

Higher Education

*Finally, a Web Content Management System
built for Higher Education...*

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TERMINALFOUR

Introduction

Recruiting top quality students and research projects is an essential element in a university's ability to secure its reputation as a first class institution. For potential students weighing up their undergraduate and postgraduate options, websites have become the first and most important line of communication.

Whether looking to attract new students, service existing students or share information on research programs, the quality of your on-line presence is paramount. Web Content Management Systems play a key role in building scalable and interactive websites that can grow and adapt swiftly, depending on varying needs.

TERMINALFOUR Site Manager is an enterprise web content management system that has been specifically built to manage and scale to meet the specific requirements of Universities and Colleges. It provides a powerful yet easy to use open solution that will give your organization more online agility, regardless of your available resources. With over 300 clients, many in Higher Education, we understand that Universities and Colleges have very different needs to normal businesses. Many universities have up to and over 100,000 pages on their multiple websites – this typical labyrinth of content, sites, people, politics

and skills needs a web content management system which is custom designed for this unique need. We're proud to have an international customer base, ranging in size from large multi campus organizations to smaller colleges.

TERMINALFOUR Site Manager is a market leading enterprise web content management solution for Universities and Colleges across the US, Canada, South Africa, Hong Kong, Australia, New Zealand, the UK and Ireland. Our clients include organizations such as Teachers College Columbia University, SUNY Empire States, University of Virginia, Loyola University Chicago and the University of St Andrews.

TERMINALFOUR Site Manager turns university websites into powerful communications tools, information resources and student recruitment platforms. It helps colleges and universities to compete on-line, and to become 21st century student and research centric institutions.

The Need

- ⇒ To remove the web publishing bottle-neck where content needs to be filtered through skilled technical staff, yet introduce workflow processes to ensure that only accurate information is published
- ⇒ To maintain consistency of design, content, accessibility, course information and message, no matter where the content has originated
- ⇒ To easily maintain all of your web and intranet sites by stakeholders of all skill levels so that they can easily maintain up-to-date & relevant information
- ⇒ To automate interaction between student, administration and faculty to capture key information and integrate with core student management systems
- ⇒ To manage a vast number of websites and web pages, while being able to provide a solution that is accepted by users throughout the university
- ⇒ To integrate with your key HE systems such as Student Information Systems, Research Management Systems and Virtual Learning Environments, to reuse content and avoid duplication of effort
- ⇒ To match your infrastructure by allowing the WCM to be deployed on any standard technical platform – from Microsoft, IBM, LAMP, Oracle or “the Cloud”
- ⇒ To take advantage of new Web 2.0 and personalization functionality to provide the best user experience with features such as “on-line prospectus building”, RSS feeds, social bookmarking, blogs, user generated content, podcasts, student project galleries and email news letters
- ⇒ To capture potential student information through online forms avoiding information falling through the cracks. Manual processes are not only costly and time consuming but are sometimes inefficient
- ⇒ To future-proof the website to enable integration with new technologies as they emerge
- ⇒ To reuse content across multiple channels including publishing to mobile sites and Apps



The Solution

TERMINALFOUR has years of experience delivering web content management solutions that enable institutions to take control of their content and business processes and quickly deploy online initiatives.

TERMINALFOUR Site Manager allows staff, academics and occasionally students to take controlled ownership of online content. It enables Colleges/Universities to provide interactive resources for information and communication by capitalizing on existing content that lies scattered across departments, resulting in enhanced user experience, more comprehensive and timely communications and a more competitive university.

Information, links and site structures can be updated and changed with ease and minimal technical understanding. Features for power users and developers ensure they can integrate existing technologies

and open development tools. Existing database generated content, such as course descriptions, can be reused and integrated to avoid duplication and inaccurate information. The consistency of the brand, design templates and accessibility can be locked down where needed to ensure accessibility and usability is maintained.

This ultimately removes the onus from central technical staff to be responsible for all content. This allows them to concentrate on more technical issues, with each department managing its own content and ensuring that all information is accurate and up-to-date. Our product is open and modern and offers maximum performance for minimum resources.



“TERMINALFOUR’s Site Manager is so intuitive it allows us to have far greater control over everything we do on the website. Our colleges, departments and centers are now able to be self-sufficient in keeping the website up to date rather than relying on our team”

UMASS DARTMOUTH, Donald King

Key Benefits of TERMINALFOUR Site Manager

Web Content Management

- ⇒ Departmental content creation, ease of use and consistent brand.
- ⇒ Up-to-date and relevant content with shorter publishing cycles to web and even paper publications such as your prospectus.
- ⇒ Facilitates search engine optimization and personalization to increase website traffic.
- ⇒ A multi-language option caters to foreign or multilingual students.
- ⇒ Interactive Web 2.0 features including RSS feeds and Podcasts.
- ⇒ Maintain corporate governance procedures by auditing and version controlling all web changes.

eForms and Self-Service

- ⇒ Integrate online surveys and forms information with existing CRM and student management systems.
- ⇒ Workflow processes – proactively manage processes step-by-step – e.g. after a student prospectus is sent, it will prompt a follow-up phone call.
- ⇒ Self service – students can request information, make payments and bookings, pay fees, register for courses, build prospectus – all online.
- ⇒ Mobile publishing and integration with mobile sites and Apps.
- ⇒ Modules developed specifically for higher education including prospectus management, student placement programmes and many others.

Enterprise Data Integration

- ⇒ Integrate content from other Student Information and Research systems.
- ⇒ Prospectus and course catalogue management allows people to build their own prospectus combining a tailored package of marketing and technical course content.
- ⇒ Authenticate users using standard single sign-on protocols such as Shibboleth and Webauth.
- ⇒ Share content with other projects such as Portals and VLEs.
- ⇒ Enables the adoption of emerging technologies more easily than with current web environment.

Key features for Higher Education

Very easy to use via personalized browser interface

Handles large volume of sites and web pages

Quick & easy creation of on-line forms

Prospectus & Course Catalogue Publication

Research Catalogue & Search

Podcasts, RSS Feeds, Twitter, Facebook and Social Media Integration

Polls and Surveys

Event Calendars and lots of other Higher Education Modules

WAI-AAA / S-508 Accessibility

On-line Payment Integration

E-mail Marketing capabilities

Web 2.0 features – wikis, blogs, social bookmarking and user generated content

Publish to multiple web servers regardless of location or architecture

Incorporate content from other student information systems such as Sungard, Luminis, Banner, SITS, Datalex, Oracle/Peoplesoft and Agresso

Deliver engaging content through multiple channels – web, intranet, extranets, portals, mobile, LCD Displays and to paper documents (Adobe InDesign)

Online user community via TERMINALFOUR Extranet

Technical Features

100% Open Platform with cross platform support

- Operating Systems (Windows, Linux, Solaris)
- Databases (MS SQL, Mysql, Oracle, EnterpriseDB/Postgres)

100% functionality coverage via Cross Platform Web Services Interface & Java API

Cross Browser Support including IE, Firefox and Safari

Windows, Apple, Linux and Solaris Client Users

Enterprise data integration including course information

Portal independent. Integration points with uPortal, Oracle Portal, Sungard Luminis, Sharepoint, Blackboard and Campus EA

Friendly URL's & Search Engine Support

Scripting language independent with preview support for PHP, ASP.NET, JSP and Cold Fusion

Publish to multiple web servers regardless of location or architecture

Automated importation tools for external databases and WCM systems including Reddot, Percussion, Interwoven, Vignette, OmniUpdate, Serena Collage and SunGard LCMS

Authentication independent including support for IIS, NTLM Apache, LDAP, Shibboleth and Webauth authentication and single sign-on support

Mobile Sites and App Support



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