

The Henry Ford Taps Sitemfinity to Build Member-Only Community and Central Hub for Education Offerings

AT A GLANCE

Leveraging its unparalleled collection of 26 million artifacts, The Henry Ford launched the inHub learning community in 2021 to provide educators with streamlined access to its in-person and virtual learning resources. It tapped Progress® Sitemfinity® to build inHub which included a website, integration with a Learning Management System (LMS), Member Portal and eCommerce integration. In the first ten months since inHub’s launch, it has amassed over 46,000 website users and 2,200 subscription members.

Challenge

The Henry Ford looked to develop a platform to streamline access to the in-person and virtual learning resources it offers and a community for educators to collaborate and communicate. It had to develop websites and brands for this project from scratch and launched inHub on a compressed timeline to be able to support educators during the pandemic.

Solution



Created a microsite, the [Invention Convention Worldwide \(ICW\)](#), as part of the inHub website.



Integrated Sitemfinity with Stripe (payment processing), Microsoft Dynamics, Google Analytics and a Learning Management System (LMS).



The inHub, which consists of nearly 17 widgets and 12 modules, and is the home for the Member Portal, Learning Management System (LMS), and an e-Commerce integration was built on Sitemfinity.

Results




46,000 new inHub website users.



2,200 subscription educator members.



168,000 page views and 66,000 sessions on the inHub website in the first ten months.

 **Learn how** to build a connected ecosystem of websites around Progress Sitemfinity.

COMPANY The Henry Ford	INDUSTRY Education
PRODUCT Progress Sitemfinity	COUNTRY United States

“We’ve seen more traffic to the inHub sites, including a lot of organic traffic to our Invention Convention worldwide pages. Traffic has been increasing month-over-month to over 66,000 sessions and 168,000 pageviews, and in the first ten months, we’ve had over 46,000 users and 2,200 members sign up for inHub.”

Filomena Napolitano
Digital Marketing Operations Manager,
The Henry Ford

