

Digital transformations. Elcom makes these happen.
See how we transformed St Augustine's website.



St Augustine's College offers a dynamic education from Foundation to Year 12 that nurtures the spiritual, intellectual, social and emotional development of each student throughout their learning journey.

Inspired by the Gospel, our College is grounded in the values of Community, Partnerships, Faithfulness, Learning for Life and Human Flourishing.



THE CHALLENGE

Our website is one of the first ports of call for prospective families. However, both the platform and the design made it difficult to showcase the College in its best possible light. It was arduous for visitors to find the information they wanted. We felt there was a lack of engagement with the local community, current and prospective families, and so sought out a solution.

The previous website platform was outdated and not intuitive. It didn't have the functionality we needed to engage our target market. Adults and children alike are used to completing tasks online, so we wanted to offer them that capability, especially when enrolling their child and registering for events.

As part of our marketing strategy, our number one priority was to launch a new modern website to showcase the school, our curriculum, and our focus on student wellbeing. We wanted to make it easy for our audience to navigate their way through a modern and engaging website built on an easy-to-use platform.

THE PROCESS

We explored other school website designs and used this to develop our own criteria. We chose Elcom because they offered everything we were looking for – extensive educational institution experience, one platform offering everything we needed and additional solutions if we were to look beyond the website in the future.

The initial engagement was very prompt and that continued throughout the project. Being in a different state did not hinder the project at all. Everything was done smoothly through online meetings, calls and the project tracker. The team were on hand to support us as if they were locally based. Training, in particular, was brilliant because we had the recordings and online reference material to refer back to.

We found our Project Manager, designers and Training Manager very accommodating, at times, going beyond the brief to make sure we were getting the information we were asking for. They were thinking about us as a customer and our needs and making sure that we were comfortable with what we were using.

"Elcom offers a modern, user-friendly, and adaptable solution backed by an amazing team. They went beyond expectations to accommodate our needs and build the website that we wanted. We are extremely happy and would highly recommend them to other schools."

Linda Morris, Business Manager
Annie O'Connor, HR & Compliance Manager





THE SOLUTION

Elcom delivered a modern and easy to update website. It highlights photographs in a contemporary and engaging way, displays a library of documents that can be searched and filtered, and includes great reporting tools so we can continually optimise our website.

Being mobile-responsive was key for us as many of our families use their phones to manage their busy lives. Having an intuitive website and access to online forms and events has been enthusiastically received by our school community.

Our enrolment process is now completely online. It was easy and user-friendly to implement. Previously, there were eight or so documents that families needed to manually complete to enrol their child, often resulting in inaccuracies, incomplete fields and missing documents. With the online form builder, we are able to make fields mandatory so they cannot be skipped over. There are sections for people to upload supporting documents along with the ability to sign the form with their finger or mouse, depending on what device they are using.

The enrolment form is linked to a workflow in the backend, so it is automatically sent to our Enrolment Officer. We can easily track each application including who it is sitting with internally or if there is additional information required from the parent, as well as how many enrolments are coming through. In the future, we plan to link to and capture payments as part of the online enrolment process.

The other important feature was the events module. This lets us create, display, and manage events and activities on our website. Users can search for, filter, and register for these events and save the invite to their calendars. We also plan to integrate the events module into a payment gateway to process online payments.

THE BENEFITS

The new website does a fantastic job of improving communication, brand image and engagement for St Augustine's College. From a marketing point of view, it looks modern and contemporary, helping to drive engagement and enrolments. The feedback from staff, families and the public has been incredibly positive.

Our audience are prospective staff, current students and families and prospective students and families. The website is a one-stop shop to cater for all their needs and draws them in to easily navigate to the information they are looking for. For example, current students and parents can use it for quick links to view our canteen menu and to check the calendar of upcoming events and register if needed.

Having our enrolment process completely online makes it much more streamlined and time efficient. It was a long and time-consuming process for our Enrolment Officer who had to process reams of paper and chase families for missing information. Now enrolment applications cannot be submitted unless all the supporting documents are attached and all mandatory fields are filled in. A lot of our families have multiple students who come to our school, and they have commented on how much easier the process is using the new website.

We have found the platform itself easy to use and update. We were given plenty of information and support material to help make it easier to manage without assistance.

The functionality on our website and the engaging user interface sets us apart in our local community, which is important because we want to be seen as innovators, not just within education, but also with our online presence. The Elcom team worked very well with us to get the right solution for our needs. We are extremely happy and highly recommend Elcom to other schools.