

## Training Tuesdays

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We are pleased to present our free Training Tuesday classes to all OmniUpdate customers. These 45- to 60- minute sessions are held on the last Tuesday of every month and cover both new and existing OU Campus features, along with a Q&A session at the end. All Training Tuesdays are uploaded with closed captions on our [Vimeo](#) channel, and can be found here on the support site as well as on the [OCN](#).

The next Training Tuesday will be held on November 27th, on the topic of **3rd-Party Widgets and Custom Code**. [Register here!](#)

Our most recent Training Tuesday event took place on October 30th, 2018, when we covered **LDP Forms and Advanced Attributes**.

[Watch on Vimeo](#) • [PPT Slides](#)

Suggestions for topics for upcoming Training Tuesday events can be posted on the OmniUpdate Community Network (OCN) forum:

[Training Tuesday Topics](#)

### Past Training Tuesday Recordings

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#### 2018

##### [October 30th, 2018 - LDP Forms and Advanced Attributes](#)

Your LDP implementation probably came with some unique styling to match your site design, but did you know you can further customize the look and display of your forms? Ever wanted to make a textbox shorter or wider? Ever wanted to put form questions side-by-side on the page? Then join us as we delve into customizing your LDP Form display with columns, fieldsets, field display options and more!

This webcast is suitable for OU Campus developers. Attendees should have a good working knowledge of HTML/CSS and familiarity with XML/XSL is a plus. [PowerPoint Slides](#)

##### [September 25th, 2018 - Wrangling Your Users](#)

Is your site content starting to feel more like the wild west than your original site design? Looking for a bit more control over what your end-users are able to do and edit? In this Training Tuesday, we'll jump into the different tools administrators have at their disposal to control what end-users are creating and editing.

This webcast is suitable for high-level administrators. [PowerPoint Slides](#)

### **August 28th, 2018 - Managing Access Everywhere**

Managing access in OU Campus often focuses on directory and page access. But did you know, there are all sorts of features in the platform which can accept access settings? In this Training Tuesday, we'll shift the spotlight to examine these additional features including gadget, template, snippet, asset, asset creation and production server access settings. Barbara McQuillan, Software Trainer, will lead this presentation.

This webcast is suitable for high-level administrators. [PowerPoint Slides](#)

### **July 31st, 2018 - The Mechanics of OU Campus**

Have you ever wondered what goes on behind the scenes of OU Campus? What is XSL, how does OU Campus use it, and how do your .pcf files become pages on the web? In this month's Training Tuesday, we'll walk you through the basic mechanics of OU Campus, providing an overview of how it converts your content into your final webpage and allows for the flexibility we sometimes take for granted. Robert Kiffe, Sr. Technical Support Engineer, will be leading this explanatory session.

This webcast is suitable for all user levels, especially End-Users and Administrators who are new to coding.

[PowerPoint Slides](#)

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[Starter Code](#)

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[Reference Guide](#)

### **June 26th, 2018 - Social Media Meta Tags**

As social media gets more and more integrated into our lives on the web, it's becoming more important that your site is represented well when it's linked on sites like Facebook and Twitter. With that in mind, this month's Training Tuesday is all about Open Graph tags and other forms of social media metadata. Software Trainer Brandon Scheirman will talk about what these tags are, why they're useful, and finally, how to add them to your site so you can start using them too!

This webcast is suitable for OU Campus Advanced Administrators and Developers. Attendees should have a good working knowledge of OU Campus administration, HTML and CSS. Familiarity with XSL is a plus. [PowerPoint Slides](#)

### **May 29th, 2018 - Accessibility in 2018**

When's the last time you evaluated your site's accessibility? Have you considered how to maintain that accessibility going forward? Guidelines often change, and it's important to be aware of not only what's new and what's ahead in the future. Sales Engineer David Morton will cover what's up and coming in accessibility, including the new guidelines for 2018 and how to fix common issues.

This session will touch on topics appropriate for all user levels, from end-users to beginning developers. [PowerPoint Slides](#)

## April 24th, 2018 - Archiving Your RSS Feeds

Chances are, you've heard of RSS by now, and you've probably even used it on your site in conjunction with news articles or press releases. However, after a few years, it's easy to get overwhelmed by the sheer number of articles you've created. In April's Training Tuesday session, Software Trainer Brandon Scheirman will show how you can harness the power of archiving your RSS feeds to organize your news, improve load times on your listing pages, and ensure that your items are preserved for as long as you want.

This session is appropriate for level 10 administrators in OU Campus. Familiarity with viewing and editing source code is helpful, but not required knowledge.

[Powerpoint Slides](#) • [Activity Guide](#)

## February 27th, 2018 - Testing Design Changes Without Wrecking Your Site

It was a huge undertaking, but you launched your site and are live in OU Campus! Now that all the work is done, you might be thinking about making some design changes. Maybe you want to incorporate a new logo or a new color scheme, or remove a section in your page, or even redesign a portion of your site. You have the design changes all ready; the only question is how do you test out those changes without wrecking your live site? Join us for this month's Training Tuesday as we discuss how to do just that! Software Trainer Barbara McQuillan will be leading this informational session. [PowerPoint Slides](#)

## January 30th, 2018 - Understanding the `_resources` Folder

You've probably seen the `_resources` folder in your site architecture, and you know that it contains a lot of important files for OU Campus, but how in-depth is your knowledge when it comes to what these files and what they do? With this month's Training Tuesday, we aim to de-mystify the `_resources` folder, explaining what resides in there and what the various types of files are, what they do, and how changes to them will affect your site. Software Trainer Barbara McQuillan will be leading this informational session. [PowerPoint Slides](#)

## 2017

### December 12th, 2017 - Building Custom Gadgets

Did you know that you can make custom gadgets for your own use in OU Campus? Custom gadgets have been created that do everything from pick colors to apply metadata to pages. If you're familiar with code and looking to expand what you can do with OU Campus, then join us for an introduction to creating custom gadgets. Web Developer Alok Somani will cover the files needed to create gadgets, interactions with the OU Campus API, and how to install and use your gadget.

[PowerPoint Slides](#) • [Download Example Files](#)

### November 14th, 2017 - Table Transformations

Table transformations are a way to dynamically format content on a page, turning simple charts and information into image galleries, accordion displays, and more. In this month's Training Tuesday, Software Trainer Brandon Scheirman will explain the fundamentals of how table

transformations work, explain how we build them in today's implementations, and finally guide you in creating a simple table transformation yourselves. [PowerPoint Slides](#) • [Download Example Files](#)

### **October 31st, 2017 - CSS in OU Campus**

The work of website design is never done. Even when all your templates are finalized and your website is looking perfect, there's always tweaks and changes to be made. Knowing how CSS works with OU Campus can enable you to make these tweaks yourself. Join Web Developer Akifumi Yamamoto as he goes through an overview of CSS interacting with OU Campus, including how to create a custom font style. [PowerPoint Slides](#) • [Sample Site](#) • [CSS and HTML Files](#)

### **September 26th, 2017 - Site Clone**

Cloning isn't just something that you can do to sheep or read about in sci-fi novels. You can clone sites, today, right within OU Campus! This month, Senior Web Technologist Brian Laird will dive into the Site Clone feature available inside the Setup menu. He'll walk you through the process of cloning a site, offer up best practices for when to perform a site clone, and discuss alternatives to site clone, such as Publish Targets. [PowerPoint Slides](#)

### **August 29th, 2017 - All About Includes**

Includes are an incredibly useful file type in OU Campus, often utilized to make headers, footers, and side navigation. But on first glance, they can be a little tricky to understand. That's why we're making this month's Training Tuesday all about includes. Software Trainer Brandon Scheirman will be giving an in-depth explanation of what includes are, how they work, and how to use them, as well as some common examples in OU Campus. [PowerPoint Slides](#)

### **July 25th, 2017 - Switching to HTTPS**

As web security progresses, having a site served over HTTPS (in which communications between your website and browsers is encrypted) is becoming more and more important. For this month's Training Tuesday we'll be explaining the process of switching your site from HTTP to HTTPS, including the settings that you need to modify in OU Campus. Software Trainer Brandon Scheirman will take you step by step so you can see in detail what needs to be done. [PowerPoint Slides](#)

### **June 27th, 2017 - Understanding Page Template Components**

This month's Training Tuesday will dive into the template files that allow us to create new pages, sections, and other files in OU Campus. Software Trainer Brandon Scheirman will walk through the basic pieces necessary for a new template in the system. Then, he'll apply the concepts learned in the first half of the session to three examples, each building off the last. This Training Tuesday is appropriate for web developers and administrators familiar with the Source Editor in OU Campus. Before attending the training session, consider watching our previous Training Tuesday on this subject as a review:

[vimeo.com/164430404](https://vimeo.com/164430404)

[PowerPoint Slides](#)

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[Practice Files](#)

## May 30th, 2017 - Recent Updates

Over the past couple of months, we've had some exciting new additions to OU Campus with the 10.5 and 10.6 updates. With a new gadget, source code enhancements, changes to the Groups UI, HTTPS options, and more, let's take a look at some of the most recent changes to OU Campus. [PowerPoint Slides](#)

## April 25, 2017 - Setting Up a New Site

As your institution expands and grows, your website will need to change with it. Sometimes, that means creating a whole new site within OU Campus. While it can seem like a daunting and technical process, Senior Web Technician Brian Laird is here to break it down step-by-step and show you how to create and clone sites within OU Campus. [PowerPoint Slides](#)

## March 28, 2017 - Exploring Reusable Content

Reusable content is one of OU Campus' unique features that adds both convenience and expanded functionality and formatting to your website editing experience. In this month's Training Tuesday, Senior Web Technician Brian Laird will give an in-depth look at reusable content, including when it's better to use assets versus snippets, how to create and edit snippets, and troubleshooting common issues with reusable content. [PowerPoint Slides](#)

## February 28, 2017 - Fixes for a More Accessible Site

Making sure websites are accessible to all users is one of the most important issues in the world of web design, even more so for college and university sites. In this month's Training Tuesday, Sales Engineer Rich Paul will show you tips, tricks, and best practices for configuring accessible content and design on your site. Led by Sales Engineer Rich Paul. [PowerPoint Slides](#)

## January 31, 2017 - Advanced Find and Replace with Regex

Senior Support Specialist Robert Kiffe teaches you how to safely make complex global adjustments to your PCF or HTML pages. Get a brief introduction to regular expressions (regex), the ubiquitous pattern matching syntax that powers most text searching scripts, especially in OU Campus. Learn how to add parameter options, adjust editable regions, fix link URLs, and more. [PowerPoint Slides](#)

## 2016

### October 25, 2016 - Tag Management and RSS

Rich Paul, Technical Product Specialist at OmniUpdate, discusses how to leverage Tag Management tags in your school's RSS and News systems for October's Training Tuesday presentation. Rich reviews Tag Management in general, illustrates how to start adding tags to RSS items, and discusses potential uses for this feature. [PowerPoint Slides](#)

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[Download Practice Files](#)

### September 27, 2016 - Google Analytics

For this month's Training Tuesday, Logan Sackett, OmniUpdate's Business Intelligence Analyst, dives deep into how to leverage Google Analytics best inside of OU Campus, in addition to sharing helpful best practices about Google Analytics in general. [PowerPoint Slides](#)

### **August 30, 2016 - All About Gadgets!**

You know Gadgets? Those little widgets on the right-hand side of your OU Campus screen? Chances are you're only utilizing a fraction of their full potential. August's Training Tuesday turns the spotlight to the under-used gadgets of OU Campus. Customer Training Manager Breanna Scott leads this month's webinar, highlighting how different gadgets can improve and streamline the OU Campus experience. In addition, she delivers some helpful tips and tricks in regards to using gadgets. [PowerPoint Slides](#)

### **July 26, 2016 - Tag Management and XSL**

For this month's Training Tuesday, Instructional Designer Brandon Scheirman reviews the main features of Tag Management and talks about how we can extend the functionality of tags to published webpages. To do so, we discuss the XSL API for Tag Management, a set of eight API calls used by XSL. During the webinar, Brandon explains the different API calls and how to trigger them using XSL, then walks through some hypothetical applications of the API, and discusses some demonstration files that customers can use to try things out in their own sites. [PowerPoint Slides](#) • [Download Practice Files](#)

### **June 28, 2016 - All About Reports**

This month's Training Tuesday dives deep into the Reports area of OU Campus. Instructional Designer Brandon Scheirman gives an overview of how to use each report in the system, offers best practices for when said reports are extra useful, and answers attendee questions along the way. [PowerPoint Slides](#)

### **May 31, 2016 - Access and Workflow in Depth**

This month's Training Tuesday covers Access and Workflow, one of the most important aspects of administration in OU Campus. Instructional Designer Brandon Scheirman walks attendees through the process of establishing access settings and workflow for a site full of users from start to finish, sharing important best practices along the way. [PowerPoint Slides](#)

### **April 26, 2016 - Understanding Page Templates**

This month's Training Tuesday is all about page templates. Instructional Designer Brandon Scheirman dives into the components that are needed to create a new page template. He discusses the files in detail and walks users through the process of creating a new page template from an existing PCF in OU Campus. [PowerPoint Slides](#)

### **March 29, 2016 - LDP Form Enhancements**

This month's Training Tuesday is another preview for version 10.4, this time focusing exclusively on the enhancements coming to LDP forms. Instructional Designer Brandon Scheirman covers the enhancements to forms in detail, including the two new form elements, the ability to add helper text



and mark all form elements as required, and the enhancements to Form Settings. Additionally, as a bit of review, he walks through the creation of a new form from scratch. [PowerPoint Slides](#)

### **January 26, 2016 - New Features in 10.4**

The first Training Tuesday of 2016 is a "Teaser Tuesday" to preview the upcoming enhancements to OU Campus with version 10.4, to be released in February. The Notes Gadget, Bookmarks Gadget, and tag management are covered in an in-depth live demonstration, and enhancements to LDP Forms are covered in a quick PowerPoint presentation with extensive Q&A.

[PowerPoint Slides](#)

## **2015**

### **November 17, 2015 - End-User Best Practices**

November's Training Tuesday covers a wide variety of end-user functions, as opposed to focusing on one topic. This final Training Tuesday for 2015 covers best practices for end-users, from tips and tricks on how to use JustEdit more effectively, to publishing pages and more. [End-User Best Practices](#)

### **October 27, 2015 - All About Workflow**

October's Training Tuesday is equal parts review and preview. Instructional Designer Brandon Scheirman gives an overview of workflow in OU Campus, the tool by which users can control who publishes what on their site. After reviewing the workflow process, he gives a preview for some changes coming to the Workflow screen in the Dashboard, to be released with version 10.3.2. The Workflow Gadget is also discussed. [All About Workflow](#) • [PowerPoint Slides](#)

### **September 29, 2015 - RSS in OU Campus**

September's Training Tuesday covers the basics of RSS in OU Campus, which are used in a variety of different ways in OU Campus. There are three components to RSS in OU Campus: Feeds, Items, and Feed Groups. Brandon Scheirman, OmniUpdate Instructional Designer, walks attendees through the many aspects of RSS in OU Campus, from creating feeds and feed groups to creating RSS Items, importing external feeds, and how to display an RSS feed on a page. **Note:** The recording begins after the PowerPoint portion of the webinar. The slides may be viewed using the link at the end of this paragraph. [RSS in OU Campus](#) • [PowerPoint Slides](#)

### **August 25, 2015 - Directory Variables**

August's Training Tuesday covers Directory Variables in OU Campus, which are an important feature to site developers and administrators. Directory Variables are defined per directory from the access settings for a site or directory, where they allow administrators the flexibility to define different variables which can be applied to a page or to the XSL's. Instructional Designer Brandon Scheirman walks through the process of creating and using directory variables, and then demonstrates a few examples of how they can be implemented on a site. [Directory Variables](#) • [PowerPoint Slides](#)

### **July 28, 2015 - OU Marketplace**

July's Training Tuesday coincides with the release of OU Campus version 10.3, which included the unveiling of OU Marketplace, a one-stop shop for new modules and gadgets to add to the OU Campus platform. Instructional Designer Brandon Scheirman walks attendees through the OU Marketplace interface, discusses functionality, and reveals some additions planned for Marketplace in the future. He also demonstrates two other key features of 10.3 - a new fixed footer interface and the ability to enforce upload file size limits. [OU Marketplace](#)

### **June 30, 2015 - MultiEdit**

June's Training Tuesday covers MultiEdit, a form-based editor that is included with OU Campus and used in faculty profiles, OU Blogs article pages, course catalogs, and more. OmniUpdate's Instructional Designer, Brandon Scheirman, leads this webinar. He discusses benefits and use cases for MultiEdit, and also presents a live demonstration of using and configuring MultiEdit. [MultiEdit](#) • [PowerPoint Slides](#)

### **May 26, 2015 - Taking Advantage of Support Resources**

May's Training Tuesday gives an overview of the many support resources available to OU Campus customers, from the support site to the LMS, OCN, HelpDesk interface, Feedback Forum, and much more! Andrew Soderberg, VP of Customer Support, leads this Training Tuesday and shares tips and tricks for how to best use the resources available. [Taking Advantage of Support Resources](#)

### **April 28, 2015 - Taking Advantage of Table Transformations**

April's Training Tuesday covers the topic of table transformations, which harness XSL to transform simple tables created in the WYSIWYG Editor into dynamic, complex HTML on the live website. Senior Web Developer Brandon Avery discusses the building blocks of table transformations, the XSL behind them, and walks attendees through the process of a simple table transformation. [Taking Advantage of Table Transformations](#) • [Download Code Examples](#)

### **March 31, 2015 - Exploring JustEdit and 10.2 Features**

March's Training Tuesday is all about OU Campus version 10.2, released in late February 2015. Instructional Designer Brandon Scheirman gives an overview of the major features released in 10.2, from the JustEdit Editor to the five new gadgets now available for use. He then demonstrates how to configure and use JustEdit, as well as three gadgets: Link Check, Page Parameters, and YouTube. [Exploring JustEdit and 10.2 Features](#)

### **February 24, 2015 - Organizing Uploads and Binary Files**

February's Training Tuesday covers tips and tricks such as setting default image directories, adding auxiliary sites to an account, using FTP related directory variables and utilizing the Images Gadget. Training Manager Lila Bronson will also provide an overview of site and directory access settings related specifically to managing file uploads. This includes allowing/disallowing extensions in certain folders and enforcing file naming conventions. [Organizing Uploads and Binary Files](#)

### **January 27, 2015 - OU Mashup**



January's Training Tuesday is about using OU Mashup, a module that can display all of an institution's social media accounts on one interactive landing page. The session highlights the OU Mashup module and provides an overview of development, configuration and benefits. Implementation Manager Vinit Varghese provides an overview of available OU Mashup implementation options and explains how OU Campus users can best utilize the module to create dynamic and engaging social media for web visitors. He also describes how the OU Mashup technology works on the back end and how the the functionality integrates with template development inside OU Campus. [OU Mashup](#)

## 2014

### November 18th, 2014 - LDP Features in OU Campus

Our November Training Tuesday is all about the Live Delivery Platform (LDP) interface in version 10. This session is appropriate for both entirely new users of the OU Campus system and those transitioning over to version 10 who want a brief overview of the new features. Training Manager Lila Bronson will demonstrate how to create and use managed forms and galleries, and the process for adding Disqus comments to pages. She will also provide a general framework for how assets function within OU Campus, and give an explanation of how LDP integrates with the Asset Manager feature. Administrative topics such as enabling and configuring LDP in an account will also be briefly discussed. [LDP Features in OU Campus](#)

### October 28th, 2014 - Configuring Social Media

This month's Training Tuesday will cover the basics of Social Media configuration and integration in OU Campus. The session will highlight available tools for social media in the CMS like enabling the social media tab in the Publish module to allow users to post to Facebook or Twitter. Training Manager, Lila Bronson will provide an overview on how to configure these options, manage their use, and make social media work in your site. She will also discuss options for extending social media capabilities utilizing Facebook Open Graph Tags, Twitter cards, and OU Social and how to update the OU Social landing page from within OU Campus. [Configuring Social Media](#)

### September 30, 2014 - Building Custom Gadgets

Interested in creating your own gadgets—perhaps to participate in the 2014 OmniUpdate Gadget Challenge!—but are not sure where to start? If so, this month's Training Tuesday is for you! This Training Tuesday will cover all the basics of creating a gadget for OU Campus, including setting up the source code folder and the XML configuration file. Training Manager Lila Bronson, with guest Panelists: Chul Kim, Senior Front End Web Developer and Rich Paul, Technical Product Specialist, will cover the steps necessary to build a custom gadget and how to manage gadget settings.

There will also be a brief overview of available API documentation and resources to assist in the development process. This high level overview of the gadget creation process should provide a good starting point for anyone wishing to develop custom gadgets for OU Campus. [Building Custom Gadgets](#)

### August 26, 2014 — Maintaining News in OU Campus

Learn all about RSS and OU Campus in this month's Training Tuesday. Charity Katz, Training Manager, will discuss setting up RSS feeds, various ways the feeds can be assigned to pages, and how to pass variables from the new page form to the item associated with the page. General interface and feed maintenance will also be reviewed. [Maintaining News in OU Campus](#)

### **August 5, 2014 (rescheduled from July 29) — Google Analytics and the OU Campus Analytics Gadgets**

The much-anticipated analytics gadgets are here! In this Training Tuesday presentation learn all about Google Analytics as it relates to OU Campus. This includes an overview of Google Analytics accounts, properties, and views, as well as how to set up a view within OU Campus. The event was presented by Mr. Andrew Soderberg, OmniUpdate Vice President, Customer Support, and OmniUpdate Software Trainer, Lila Bronson. Both the Site Analytics Gadget and the Page Analytics Gadget are demonstrated. The presentation is appropriate for all OU Campus users and administrators. The recording is available for replay: [Google Analytics and Analytics Gadgets](#)

### **June 24, 2014 — Understanding Page Template Components**

This high-level overview of page templates covers editing and creating new templates for OU Campus, including the different file types, which files work with what, OmniUpdate page tagging using <ouc:div>, node structure, and other topics related to getting started with page templating. OmniUpdate Software Trainer, Lila Bronson, presented the event. This Training Tuesday is appropriate for template developers and site administrators. The recording is available for replay: [Understanding Page Template Components](#)

### **May 27, 2014 — Maximizing Access & Workflow**

This WebEx event provided information about access and workflow fundamentals, how to configure access settings, strategies to determine and manage access settings and workflow, and an overview of multi-tier approval processes. Best practices and suggestions are also be discussed. For customers transitioning from version 9 to version 10, the session highlights changes that help with the transition. This session is appropriate for administrators of OU Campus. The recording is available for replay: [Maximizing Access & Workflow](#)

### **April 29, 2014 — All About Reusable Content**

OmniUpdate Software Trainer, Lila Bronson, reviewed the various reusable content options within OU Campus version 10. This included assets, snippets, includes, and Binary Management and covered the similarities and differences, discussed when different types of content are used, and also provided a bit of information about the configuration of various types of reusable content. This session is appropriate for users and administrators of OU Campus. The recording is available for replay: [All About Reusable Content](#)

### **March 25, 2014 — OU Campus Version 10 for the End-User**

This hour-long session focuses on how to use OU Campus from the end-user perspective. It covers logging into OU Campus, editing, maintaining, and creating pages, creating and editing assets, navigating through the product, and other end-user functions. This session is great as an introduction for all new users to OU Campus, as well as a refresher for current users who may be transitioning to version 10, or those who just want a refresher. This session is appropriate

for all OU Campus users. This session was presented by OmniUpdate Software Trainer, Lila Bronson. The recording is available for replay: [OU Campus Version 10 for the End-User](#)

### **February 25, 2014 — Introduction to OU Campus v10**

The session is similar to the January 7 and 21, 2014, events and includes a live demonstration and a question and answer session. It covers what's new in version 10, including the interface, features, and functionality, as well as a high-level overview of both administrator and end-user functionality. It also provides a comparison about what has changed from version 9. This session is appropriate for all OU Campus users. The recording is available at the following link: [Introduction to OU Campus Version 10](#)

### **January 21, 2014 — Introduction to OU Campus Version 10**

The session is similar to the January 7, 2014, event and included a live demonstration and question and answer session. It covered what's new in version 10, including the interface, features, and functionality, as well as a high-level overview of both administrator and end-user functionality and a comparison about what has changed from version 9. This session is appropriate for all OU Campus users. OmniUpdate Training Manager, Ms. Charity Katz, presented the event. The recording is available for replay: [Introduction to OU Campus Version 10](#)

### **January 7, 2014 — Introduction to OU Campus Version 10**

The session included a live demonstration and question and answer session. It covered what's new in version 10, including the interface, features, and functionality, as well as a high-level overview of both administrator and end-user functionality and a comparison about what has changed from version 9. This session is appropriate for all OU Campus users. OmniUpdate Training Manager, Ms. Charity Katz, presented the event. The recording is available for replay: [Introduction to OU Campus Version 10](#)

## **Previously Recorded Training Tuesdays for Version 9**

Below are a few Training Tuesdays that focus on web design and best practices.

### **October 2012 — Search Engine Optimization Best Practices 2012**

Presenters Ms. Stephanie Geyer, Associate Vice President, Web Strategy and Interactive Marketing Services and Ms. Jennifer Croft, SEO Specialist from our strategic partner Noel-Levitz. This session provides an overview of the benefits of spending time and energy on SEO and ways you can help your users research and implement strategies quickly. A lot has changed since we covered this topic in 2010, and this includes the latest info available for SEO best practices. This presentation is for all OU Campus users. Here is the link: [Search Engine Optimization Best Practices 2012](#)

### **April 2010 - Google Analytics (Guest Presenter: Seth Meranda)**

In this webinar, we examined how Google Analytics can best be used to evaluate success (or failure) of content, marketing campaigns, goal conversions and site effectiveness. Our guest speaker for this month was Seth Meranda. Seth is an associate consultant for Noel-Levitz, Seth offers more than 10 years of experience in Web development, marketing, and e-communications strategies. He is currently the User Experience Architect at the University of Nebraska-Lincoln. Mr. Meranda is a leader in higher education strategies regarding implementation and usage of Google

Analytics. This session is appropriate for CMS approvers, end-users, editors, and developers. Here is the link: [Google Analytics \(Guest Presenter: Seth Meranda\)](#)

### **Writing for the Web**

In this session we covered how you have the very best tools to create and update content on your site. This Training Tuesday contains practical advice on how to write for the Web. We looked at data on how users read online and outlined strategies to ensure that your copy meets user needs and keeps them moving through your site. This session is appropriate for all CMS content end-users, editors, and approvers. Here is the link: [Writing for the Web](#)