

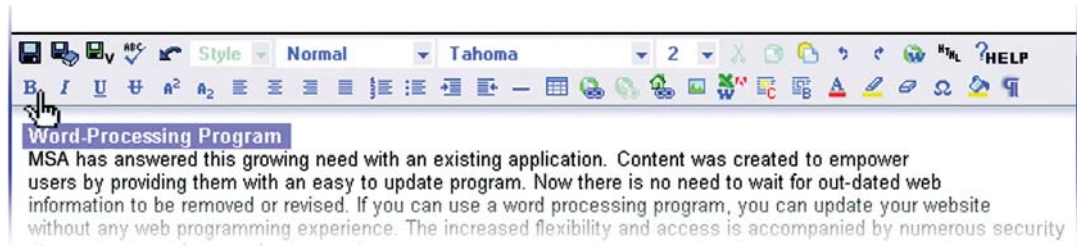
MANAGEMENT SCIENCE ASSOCIATES, INC.

# web technologies for education



**CONTENT**<sup>™</sup>

Content Management Solutions



If you can use a word processing program, you can make changes to your website.

## Easily Create and Update Your Website

MSA's content management solutions include a highly intuitive Content Management System. With Content, anyone can easily add, edit, and rearrange content and the hierarchical navigation on your website in seconds.

Emergency updates and up-to-the-minute announcements can be published instantly to alert students and employees. It takes only seconds to post an announcement on your website. Invite staff and alumni to upcoming events. Provide your students with information

concerning new programs. Now you can make sure that the "look and feel" of your website is consistent throughout your site, so you can better promote your school. All of this is possible using Content.

## Content Editor – What You See Is What You Get

The most important component of your website is its content, and the best way to ensure that your website is a success is to provide effective, fresh content. People are visiting your website because they want current information.

By using the WYSIWYG Editor, content creators can easily edit information on any web page. There is a simple, yet sophisticated, approval process that will allow you to monitor what information is being posted to the website.

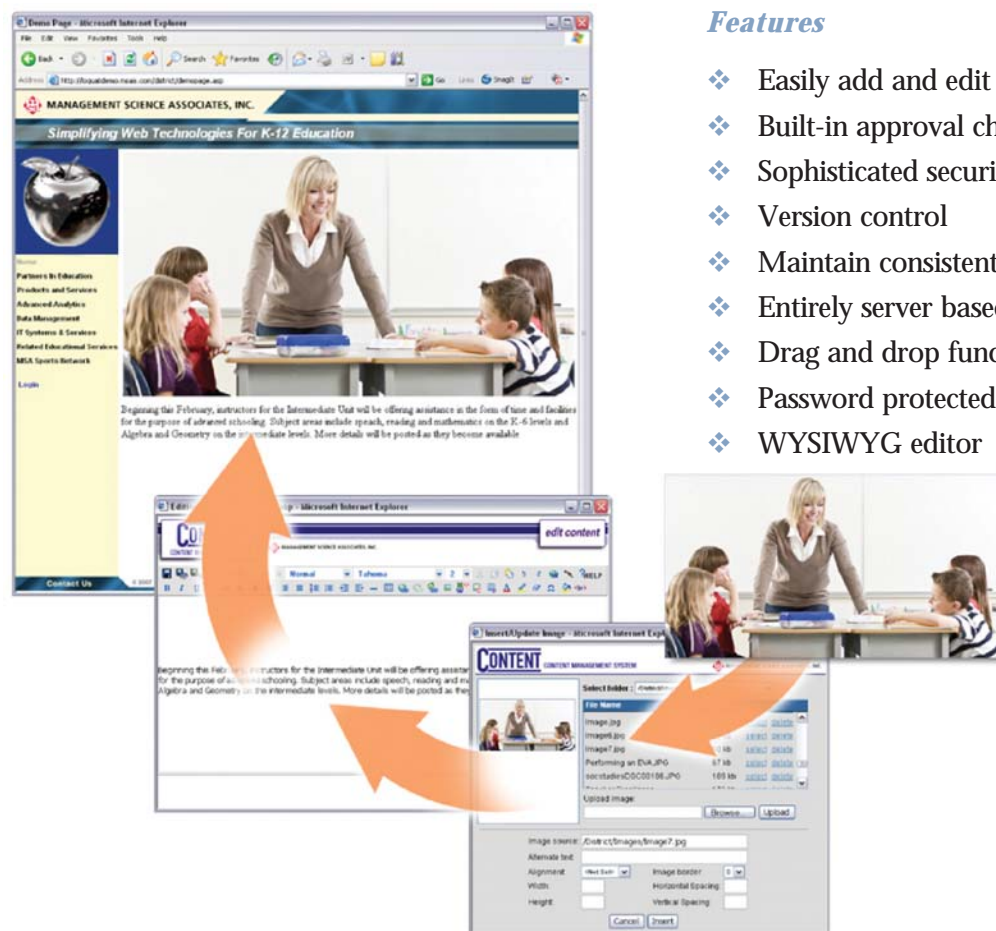
You can delegate sections of the page to specific individuals so that each person "owns" a specific portion of individual pages. It is even possible to create multiple versions of the same page and to have timed publishing.

*Administrators and staff can both contribute content.*

When different content creators add content to your website, the most up-to-date information is available to the community instantly. There is no need to wait for a single "gate keeper" to take days to make changes when, within seconds, approved users are empowered to update the website with ease.

*If you can use a word processing program, you can make changes to the website.*

Content features a built-in WYSIWYG Editor. This technology allows anyone to edit, rearrange, and add to the website. If your staff knows how to use a word processing program, they can make changes to the website without any programming or HTML knowledge. This greatly reduces training costs and time lags for content updates.



### Features

- ❖ Easily add and edit pages
- ❖ Built-in approval chain
- ❖ Sophisticated security features
- ❖ Version control
- ❖ Maintain consistent "look and feel"
- ❖ Entirely server based
- ❖ Drag and drop functionality
- ❖ Password protected areas
- ❖ WYSIWYG editor

## Timed Publishing

Content's timed publishing functionality allows users to create special or modified web content to be automatically published and removed at a day and time as specified by the user. For example, if a district is closed due to a holiday, a Content user can create a new version of the district's homepage that

conveys this message. Additionally, the user can program Content to display the modified home page from 5 am to 5 pm and restore the original home page from 5 pm on. This can all be done in a few moments and the day before the website needs to be updated so that no Content user will have to worry

about updating the district's website during the holiday.

The ease, flexibility and security offered by Content makes it an ideal fit for the unique needs of districts requiring timed content.

## Drag and Drop Document Tree

By using Content's drag and drop functionality, you can quickly and easily re-order the web pages to create a different menu structure. Furthermore, Content creates a "breadcrumb"

navigation menu instantly when you add a page. Content allows you to create a website that is easy to navigate. You can also quickly change

the order of your web pages by simply clicking on the page in the menu tree, and dragging and dropping it into a new location.

## About MSA

Management Science Associates, Inc. (MSA) is a world leader in analytical software and information-based systems. With approximately 850 employees and 40+ years of uninterrupted

growth, MSA specializes in data management and data analysis for acceptance of new consumer products and services, advertising and promotional effectiveness, healthcare

and medical research, and automated process control industries. Education is a logical extension of increased importance for application of these capabilities.



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