



Northwest Iowa
Community College

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NEWS RELEASE

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Smashing Magazine Recognizes NCC's Website in its Showcase of Academic and Higher Education Websites

Smashing Magazine has named Northwest Iowa Community College's website as one of its best examples of Community College websites from across the nation. Founded in September 2006, Smashing Magazine is an online magazine dedicated to providing the latest trends and techniques in Web development to designers and Web developers.

Smashing Magazine said that college and university websites can be extra challenging to design because of the varied audience and vast amount of information that must be presented.

"They often need to include reams of information in a way that makes everything easy to find. It's a huge challenge," Smashing Magazine said in its introduction to the Showcase of Academic and Higher Education Websites.

"And the truth is: most college and university websites are horribly designed. Either they look like they were designed fifteen years ago and then forgotten about, or they're so overloaded with information that it's almost impossible to find what you're looking for."

Northwest Iowa Community College, Sheldon, IA, unveiled its new website, www.nwicc.edu, January 11, 2010. The completely redesigned website was reorganized and separated into nine different categories: Perspective Students, Parents, High School, Continuing Education & Training, Business & Industry, Alumni & Community, Current Students, Recreation Center and About NCC.

Smashing Magazine described NCC's website as using a mix of collage, photorealistic and hand-drawn elements.

“We wanted the site to have a personal not an institutional look,” said Kristin Kollbaum, Director of Marketing/Alumni. “The home page is organized by target audience. For example, a high school student wanting to learn about NCC would click on "Prospective Students" then choose from a variety of topics. Each category has its own look and feel depending on what audience will be using it. The website is really set up to appeal, in the appearance and functionality, to the people that will be using it. ”

Kollbaum continued, “We see the website as the virtual front door to NCC. Our goal at NCC is to be as customer friendly as we can and that extends to our website. The goal of this website is that a visitor can find what they are looking for in three clicks or less.

To view the entire list of Smashing Magazine's - *Showcase of Academic and Higher Education Websites* go to <http://www.smashingmagazine.com/2010/03/19/showcase-of-academic-and-higher-education-websites>.