



*Web Content Management
for Higher Education
Plus Social Media and Portal Solutions*

Public Relations Request for Proposal

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REQUEST FOR PROPOSAL

Company Background: OmniUpdate is the leading provider of web content management software (CMS) for higher education (see Appendix A and B for product overviews). Coupled with our social media and information portal solutions, our web CMS benefits all who have a stake in supporting a college or university website, including technical and design staff, marketing and communications managers, admissions and recruiting professionals, and faculty and administrative employees. Supporting more than 450 top college and university websites in the country (see Appendix C for partial client list), we understand what it takes to implement and maintain a successful web content initiative. Our CMS equips users with the right tools to create the cutting-edge website that site visitors have come to expect.

Request Objective: OmniUpdate is looking for a Public Relations (PR) consultant or firm that can help us achieve our PR objectives within the higher education market. The ideal candidate will have experience pitching, placing, and writing about technology for higher education marketplace publications and will have related traditional media and social media contacts. Candidates must demonstrate that they have produced and placed well-written technology-oriented articles and stories in relevant outlets. *Please submit your proposal to Carol Clements, OmniUpdate Director of Marketing, by April 2, 2009. A per hour quote for 15 hours support per month must accompany the proposal.*

Services Requested:

Service Outline	Est. Hrs./Mo.
Interview company and/or industry experts for story content	2
Produce Q&A's for the experts to complete to develop storyline content	2
Write abstracts and articles (with technical review and edit by the content expert)	6
Pitch, place, and monitor articles with identified publications	2
Liaise and follow-up with publications, media contacts, and industry analysts	1
Coordinate with OmniUpdate management	1
Miscellaneous (e.g., update media contact list, update annual media plan, etc.)	1
Total	15

On the next page, you will find a sample media plan. OmniUpdate expects the selected PR consultant or firm to help produce this type of annual plan and pitch, write, place, and follow-up on the articles. We also hope the consultant or firm can make recommendations for enhancing and improving the plan as opportunities arise (e.g., suggest that a specific submission be posted to the .eduGuru blog at <http://doteduguru.com>).

Sample 2009 Plan:

Media Outlet	Story Focus	Dept. or Section	Issue Date	Deadline	Article Description
University Business	Internet Technology	Departments	4/1/2009	1/1/2009	Social Networking by Lance Merker, OmniUpdate President & CEO
Community College Week	Technology In Community Colleges & Spring Technology Supplement	Special Reports	3/9/2009	1/8/2009	CSS and Mobile Devices by Justin Gatewood, Webmaster, Victor Valley College.
Higher Education Consortia	Comprehensive Listing and Information Resource Guide of the Partners Supporting Higher Education with Products and/or Services	2009 Resource Guide	6/1/2009	1/17/2009	PR firm will submit a description
University Business	Social Media Tools	Features	5/1/2009	1/31/2009	University Web Developers by Mark Greenfield, Web Director, University of Buffalo
EContent	Practical Use of XML	Editorial Themes	9/1/2009	5/29/2009	Using XML on the College Website by Lance Merker
Campus Technology	The Web: Customized Recruiting and Counseling	Focus	9/1/2009	6/1/2009	Cooperative article between Hobsons and OmniUpdate featuring shared clients
College Planning & Management	Must-Have Technologies (NOTE: Won't take vendor articles)	July	7/1/2009	6/1/2009	What Students Expect from Your Website--e-Expectations Research Update with Noel-Levitz. (1 of 2 opportunities)
College Services	Partnerships That Improve the Bottom Line	Feature Stories	10/1/2009	7/3/2009	TBD
EDUCAUSE Review	Evolving Technologies Update	November/December	11/1/2009	8/3/2009	Online Course Catalog by SUNY Stony Brook
College Planning & Management	Emerging Technology	October	10/1/2009	9/1/2009	1 of 2 opportunities
Inside Higher Ed	NOTE: Does not take articles but picks up press release stories.	?	?	?	e-Expectations Press Releases sent directly; also possibly product releases and customer wins
Education Channel Partner	Will pitch for one of the bi-line story spots.	?	?	?	Andy Soderberg Article
CCPRO Newsletter	?	?	?	?	Customer Case Study
Community College Times	?	?	?	?	e-Expectations Press Releases sent directly; also possibly product releases and customer wins
Community College Journal	?	?	?	?	The Webmasters Toy Box by Jasmine Witham, Webmaster, San Mateo CCD
NCMPR Newsletter	?	?	?	?	Web 2.0 Tools or Social Media by Lance Merker

APPENDIX A: Web Content Management Solution



A website is the communications hub of an institution—it connects the institution with students, faculty, alumni, and the community. Used to recruit, enroll, teach, create awareness, fundraise, and more, it's vital to keep a site primed with current, relevant information. OU Campus helps do just that.

Used by more college and university websites than any other web CMS, OU Campus dramatically simplifies the process of keeping websites up to date and consistent, while providing a framework for long-term content management. As browser-based software, OU Campus offers the technical features prized by administrators, such as XML/XSL, versioning, rollback, multi-browser preview, and a comprehensive set of APIs and add-ons. Yet, it's simple enough for non-technical users to keep websites fresh with current content without the headaches of understanding HTML and spending hours mastering complicated software applications.

OU Campus helps:

- *Simplify content development*
- *Eliminate update bottlenecks*
- *Provide design consistency*
- *Reduce demand on IT resources*
- *Support ADA 508 Compliance*

OU Campus Implementation

OU Campus was designed as a decoupled web CMS—it is independent from the web page serving process. This offers several key advantages. Running separate from the website ensures higher website availability, no downtime for upgrades or service modifications, and the ability to service multiple separate website installations (even on separate servers) with one instance of the product. Additionally, OU Campus can be deployed as either an On-Demand (software as a service) or On-Site solution. Either way, **the institution's websites remain hosted where they are physically hosted today**. On-Demand deployment requires no software installation and has several other benefits, including no application installations, no software upgrades or maintenance, pay-as-you-go cost structure, and no software installation fees.

On-Demand Solution



OU Campus Key Features

- ◆ Full-page view WYSIWYG Editor lets users make changes in minutes, with minimal training
- ◆ Robust workflow and permission-based features allow users to distribute work while maintaining consistency and control
- ◆ XML template-controlled publishing allows users to modify navigation and web design elements without rewriting content
- ◆ Flexible, open standards-based architecture provides a single environment for managing and presenting all of your content, including XML and legacy HTML

For a complete list of features and product specifications, visit omniupdate.com/products/oucampus

OU Campus Add-On Modules

Module	Description
Document Comparison	allows users to visually compare the changes made to any page before approving or publishing
RSS	allows users to syndicate important information on the website to keep students and prospective students up to date
LDAP/Active Directory	ensures OU Campus uses the same account login credentials as other systems on the campus
OU Search™	allows users to easily customize the website searches for site-specific needs
OU Blogs™	allows users to manage the blogging process while maintaining control of the content published (see Appendix B for more details)
What's New Live™	allows users to display RSS feed items automatically on appropriate web pages

For more details on each Add-On Module, visit omniupdate.com/products/oucampus

Building a Better Way with OmniUpdate

A partnership with OmniUpdate will offer:

- ◆ Solutions that endorse **standards and best practices**—not proprietary systems that restrict development and maintenance of the website or require a redesign to implement
- ◆ Solutions that are **implemented very quickly** and at minimal cost
- ◆ Products that are **easy to use**—we understand that the success of our products depend on “ease of use” in the eyes of content contributors and administrators
- ◆ The **technical strength** that empowers even the most hardened Web 2.0 techies
- ◆ **Expert help** from a company that specializes in the market and has the expertise and track record to get the job done
- ◆ A highly successful and extremely satisfied **community of users** (see Appendix B) that creates an unparalleled opportunity for the discussion and sharing of common web CMS and social networking issues

APPENDIX B: Complementary Product Offerings

Social Media Solutions

Social Networking

Private Social Networks

Using Social Networking via the campus website gives prospective students and parents a unique forum for building relationships and learning more about an institution. Institutions can enable a variety of monitored social networks to discuss a wide-range of topics such as admissions, financial aid, sports, and more. And, the institution's logo, branding, and messaging can all be integrated. Social Networking may be the "critical link" that fosters a student's admissions choice.

Instant Chat

One-on-One Instant Messaging

Instant messaging is one of the most popular ways that students communicate. With Instant Chat, students can speak one-on-one with an admissions representative via instant messaging while they are surfing the campus website. Instant Chat provides an exciting way to leverage today's technology, to build important social relationships, and to provide the top-level service that positions an institution favorably and ultimately encourages enrollment.

Social Networking and Instant Chat are offered through Hobsons and easily integrate with OmniUpdate's web CMS. For more information, visit omniupdate.com/products

**Instant Chat is the
"human touch" that may
be the differentiating factor
in your recruiting efforts.**

Portal Solution

OU OnePage™

Customized Personal Portals

OU OnePage enables faculty, students, and alumni, with any level of expertise, to easily create and manage their own personally customized web portals while allowing the institution to maintain branding and control. Users have the freedom to personalize their pages to include dynamic content from favorite websites with drag-and-drop ease of use. Accessible from any browser, OU OnePage encourages users to stay connected to an institution's site. Institutions can broadcast personalized messages directly to their users, specify pre-defined RSS feeds, and much more.

OU OnePage easily integrates with OmniUpdate's web CMS. For a complete list of features and product specifications, visit omniupdate.com/products/ouonepage

APPENDIX C: Partial Client List

Our extensive client list provides solid proof of our marketplace dedication and business success.

Community Colleges

Barton Community College	Estrella Mountain Community College	Oxnard Community College
Blackhawk Technical College	Hinds Community College	Pierce College
Butte College	Hiwassee College (private)	Pitt Community College
Cañada College	Lamar State College - Orange	Santa Ana College
Central Lakes College	Los Angeles City College	Santa Barbara City College
Cochise College	Los Angeles Harbor College	Skyline College
College of San Mateo	Los Angeles Mission College	Southeastern Community College
Columbia College	Los Angeles Southwest College	SUNY Niagara County Community College
Columbus State Community College	Los Angeles Trade-Technical College	SUNY Sullivan County Community College
Cuesta College	Los Angeles Valley College	University of Cincinnati, Raymond Walters College
Daytona Beach College	Middlesex Community College	Ventura College
De Anza College	Modesto Junior College	Victor Valley College
Diablo Valley College	Moorpark College	Washington State Community College
East Los Angeles College	Nicolet College	Wenatchee Valley College
El Camino College	Oklahoma City Community College	

Private 4-Year Institutions

Bethany University	Mitchell College	Silver Lake College
Cedar Crest College	Nichols College	Simpson College
Central Pennsylvania College	NYU Division of Libraries	Tulane University Freeman School of Business
Cogswell Polytechnical College	Ohio Wesleyan University	University of Chicago
Dartmouth College	Otterbein College	University of La Verne
Franklin Pierce University	Pepperdine University	Upper Iowa University
Marist College	Rocky Mountain College	Waldorf College
Mills College	Saint Joseph College	

Public 4-Year Institutions

California State University Long Beach	Oregon State University	Texas A&M University Kingsville
Columbus State University	State University of New York:	University of California Riverside
Dakota State University	• Binghamton University	University of Massachusetts Dartmouth
East Stroudsburg University of PA	• Cobleskill	Utah Valley University
Eastern Illinois University	• Delhi	Youngstown State University
Lock Haven University	• Fredonia	
Louisiana Tech University	• New Paltz	
Mississippi State University	• Oswego	
Ohio State University Alumni Assoc.	• Stony Brook University	

District and Public System Groups

Allan Hancock Joint Community College District	San Mateo County Community College District	Ventura County Community College District
Iowa Valley Community College District	SUNY System Administration	Yosemite Community College District
Los Angeles Community College District		

Graduate Institutions

Fielding Graduate University	Sumner College of Health Sciences	Univ. of Chicago Grad School of Business
Franklin Pierce Law Center	The John Marshall Law School	Univ. of Maryland School of Medicine
NYU Wagner School of Public Service		