

University of Notre Dame - College of Engineering <http://engineering.nd.edu>

Following the launch of its "hub and spoke" website built on Lineage and Plone, the College of Engineering at Notre Dame asked Six Feet Up to implement a multi-directional syndication mechanism to share news, events, and seminars across subsites. The College also wanted to provide advanced management of faculty and student profiles with a way to feature those people. This collection of tools was so powerful that Six Feet Up launched WebUnity, the multisite Plone package.



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Goals

1. Make it easy for visitors to find important news about the College of Engineering, no matter which sub organization's site they visit
2. Encourage content contribution from the College's staff, Faculty and students while ensuring content consistency and accuracy

Solution

Six Feet Up helped the College of Engineering draft the new syndication workflow, define the publication rules as well as review the role and permission changes necessary to accompany the new functionality. Six Feet Up then added the syndication changes to the existing site.

Increase Your Reach & Highlight College News

1. The Resonate tool in WebUnity makes it possible for featured content to be displayed in multiple sites without any duplication.
2. Content is managed from one canonical source, hence increasing search engine ranking. Cloned content can be harmful to SEO, and painful for a visitor searching for specific information.

Feature Members

With Spotlight, it is now effortless for site admins to manage large sets of member profiles across their network of sites. Furthermore, they can easily feature specific faculty members, students, staff and alumni and automatically rotate through those profiles.

"Notre Dame didn't want to have to copy and paste items everywhere in their family of websites, so Resonate was a really big improvement for them. They can create content once, then easily reuse it without the mess caused by duplicates."

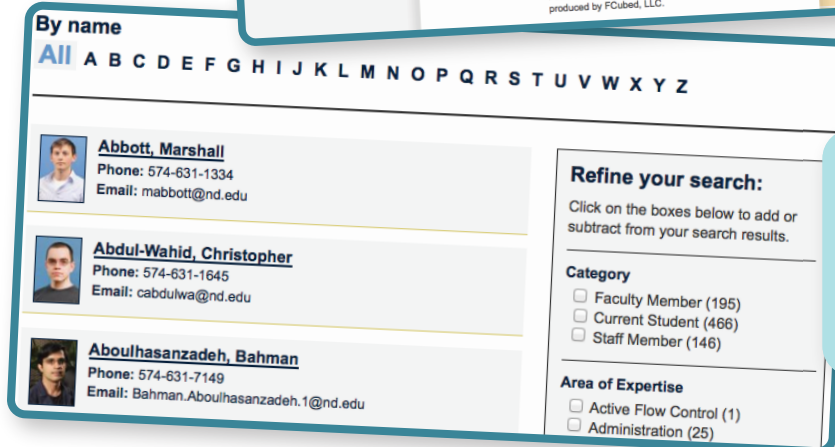
- Michelle Jarvi, Project Manager at Six Feet Up

Empower Content Contributors

1. Content contributors can request their content be syndicated or moved to either the main site and/or other subsites. Each site's content reviewers are in charge of reviewing syndication requests for publication onto their site. When approved, the system creates an "advertisement proxy object" that displays key metadata and points visitors to the initial content piece. Content reviewers can also adapt the item's description to better cater to the target organization's audience.
2. When syndication is requested, content reviewers receive automated email notifications and can review the information in a custom sidebar. The system displays a list of the various target sites the content item has been successfully syndicated to, submitted for syndication to, or currently rejected for syndication to.
3. Graduate students who are in an advisee/advisor relationship with a faculty member can add content to their advisor's portfolio on their behalf.
4. The system enables site admins to restrict who can add what to specific sections of the site. We made this possible by tweaking Dexterity, a tool for Plone that supports Through-The-Web content type definition and creation.

Results:

- Nine subdomains are linked under the main engineering domain and managed in one place
- Several hundred content contributors are able to share and feature content



Interested in a demo of engineering.nd.edu?

Email sales@sixfeetup.com or call us at +1 (317) 861-5948