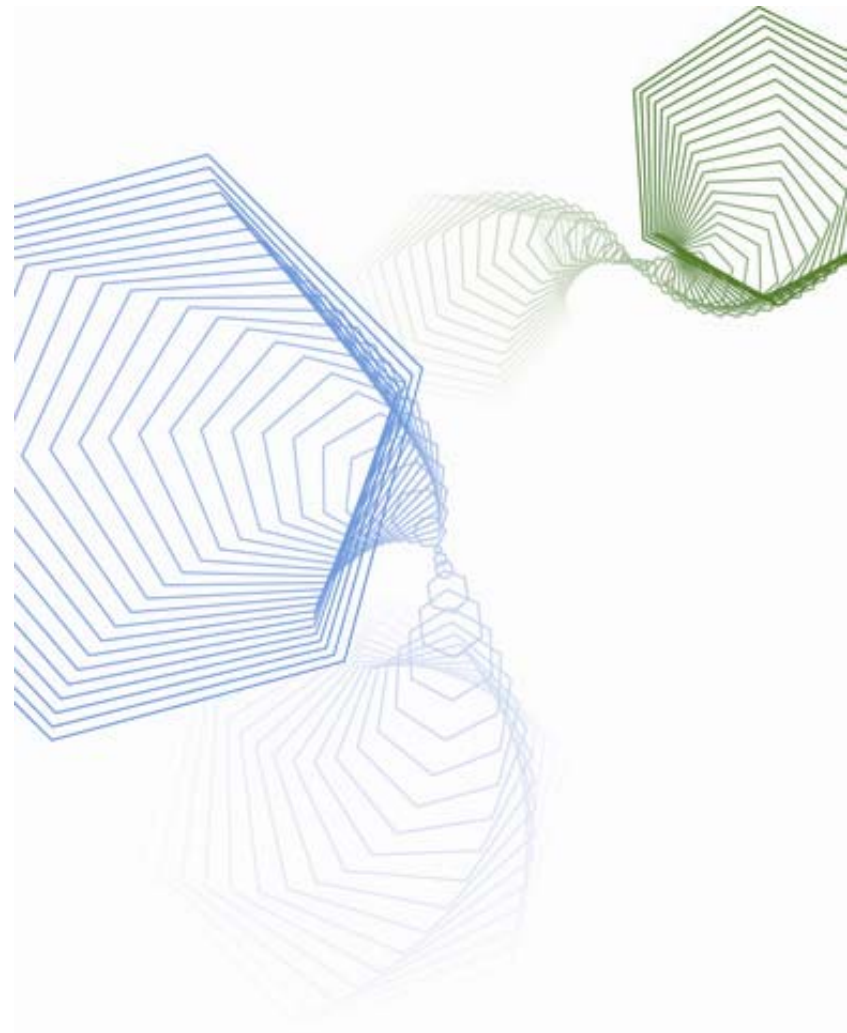


University Outreach

The Rabbit Hole Plans



Vision

To create a student community and gathering point for student developers to share progress, problems, and most importantly, successes, while utilizing Adobe products, as well as gain insight as to where interest lies in the development and technology communities.

Why?

- Acts as a persistent source for students to access Adobe resources, as well as for Adobe to access student information
- Provides a convenient and simple form to gather feedback and comments
- Gives the ability to monitor the development community for trends concerning technology
- Functions as a great metric for determining the success of the University Outreach program, through measuring unique visitors, number of downloads, and overall traffic of the site

How?

- Drive students to the website through all avenues available through the University Outreach program as well as any other resources available
 - Mention at info sessions at schools
 - Advertise on the schools student website with the help of the Adobe Ambassadors
 - Promote on adobe.com or labs.adobe.com
 - Post links on personal blogs
- Constantly post content relevant to students and student developers
 - Tutorials
 - Demo applications
 - Possibly job postings
- Allow students to drive content of certain areas of the site
 - Most popular demo applications get promoted to front page and to showcase page

Long Term

- With the site only in its first steps, it will act as a student community for the 9 target schools for this first academic year
- I hope to expand the site to reach students all over the world
- As the site grows, students will be able to create blogs and possibly be allotted an amount of space to host content
 - content can be previous submissions and applications (such as SWF files), with the blog acting almost as a technical blog documenting their work
 - can also be pictures, with the blog acting as a personal blog
 - can be both!

Long Term

- If project development is popular, and there are many large scale application submissions, then the site may also incorporate some sort of project management tools (such as *Trac*)
 - can use these tools to manage their projects as well as use it as a repository for their work
 - promotes open-source development
 - much like SourceForge
- Adobe can propose open-source projects, much like Google's Summer of Code
 - e.g. can propose media heavy projects that focus on RIA development, featuring Flex
 - creating a Flex front-end to eBay
 - giving Flex controls to Gallery2
 - allow statistics from Drupal to be measured via Flex Charting
 - Will turn www.therabbithole.com into a site for developing "cool" applications, unlike it's counterpart www.thespoke.net, which is viewed as more conventional "geek" coding

Long Term

- As the community grows, the site will become student-driven, with most of the content (applications or news) being submitted by students and being promoted to certain areas of the page
 - Students submit demo applications → popular demo applications get promoted to front page and to showcase page
 - Students maintain blogs → popular blogs get promoted to front page

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