CUSTOMER SPOTLIGHT
Queen's University Belfast

QUEEN'S UNIVERSITY BELFAST
EST 1845

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Information and Supporter Services Manager

Queen's University Belfast is the UK's ninth oldest university, having been founded as Queen's College in 1845, although its roots can be traced as far back as 1810. Queen's prides itself on the quality of its academic leadership, with a team of academics and professional services directorates working together to deliver its vision; to be highly respected across the globe as a centre of teaching excellence and innovative research.

Gifts from alumni allow the University to prioritise and support new areas to ensure future generations benefit from the Queen's experience. The University has been using Blackbaud NetCommunity (BBNC) since 2012 to control its online development campaigns and to ensure they can engage with alumni in the best possible way. Jonathan Doonan, Information and Supporter Services Manager at the University, describes his experience with BBNC, and the significant improvements that responsive templates have made.

Queen's University Belfast is powered by:

❯ **Blackbaud NetCommunity**™

❯ **Raiser's Edge**™

Learn more ❯

How has Blackbaud NetCommunity supported the development work that you do?

"Blackbaud NetCommunity was a game changer for the University. It gives us a holistic approach to how we view alumni engagement, and for the first time we've been able to see their interests, the pages of our website they're visiting, their click throughs and more, and we can see it all in one central location; Raiser's Edge.

"It's changed how we report, and how we look at information, which then allows us to direct the relevant information to the relevant alumni, based on their specific interests."

Why did you need to upgrade to include responsive templates in BBNC?

"As the years have passed, more and more people are accessing the Internet using mobile devices such as as smart phones and tablets, yet when we looked at our mobile offering it was virtually non-existent. We had fixed static templates and the experience was not good for our mobile users.

"We had always been of the mindset that we should be designing for desktop users primarily, but going forward we knew this had to change, since one third of all our internet traffic was from mobile devices. We couldn't afford to neglect this audience any longer."

How did the upgrade go and how have things changed now?

"The upgrade was really straightforward. We hired a design agency to mock up a design for the templates and they then worked with Blackbaud to bring everything to life.

"What we have now is web content that is fully responsive and will adapt to whatever device it's being viewed on, meaning we can reach those who we couldn't before."

What does this mean for the University in terms of development?

"It's not so much about generating increased revenue, but more about being able to better engage with our alumni and communicate more effectively with them. A natural progression from successful engagement with our alumni will hopefully be them giving back in the future, whether that be in terms of volunteering, donating or recommendations.

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