



How *Bryn Mawr College* Clarified Their Digital Strategy

Making the Next Digital Investment Decision Aligned and Confident

At-a-Glance

Client: Bryn Mawr College (Private Liberal Arts)

Focus: Digital communications ecosystem assessment and future-state direction

Solution: Discovery and baseline for dual-platform strategy for public and campus audiences

Higher Digital Services: Mixed-method approach: UX + Enterprise Architecture + Decision-ready Synthesis and Roadmap

Time: 4 months

Key Metrics



163

Stakeholders engaged



10%

Identified links requiring remediation



10%-20%

Reduction of ongoing content maintenance

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This was never just a web project for us. **Higher Digital** really got that.

- Amanda Coltri

Director of Digital Strategy and Engagement
Bryn Mawr College

CHALLENGES



One website trying to serve everyone. External marketing audiences and internal operational needs were blended into a single site, creating clutter, weak findability, and unclear purpose.

Content integrity & ownership gaps. Outdated pages, broken links, inconsistent departmental content, and unclear publishing accountability eroded trust and increased maintenance burden.

Fragmented tools and manual workarounds. Disconnected systems and inconsistent integrations drove high friction for events, identity/access, and information delivery across campus.

SOLUTION



The engagement was intentionally designed around three priorities: validate the right direction, quantify the current reality, and align leadership decisions before moving forward.



Validate Direction



Quantify Reality



Align Decisions

OUTCOMES



1

Validated the dual-platform strategy

Confirmed that the core issue was not Drupal itself, but structure, ownership, and audience separation.

2

Made the current state measurable

Combined qualitative insight with analytics and a full site crawl to replace anecdote with evidence.

3

Established a shared baseline

Created a single, trusted view of the website, communications channels, integrations, and governance to support next-phase decisions.

RELEVANCE



- **Struggling** with a website that tries to do everything for everyone?
- **Debating** a mobile app or portal without clear ownership or purpose?
- Feeling **pressure** to “modernize” without confidence in the next step?

This **work shows how to reduce risk** before committing budget, platforms, or political capital.

IMPACT (Plain Language)



Higher Digital enabled Bryn Mawr College to move from ambiguity to decision readiness by establishing a **quantified current-state baseline** across **student experience, technology, and governance**.

Through engagement with 163 stakeholders and analysis of over 10,500 site links, the College **reduced strategic risk, avoided premature platform decisions, and gained the clarity** needed to proceed confidently into vendor evaluation and roadmap planning...

... **saving months of rework** and positioning the institution for a successful, phased transformation.

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CLIENT PERSPECTIVE - FULL QUOTE



This was **never just a web project** for us. Higher Digital really got that, and they helped us **clarify audiences, channels, and governance** in a way that feels energizing and **genuinely achievable**.”

- **Amanda Coltri**

Director of Digital Strategy and Engagement

Bryn Mawr College



About Higher Digital

Higher Digital **helps colleges and universities operate better** inside the systems they already have. We **specialize in embedding governance, financial discipline, and execution capability** directly into day-to-day operations... so progress doesn't rely on heroics or workarounds.