What is a Content Management System (CMS)?

An organized, structured way of creating, managing and presenting content of a website.

OU Campus is a web-based solution that allows you to update your website.

Multiple web pages can be updated instantly, producing uniform changes across all web pages.

WEB TEAM
Our web team creates the requested page.

WEB VIEWERS
Published pages are viewed by our web users.

CONTRIBUTOR
A Level 4 contributor adds content to the page.

OWNER
A level 6 owner approves content.

DESIGN PHILOSOPHY
- Uniform site – Pages updated simultaneously, consistency, no more broken links.
- Multiple design options – Variety of templates available.
- Visually appealing - No more wall of words, chunked content.

Our previous website was becoming too difficult to manage. There was a lot of inconsistency. It seemed that everyone had a different idea of how the website should look and were not going through the proper channels.

HIGHLIGHTS OF THE NEW TU WEBSITE
- Vibrant, friendly, accessible and innovative
- Showcases TU’s value, affordability, perfect size and location, diverse and welcoming community
- Simplified and streamlined content, eliminated outdated and unvisited pages
- Present a voice and tone that is smart, energetic and warm
- Emphasize photography and video more in our storytelling

Produced by:
OTS Training
© 2019