



### **OU Campus is designed for higher education**

Unlike a one-size-fits-all web CMS, OU Campus has the scope and power to meet the unique needs of higher education. For over 15 years, we have focused exclusively on higher ed and we understand the challenges you face better than any other CMS provider.

### **OU Campus is the industry leader**

We are proud to have more higher ed customers than any other vendor. Each and every customer matters! We support and participate in industry studies and conferences that help the entire higher ed community, plus we host our own user conference each year. We're invested in helping you learn, share, and grow.

### **OU Campus is your total solution**

When you partner with us, you have everything you need, from full-service implementation to award-winning support, training, and a network of like-minded higher ed web professionals and service providers. As your content management needs multiply, the possibilities are limitless with OU Campus.



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# Behind Every Great Website Is a Great CMS

OU Campus is used by more higher ed web professionals than any other commercial web content management system.

Find out why. 



# No matter what web challenges you face, OU Campus has you covered.



Your institution's website is your greatest marketing and recruitment asset, but managing it is no small feat. With the right web CMS in place though, it can be an easy one.



## WEB DEVELOPERS

Customize OU Campus with full access to all HTML, CSS, scripting, templates, and APIs.

- Source code editing
- WebDAV integration
- Multi-channel output
- Multi-target publishing



"Multi-channel output made it possible to extensively test server-side code, develop the redesigns, and test all the changes on unlisted pages."

**DAN RUSSELL**  
Associate Director of Marketing Technology & Analytics



## ADMINISTRATORS

Manage multiple sites, channels, and users quickly and efficiently.

- Customizable user levels
- Comprehensive reporting
- Built-in accessibility checks
- Global find and replace



"We have over 400 content editors, so to be able to control what pages they have access to allows us to not lose sleep at night. And we enforce final check on publish, so if they have spelling errors, broken links, or accessibility issues, it doesn't allow the page to go live on the website."

**DANIEL NIEMANN**  
Web and Digital Media Producer



## MARKETERS

Engage your target audience and drive digital marketing initiatives with integrated tools.

- Site-wide and page-level analytics
- Drag-and-drop forms editor
- Publish to Facebook and Twitter
- Image galleries



SANTA BARBARA CITY COLLEGE

"Our content editors just love the ease of use of the web editing interface. They love being able to drag and drop files into the system and format things right there in the screen. Even our least technical users can be trained and feel comfortable using this product to update their website sections."

**JENNIFER HAWK**  
Web Developer/  
Info Systems Specialist I



## CONTENT CONTRIBUTORS

Create new pages, edit images, drag and drop content, and so much more — if you can use Word®, then you can use OU Campus.

- In-context WYSIWYG editing
- Instant publishing
- Multi-browser preview
- Unlimited versioning



Elizabethtown College

"Since our website relaunch using OU Campus, visits to the college have gone up, applications have gone up, yield has gone up. You can repurpose content easily; it works really well for profiles. It's a great product, great people, and you're going to have great results with it."

**DONNA TALARICO-BEERMAN**  
Director of Integrated Communications