



CUSTOMER CASE STUDY



SUMMARY



CUSTOMER	York County, Virginia
WEBSITE	www.yorkcounty.gov
SIZE	800 employees
COUNTRY	United States
INDUSTRY	Government

CUSTOMER PROFILE

York County, Virginia, is located along the state's eastern coast next to the Chesapeake Bay. It has about 62,000 residents.

PRODUCT IMPLEMENTED



Historic County Keeps Web Presence Current with New Content Management System

York County, Virginia is a centuries-old government entity that keeps its citizens and employees up to date with online information. When the county decided to update its website, they chose DNN Evoq Content¹ management system to help manage site content. The result is an affordable solution that allows multiple content managers to easily edit and post their own web material, lifting the content management burden off the county's webmaster.

Business Needs

As one of the oldest counties in the United States, York County, Virginia has a history that dates back to the 1600s, when it was one of the original eight counties of the Virginia Colony. Today the county, located on the Chesapeake Bay about 65 miles east of the state capitol of Richmond, is a thriving area with an economy driven by U.S. military bases, government agencies, and tourism.

Coleen Cason, who has been with the county government since the late 1980s, is the county's webmaster and helped create the county's first foray onto the web in 1995 using one of the easier-to-learn tools at the time—Microsoft FrontPage. After many years of using FrontPage to manage the site, however, Cason and other county officials decided it was too limited in functionality.

"FrontPage was an easy way for us to get something up on the web, but the site eventually became outdated and static and FrontPage could no longer help us," Cason says. "We wanted to find another means to create a better, easier-to-manage website that could be updated more frequently."

But there were limitations that the county had to address. The county did not have the budget to pay an external vendor to develop the new site. The county needed a web content management solution (WCMS) that could be deployed in-house, was affordable, and was user-friendly so other county employees were not dependent on Cason to publish content. "I'm the only dedicated web staff person," she says. "We have departments such as our public information office that need to get information out pretty regularly, sometimes many times a day. Any new system had to allow staff to publish content quickly and without a lot of complexity."

Solution

Cason did extensive research and decided to move to the DNN Platform. "I felt that DNN was the answer to our problem," she says. "I used the DNN Platform for several months prior to the launch of our new website. It was the right solution for what we needed to accomplish."

Cason spearheaded the launch of the county's new website in December 2008. Three months later, she decided to move from the DNN Platform to Evoq Content to take advantage of a number of extra features and benefits included in the subscription. The county takes advantage of features such as support from the DNN Corp. technical support



team, full product documentation, and access to the Evoq Content Knowledge Base, all available through the DNN Support Network. Cason also receives e-mail notifications of security patches and product updates as a benefit of their Evoq Content subscription.

Additionally, Cason uses the granular permissions available in the Evoq Content to limit employees to modify and post content only to the specific areas of the website which they need to access. This helps expedite content publishing while controlling the security of what gets posted to the website. The site contains about 10,000 pages and files, ranging from county codes and information for purchasing agents to tourism information and county maps.

Benefits

Evoq Content has been a boon to York County. It is easy to use, allowing Cason to continually improve the overall quality of the county's website. As the sole IT person in charge of the county website, Cason benefits from the support provided by DNN Corp. Evoq Content also cost effective, delivering tools and functionality at a fraction of the cost of other web content management options. "I love DNN," Cason says. "I belong to the National Association of Government Webmasters and want to win their Pinnacle award. I'm a self-taught IT person but I feel that I have a shot at it using DNN."

Easy to Use

Not only is DNN easy for Cason to use, it is equally accessible to other county employees. "If our content managers can use Microsoft Word, they can easily update their web content," she says. "A great example was a recent snowstorm that kept employees at home. In the past, I would have had to publish the information about closings and other things our citizens need to know. But with DNN, our public information officer got on our website from home and updated content herself. We have about 70 content managers and they all find Evoq Content extremely easy to use. That removes the content management burden from me."

Rich Support

When Cason needs help, she doesn't have to go any further than the DNN Support Network to access the DNN Corp. support team and the knowledge base. "My background is not in information technology," she says. "When I have an issue to solve, I want to be able to get help right away. DNN gives me a rich support network, as well as great documentation and user forums, that let me do my job. DNN provides a great safety net for small IT operations."

Cost Effective

There were other web content management options that Cason could have pursued but none of them offered the affordability of Evoq Content.

“A neighboring jurisdiction has an open-source system that uses Python programming,” she says. “But if you don’t have Python programmers and staff to build and maintain such a system, you wind up relying on vendors—and that is not free. When I show our administrators and director of financial management how affordable Evoq Content is, and how inexpensive it is to purchase modules, they

are amazed. They are a bit in awe of how little I need to spend to get such a good web system up and running.”

¹ Evoq Content was previously known as DNN Professional and Enterprise Editions.

“We have about 70 content managers and they all find Evoq Content extremely easy to use. That removes the content management burden from me.”



Coleen Cason
Webmaster
York County, Virginia



155 BOVET ROAD, SUITE 201

SAN MATEO, CA 94402

WWW.DNNSOFTWARE.COM

WWW.DNNSOFTWARE.COM/PRIVACY | COPYRIGHT BY DNN CORP. | DNN, EVOQ, AND DOTNETNUKE ARE TRADEMARKS OF DNN CORP.