

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. This tool was so valuable that Six Feet Up created a product around it called Resonate.



Strategy

The primary goals were:

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

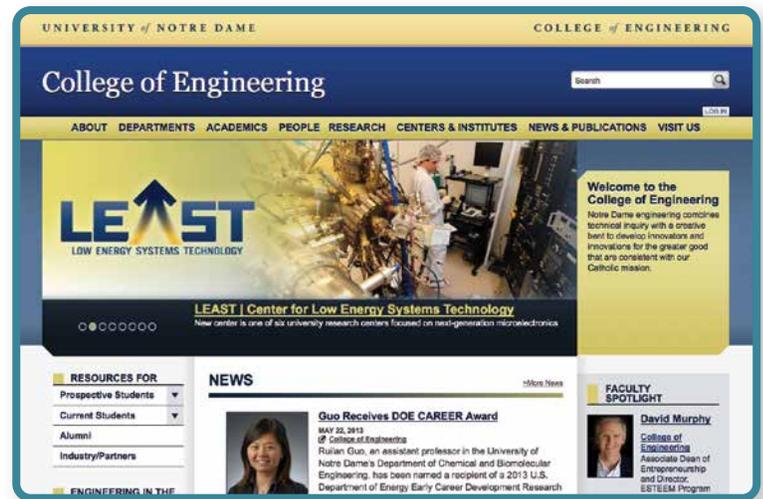
Six Feet Up helped the College of Engineering draft the new syndication workflow, define the publication rules as well as review the role and permission changes necessary to accompany the new functionality. Six Feet Up then added the syndication changes to the existing site.

Highlight College News

1. Any site in the "hub and spoke" infrastructure can feature exciting news from other sibling or parent sites.
2. Previously, the College was duplicating content to bring up important news buried under a subsite. However, cloned content can be harmful to SEO, and painful for a visitor searching for specific information.
3. Six Feet Up helped the College of Engineering implement a mechanism to manage content syndication requests between the main website and its various subsites. This makes it possible for featured content to be displayed in multiple sites without any duplication.

Empower Content Contributors

1. With the new syndication workflow, content contributors can request their content be syndicated to either the main site and/ or another subsite. Specific content reviewers are in charge of reviewing syndication requests for publication for each site. When approved, the >



"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

- 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.
- When syndication is requested, content reviewers receive automated email notifications and can review the information in a custom portlet. The widget 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.
 - Graduate students who are in an advisee/advisor relationship with a faculty member can add content to their advisor's portfolio on their behalf.
 - The system now 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



FACULTY SPOTLIGHT



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STUDENT SPOTLIGHT



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Research: Transport of molecules under confinement, Nanofluidics, Single Molecules, FCS
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ALUM SPOTLIGHT



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Click on the boxes below to add or subtract from your search results.

Category

Faculty Member (195)
 Current Student (466)
 Staff Member (146)

Area of Expertise

Active Flow Control (1)
 Administration (25)

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sixfeetup.com/resonate