

EMG Partners with Hood College on Web Redevelopment and CMS Implementation

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IRVINE, CA – Earthbound Media Group (EMG) recently wrapped up the initial phases of its new client partnership with Hood College of Frederick, Maryland, completing discovery and initial creative for a comprehensive web redevelopment project. Additionally, Hood selected EMG partner Ektron as its content management solution (CMS) software of choice. Moving forward, Hood College will continue to closely work with EMG to plan, design, develop and implement its new, cohesive web presence with an emphasis on user-centric design, navigation and functionality that meets the demands of target audiences.

“With such a unique campus community and such a strong commitment to its current and future students, Hood College will benefit greatly from our planned solution,” explained EMG Director of Communications and Brand Experience Amanda Vande Brake. “And we are thrilled to be working with them as they take this important step forward.”

To date, EMG has conducted and applied primary, user-based and secondary competitive research and analysis to support the final planning documentation for Hood College as it works to meet its various technology, communication, admissions and development goals. The final CMS-driven web presence will be managed by Hood College with administrative users trained and equipped to quickly update web content without having to continuously route requests through Hood’s IT or Marketing departments.

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About Hood College (www.hood.edu)

Founded in 1893 and located in Frederick, Maryland, Hood College offers a varied portfolio of Bachelor of Arts and Bachelor of Science degrees in 27 fields, 14 master’s degrees opportunities, and 5 post-baccalaureate certification programs. With its astounding 50-acre campus, Hood College boasts a school population of over 2500 undergraduate and graduate students and prides itself on tradition.

About EMG (www.earthboundmediagroup.com)

EMG is a one-of-a-kind, technology-driven strategic interactive agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our Higher Education partners and clients alike.

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