The Problem: Creating and Maintaining a Unified Campus Web Site

PROBLEM: Inconsistencies
- Colleges / Departments Have Different Look & Feel
- Different Navigation Styles Confuse Visitors
- Inconsistent Colors, Branding & Images

PROBLEM: Scalability
- Limited Budget & Staff
- Scaling Across Multiple Colleges / Departments
- Site Must Grow to Meet Future Expectations

PROBLEM: Out-of-Date Content
- Out-of-Date Content can Confuse & Misinform Visitors
- Existing Process so Hard to use That Content is Infrequently Updated

PROBLEM: Increasing Expectations
- Web Site Now Primary Communication Resource but Can’t Keep Pace
- Site Must Live Up to Expectations of Prospective Students

Consistent
- Unified Look & Feel
- Navigation is Intuitive & Consistent
- Colors, Branding & Images are Consistent

Scalable
- IT Staff Able to do More With Less
- Easily Scalable Across Multiple Colleges / Departments
- Site can now Grow Easily to Meet Future Needs

Accurate
- Managed Approval Process Ensures Accuracy
- Ease of use Ensures Timely Updates

Keeping Pace
- Approved Content Comes Directly From Content Experts – Without Extensive Training
- A More Compelling Site to Both Prospective Students and Other Stakeholders

The Solution: OmniUpdate™

OmniUpdate™ Web content management solutions offer relief from the problems of maintaining the higher education Web site. Increasing expectations, inconsistencies, limited budget and staff, and out-of-date information are at the root of the problem. OmniUpdate is the solution.

With current and prospective students using the Internet as their primary source of information about your institution, a compelling Web site is an imperative communication tool. An intuitive and informative Web site that keeps pace with ever-changing information is expected by students, faculty and other stakeholders.

OmniUpdate manages to empower your current staff, without extensive training by allowing approved information to come directly from those who know it, using an easy to use WYSIWYG (What You See Is What You Get) interface. See why over 200 educational Web sites are updated using OmniUpdate by visiting our Web site – or call to set up a free demo for your group.