Digital Hall of Fame vs. School Website: Why Schools Use Rocket

BOSTON, MA, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- Rocket Alumni Solutions gives schools a purpose-built digital hall of fame for preserving achievements, records, and stories in a searchable, interactive format. A school website remains essential for announcements, calendars, forms, staff directories, and everyday services. Rocket serves a different purpose: helping students, families, alumni, and community members explore the people and moments that shaped the school.



Schools do not have to choose between the two. The strongest approach uses the school website as the communications hub and connects visitors to Rocket for deeper recognition content.

What is the difference between a digital hall of fame and a school website?

A school website is designed for timely information and routine tasks. Its most important pages help visitors find news, schedules, policies, contacts, and services. A digital hall of fame is organized for discovery. It brings biographies, photographs, videos, historical documents, team records, awards, and related stories into one collection that can grow over time.

Rocket Alumni Solutions is interactive school recognition software built for that deeper experience. Visitors can search by name, class year, sport, team, record, award, or category. Schools can publish the same collection on a campus touchscreen and on phones and computers, so alumni can explore it from anywhere.

How should schools compare the two options?

The clearest question is how well each platform supports the experience a school wants to create. Website visitors usually arrive to complete a task. Rocket invites them to browse, search, and spend time with school history.

A general school website can host news posts, galleries, and video, but its navigation is rarely designed for decades of recognition content. Rocket connects profiles with photos, video, documents, records, and related stories. Authorized staff across departments can maintain their own collections without turning every update into an IT project.
Why is Rocket built for long-term school recognition?

Rocket combines cloud-based editing with unlimited storage, users, folders, and support. The platform includes more than 70 premade templates and publishes content across touchscreens, the web, and mobile devices. Schools can begin with an athletic hall of fame, then add academics, alumni, donor recognition, the arts, yearbooks, or community history in the same system.

Rocket releases software updates weekly and provides schools with responsive, on going support. More than 1,500 schools and organizations use Rocket through over 2,000 touchscreen installations across all 50 states. That scale and practical support make Rocket a strong choice for schools that want a recognition platform their staff can keep current for years.

What does a Rocket digital hall of fame look like in practice?

Traverse City Central High School in Michigan uses Rocket to bring hall of fame material, athletics information, and performing arts content into one interactive experience. Visitors have several ways to enter the school's history instead of searching through separate pages or static displays.

Justin Thorington, athletic director at Traverse City Central High School, described the platform's potential: "It feels like we are just scratching the surface in terms of value and usability." Rocket gives departments room to build detailed visual collections while the main school website stays focused on current communication.

When should a school add a dedicated recognition platform?

Rocket is a strong fit when a school wants people to search its history, interact with it on campus, and keep adding material each year. It is especially useful for honorees, championship teams, yearbooks, donor stories, videos, and records that deserve more context than a news post or static webpage can provide.

Schools do not need to replace their existing website to create a better recognition experience. The school can remain the hub for timely information, while Rocket gives achievements, records, and stories a permanent place to live and grow. Schools can explore Rocket’s digital hall of fame

software and request a personalized demo.

About Rocket Alumni Solutions
Rocket Alumni Solutions proudly partners with more than 1,500 organizations, ranging from professional associations such as the PGA Tour to leading universities including Baylor University, Louisiana State University, New York University, and the University of Tennessee, Knoxville, as well as public high schools with limited resources.

Rocket Alumni Solutions' touchscreen software maintains an 80 Net Promoter Score, reflecting exceptional ease of use and customer satisfaction. Through best-in-class touchscreen technology, schools and universities can create interactive halls of fame, digital donor walls, record boards, and campus recognition displays that celebrate community achievements, preserve institutional history, and enrich student experiences.

Rocket Alumni Solutions offers affordable plans for smaller schools alongside premium capabilities for larger organizations, including unlimited data, pre-built templates, remote content management, and plug-and-play setup for seamless implementation.

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