewing can, of course, integrate with a wide range of in-house systems.)

Courses

Open Evening Thursday 20th November.
6.00pm - 8.00pm

Text size: ▲▼ | Text Only version
Usability & Accessibility

Site search:

Home Courses About Us Student Info Employer Services Apprenticeships Jobs Student Intranet

Course Finder

Course Levels
New Course Notification
Overseas Student
Higher Education
Area of Study

Course Finder

BTEC First Dip in Business

Department: BUSINESS & PROFESSIONAL STUDIES Subject area: Business & Management

Course Code: 2009-1/1
Campus Location: Chalfont Way
Mode of study: FT
Start Date: 05/09/2008
Whole Fee: £1250.00

End Date: 19/05/2009
Reduced Fee: £100.00

Course Description: This course is particularly suited to those who have recently left school and wish to pursue a career in any area of business. It offers a wide range of subjects and develops useful commercial skills and knowledge, which can be applied in a variety of vocational settings.

Entry Requirements: You will need four GCSEs at grade C or above, including English or Level 1 qualifications, e.g. Introductory Diploma or Foundation GNVQ. However, enthusiasm for the course is also important. Mature students without these qualifications are also invited to apply. **Course Features:** This course enables a Business Business Business a Foundation/Partnership Solution.

Get a Prospectus
University Centre (UCMK)
MBS (Sixth Form)
News
Events
Feedback
Contact Us
Main Switchboard
01908 654444

What To Expect

"I did my GCSEs and then a GNVQ in Business at Vandyke Upper in Leighton Buzzard. I came to college as I found the school environment too close and wanted a change of scene. The course sounded interesting and MK College was the nearest decent college to where I live. I have learnt loads and my dad is setting up his business, so I have been able to put a lot of what I have learnt into practice with helping him. I am finding studying at college easier, as unlike school, I am treated like an adult and in return now have a more mature attitude."

David Parker Business AVCE Dual Award - Second Year Student

Design

The site redevelopment was undertaken through close working with the College's award-winning Marketing Team, who wanted to drive the look and feel of the site. Virtual Viewing's ability to work with external designers - and turn their ideas into online versions while retaining functionality without compromising the design – proved invaluable to the development process.

About Us

"We create opportunities for people to achieve their personal, educational and employment goals."

Milton Keynes COLLEGE

Text size: ▲▼ | Text Only version
Usability & Accessibility

Site search:

Home Courses About Us Student Info Employer Services Apprenticeships Jobs Student Intranet

Course Finder

Find

About Us

Welcome
Why MK College
Key Statistics
Open Days
Term Dates
Course Levels
Fees and Payments
Board of Governors
Policies
Sustainability

Take control of your education and your future, and be part of the success story of Milton Keynes College.

Our vision is for a college where all students achieve and progress - where they gain new knowledge, understanding and skills through stimulating and inspiring teaching.

We are dedicated to delivering a curriculum that meets and reflects the city's present and future requirements for a well-educated, skilled and entrepreneurial workforce. And to working with employers, their workforces and our stakeholders and communities to deliver the skills they need.

There's a lot to consider when choosing a place to study, but the main thing to remember is that we here to help you reach your potential, which is why we strive to ensure that everyone is treated as individuals and as equals, whatever your background.

We look forward to welcoming you.

Open Day: 20 November 2008

Making MK bright

Join us for the next MK College Open Day on 20 November 2008 - a great opportunity to come and find out more information about the courses we offer. You can speak to tutors and current students, as well as have a tour of the facilities to see where you'd be studying.

A Career with Milton Keynes College

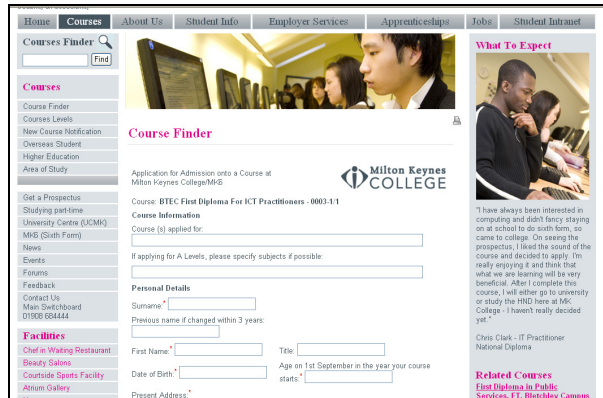
It was vital that the Marketing Team could completely administer the website once it went live.

The College therefore has complete control over all areas of content including photographs, Flash, video and news articles – including the ability to 'showcase' some content.

Showcased content is given prominent status on each selected page, giving the Marketing Team the opportunity to promote key events and achievements or news announcements wherever they choose within the site.

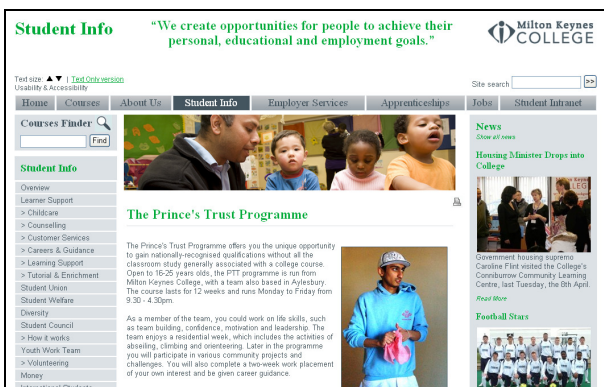
Adding Features – and Benefits

The website re-development added a host of additional features and benefits – both for the College and its website's diverse audience:



- > **online application forms** for all full and part-time courses
- > **new course email notification service**, allowing prospective students to receive instant notification of newly added courses matching their interests
- > **online job vacancies**, with online application and an email notification service as new vacancies are added
- > **email newsletter** with automated compilation from site **News** content
- > **online forums** for discussion and conversation (with moderation facilities)

- > **prospectus downloads in PDF format** with full content management for all downloads
- > **online booking for College events** – site visitors can book places online for any event that requires pre-registration
- > **support for disabled site users** – a text only version of the site is generated automatically as changes are made, and the site also allows visitors to modify text size to suit their requirements
- > **full DDA Compliance** built into the site design with text-only version
- > **online enquiry forms** for different areas of the College's work, including **Employer Services** and **Apprenticeships**
- > Dedicated site sections for the **University Centre Milton Keynes** and **MK6: The City's Sixth Form**.



What the Client Said ...

"Virtual Viewing is quite simply the best web site development company we have ever worked with. Our requirements were quite demanding and Virtual Viewing rose to the challenge every step of the way. The integration between our own internal databases and the web site has meant a huge return on investment already and a major streamlining of our processes."
 – Rob Jones, Vice Principal, MK College.

"We needed a company who could follow our brief. We have an award winning marketing department and we know what we and our students want. It was clear that Virtual Viewing was experienced at working with marketing departments, following a design lead and then making the design and technology work seamlessly. We weren't wrong. The development went smoothly, on time and to budget, what more could we ask for? Online applications for courses, events and jobs have rocketed."
 – Chris Rice, Marketing Manager, MK College.

