EAB

Web & Digital Solutions

Distinctly ACES: A Custom, Accessible Website for Online Program Recruitment

College of Agricultural, Consumer & Environmental Sciences (ACES), University of Illinois Urbana-Champaign

ACES

Delivery Highlights

7 months
From discovery through launch

Drupal-based
Custom components and templates

WCAG 2.2 AA
Accessibility standards met sitewide

Program explorer
Helps students filter by delivery, time to completion, and career outcome

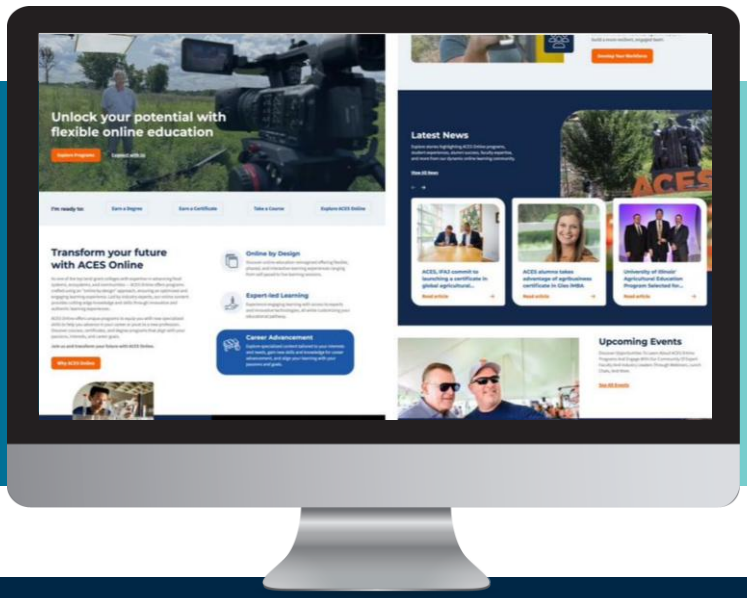
Editor-ready
Training and tutorials for internal teams

Challenge: ACES's program portfolio had outgrown its website. The College needed a comprehensive website redesign that could support continued expansion, integrate with existing systems (Banner and Slate CRM), and strengthen recruitment and enrollment workflows.

Solution: ACES partnered with Hybrid, Part of EAB to build a Drupal 10 platform, transforming how the College presented its online programs to prospective students. Stakeholder interviews and student focus groups shaped an interactive program explorer organized by delivery method, time to completion, and career outcome. Weekly collaboration and joint testing kept teams aligned, while Hybrid-led training prepared ACES to manage the site after launch.

Results: ACES now has a dedicated online hub that helps students compare programs and take the next step. Its scalable architecture aligns with the University's brand and systems and meets WCAG 2.2 AA standards. Since launch, ACES has seen increased time on program pages and more online program inquiries. The new site gives ACES a stronger foundation for recruitment as the portfolio grows.

> [EAB] took our vision and combined it with their expertise to create a beautiful, functional, and transformational website. From planning to launch, we felt confident in their ability, and they delivered beyond expectations."
>
> *Leslie Ehler, Director of Marketing ACES*



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