



By building tools to develop and manage rich and engaging online content, the **Oregon Historical Society** tripled Web traffic and put hundreds of original historical records online.

Client

Oregon Historical Society
www.ohs.org

Project

Oregon Historical Society Web

Background

The Oregon Historical Society (OHS) manages more than 85,000 artifacts, including ancient objects, illustrations of Oregon exploration, growth of local business and industry, development of artwork and crafts, and maritime history.

Challenge

Prior to engagement with ISITE Design, the Oregon Historical Society had a very shallow Web presence, making it difficult for Oregonians living outside of the Portland area to take advantage of the museum's extensive historical database of resources. OHS needed a way to come alive online, engaging users in a rich and rewarding experience from home, school, or office.

Solution

OHS worked with ISITE Design to establish a multi-year Web strategy, developing a new brand and site, which included content management—offering the ability to create engaging, interactive content for all online users. ISITE Design worked with OHS to create a strategic plan that outlined the way in which OHS would rebuild its site to connect with and engage its users online. Working together, OHS and ISITE Design developed requirements for Web content, workflow, technology, information architecture, and online branding. In the end, ISITE Design implemented a mixture of HTML and Flash, the Content Management Tool CommonSpot, EOSI, a Collection Management Tool, and the Accounting System, BlackBaud.

Impact

The Oregon Historical Society is now able to offer the same dynamic services to online users as it does to visitors who travel to the downtown headquarters.

- Internal staff is able to update and maintain Web content as frequently as is desired.
- Students, teachers, and other users are able to view rich educational content online.
- Traffic to the site has tripled, and OHS.org now serves more than 1,100 visitors each day.
- The average online visitor spends more than ten minutes viewing rich content and narratives.
- The OHS site is built on a flexible technology platform that enables easy scalability with additional traffic, and extends to support additional applications.
- OHS has reduced maintenance costs, as it is no longer dependent on outside vendors for costly Web production maintenance.

Service Classification

- Strategy
- Creative Direction & Branding
- User Experience Design

Client Profile

Headquarters: Portland, OR
Type of Organization: Non-Profit
Number of Locations: 1
Number of Employees: 34
Annual Revenue: \$1,000,000.00

"The planning engagement was essential in developing a roadmap for the direction of our website. In the end, we had a blueprint document outlining exactly how we would achieve our collective vision."

— OHS IT Director Chris Bostick

Fun fact

The OHS Research Library contains one of the country's most extensive collections of state historical materials

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