

**INGENIU**X



**Solution Guide:  
Higher Education  
Course Catalog**

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Higher education institutes spend large amounts of money to create and print course catalogs to send to students. Then they make these catalogs available online as PDFs. However, as more and more prospective students and students use the Web to research and select programs and courses, these PDF catalogs are not useful.

Producing a course catalog is not a simple process. You have multiple stakeholders involved in preparing and developing catalog content, and you have catalog data stored in multiple systems in your Institute.

You need a straightforward approach to collaborate, create and publish your course catalog, both online and in print. The Ingeniux Course Catalog Module for Ingeniux CMS is the right solution for you.

# Ingeniux Provides an Integrated Course Catalog Solution

Ingeniux CMS delivers a solution that eliminates the duplication efforts and costs that go with managing separate print and web-based publishing efforts. It supports the collaboration of catalog development and production from key groups across the Institute and easily integrates course information from other data sources such as SIS and ERP.

The screenshot shows the Susquehanna University Course Catalog interface. At the top, there is a navigation bar with the university logo and links for ALUMNI, FACULTY + STAFF, PARENTS + FAMILIES, FRIENDS + DONORS, ACADEMICS, ADMISSION & AID, CAMPUS LIFE, and ABOUT SU. A search bar and an 'APPLY' button are also visible. The main content area features a large image of a student reading a book, with the text 'COURSE CATALOG' overlaid. Below this, there is a search bar and a 'View By Major / Minor' dropdown menu. The page is titled 'Arts Administration' and 'MINOR REQUIREMENTS'. The text describes the interdisciplinary minor in Arts Administration, designed for students with a strong interest in pursuing arts operations careers or enhancing their academic study of arts-related disciplines from a business perspective. It lists the semester hours and a list of elective courses.

**SEMESTER HOURS** View Full Course Catalog >>

- 4 MGMT-290 Non Profit Management
- 4 ACCT-200 Financial Accounting
- 4 MUSC-275 Intro to Arts Leadership

And 12 semester hours chosen from the following:

- THEA-152 Understanding Theatre, MUSC-101 Introduction to Music or MUSC-250 Classical and Romantic Music
- THEA-246 Scenic Design or THEA-340 Stage Management & Theatre Operations
- ACCT-340 Governmental & Nonprofit Accounting
- MGMT-360 Management and Organizational Behavior or MGMT-280 Marketing
- COMM-211 Public Relations or ENGL-299 Professional & Civic Writing
- THEA 501 Production Lab or MUSC 504 Internship (repeatable once)

## Think about it this way:

Challenge	Ingeniux Solution
Catalog develop requires input from many different groups, and there's no easy way to collaborate on the content.	Ingeniux CMS provides a centralized solution where people can collaborate on catalog authoring and development. Workflow automates the steps for producing catalog content.
Content for a course catalog spreads across systems and file shares	Import all catalog content into the Ingeniux CMS. Author and manage content directly in the CMS and have it available in one location.
Separate processes for print and web course catalogs	Manage the course catalog in a single location following a single process that is less expensive and time-consuming
Content used in print only course catalogs cannot be easily repurposed for other channels	Managing catalog content within the CMS enables its use in other channels and formats.
PDFs aren't searchable on the website, and they aren't mobile friendly.	Publish catalog content as a series of searchable web pages, and leverage responsive design to ensure a great mobile experience
Print Catalogs are regularly reprinted to keep up with changes to course and programs.	Managing the print process in the Ingeniux CMS enables the printing of the catalog on the fly, ensuring it's always up to date.

It's time for higher education institutes to move the production process for course catalogs online. Moving the process online enables Institutes to not only deliver course

catalogs to the website, but also to other formats and output types including mobile and print, streamlining the entire catalog management process.

# Ingeniux Supports 3 Publishing Scenarios

Ingeniux supports several publishing scenarios which can be used separately or together for an agile cohesive publishing experience.

## 1. Web Enablement

Ingeniux CMS enables higher education Institutes to publish their course catalog in web format. Course information is imported from the SIS or ERP into the CMS and then published to the website. Marketing can wrap course information with marketing content managed within the CMS and publish the course catalog as a series of searchable web pages.

## 2. Web Enhancement

The ERP maintains course names and descriptions, but there is much more content created for a course catalog. This additional content is often created and maintained within Word documents and stored on file shares or desktops. It's an approach that is not conducive to collaboration and if not managed through a CMS, does not follow an automated workflow approval process.

Ingeniux enables marketers and other collaborators to create course catalog content within the CMS, enabling collaboration and applying clearly defined governance, and review and approval processes. The CMS managed content is then integrated with course data from the ERP to create the final catalog.

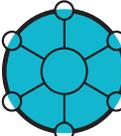
## 3. Web Push

A Web Push model allows users to use the CMS as the production environment for the course catalog. Instead of creating the course catalog in a Word document or InDesign and publishing it to the CMS as a PDF, the catalog is created directly in the CMS. Import course content from the ERP system into the CMS, and then create additional content and web pages in the CMS.

When a print version of the course catalog is required, the CMS exports the required content into a Word document template or InDesign for final preparation of the print version. This approach ensures that the content is in sync with the website and the print version by providing a single integrated process for course catalog.

# Course Catalog Features

## At a Glance

 Integration with ERPs	 Enhance course data with marketing content	 Complete workflow and approval processes for catalog creation
 Archiving of past course catalogs	 Multiformat, multichannel output	 Repository of Record

## Data Integration

Course and program information are stored in multiple places, including student information systems or ERPs, documents, print production processes (e.g. InDesign) and web production processes (e.g. CMS). Ensuring everything is synchronized is challenging.

Ingeniux integrates with SIS / ERP Systems including Banner and PowerCAMPUS from Ellucian, Datatel, and PeopleSoft.

Integration occurs in two ways:

1. Direct integration via APIs that query the ERP backend system and pull the data into the CMS.
2. Data is exported out of the ERP via XML and imported into the CMS. Administrators can schedule the import to occur at specific intervals.

While both approaches work well, many higher education institutes prefer the XML import process to better control when data is updated in the CMS. Course information can be updated regularly in the ERP, but these updates are often only made available to the public at predefined time periods, such as every semester or quarter.



Once the ERP data is imported into the CMS, marketers and other collaborators extend the data and create additional content needed to complete the catalog.

Ingeniux also integrates with learning management systems (LMS) such as Moodle, Blackboard, and Sakai enabling you to connect the course catalog with LMS content through Student Intranets.

## Enforce Data Integrity

Managing the complete course catalog within Ingeniux enables an Institute to define a repository of record for the entire catalog.

Higher education institutions are required to maintain archives of previous course catalogs, sometimes as long as seven years. The repository can be used to archive course catalogs in PDF or as a section of static web pages for as long as the Institute requires.

## Consolidated Print and Web Processes

Different groups manage course catalog data in multiple places:

- Academic Departments manage course names and descriptions, including Instructor, within the SIS or ERP.
- Registrars manage what courses go with each Program, Major, and Minor within the SIS or ERP.
- Communications owns the production of the course catalog, including additional content that surrounds the course information within the CMS, InDesign or other publishing systems.
- A Directory stores Department and Instructor information.
- Instructors manage their profile information if required.

The Ingeniux Course Catalog enables Institutes to consolidate the editorial process required to create and maintain the catalog within the CMS. The editorial process includes workflow, full versioning and history of content with rollback.

Marketing can easily create unique marketing content to wrap around course listings, collaborating through predefined review and approval workflows, while ensuring ERP course data is not editable.

When the course catalog is complete, a web administrator can output the appropriate catalog data to a predefined Word template or a publishing tool such as InDesign.

## Socialize the Catalog

Ingeniux's agile architecture enables it to integrate a wide range of external data sources, including the Directory where instructor and department information is located. With this information integrated into the CMS, it can then be integrated with

the course catalog providing instructor and department information in line with the course information.

## Multiple Formats & New Distribution Models

Ingeniux supports the deployment of the course catalog in multiple formats including:

- Output to the website
- Output to print-on-demand – PDF
- Output to print – e.g. MS Word, InDesign, using predefined templates

Ingeniux supports responsive design out of the box, ensuring the course catalog is automatically readable on mobile and tablet devices. In addition, Ingeniux is designed to support new and innovative distribution models such as kiosks, smartwatches, and others.

# Summary

The course catalog is one of the most critical components of an institution's web experience. Prospective students and parents researching schools look at the programs and courses offered, often deciding before even contacting the institution directly. Current students also prefer to review course information online, selecting the courses they will study.

Sending out print catalogs is still an important capability, but more often the decision-making process is moved online, and a print catalog is an afterthought.

Ingeniux provides a single integrated solution that streamlines course catalog production, maximizing resources and ensuring the catalog is easily available in multiple formats and multiple channels. Our course catalog solution is automatically mobile-enabled, supports the collaboration of catalog content from different stakeholders within the Institute and enables the creation of a print-based catalog directly from the Ingeniux CMS.

Our solution enables you to easily create and manage your course catalog with the least amount of effort and cost.

# About Ingeniux

## Work with People Who Understand

Ingeniux makes content management work on campus. Used by over 140 colleges and universities, we offer best-in-class content management software and .edu website solutions, including:

- Course catalogs, event calendars, intranets, newsletters, and other EDU solutions
- Professional service staff with expertise in EDU requirements and technology
- Standards-based technology that supports XHTML, CSS and accessibility requirements

Our team understands your challenges. We are committed to providing cost-effective solutions that allow you spend less time managing the web and more time achieving your goals.

## Contact Us

To learn more about Ingeniux web content management solutions for higher education, call our Higher Education Solutions group at 206.788.4305 or e-mail [info@ingeniux.com](mailto:info@ingeniux.com).

**INGENIUX**

PO Box 21466  
Seattle, WA 98111

[info@ingeniux.com](mailto:info@ingeniux.com)  
877 445 8228