



# Colorado Bar Association CLE Goes Live with CV Connect

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Manager of Media & Web Development  
*Colorado Bar Association CLE*

Euclid Technology (www.euclidtechnology.com), a leading provider of association management software (AMS), content management systems, and mobile web solutions, is pleased to announce that the Colorado Bar Association Continuing Legal Education (Colorado Bar Association CLE) has gone live with Euclid’s content management system, ClearVantage Connect.

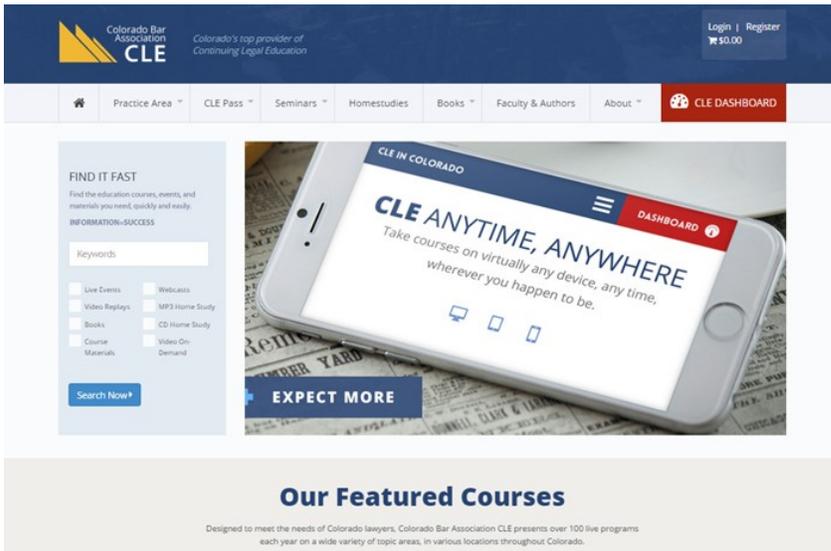
Colorado Bar Association CLE produces continuing legal education programs and legal publications for Colorado’s lawyers and judges. Managing and distributing these educational resources is a core part of their mission. A highly functional and intuitive website that allows members to easily access materials and information from any device was critical for CLE to move forward.

Colorado Bar Association CLE’s new website needed to meet a variety of requirements. The website needed to be built with responsive design, have advanced taxonomy functionality, and manage a resource library of thousands of products and hundreds of training events. ClearVantage Connect was able to provide CLE with the functionality it needed.

## Customer Profile:



Colorado Bar Association CLE is the nonprofit educational arm of the Colorado Bar Association and the Denver Bar Association. It produces high-quality continuing legal education programs and legal publications at competitive prices, with substantial member discounts. It is self-supporting and receives no membership dues from the CBA or DBA. CLE in Colorado, Inc.’s income derives from program registration fees and from sales of books, audio homestudy courses, and course manuals. Every year, hundreds of Colorado lawyers and judges volunteer their time and expertise to help produce these educational resources for its members. Without this generous contribution of talent, CBA-CLE could not fulfill its mission.



## Responsive Design

By utilizing ClearVantage Connect’s responsive stylesheets, images and text objects on Colorado Bar Association CLE’s website are able to resize and rearrange to display beautifully on tablets, smartphones, and desktops. This is particularly important for CLE because many of its members access learning resources and even take courses “on-the-go” using their mobile devices and tablets.

## Advance Taxonomy and Personalized Content

Colorado Bar Association CLE's new website also uses Euclid's innovative taxonomy functionality to provide a custom, personalized website experience for each of its members. CLE's members are able to select their specific interests once they have logged into the website. That information is then stored in Colorado Bar Association CLE's association management software, ClearVantage. When the member returns to the website, he or she will see featured events and other learning products that are specific to their interests. This is both a great value added feature for members and an easy way to drive more revenue for CLE by marketing the right products to the right people.

## Online Store

Colorado Bar Association CLE holds regular training events, and it needs to be able to deliver both live and prerecorded education sessions to its members over multiple platforms. The live video and audio are recorded for each training event and are then used to create products each with a different delivery method (see below). Members can then access all of their downloaded materials from their personal dashboard from any device with an internet browser.



"We're excited to go live with our new website," explains Evan Brown, Manager of Media & Web Development at Colorado Bar Association CLE "Managing our extensive library of educational resources is one of the most important functions of our organization. Both ClearVantage and ClearVantage Connect have made that process considerably easier to manage for our staff and more personalized – and therefore more effective – for our members. We can't wait to get feedback from our members about our reinvented online experience."

"ClearVantage Connect will be a powerful tool for Colorado Bar Association CLE," explains Charlie Vinal, Euclid's Founder and CEO. "Its new website is modern and aesthetically pleasing while also being highly functional. Members see products and events that are specific to their interests, and they're able to view or listen to any of their downloaded resources from almost anywhere and on any device." Concludes Vinal, "CLE is truly one of our most forward thinking clients, and it has been such a pleasure to work with them. Our partnership yields results for both Euclid and CLE, and we are excited to work together on more innovative functionality in the future."

## About Euclid Technology:

Located in Bethesda, Maryland, Euclid provides premier enterprise software solutions, content management systems, and mobile web solutions to associations and other member-based organizations. Established in 1997, Euclid delivers superior products and services to such clients as: the American Forest Foundation, the South Carolina Bar Association, the National Association of College and University Attorneys, the California Medical Association, the Educational Theatre Association and more.

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