



# MNHEFA Website Design & Development

33<sup>rd</sup> Annual Conference

## OUR MISSION

To improve client profitability by building effective brands through strategic marketing and design excellence.



April 21, 2021

# OUR QUICK STORY

## THE VOOM DIFFERENCE

- We “work from the inside out.”
- We deliver spot-on creative with less back-and-forth.
- We think ahead and anticipate client needs.



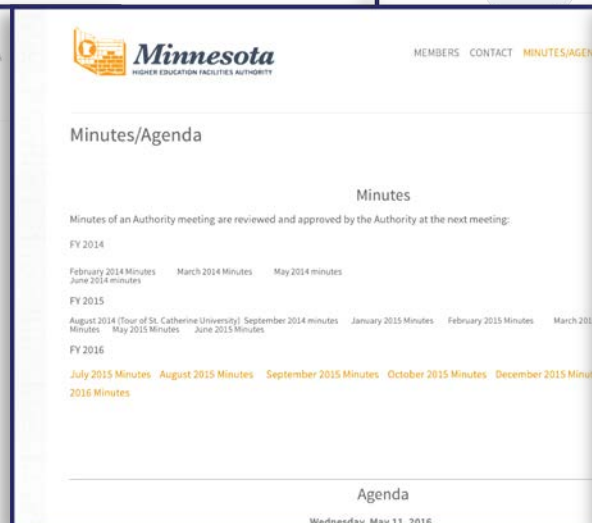
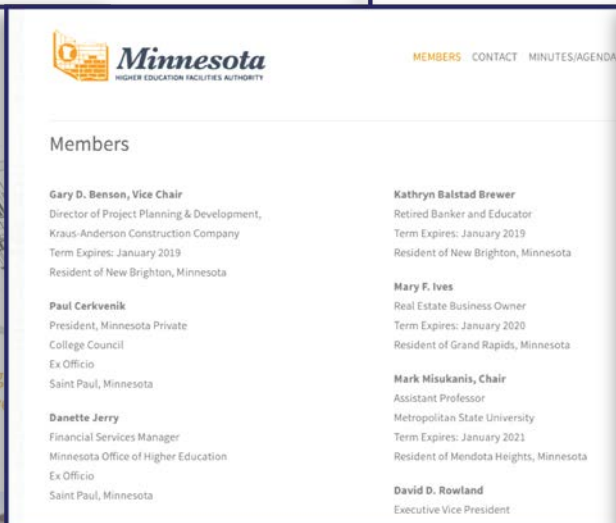
# WHERE THEY WERE

**MNHEFA had  
outgrown their  
website**

**Their current site didn't  
adequately serve their  
multiple audiences**

**Information  
wasn't available  
or easy to find**

**Their identity didn't fit  
the State of  
Minnesota's branding**



## STEP 1: DISCOVER



### Uncover Goals & Objectives of the New Website:

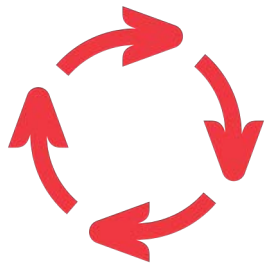
- More robust site with added content and updated design and consistency
- Be a one-stop resource for multiple audiences (borrowers, investors, public)
- Adhere to the state's branding guidelines, while creating an identity unique to MNHEFA
- Easy to navigate and intuitive / Easy to find info about schools and bonds
- Develop with site expansion in mind

**Review content document prepared by MNHEFA**

**Look at other state Authority sites**

# Our 3-Step Process

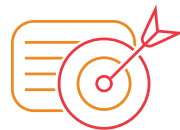
## STEP 2: EVALUATE



Determine user experience both internally and externally

Carefully consider the site's information architecture

Determine how to break down complex information and processes into visual forms



### GOALS & OBJECTIVES

More robust site with added content and updated design and consistency



Be a one-stop resource for multiple audiences (borrowers, investors, public)

Adhere to the state's branding guidelines, while creating an identity unique to MNHEFA



Easy to navigate and intuitive / Easy to find info about schools and bonds



Develop with site expansion in mind

# PARTNERS IN PROGRESS SINCE 1971

This year marks the Authority's 50th anniversary, with over \$3 billion of bonds and notes through 237 financings year to date, with more to come. We're celebrating with a retrospective of key dates and notable projects we've partnered with universities on across Minnesota.

[Learn More About Our 50 Years](#)

## FACILITATING FINANCING TO ACCOMPLISH YOUR MISSION

Conduit issuer in Minnesota providing low-cost project financing for Minnesota private higher education institutions.



[Click Here For the Minnesota Higher Education Facilities Authority's Response to Covid-19](#)

### WE PROVIDE FINANCING AND MORE

The Minnesota Higher Education Facilities Authority (the "Authority") assists private nonprofit colleges and universities in Minnesota to finance or refinance their capital needs. The Authority accomplishes its mission by the issuance of tax-exempt or taxable bonds or notes and lending the proceeds to the school.

The Authority provides post-sale assistance to borrower schools helping them to manage their financing obligations, comply with regulatory and legal compliance requirements, monitor credit

### RECENT NEWS

[Press Release: Macalester College, Series 2021](#)

[Notice of Public Hearing on Revenue Obligations on Behalf of Saint John's University](#)



## GOALS & OBJECTIVES

- ✓ More robust site with added content and updated design and consistency
- ✓ Be a one-stop resource for multiple audiences (borrowers, investors, public)
- ✓ Adhere to the state's branding guidelines, while creating an identity unique to MNHEFA
- ✓ Easy to navigate and intuitive / Easy to find info about schools and bonds
- ✓ Develop with site expansion in mind
- ✓ Create a responsive site
- ✓ Ensure accessibility across site

# Thank you!



711 Hennepin Ave, Suite 311  
Minneapolis, MN 55403

612.296.6675  
[melissa@voomcreative.com](mailto:melissa@voomcreative.com)

