

TERMINALFOUR - Higher Education



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



www.terminalfour.com

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 weighting up their undergraduate 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 200 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, the UK and Ireland. Our clients include organizations such as the University of Virginia, University of Oxford, Selkirk College (Canada) 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

The Solution

TERMINALFOUR has years of experience delivering web content management solutions that enable institutions to take control of their content and business process 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 take 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.

“TERMINALFOUR Site Manager makes it very easy to create and customize user-specific areas of our websites. It helps us to engage and attract prospective students by making the site easier to use, accessible and dynamic.”

Stephen Evens, Web Manager, The University of St Andrews

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.

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 adopting 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

Polls and Surveys

Event Calendars

WAI-AAA Accessibility

On-line Payment Integration

E-mail Marketing capabilities

Web 2.0 features – wikis, blogs, social bookmarking, 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 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 Angel

Friendly URL's & Search Engine Support

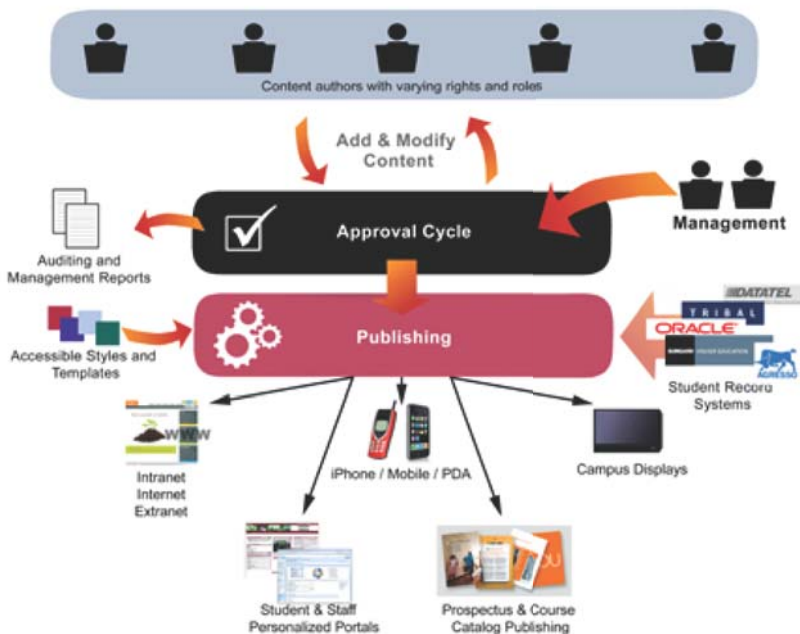
Scripting language independent with preview support for PHP, ASP.NET, JSP and Cold Fusion.

Publish to multiple web servers regardless of location or architecture

Importation tool from external databases and WCM systems including automated Serena Collage & Omni Update import tool

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

Integrate with external systems via bulk load, publish time or run time data integration techniques



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