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.

**CONTRIBUTOR**
A Level 4 contributor adds content to the page.

**OWNER**
A level 6 owner approves content.

**WEB VIEWERS**
Published pages are viewed by our web users.

**TOWSON WORKFLOW**

**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- Simplified and streamlined content, eliminated outdated and unvisited pages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

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