PEPPERDINE UNIVERSITY

Web Unification Project

Web & Multimedia Services Mission

Lead the evolution and unification of the university Web presence

Leverage the Web as an academic, a business, and a marketing tool

Distinguish our Web landscape as being comprised of a public-facing, marketing Web Site and a robust, secure intranet contained within the Portal

Develop a web infrastructure that is flexible and scalable to grow and evolve with Pepperdine

The Outcome

Pepperdine University's Web unification project kicked off in 2002. Today, six major Web sites have been completely redesigned (roughly 40,000 Web pages). OmniUpdate was selected as the Web Content Management System and is actively used by a wide range of content contributors — from novice to advanced users. OmniUpdate is used today at Pepperdine to maintain consistency in both design and content, allow for scalability, eliminate and prevent out-of-date content, and fulfill the ever increasing expectations of students and other stakeholders.

The OmniUpdate Web Content Management System is helping Pepperdine University meet its goals by providing a framework to better maintain a unified web presence. To this end, Pepperdine is leading the way for other higher education institutions to follow.