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

TOWSON WORKFLOW

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.

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☑ Simplified and streamlined content, eliminated outdated and unvisited pages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

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.