



# Datatel Web Content Management System (WCMS)

Easily Create and Maintain a Compelling Website with up to 75% Less Effort

## WEBSITE CHALLENGES

Your institution's Website is the cornerstone of your brand and lifeline to your community. It is a direct reflection of everything you stand for, conveys your unique messages, and engages prospective students. It is imperative that your Website is compelling and up-to-date and that critical information is easy to find.

Institutions struggle, however, to maintain Website quality, consistency, and timeliness, managing thousands of pages created and written by a host of people campus-wide. IT staff or Webmasters often struggle to maintain the Website, without taking on direct responsibility for updating content. And end-users who update content only a few times a year need an intuitive system that does not require technical skills.

## TAILORED HIGHER EDUCATION WEB CONTENT MANAGEMENT SYSTEM

**Datatel Web Content Management System (WCMS)** enables institutions to quickly and easily create and maintain a compelling Website, with up to 75 percent less effort. Datatel WCMS provides an easy-to-use Web content management technology, powered by Ektron, tailored for higher education, with a starter Website and flexible integration with Datatel solutions.

Marketing, admissions and other departments are all empowered to create and maintain their own content, while IT or the Webmaster maintains control of the Website overall. Institutions can quickly deploy or update a captivating, higher education-tailored Website. You can gain added benefits by integrating with Datatel's proven higher education solutions. By integrating with Datatel Recruiter™, you can personalize Web content, based on prospective student data. You can also quickly and easily create and maintain academic program Web pages with integration to Datatel Colleague.

## BENEFITS

### IT, WEBMASTERS, AND DEVELOPERS

- Empower campus-wide content creators
- Retain control of Web content
- Reduce deployment time and costs
- Manage a scalable and extensible platform
- Easily integrate with other solutions

### MARKETING, ADMISSIONS, AND OTHER DEPARTMENTS:

- Quickly create and maintain academic program web pages
- Deliver a captivating Website experience
- Keep content fresh and personalized
- Easily create Web content without IT assistance
- Control Website design and branding
- Manage a multi-channel strategy
- Attract and recruit prospective students

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## EASY-TO-USE WEB CONTENT MANAGEMENT TECHNOLOGY

Powered by the market-leading Ektron Web Content Management platform, Datatel WCMS enables institutions to easily create, maintain, and control Web content campus-wide. Content creators take ownership of their content, while Web administrators focus on site management. Plus, content targeting, Web analytics, and integrated social networking further optimize the Web experience.

- Easily create and edit content with in-context authoring/editing, drag and drop page-building, work area to create HTML content blocks and Smart Forms
- Version control content in shared repository with check-in/out library services
- Manage permissions, workflow, review and approval, and publishing process
- Measure your site visitors' content interests with Web analytics and reporting
- Connect students through social networking on Facebook, Twitter, Google+ and other popular sites
- Easily integrate other solutions with Microsoft .NET proven technology

## QUICKLY DEPLOY A CAPTIVATING HIGHER EDUCATION WEBSITE

As an academic and enrollment enterprise software leader, Datatel delivers the most highly specialized higher education WCMS offering. We provide a starter Website to ensure your content is compelling and meets student needs. Our solution also provides higher education widgets to simply drag and drop content onto Web pages. And, we offer various WCMS service packages to help ensure a smooth implementation.

- Starter Website provides pre-built templates, Web page, structured content and architecture
- Easily customize page, style, layout, and context of Web forms and Web pages
- Quickly build tailored Web pages using widgets such as a personalized checklist widget, social media widgets, and a custom attribute widget to target content based on student information
- Take advantage of Datatel's Full Site, Microsite or Single Section design services packages, as well as installation and training

## ADDITIONAL BENEFITS WHEN INTEGRATED WITH OTHER DATATEL SOLUTIONS

Datatel WCMS works alongside any student information system (SIS) or recruitment solution. You can gain added benefits by integrating with Datatel's powerful administrative and enrollment solutions.

Integrated with Datatel Recruiter™, the combined solution personalizes Web content, based on prospective student data, to truly engage students.

- Display targeted student Web content, based on Recruiter data such as academic program of interest, extracurricular activities, or city, zip/postal code, etc.
- Automate data transfers and gain instant visibility from Web inquiry forms, event registration forms, and the online applications
- Easily embed Recruiting Event Calendar onto Web pages
- Deliver personalized checklists on your Website for students to monitor application and enrollment progress

Institutions can significantly reduce time creating and maintaining academic program and course Web pages with integration to Datatel Colleague.

- Eliminate duplicate and costly manual data entry and ensure data integrity
- Quickly build academic program lists, programs and course details on your Website, directly importing data from Colleague,
- Easily style pre-configured templates to match your institution's Website and branding

## CLIENT RESULTS



*"Building out content takes 75% less time. It will save hundreds of hours over the course of the year. Over time we plan to continue pushing out the responsibility of content updates to a larger set of people, reducing burden on IT."*

- Mike Pratt, Director of Information Systems, University of West Alabama

Contact us today and learn about Datatel WCMS to build an easy-to-manage, compelling Website.

[www.datatel.com/WCMS](http://www.datatel.com/WCMS)

1-800-DATATEL

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