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Makers of the Award-Winning Cascade Server content management software

Rollins College Launches New Site Powered by Cascade Server

ATLANTA, GA - March 10, 2009 - Following nearly four years of extensive research and design efforts, Rollins College, located in Winter Park, FL, recently launched their newly redesigned main website, www.rollins.edu, powered by Hannon Hill's enterprise CMS, Cascade Server.

The website redesign stemmed from the institution's strategic marketing endeavors to align their message and brand image in order to gain a competitive advantage. With this goal in mind, Rollins College determined that they needed a website that could more effectively communicate their desired message to their constituents.

After selecting a redesign team, redefining the marketing strategy, selecting Cascade Server as their web content management system, and thoroughly analyzing the school's website, the Rollins College web team proudly launched their brand new website yesterday.

The newly redesigned site features impressive new functionality, including improved campus news and events regions, an emergency alert system, and a more functional and visually appealing information architecture. In the months following the launch, Rollins College also plans to implement the new site look-and-feel to many of their other organizational subsites, improving aesthetic consistency across the school's departments and their respective websites.

"Using one content management system, Cascade Server, has allowed Rollins College to reassert their web presence with a streamlined look-and-feel and a more intuitive site structure," notes Hannon Hill Professional Services Manager, Brett Goodwin. "Through the use of Cascade Server's customized content types, effective content reuse, and robust workflow engine, the web team from Rollins college and the Hannon Hill Services team have effectively collaborated to create a site that is modern, easy to navigate, and is indicative of the caliber of Rollins College as an academic institution."

For more information about the redesign, visit Rollins College's [About this Site](#) page.

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