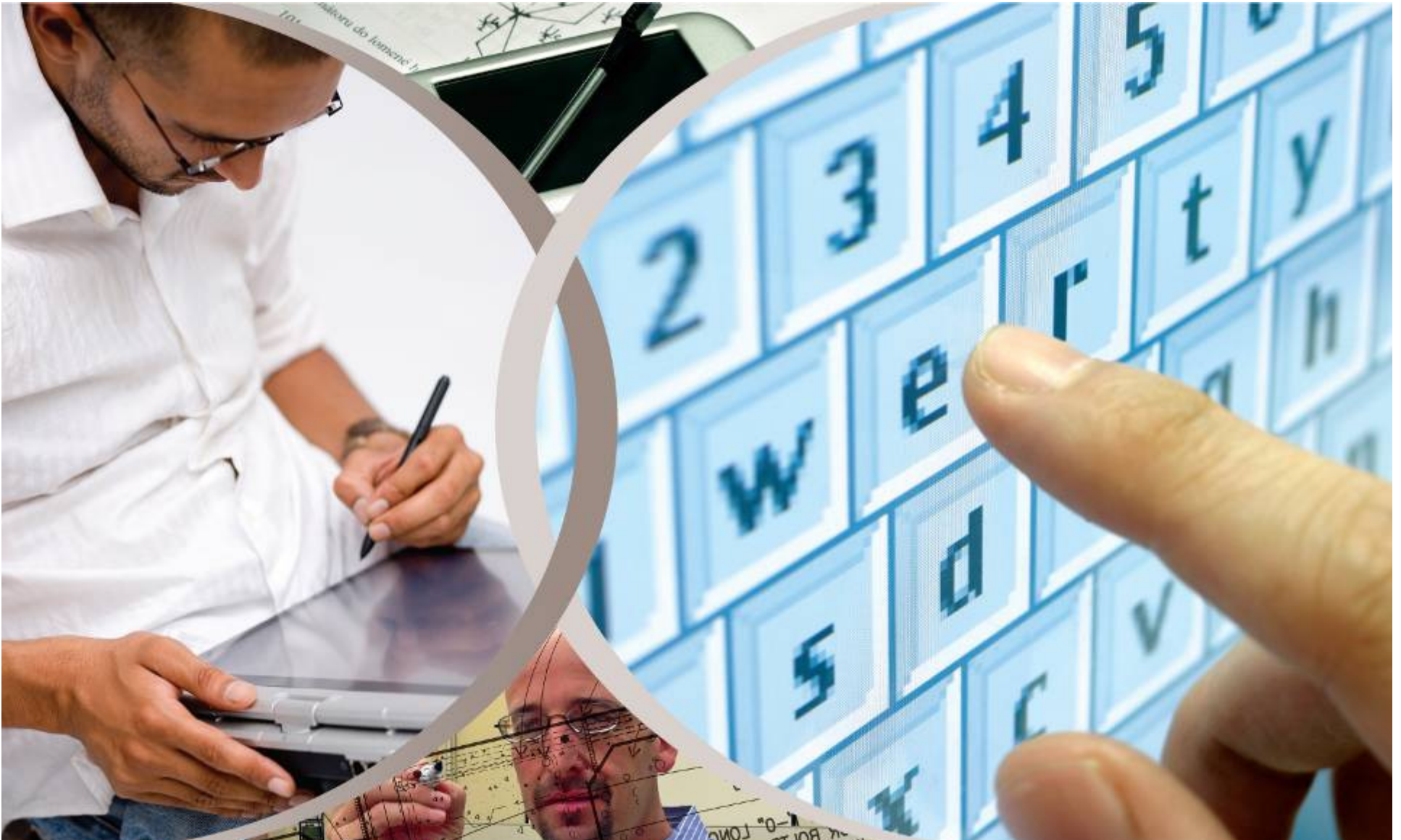


# The Strategic Content Alliance

Transformational Content in the Downturn  
Open Access to Knowledge....Athens, 16<sup>th</sup> December 2010



*If the UK is to realise the full potential of the web and every citizen to realise their own potential - in the workplace, in their places of learning and in the home - the full range of digital content needs to be made available to all, quickly, easily and in a form appropriate to the users' needs.*



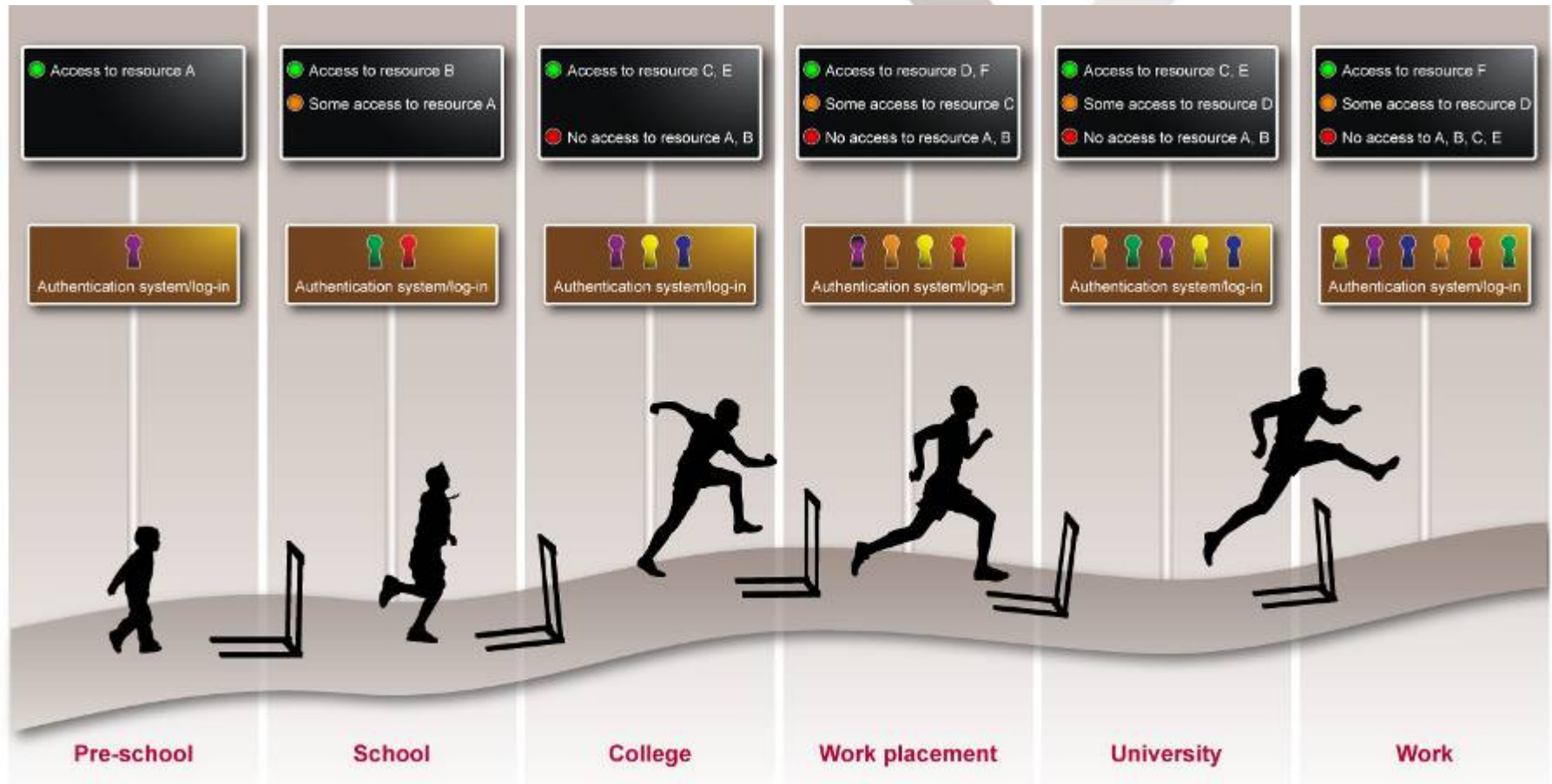
The screenshot shows a Google Maps page in a Windows Internet Explorer browser. The browser's address bar contains the URL <http://maps.google.co.uk/maps?hl=en&tab=wl>. The search bar is empty. The page title is "Google Maps - Windows Internet Explorer".

The main content area displays a map of the United Kingdom with several red location pins. The left sidebar is titled "My Maps" and shows a map created by "stuartsw4@googlemail.com". The map is titled "The Strategic Content Alliance" and is public. It lists the following sponsors:

- Strategic Content Alliance Head Office**: The Strategic Content Alliance is a partnership between...
- SCA Sponsor: British Library**: The British Library is one of the SCA sponsors.
- SCA Sponsor: BBC**: The BBC is one of the SCA sponsors.
- SCA Sponsor: Hecta**: Hecta is one of the SCA sponsors.
- SCA Sponsor: EPSRC**: EPSRC is one of the SCA sponsors.
- SCA Sponsor: MIA**: The Museums, Libraries and Archives Council is one of the SCA sponsors.
- SCA Sponsor: NHS NIH**: The NHS National Library for Health is one of the SCA sponsors.
- SCA Affiliate**: (Location pin)

The map shows various cities across the UK, including London, Birmingham, Manchester, and Edinburgh. The browser's taskbar at the bottom shows several open applications, including "start", "Inbox - M...", "Windows Me...", "SCA PPT 1C...", "Conf. Frame...", "Start-D", "IP'R: Inform...", and "Google Maps...".





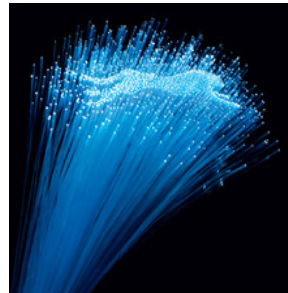
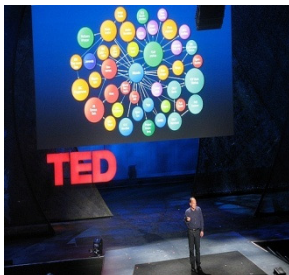
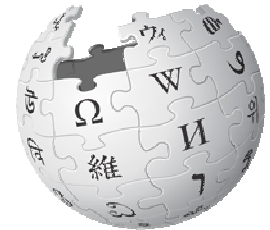
The Strategic Content Alliance works on behalf of the public sector to reduce the barriers that currently inhibit access, use and re-use of digital content and to build a common information environment where users of publicly funded content can gain best value from the investment that has been made.

We concentrate on three “big issues” affecting the above:

- Digital Policy and Strategy
- Digital Skills Development
- Digital Content Innovation



# Collaboration...convergence..proliferation...





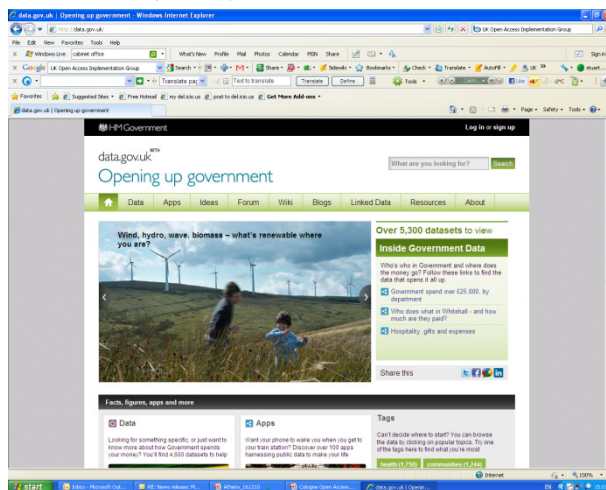
- **Open knowledge is any kind of information – sonnets to statistics, genes to geodata – that can be freely used, reused, and redistributed.**  
(Open Knowledge Foundation)
- Open Access to Research
- Open Public Data
- Open Access to Education

## Progress in Policy

- All seven Research Councils mandate OA, as does Wellcome Trust (our newest member)
- As do several UK Government departments (e.g. Health)
- A small but growing number of UK universities mandate OA (6)
- UK Open Access Implementation Group  
<http://www.jisc.ac.uk/news/stories/2010/10/open-access.aspx>
- UK Govt establishes Cabinet Office Transformational Board to “open up” govt data
- UK Govt implements new “open govt” licence to PSI
- UK Govt reviews IP in the digital age
- EU “wind of change” on the “open” agenda



<http://www.cabinetoffice.gov.uk/content/public-sector-transparency-board-whos-who>



<http://data.gov.uk/>

## Progress in Provision

### •Repositories

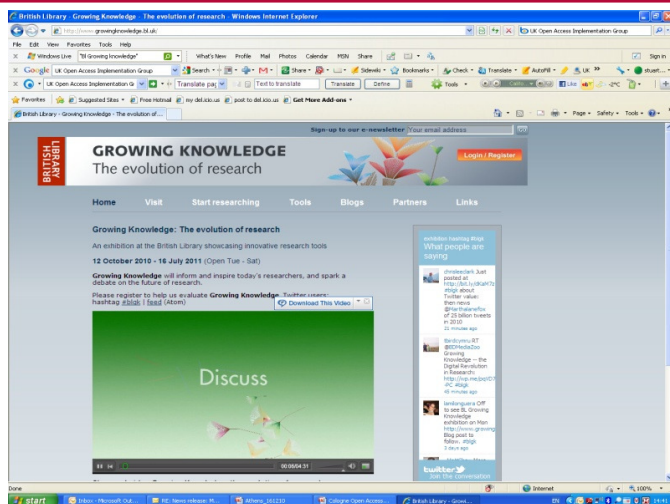
- JISC investment since 2002, direct support since 2006 for ~100 repositories
- UK has 169 repositories; 121 of which are 'institutional'
- Funder repositories (UK PubMedCentral, several Research Councils)
- JISC Repositories Support Project, UK Council of Research Repositories
- Increasingly seen as core research information management tools (REF, etc)

### •OA Journals

- Seed funding for several OA journals
- Investigating the role for JISC Collections in managing payments

### •Open Access Implementation Group

–Chair Professor Martin Hall, VC University of Salford

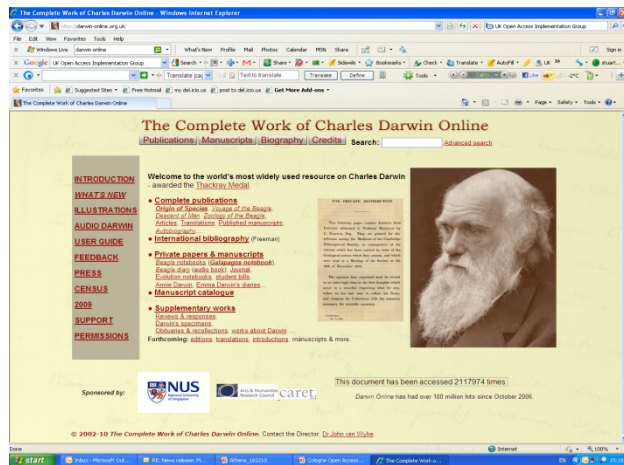


<http://www.growingknowledge.bl.uk/>

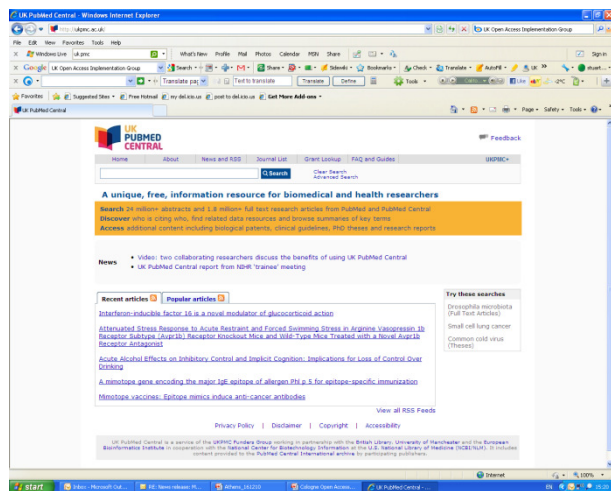


<http://openaccess.jisc.ac.uk/>

# Some staggering Open Access Research successes...



<http://darwin-online.org.uk/>



<http://ukpmc.ac.uk/>

• **Darwin Online:** over 100m page impressions since 2006

• **UK PMC:** Taking a single (and not particularly highly cited) journal such as the British Journal of General Practice we see that in the 12 months ending 31 March 2009, some 715 011 full text articles were downloaded from PubMed Central. Since there were 15 009 articles at the mid-point of this year (progressively increasing), the average article was being downloaded 47.6 times. Put another way, journal articles are being downloaded at the rate of 1,959 a day.

By March 2009, this Journal was receiving 81.6 downloads per hour, from 149 different countries/territories. In 2008/2009 someone, somewhere in the world, downloaded an article from this Journal at the rate of one every 44.1 seconds, day and night.

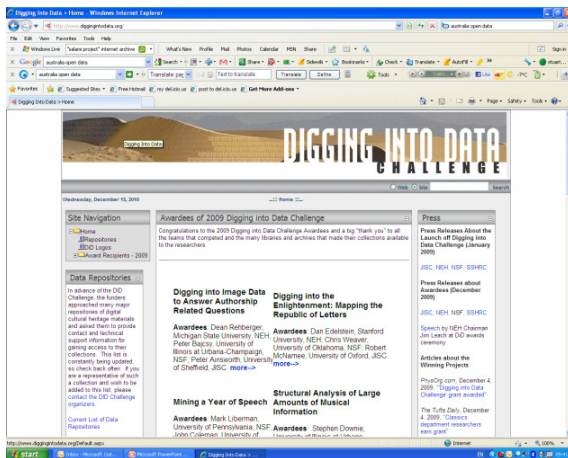


# ...Open Access Research...new opportunities

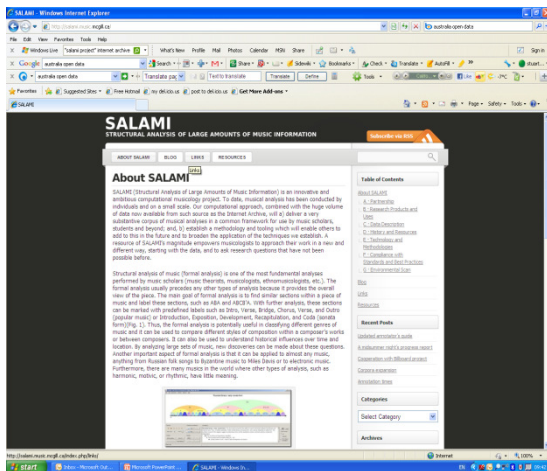
Joint funding by UK, US and Canadian funders permits trans-Atlantic research collaboration into “open archives” – generating new knowledge and understanding.

One example, the Salami project which is a structural analysis of music (ca. 350k items) at the Internet Archives using computational analysis and techniques.

The Alliance is coordinating joint submissions to the UK Govt and EU on a range of IP related issues. We encourage and facilitate funders and grant recipients to “open up” content to research. We seed fund tactical investments to help inform wider strategic issues ranging from licencing to business models.



<http://www.diggingintodata.org/>



<http://salami.music.mcgill.ca/>

2008 JISC study\* outlined the following potentially measurable benefits of more open research data:

- Cross sector collaboration
- Data-led education
- Data re-use, avoiding costs of duplication, avoiding survey fatigue, data mining
- Fuller record of science, better detection of fraud and plagiarism
- Better alignment of research evaluation with actual research practice and outputs
- Improved visibility of researchers, funders and research institutions
- Underpinning new industries, e.g. in geo-spatial
- Emergence of new opportunities for service companies, adding value for data storage and access

\* Fry, J and Lockyer, S and Oppenheim, C and Houghton, J and Rasmussen, B (2009) Identifying benefits arising for the curation and open sharing of research data produced by UK Higher Education and research institutes <http://ie-repository.jisc.ac.uk/279/>

JISC-RIN study\* with the National Environment Research Council in the UK:

- Motivations:
  - altruism
  - encouragement from peers
  - hope of opening up opportunities for collaboration
- But major disincentive:
  - lack of explicit career rewards, and in particular the perceived failure of research evaluation and funding regimes explicitly to recognise and reward the creating and sharing of datasets

Many researchers wish to retain exclusive use of the data they have created until they have extracted all the publication value they can. Also:

- Lack of time and resources
- Lack of experience
- Legal and ethical constraints
- Lack of an appropriate archive service
- Fear of exploitation or inappropriate use of the data

\* Swan, A and Brown, S (2008) To share or not to share: Publication and Quality Assurance of Research Data Outputs. <http://eprints.ecs.soton.ac.uk/16742/>

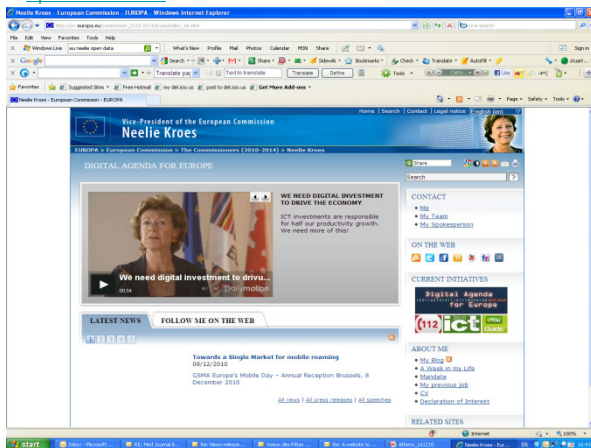
- Clear guidance on what data should be curated, and which data should be open
- Integration of discipline and institutional repositories
- Improved links to OA resources and other “finding” tools
- Promote strategic debate among funders, researchers and institutional management with aim to:
  - Determine appropriate policies
  - Provide Infrastructure
  - Manage resources and identify sustainability
- Significant potential for FP8 initiatives and joint projects globally.



- On Dec 14<sup>th</sup> the JISC Executive Secretary, Dr Malcolm Read OBE called more strategic debate on Open Access among funders, researchers and institutional managers
- *“We want to encourage institutions to exploit the measurable benefits of open data. But to do that we need to look again at the benefits institutions pass on to the researcher, and make sure that research staff are involved in the strategic decision making - with associated career rewards for those who choose to make their work more openly available. JISC is working with funders and institutions to ensure that the academic and economic impacts of open data and publishing can be fully felt.”* <http://www.jisc.org.uk/news/stories/2010/12/debate.aspx>



<http://www.number10.gov.uk/news/statements-and-articles/2010/05/letter-to-government-departments-on-opening-up-data-51204>



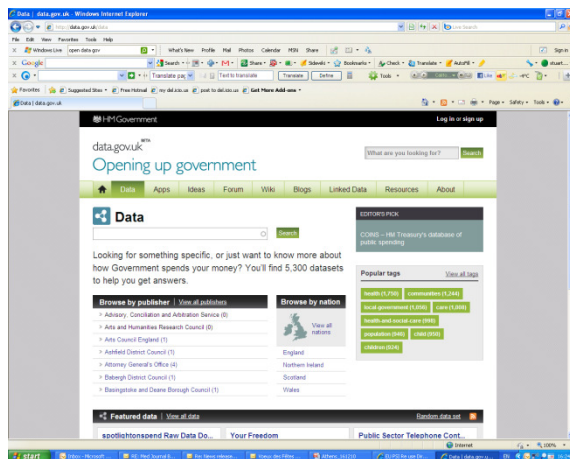
[http://ec.europa.eu/commission\\_2010-2014/kroes/index\\_en.htm](http://ec.europa.eu/commission_2010-2014/kroes/index_en.htm)

UK Govt is driving an “open agenda” as it see potential economic, educations and social benefits.

EU Commissioner Neelie Kroes recent actions and statements see a “wind of digital change” blowing through the Commission.



<http://www.cabinetoffice.gov.uk/news/government-welcomes-proposals-digital-public-services>



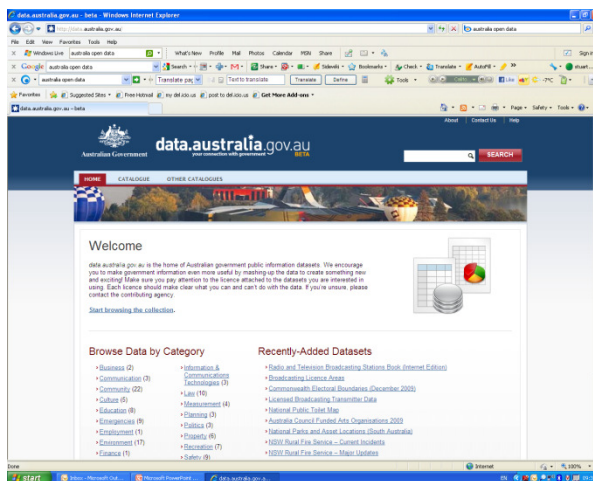
<http://data.gov.uk/data>

“Digital by default” is recommended by the UK Govt Digital Champion, Martha Lane-Fox. UK Govt gives positive, if qualified response.

The UK Government is releasing public data to help people understand how government works and how policies are made. Some of this data is already available, but [data.gov.uk](http://data.gov.uk) brings it together in one searchable website. Making this data easily available means it will be easier for people to make decisions and suggestions about government policies based on detailed information



<http://www.data.gov/>



<http://data.australia.gov.au/>

From Arizona to Australia we see examples of Govt data being “open up” to permit new forms of transparent analysis, knowledge and understanding. And potentially oversight by the citizen of government more broadly. Mindsets are changing within govt akin to the FOI change and Wiki-leaks “scare”.





<http://www.guardian.co.uk/media/2010/nov/01/tony-ageh-interview-bbc-archive>



<http://www.bbc.co.uk/northernireland/>

The Digital Public Space proposal is still being developed with organisations including the British Film Institute and the British Library. Essentially it would be a new layer of the internet in which institutions would make publicly owned content available, free, for non-commercial public use. That content could be used elsewhere for commercial projects – but at a cost.

To help achieve the Digital Public Space vision a series of technical trials are underway to test and evaluate the methodologies top “open up” the BBC Archive .

Made possible by JISC

Digitising the nation's heritage creates truly transformational content. Building a national collection of rich and accessible resources stimulates innovation, inspires creativity and helps develop new skills. It benefits not only teaching, learning and research but also the UK's economy, society and international reputation. There has never been a better time or more compelling reasons to bring the UK's heritage collections out of the dark and into the digital future.

**Transformational content...**

**...for teaching & research**

**Freeze Frame: historic polar images 1845-1982**  
 The photographic collections held by the Scott Polar Research Institute are among the richest in the world for the study of polar environments. Previously hidden, they are now available online to everyone, pole to pole, from climate researchers to schoolchildren.

[Click here to view the video](#)

Find out more about the JISC Digitisation Programme by visiting the programme website: [www.jisc.ac.uk/digitisation](http://www.jisc.ac.uk/digitisation)

Building a national collection of compelling rich and accessible content as the foundation for excellence in research, learning and teaching: [www.jisc-content.ac.uk](http://www.jisc-content.ac.uk)





The banner features the text 'JISC content' in large, bold letters. Below it are four navigation buttons: 'Home', 'Find a collection', 'Explore themes', and 'Inspire me'. The background is a collage of images: a woman in a headscarf looking at a gramophone, a man in a military uniform, and a man in a lab coat using a microscope. The collage is overlaid with colorful geometric shapes.

## An introduction to our digital collections and archives

For academics, students, researchers and librarians

Since 2003 JISC and JISC Collections have been investing in digitised content across all subject areas. This website provides an introduction to these digital collections to help academics, students, researchers and librarians understand the wealth of resources available to them. Many of the collections provide access to archive materials which are too fragile in their original format to be used so widely, or they bring together materials which are scattered throughout the world.



A photograph of a large, white, classical-style university building with a central portico and columns, set against a blue sky with clouds. A paved walkway leads towards the building.

<http://www.jisc-content.ac.uk/>

The screenshot shows the Higher Education Academy website for Medicine, Dentistry and Veterinary Medicine. The navigation menu includes HOME, NEWS, RESOURCES, EVENTS, FUNDING, OUR WORK, and ABOUT. The main heading is "OER phase 1: OER case studies".

The text on the page reads: "The cost/effort of making educational resources available from each part of the [readiness scale](#) (institutional, in transit and open) were investigated and documented as case studies as part of the Resource Upload workpackage of OER (OER Phase I)."

It continues: "The three key processes of developing institutional policies, use of the toolkits and documentation of the case studies was initially iterative, in that we needed to test the toolkits and the case study template against the need for policy development. The early case studies were used to refine all three processes."

Example case studies will be added to this page as they become available.

**Recently uploaded**

- [Confidence intervals](#) [repository usability]
- [Psychiatry teaching resource](#) [NHS clinician, honorary contract, branding, existing OER]
- [Cardiovascular system](#) [non-patient consent, role players, institutional policy]
- [Clinical examination](#) [patient consent, standard forms, IPR, contractual]

Each item has icons for PDF, globe, and document.

On the right, there is a photo of two cats being examined by a person. Below it is a URL: <http://imagedb.vetmed.wsu.edu/> with permission.

- Background (phase 1)
- OER toolkits (and disclaimer)
- Categorisation
- Dissemination
- Value statement
- Case studies

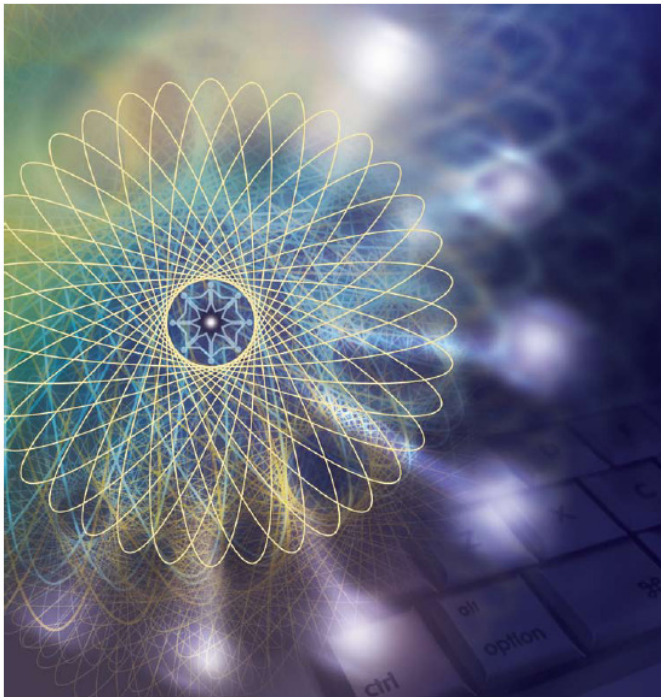
<http://www.jisc.ac.uk/oer>



JISC

Effective Practice in a Digital Age

A guide to technology-enhanced learning

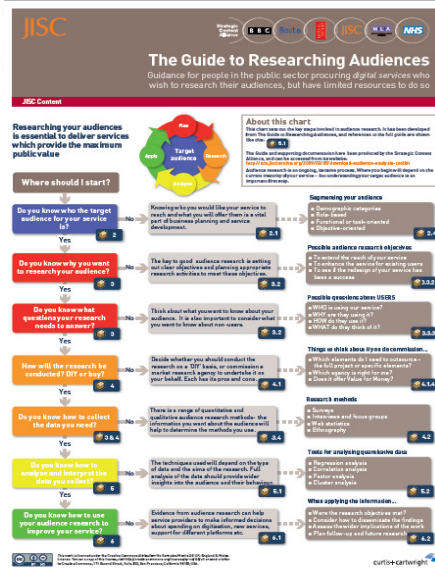
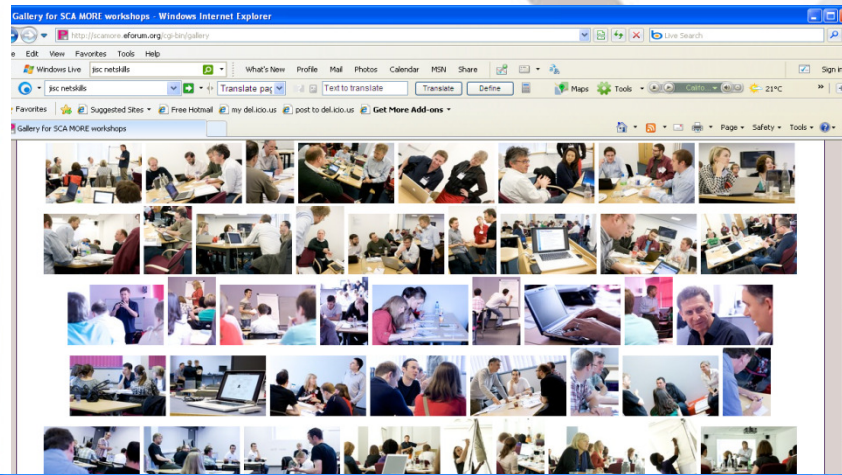
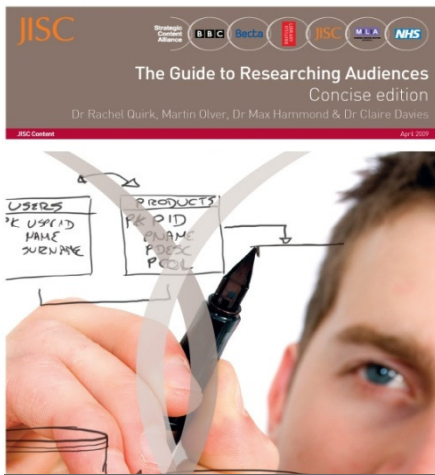


## ***Effective Practice series***

**[www.jisc.ac.uk/publications](http://www.jisc.ac.uk/publications)**

- Effective Assessment in a Digital Age
- Effective Practice in a Digital Age
- Effective Practice with e-Portfolios
- In Their Own Words – Exploring the learners' perspective on e-learning
- Designing Spaces for Effective Learning
- Innovative Practice with e-Learning

# Tactical Tools to Support the Strategy of "openness"





**“It is amazing what you can accomplish if you do not care who gets the credit” President Harry S. Truman**

## Alliance... "Top Ten" Tips... or how to jump start your collaboration

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- Clarity...what is your essential value proposition
- Consensus...who is doing what, when and how in a “contract”
- Conviction...(not criminal) are all parties “on the same page”
- Competencies...equitable assignment of professional skills
- Copyright...content is cleared and licence agreements ready
- Communication...say it once, twice, three times and keep saying it
- Capacity...assign time, resources and effort
- Credibility...the best collaborations are built on trust
- Costs...minimise operating costs and overheads
- Create Metrics...what does success look like and “are we there yet”
- And finally, have realistic goals and smart governance systems





# Where you can find more information

The screenshot shows the SCA Blog website in a Windows Internet Explorer browser. The page features a header with the SCA logo and tagline. Below the header, there are navigation links for 'About Strategic Content Alliance', 'Sponsors', 'Archives', 'Events', 'Join us', and 'All publications'. The main content area includes a featured article titled 'Tell us what you think of our toolkits' with a sub-headline 'Published by Michelle Peall on June 11, 2009 in publications, sustainability, ipr, audience and business models'. There is also a section for 'In From The Cold: major 'orphan works' report published' with a sub-headline 'Access to over 50 million items held in trust by publicly funded agencies such as libraries, museums, archives and universities are being prevented from...'. The page also includes a 'Subscribe to our RSS feed' section and a search bar.

<http://sca.jiscinvolve.org/>

The screenshot shows the Strategic Content Alliance website in a Windows Internet Explorer browser. The page features a header with the JISC logo and navigation links for 'Home', 'About us', 'What We Do', 'Funding', 'Publications', 'News', 'Events', and 'Contact us'. The main content area includes a section titled 'Strategic Content Alliance' with a sub-headline 'The aim of the Strategic Content Alliance (SCA) is to build a common information environment where users of publicly funded e-content can gain best value from the investment that has been made by reducing the barriers that currently inhibit access, use and re-use of online content.' There is also a section for 'SCA Blog - News, events, newsletters' with a sub-headline 'Tell us what you think of our toolkits'. The page also includes a search bar and a list of links.

<http://www.jisc.ac.uk/contentalliance>

# Thank you for listening and questions....



s.dempster@jisc.ac.uk

*'We can all benefit from this rich compilation and I look forward to continuing collaboration on practical and policy matters of national and international importance.'*

**Dame Lynne Brindley, Chief Executive, British Library**