

The Strategic e-Content Alliance



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- In 2005, JISC and the Consortium of University Research Libraries (CURL) commissioned the Loughborough Digitisation Study
The three main recommendations from that study were:
 - *Establish a UK framework for digitisation*
 - *Co-ordinate existing services*
 - *Investigate users needs*



Aim: *To develop a common framework of principles and good practices for e-content activities across the domains of life long learning and teaching, research, health and cultural heritage.*

■ Main features of the work:

- Collaboration (Life Long learning, Education, Research, Health, Cultural Heritage)
- Policy and good practice recommendations
- Economies of scale
- More integration and best value for public content
- Registers of digital collections
- Better coordination

Who's in the Alliance? - What's the Vision?

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.

□ Who's in the Alliance?

- JISC
- The BBC
- The NHS
- The British Library
- Museums and Libraries Archive Council
- e-Science Core programme
- Becta

- *Co-ordinated approach to the identification of public sector e-content
Collaboration for improved quality of the outputs*
- *An overview of the different e-content strategies*
- *Better market intelligence about the public sector e-content requirements
of our users*
- *A stronger commitment to the development of standards and
interoperability*
- *Shared direction and coherent messages about public sector e-content
provision*
- *A common approach to IPR, Licensing and Digital Rights Management in
order to facilitate access, use and re-use of e-content by citizens*
- *Identification of affordable solutions for the ongoing sustainability*
- *A common understanding of the risks*

- *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*

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;*

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](#)

Thank you for listening

For more information about the Strategic e-Content Alliance:

[www.jisc.ac.uk/whatwedo/themes/eresources/
sea.aspx](http://www.jisc.ac.uk/whatwedo/themes/eresources/sea.aspx)