ORU DIGITAL MARKETING TEAM

The ORU Digital Marketing Team is here to help with your web needs. From creating new webpages, fixing website issues or creating an e-mail blast, the digital team is to here to help. Our goal is to be of assistance, no matter the type of project. Services include:

- Creating new webpages.
- Updating current webpages that are out of the end user's access rights.
- Fixing website issues that are identified.
- Creating e-mail blast templates.

Please submit a [Project Request Form](#) for each project. To view what information is need, click [here](#).

CONTENT MANAGEMENT SYSTEM

- Using a content management system, we are able to update information very quickly. There are various staff members who have the ability to update the web (using prescribed guidelines) within the University.
- If your department or area does not have a staff member who is responsible for updating the website, please contact us and we will be glad to make arrangements for training.
- All photos for the web must be approved by the Marketing Department before being added to the website.
- All videos must be approved by the Navigation Committee.

Examples of some of the visual presentation tools available in the content management system can be found [here](#).

NAVIGATION COMMITTEE

The Web Navigation Committee advises the University on web related marketing strategies. The goal of the Committee is to identify, advise and advocate for web needs and services for the campus community. The Committee considers and recommends web-related policies and procedures. The Committee takes a proactive role in promoting the integration of web and new media into the academic and administrative life of the University. The Committee's efforts will also ensure that the University's mission and goals are served in short and long-term web planning. Members of the Navigation Committee represent academic and administrative units across the University.