

MEDIA RELEASE

FOR IMMEDIATE RELEASE

SIAST launches redesigned website

New site's search function helps students find training opportunities

January 21, 2009 – The Saskatchewan Institute of Applied Science and Technology (SIAST) has redesigned its website to help match prospective SIAST students with training opportunities best suited to their needs.

“SIAST programming is recognized nationally and internationally, and we’re leaders in many service areas. We wanted to create an online environment that reflects our progressive and innovative approach to delivering post-secondary education,” says David Francis, director of SIAST’s Virtual Campus.

The redesigned site sports a striking new graphic design, streamlined to appeal to an increasingly sophisticated web audience. Newly introduced landing pages contain easy-to-use academic information and a program search function enables users to search SIAST programming by delivery location and credential type.

“Navigation of the new website has been made more intuitive by focusing on needs of the users,” says Francis.

Access to “myChoice,” SIAST’s portal for prospective students, has also been simplified. The portal enables quick account creation for prospective students granting immediate access to information about upcoming SIAST recruitment events, SIAST programming, frequently asked questions about the institute and much more. Interactive calendaring and messaging features permit SIAST to stay in close touch with prospective students and build a relationship with them as they consider their training options.

In addition to targeting prospective students, the redesigned site now includes a new human resources micro-site, “SIAST Careers,” that promotes the institute as a first-choice employer. SIAST Careers offers job seekers a sneak peek into SIAST culture via employee testimonials that describe the benefits of working at SIAST. Job seekers can then view the latest SIAST employment opportunities and apply for those positions online.

"Whether website visitors are prospective students looking for marketable skills or job seekers, our newly designed site is an investment by SIAST to keep pace with today's expectations of access to information and website functionality," Francis says.

SIAST's redesign team included a group of in-house specialists, IBM Canada and a Saskatoon-based design firm, Zu.com.

The newly designed site is located at www.goSIAST.com

SIAST is Saskatchewan's primary public institution for post-secondary technical education and skills training, recognized nationally and internationally for its expertise and innovation. More than 13,000 students are registered in SIAST programs, which touch every sector of the economy; additionally, the organization draws almost 32,000 individual course registrations. It operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

– 30 –

For more information, contact:

Jocelyne Wasacase-Merasty
306-659-3857
306-281-2896 (cell)
j.wasacase-merasty@siastr.sk.ca

Information about SIAST can be found at www.goSIAST.com.