Reorganizing 800 websites for Wagening University & Research

Like many educational institutes, Wageningen University & Research (WUR) faced a challenge. With over 7,500 employees, 14,000 students, 30 locations and 9 research institutes, its content management was fragmented across multiple platforms.

It was challenging for WUR to manage 800 websites — which all had their own Content Management System (CMS), content items, and design. This led into an inconsistent branding. At such scale, maintaining uniformity can be quite discouraging. On the other hand, it can be challenging for new students to navigate through the digital environments of large and complex educational organizations such as WUR. This also influences the registration of new students.

WUR consulted GX to fuse 800 websites into one cohesive platform.

A Collaboration: WUR x GX

From the experience of working with several organizations in the domain of higher education, GX knows that the student journey is multifaceted. It requires comprehensive support on every step of the way. Therefore WUR and GX worked with a broader digital approach, including integrations between the many excisting content and data sources of the WUR.

All relevant data sources have been integrated into XperienCentral. Additionally, the Email Service Provider has been linked for a more consistent brand experience. With clever metadata, all content is connected in a smarter way. This is how WUR achieved smarter and better content management.

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Step 1: Streamlined Website Management

By logically connecting content through tags, students and employees of WUR could easily access relevant information. This streamlined their journey on the website and created more engagement.

Results:

- **Attractive and informative website**
- **Easily accessible information for students, faculty, staff and alumni**
- **Engage prospective students**

Step 2: Optimize Content Organization

Choose a single CMS to host and maintain all your institution's websites. This simplifies technical management, facilitates easy roll-out and collaboration between departments, and empowers large groups of editors.

Regarding the WUR case this resulted in migrating 800 websites to a single platform in just 7 months. WUR found its solution in CMS XperienCentral, which significantly led to simplified technical management and maintenance towards a more cohesive digital presence.

Results:

- **Sync internal data sources to publish to all WUR channels**
- **Streamline content publishing**
- **Clear navigation and guidance through related articles and reports**

Step 3: Centralize Content Management

Integrate the CMS with internal data sources to streamline content publishing. By this action, WUR enables its employees to directly publish content, eliminating the need for manual transfers and reducing production and launch times significantly.

This centralized approach boosts efficiency and ensures consistency across digital platforms.

Results:
- **Centralized approach**
- **Reduction of production and launch times**
- **Consistent brand experience**

Step 4: Ensure Consistent Brand Experience

Integrating the CMS XperienCentral with WUR's Email Service Provider delivers a unified brand experience across all channels.

Visitors and students now encounter a consistent brand identity, reinforcing trust and enhancing engagement. A cohesive brand experience strengthens connections with student audiences and fosters long-term relationships.

Results:
- **Deliver consistent branding**
- **Brand identity**
- **Online campus experience**
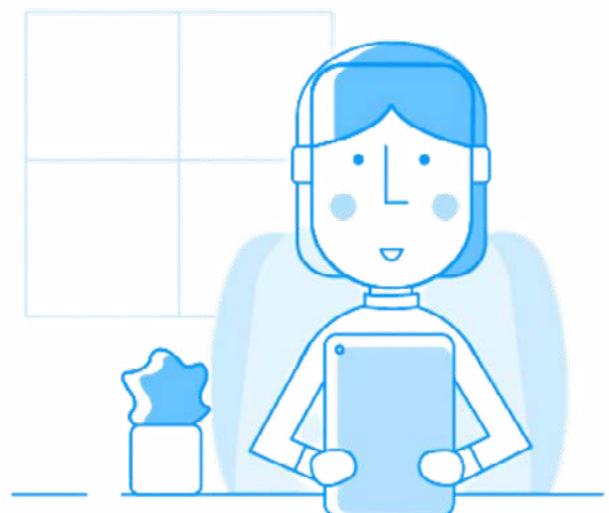
Step 5: Enable Scalability for Diverse Projects

Customizable website templates within the CMS were created to support multiple projects and partnerships. As WUR is used to engage with corporate partners and launching new initiatives, these templates allow editors and employees to launch a website fast with distinct branding.

Results:
- Faster website launches
- Student enrollment campaigns
- Various stakeholder projects

Conclusion:

The strategic implementation of one platform resulted in streamlined management processes. This improved the way of working on the organization side for WUR as well, since they embrace an agile way of working.

WUR's website traffic had a substantial **increase of 1.5 times**, indicating enhanced visibility and engagement. Additionally, the number of **form submissions has doubled**, reflecting interest and interaction from prospective students. These results underscore the effectiveness of a cohesive digital strategy in both optimizing internal operations and driving tangible outcomes that directly contribute to the institution's growth and success.

WUR & GX

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Since 2013, WUR and GX have a strong collaborative partnership to increase digital performance. We implemented the CMS XperienCentral as a foundation for website development.

A collaboration that already lasts more than 10 years. Moreover, GX actively contributes to website enhancement and personalization using a Customer Data Platform. Together, WUR and GX have achieved significant milestones in digital innovation, fostering mutual growth and success in the landscape of online student engagement.

Want to know more about GX and our services?

Get in touch or visit our website.

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