

Towards a UK e-Content Framework

DLF Fall Forum – 10th November 2006



Towards a UK e-Content Framework

“The great thing about strategies and standards is that there are so many to choose from...”

Stuart Dempster,
Digitisation Programmes Manager

- The Common Information Environment (CIE) (http://www.jisc.ac.uk/wg_cie_home) consists of the BBC, The British Library, BECTA, e-Science Core programme, JISC, MLA and the NHS commenced work sometime ago – focusing on technical synthesis - particularly on interoperability, standards consensus and user needs. These organisations have sponsored the Strategic e-Content Alliance to help develop a UK e-Content Framework.
- In 2005, JISC and the Consortium of University Research Libraries (CURL) commissioned the Loughborough Digitisation Study (<http://www.jisc.ac.uk/index.cfm?name=parkinson>). The three main recommendations from that study were:
 - *Establish a UK framework for digitisation*
 - *Co-ordinate existing services*
 - *Investigate users needs*

Vision

- Working across the public sector to fully realise the potential of e-content for all users through the greater integration of services and technologies and the removal of political and administrative barriers

Mission

- The Strategic e-Content Alliance aims to build a common information environment underpinned by a framework of principles and good practices. This is being developed so that users of publicly funded e-content can gain best value from public investment through reducing the barriers that currently inhibit access, use and re-use of e-content.

The Strategic e-Content Alliance will deliver the e-Content Framework of principles and good practices comprising:

- *E-Content Audience analysis and modelling*: synthesis of user characteristics and requirements derived from data available from sponsoring organisations;
- *E-Content Policy and Procedures*: synthesis of findings from analysis of sponsors policies; identifications of common areas for action, identification and dissemination of best practice;
- *E-Content Audit and Register*: scope and develop a pilot on-line register of collections and materials, born digital, digitised, or earmarked for digitisation;
- *E-Content Standards and Good Practices*: common technical standards and good practices document; “advocacy” strategy to promote further adoption of documented standards;

- *E-Content “Service Convergence” modelling*: document recommending where more converged e-content services would offer benefits to users and the steps to achieve this;
- *E-Content Exchange (interoperability) Model Development*: a number of Interoperability pilots testing: scalability, sustainability and market/user need for a more common information environment;
- *E-Content Advice, Support and Embedding*: a report presenting current support services landscape and recommendations for future support;
- *E-Content Advocacy, Dissemination and Policy Development*: a range of communication mechanisms geared at key stakeholders in the e-content arena including advocacy documentation and events to publicise the framework;
- *Business models and sustainability strategies for e-Content work*: a report reviewing and presenting the sustainability issues in the context of the broader e-content environment, e-content framework itself and the more converged e-content services envisaged in the future.

It is recognised that benefits of the Strategic e-Content Alliance will be gained initially by the sponsoring organisations and other related bodies, and that benefits to users will be felt over a longer timescale as the greater collaboration and co-ordination of activity that is planned begins to bear fruit.

To users of public sector e-content resources:

- *A reduction in the technical, political, and administrative barriers which currently inhibit the use of public sector e-content;*
- *An increase in the use of public sector e-content from audiences who may not currently be actively engaged with the e-content currently on offer and ultimately a richer and more personalised searching environment;*
- *An increase in re-use and redeployment of e-content resources beyond the audience that they were originally intended for;*
- *More streamlined and easier access (through enhanced resource discovery) to users of public sector e-content resources irrespective of location.*

Benefits to the funders of public sector e-content activity

- *A more co-ordinated approach to the identification and funding of public sector e-content and greater interoperability between e-content and e-collections;*
- *Through sharing intelligence - an improvement of the quality of the outputs and quality of the e-content activities of the sponsoring organisations;*
- *An enhanced overview of the different e-content strategies across the public sector and including opportunities for co-operation and maximising value;*
- *Better market intelligence about the public sector e-content requirements of our users*
- *A stronger commitment to the Common Information Environment and to the co-ordination of further development of standards and interoperability;*
- *A clear sense of shared direction for the sponsors and the articulation of a set of coherent messages about public sector e-content provision;*
- *A common understanding and where possible a common approach to IPR, Licensing and Digital Rights Management in order to facilitate access, use and re-use of e-content by citizens;*
- *An identification of affordable solutions for the ongoing sustainability of the services which provide e-content to the citizen and an understanding of the potential for affordable solutions through economies of scale;*
- *A common understanding of the risks inherent in this area, in particular from e-content services outside the public sector which may offer both opportunities and threats.*

Funding of ca. £700,000 (US\$1,333,657.13) is available from 2007-09.
This will enable:

- *Developing relationships with core sponsors (strategies enabling engagement and participation with project given diversity of organisations and their interests);*
- *Recruiting staff to run the activity;*
- *Developing Documentation to support the activity;*
- *Working on key messages and marketing;*
- *Two aspects of work:*
 - *Operational and practical*
 - *Strategic: influencing and working with policy drivers at a strategic level*

strategic e-content alliance working group : JISC - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Upgrade IE7 Now! Highlight Save to My Web Y! Mail Answers Personals

Address http://www.jisc.ac.uk/aboutus/committees/working_groups/strategic_econtent_alliance.aspx Go Links

strategic e-content alliance working group

Summary

Committees: [JISC content services committee](#)

About strategic e-content alliance working group

The vision

The rapid growth and development of electronic content offers enormous and ever-growing possibilities for all citizens in the UK. But for this country to realize the full potential of the Web, and for each citizen to realize their own potential - in the workplace, in their places of learning, and in the home - the full range of online content needs to be made available to all, quickly, easily and in a form appropriate to individuals' needs.

Organisations in different sectors are making significant amounts of online content available to their respective communities - in health, education, museums, archives, research, public libraries, and so on. However, the barriers between sectors mean that not all this content is accessible to all who might need it or want it. Too much remains hidden amongst the low-quality information that clutters the web and behind technical, commercial and administrative barriers.

A number of key public sector bodies also recognise that parallel investment has taken place in the digital educational assets, infrastructure and services to support enhanced engagement with on-line resources for formal and informal learning. There is clearly a risk that without much greater common working our respective contributions in providing access to new digital resources will be limited to individual branded networks, and that users will not fully benefit from the central investment that has been made in these initiatives. Overcoming these barriers requires concerted action on the part of all organisations in the field.

[See a list of members](#)

Left Sidebar:

- core middleware advisory board
- digital libraries peer review
- digitisation
- e-infrastructure advisory board
- e-learning capital advisory board
- information environment
- intellectual property rights
- JISC e-framework
- JORUM steering group
- network development
- pals interoperability & metadata
- pedagogy steering group
- repositories & preservation
- scholarly communications

Taskbar: Start | strategic e-conte... | XE.com - Universal ... | Inbox - Microsoft O... | RE: SEA ppt - Mess... | Microsoft PowerPoi... | Internet | 22:06

■ Thank you for listening and any questions?

- Stuart Dempster
- Tel: (Office) 011-44-207-848-2564
- Tel: (Cell) 011-44-7971-928-288
- Email: s.dempster@jisc.ac.uk