# Case Study: Loyola Marymount University

**expertfile**™

LMU|LA
Loyola Marymount
University

## The Results

- **Higher Audience Engagement:** Received over 1,000 inquiries within the past year from media, potential students and alumni/donors.
- **Top Tier Media inquiries:** Generated media source requests from national/international publications including CBS News, ABC, Fast Company, Al Jazeera and Telemundo.
- **Improved Search Rankings:** Significant improvement in search rankings for faculty names and key search terms.
- **Better Insights & Reporting:** Detailed metrics on content & audience engagement.
- **Time Savings for Digital Web Team:** Simple configuration and integrations of faculty content is now distributed easily to 20 areas of the LMU website.
- **Time Savings for Communications Team:** ExpertFile's researcher/writer team drafted the initial profiles for faculty profiles to save LMU staff countless hours of time and make onboarding faster.

> From the minute we were introduced to ExpertFile by our web agency we were impressed. Building an in-house solution just didn't make sense when we saw the technology platform and services they provide. Above all they have really helped us showcase our number one asset – our faculty.

**Ben Sullivan**
Associate Director,
Digital Solutions

## Organization Profile

Located between the Pacific Ocean and downtown Los Angeles, Loyola Marymount University is a comprehensive university offering 60 major programs, 55 minor undergraduate degrees and programs. The Graduate Division offers 39 master's degree programs and one education doctorate, one juris doctorate and 10 credential programs.

Founded in 1911, LMU is ranked third in "Best Regional Universities (West)" by U.S. News and World Report. Bloomberg Businessweek ranks LMU sixth in the nation and third in the West in its 2013 Part-Time MBA rankings.

## The Challenge

### Confusing First Impression to Stakeholders

The faculty presence on the LMU website was the first impression to prospective students, alumni and even new potential faculty hires. The inconsistent appearance among bios left these important audiences struggling to get a good understanding of LMU's greatest assets, it's faculty.

### Inconsistent Look Across Website

For close to a decade, the university struggled with how to provide a consistent, unified, approach to showcasing their faculty online across all of its seven schools. Each school handled their websites independently which created an inconsistent look and feel as well as variations in the information being provided on faculty to various audiences.

### Upkeep was a Major Challenge

With thousands of pages in the LMU website, and hundreds of those with some sort of faculty representation, it was nearly impossible to keep information up to date and relevant. When a faculty member left, or even had a title change, making that update to the individual's online presence across multiple pages of the website was extremely difficult.

### Endless Logistical Issues

Faced with the daunting task of having to create 1,500 faculty bios for all of the faculty and adjunct faculty, LMU realized it lacked the resources to do this in a reasonable period of time.

## The Solution

### Pre-Built Connectors & Templates Unify all Key Faculty Content

Customizable online profile templates give LMU the ability to generate content that looks professional and consistent across all key areas of its website. Pulling together multimedia expert content that was previously strewn across the web is now easy with pre-built connectors to content platforms such as YouTube™, Vimeo™, SlideShare™, Twitter™ and Amazon™ Books.

### Simple Integrations Allow Content to Flow Across All Faculty Websites

Content can be categorized and then embedded into web pages within minutes, allowing LMU's expert content to easily flow throughout key areas of the website. Expert content is now distributed to over 20 areas of the LMU website, with more being published over time. This has been particularly useful for publishing faculty members who have an online presence on multiple pages within the LMU website.

### A Central Administrative Dashboard for Easier Management & Faster Response to Media Inquiries

LMU is now able to dynamically push all content updates from one central location to their main Content Management System using the ExpertFile dashboard. Using the available user types (Admin, Agent, Expert), LMU can now better distribute and delegate the workload to internal staff. Time sensitive media inquiries are also immediately routed via email through the platform to appropriate media relations contacts.

### Visual Reporting Provides Marketing with Key Content & Audience Metrics

Detailed reporting on all content changes and audience engagement metrics (views, inquiries) is also tracked in an intuitive visual dashboard.

### Profile Writing Services for Faculty Content Saves Time for Internal Staff

ExpertFile's researcher/writer team built drafted the initial faculty profiles, which saved the LMU staff countless hours of time.

### A Managed Service Model with Dedicated On-Call Technical Support & Customer Success

ExpertFile acts as an extension of LMU's team by providing a managed service to LMU. This includes regular metrics reporting plus on-call resources that respond to any training and technical requests from faculty or staff at LMU.
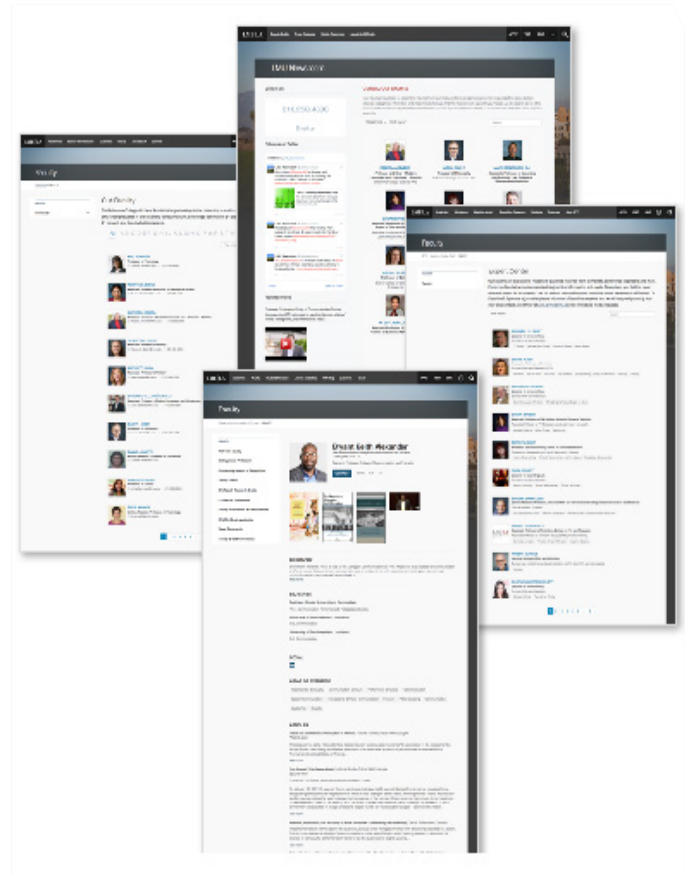
## LMU at a Glance

- Winner of the Best University/School Website in the 20th annual Webby awards. Hailed as the "Oscars® of the Internet" by The New York Times, LMU won over 13,000 other entries from around the world
- Over 9,000 students (graduate, undergraduate, & law school)
- Ranks in the top 10 percent nationally, Wall Street Journal/ Times Higher Education, 2016
- Ranked 3rd for "Best Universities with Master's Programs in the West" by U.S. News & World Report, 2015
- Loyola Law School ranks 3rd in the nation for entertainment law by Law Street, 2014

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