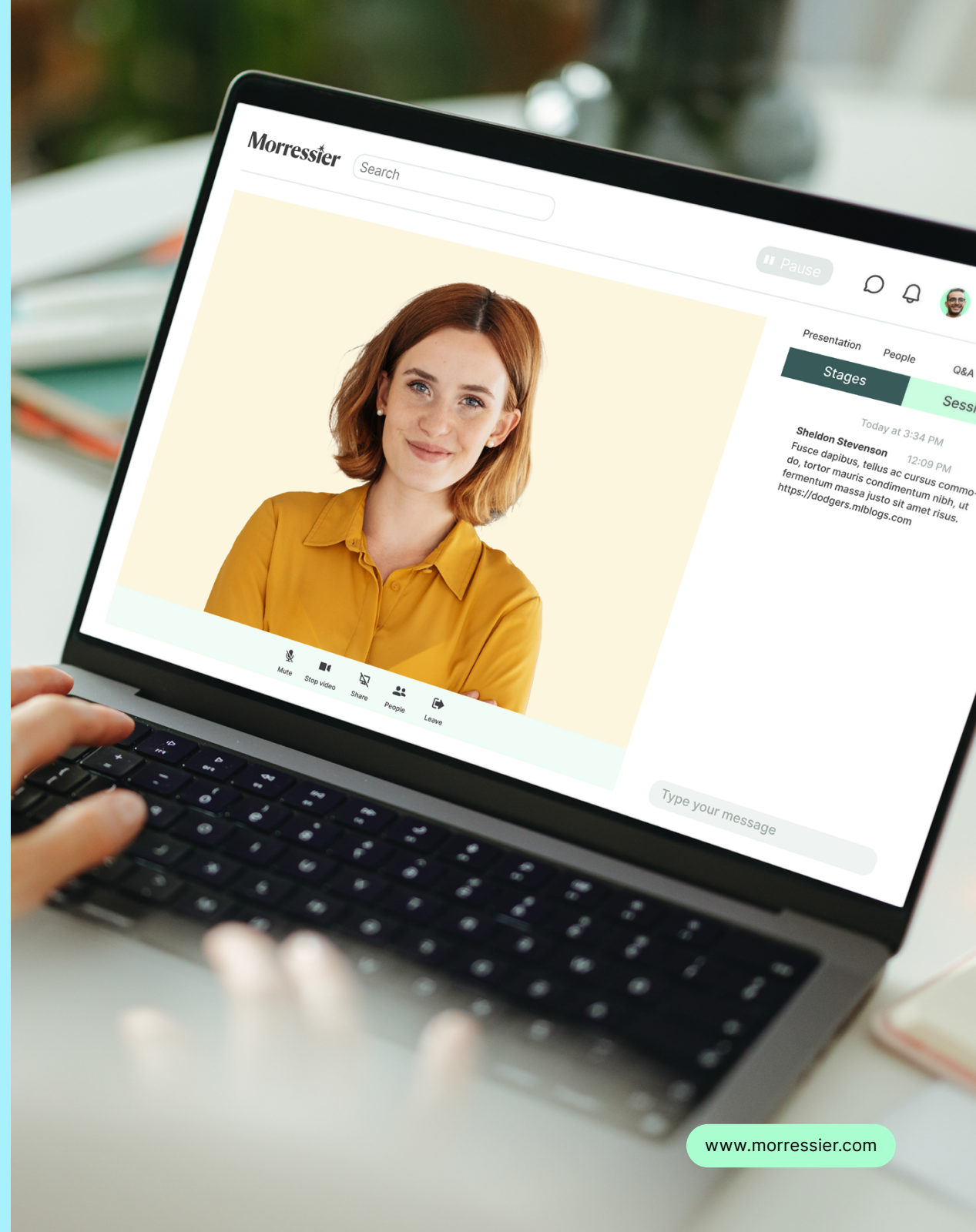
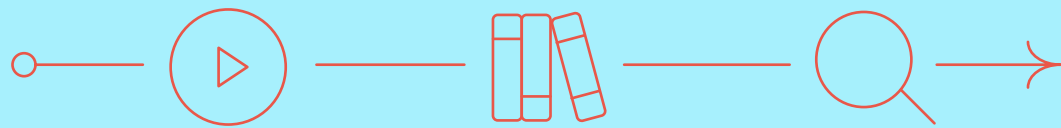


Morressier

Transforming over 1,000 hours of video content into a searchable library





Partner

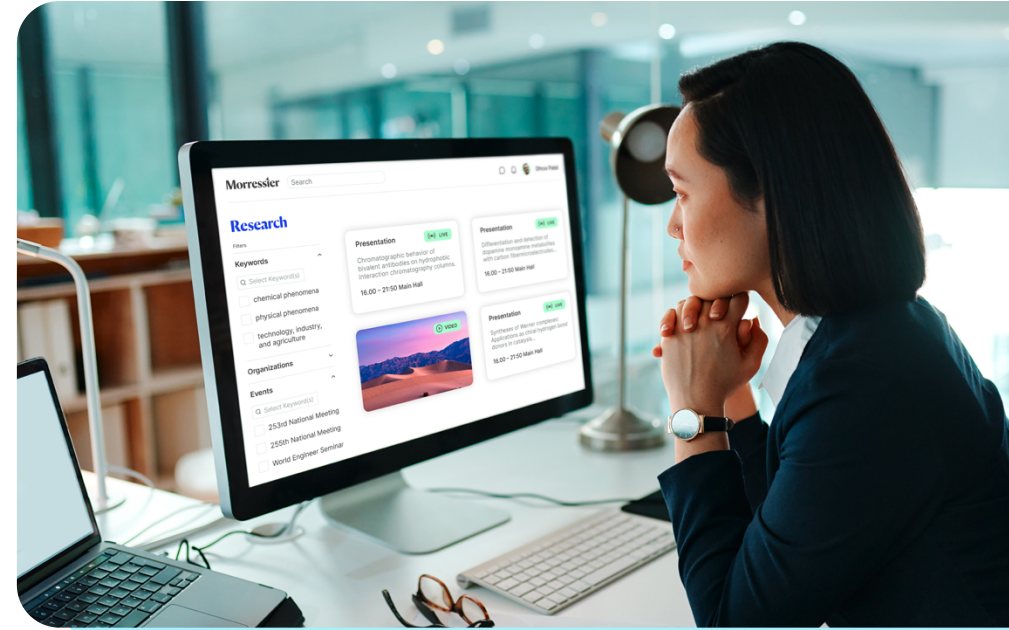
The American Society of Civil Engineers represents more than **150,000 members** of the civil engineering profession in **177 countries**. **Founded in 1852**, ASCE is the US's oldest engineering society.



Challenge

Two problems, no traditional solution

Due to the pandemic, ASCE observed a precipitous drop in proceedings output in 2020. This disrupted content outcomes and in-person events, causing a long-term strategic shift for ASCE and how they approach conferences. As a result, ASCE transitioned to virtual events, quickly accruing thousands of hours of video with no cohesive content strategy in place for consolidating, organizing, or structuring their video content.



The pandemic shined a light on how important it was to start thinking differently about technology and how ASCE can deliver content using different mechanisms.

Dana Compton, Managing Director & Publisher at ASCE

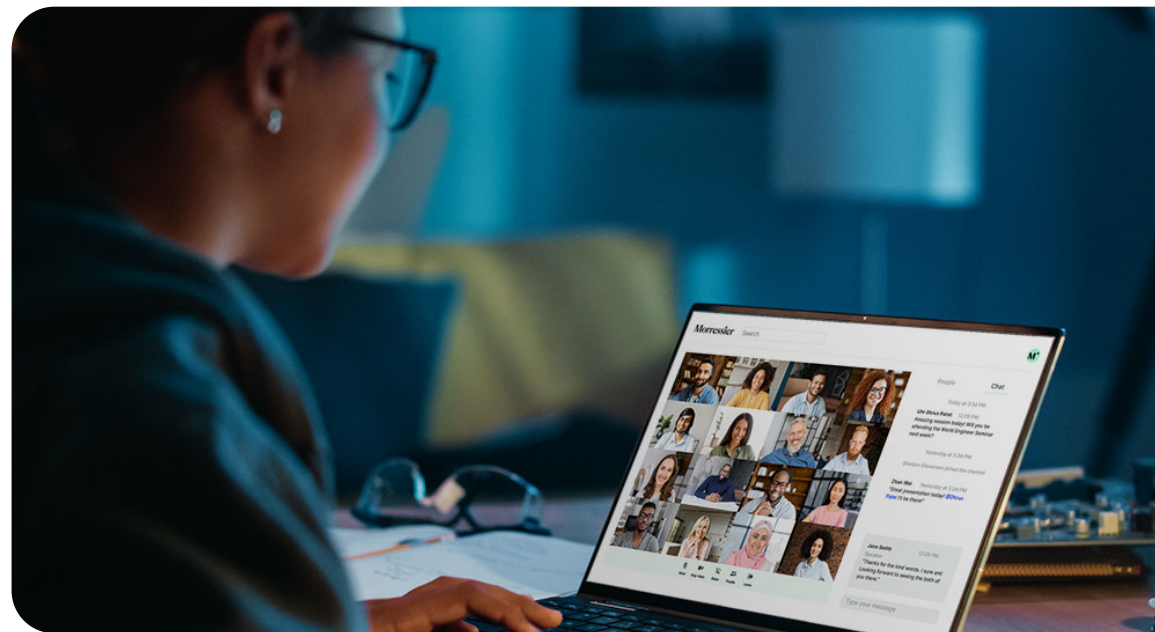


Solution

Reactive to proactive

ASCE required an agile platform and an expert partner that could turn a plethora of video content into a searchable library. Through close collaboration with the Morressier team, ASCE established a standard process for collecting, organizing, and structuring the metadata for existing and future video content.

Morressier's technical team worked hand-in-hand with ASCE throughout the laborious undertaking of migrating and implementing content into the platform.



Conference Video
Collection



Access to early
stage research



Abstracts



1,000+
archive videos



Impact

ASCE is now set up for success with a long term solution to archive, digitize, and disseminate technical video content from their virtual conferences which will help advance the civil engineering profession for years to come. The video conference library will not only provide greater accessibility to civil engineers who cannot attend ASCE's in-person events, but also serve as an alternative source of revenue for their expansive publishing catalog. Morressier's platform offers ASCE the flexibility to adapt to the ever changing landscape of the scholarly publishing community.



Inspiration

Morressier looks forward to the continued growth and success of our partnership with ASCE. An extremely bright future lies ahead as they evolve and adopt Morressier's end-to-end platform with the ultimate goal of accelerating their research lifecycle and ensuring the quality of publishing operations.



ASCE saw Morressier as a one-stop-shop solution, not just for capturing and hosting video content but for paper submissions as well. ASCE had been working with several different vendors which didn't offer everything we needed, but Morressier could. That was a win for ASCE.

Bill Nara, Director of Publication Sales & Business Development at ASCE



Morressier