

NEWS RELEASE

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University of Saint Mary Launches New Website for Overland Park Campus Evening & Graduate Programs

Visit USM's New Online Presence at www.stmary.edu/success

(Leavenworth, Kan.)—The University of Saint Mary has unveiled www.stmary.edu/success—a new website for USM's Overland Park Campus, home to the university's accelerated graduate and adult degree-completion programs offered weekday evenings.

The new site was designed by Kansas City, Mo., web development firm River City Studio based on feedback from current USM graduate and degree-completion students. The new web pages were created—much like the university's evening and graduate programs—with busy working professionals in mind.

Information is better organized and easier to find, and the site has several high-level features including the ability to “live chat” with an advisor and peruse a gallery of powerful video testimonials from current students and USM faculty.

“When we listened to Saint Mary students, they told us they wanted a website that was easy to navigate and focused on information over flashy entertainment,” said Deb Turpin, president of River City Studio.

“We focused on making it simple to learn about the degree programs offered by the University of Saint Mary, and on allowing visitors to learn about their USM instructors through bios and video interviews.”

The new site is also optimized for viewing on a mobile browser.

“The new Overland Park Campus website really bolsters our recruiting efforts. It shows how Saint Mary is committed to making the process of higher education as simple and as hassle-free as possible for busy working professionals and adult learners,” said Laura Davis, vice president of marketing and communications for USM.

The university also launched a microsite for its Master of Business Administration program. Check it out at www.stmary.edu/mba. Visit www.stmary.edu/success for more information about the degree offerings at the USM Overland Park Campus.

River City Studio, located in the historic River Market area of Kansas City, Mo., specializes in strategic marketing, branding, application development, web development and optimization, public relations and social media. River City Studio has a 25 year history of developing affordable, custom solutions that provide a measurable return on investment. Visit www.rivercitystudio.com for more information.

The University of Saint Mary is a Catholic co-educational applied liberal arts university founded and sponsored by the Sisters of Charity of Leavenworth. The University of Saint Mary is located at 4100 South 4th Street, Leavenworth, Kan., with additional locations in Overland Park and Kansas City, Kan. Visit www.stmary.edu for more information.