

JISC



JISC Conference 2008: Enabling Innovation

15 April 2008, ICC Birmingham, UK

## Course Advertising and Admissions: the emerging XCRI standard and friends

13.30 – 14.30

Hall 10a

Chair | Paul

Speakers | Mark, Alan, Scott, Ben

Agenda | history, progress, implementation, benefits, lessons

[xcri.org](http://xcri.org)

E-Admin ... not sexy ...

But JISC-CETIS Ent SIG cares...

It cared enough to spin off  
a project to tackle  
a shared problem ...

The lack of a standard for  
course information.

And the project was called  
**eXchanging Course-Related  
Information**



- National agenda of ‘informed choice’ about learning opportunities but
- feeling that education lags behind other sectors in making its ‘products’ easy to discover and compare.
- Standards exist for exchanging information about people, groups and membership but
- no standard way to exchange information about courses.
- Institutions developing ways to populate their prospectus from definitive data but
- resorting to primitive data entry to populate aggregator sites, regional portals, area prospectuses...
- Genuine interest from the community in a standard for exchanging course info that facilitates joined-up thinking.

Q1 2005	JISC fund XCRI “Reference Model” project devised by Ent SIG + UCAS
Q2 2005	Existing standards reviewed (Norway’s closest but not quite there for UK)
Q3 2005	UK prospectus websites reviewed (161) + case studies + site visits
Q4 2005	R1.0 XCRI schema developed through prototyping & critique
Q1 2006	Schema tested with Plymouth-UCAS, Oxford, Reid Kerr, L’pool LMX
Q2 2006	XCRI > PDF course brochures & REST xpath XCRI curriculum search
Q3 2006	Existing deployments reviewed & optimised XCRI CAP 1.0 released
Q4 2006	JISC fund XCRI CAP 1.0 trials, demo aggregator & xcri.org support
Q1 2007	XCRI ‘invited’ to brief DfES and Becta
Q2 2007	CAP pilot with London 14-19 > XCRI ‘preferred approach’ in LSC vision
Q3 2007	Bolton, OU, Oxford, MMU & Staffs CAP feeds read by demo aggregator
Q4 2007	CEN WS-LT & vendor meetings for European MLO harmonization begin
Q1 2008	JISC funds CAP 1.1 trials + talks open with Becta about regional 14-19

XCRI HE | XCRI 14-19 | XCRI EU harmonization

## Catalog

@generated

### Provider

identifier\*, title\*, subject\*, description\*, relation\*, url, image, address

### Course

identifier\*, title\*, subject\*, description\*, relation\*, url, image, qualification\*, credit\*

### Presentation

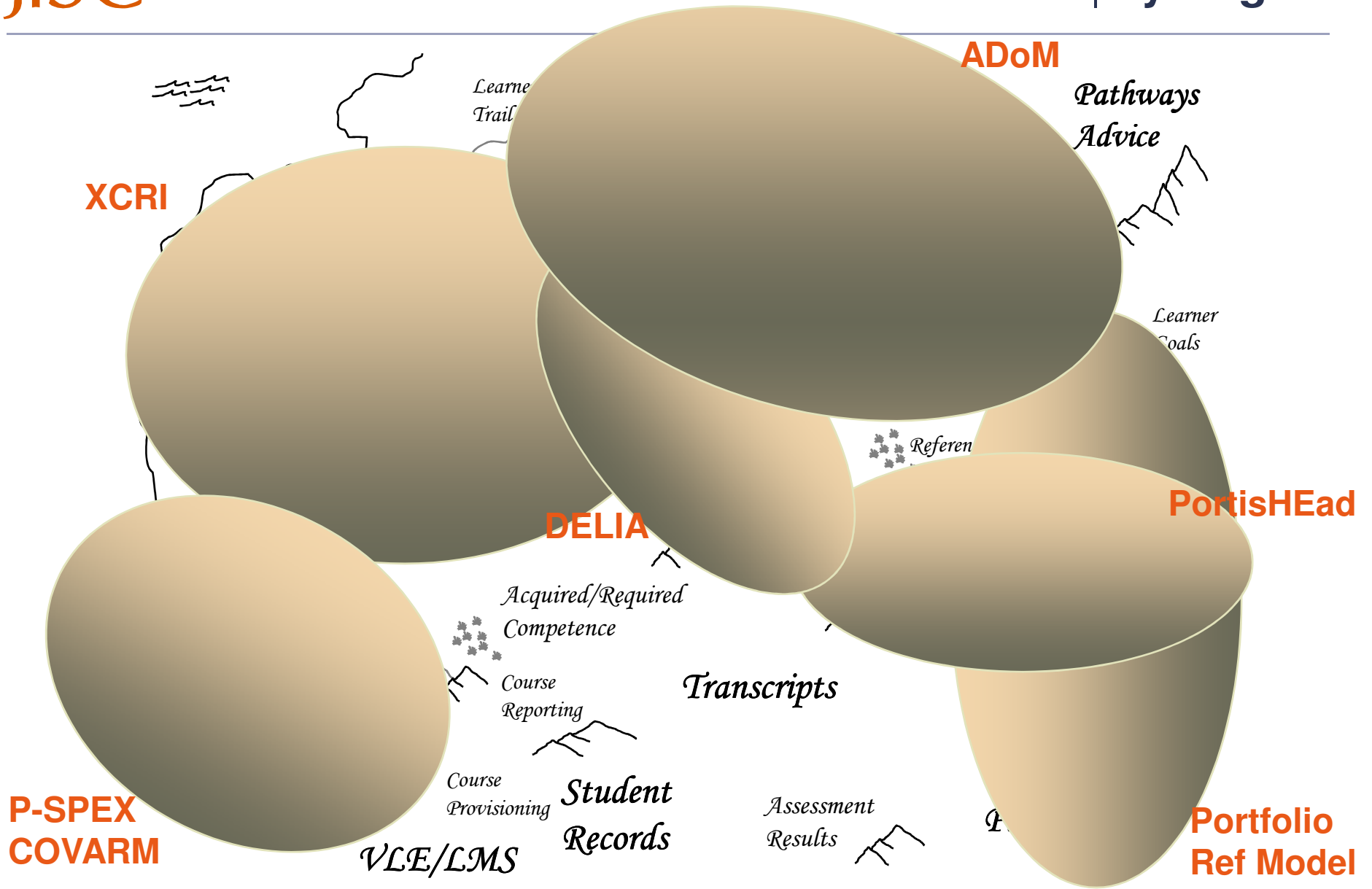
identifier\*, title\*, subject\*, description\*, relation\*, url, image, start, end, duration, studyMode, attendanceMode, attendancePattern, languageOfInstruction, languageOfAssessment, placesAvailable, cost, enquireTo, applyFrom, applyUntil, applyTo, entryProfile\*, entryRequirements\*, venue\*

Plugin  
description  
refinement  
vocab

Plugin  
studyMode  
refinement  
vocab

### Customization

Plugin  
...?  
refinement  
vocab



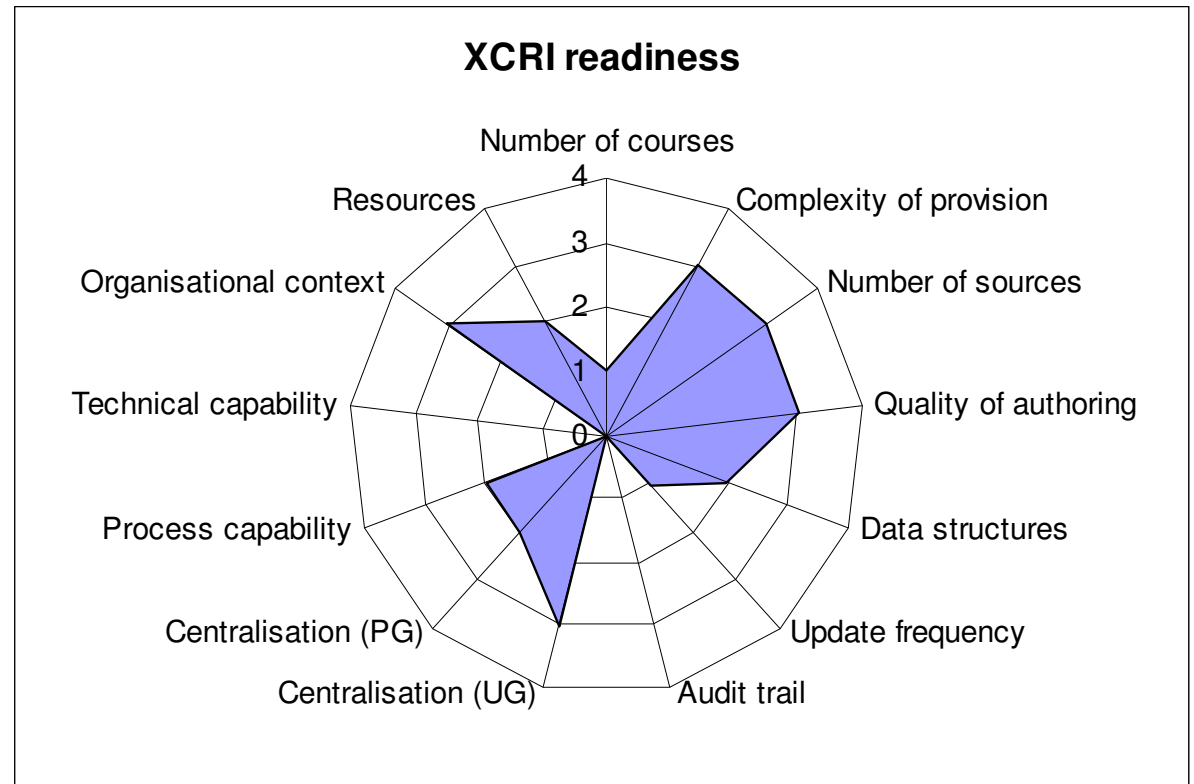
- COVARM / P-SPEX
  - Course validation, modification, programme spec versioning & composition
- Portfolio Reference Model
  - Design patterns for portfolio applications
- ADoM
  - Admissions Domain Map: how does + could it work, validated by practitioners
- DELIA
  - Demonstrating Enhanced Learner Information for Admissions: prototypes for structured entry profiles prompting structured personal statements & more
- PortisHEad
  - e-Portfolios in successful HE admissions: prototyping with PebblePAD & UCAS

■ xcri.org

- Specifications and guidance - Creative Commons license
- Aggregator – “does my data look good in this?”
- Calls for mini projects
- Developer forum

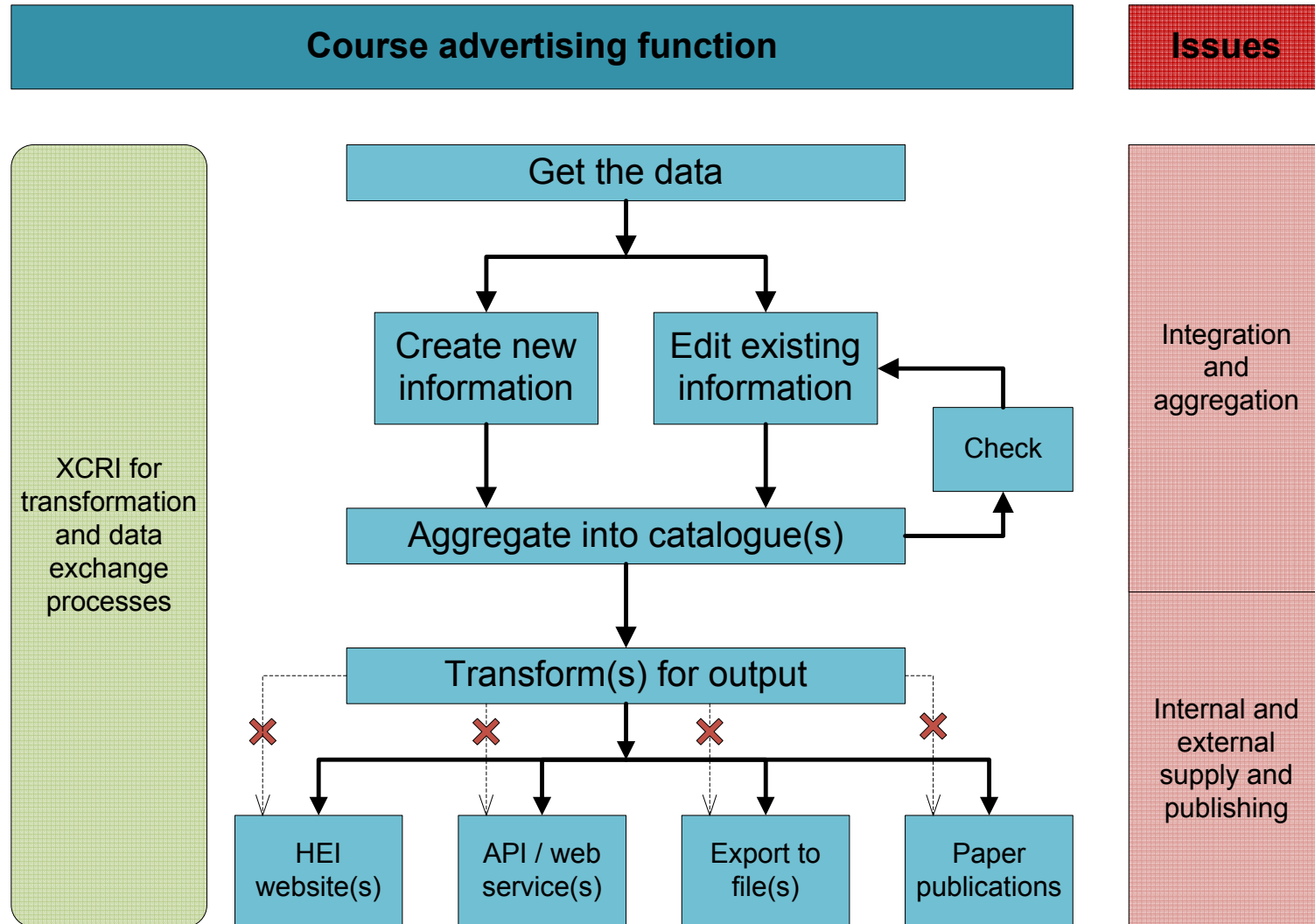
■ XIM

- “XCRI Readiness” check with top tips
- Implementation Model
- Coming soon...



<b><i>Problem</i></b>	<b><i>Solutions???</i></b>
How do we integrate existing systems? How do we integrate WITH existing systems?	Focus on business needs not technical perfection. Use common IDs and structures. Always plan for data re-use. Use technologies in line with your developing culture.
The institution is re-organising the department, its courses, everything!	Use small scale projects for incremental gains; plan for delays.
Resources?!	Identify key stakeholders in your institution and get their buy-in.
How do we get (and keep) stakeholder engagement?	Establish regular, high quality communications; find champions and use them! Deliver 'quick wins' to promote the cause.
We have an annual cycle and refresh all the data. How do we do updates?	Review content management processes – XIM will have suggestions in the future!
We have other projects that cut across course advertising information!	Eliminate or reduce inter-project dependencies; actively manage risks.

NB: XIM work in progress...



- Committed to joined-up thinking
- Partnering with key agencies: UCAS, Becta, Graduate Prospects, LSC, DCSF/DIUS ISB ...
- Keeping it simple and testing thoroughly with real data
- Building capacity: funding mini projects
- Going beyond tech support to organizational readiness: XIM
- Keen for more institution, agency, vendor engagement
- Aware of role in delivering Bologna, Burgess, Leitch, 14-19..
  
- Go to **<http://www.xcri.org>** to discover more.

- Thank-you for listening
- Questions?
- Opportunities for further discussion..
  - [Drawing lessons from the XCRI approach?](#)
  - [Discussing the map?](#)
  - [More about XCRI implementation and XIM?](#)
  - You choose?
  
- Go to **<http://www.xcri.org>** to find out more

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Joint Information Systems Committee

Supporting education and research

- XCRI...
  - went for low hanging fruit: course advertising = inherently public data
  - sought out & engaged key experts & practitioners
  - discovered huge inefficiencies arising from embedded work-arounds
  - promoted & celebrated its “shared response to a shared problem”
  - evolved by keeping it real – real data, real people, real processes
  - is increasingly seeking out policy makers, senior managers & vendors to support sector process re-engineering
- We are “***learning to network and networking to learn***”
- And now...
  - it feels less like a JISC project & more like a start-up business trying to get a product across Moore’s chasm!

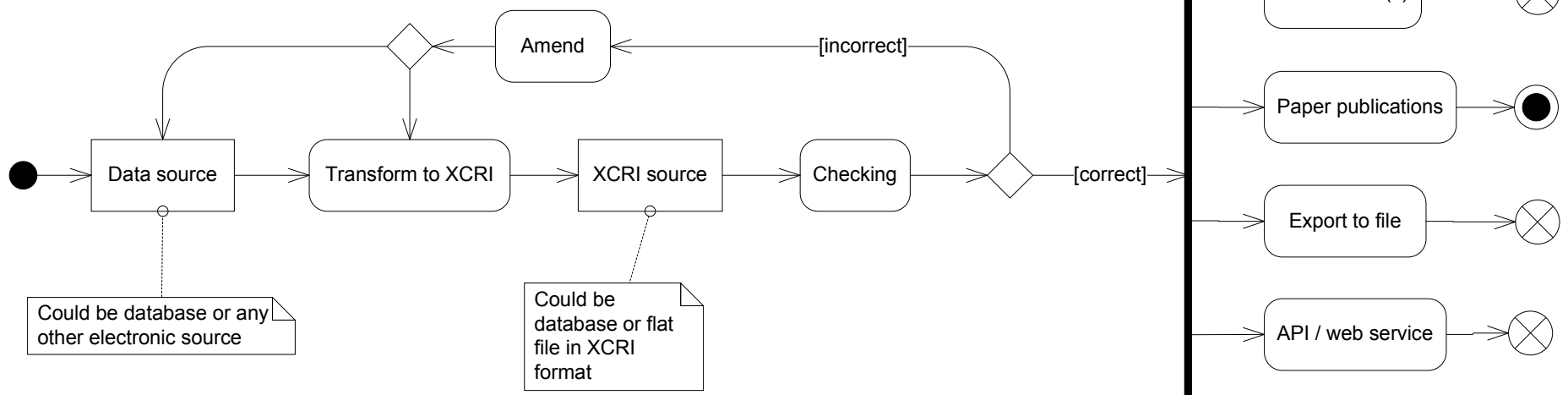
ID	Attribute		Start	0	1	2	3	4	End
1	Number of courses	1	Very large		Y				Very small
2	Complexity of provision	3	Highly varied				Y		Simple
3	Number of sources	3	Multiple				Y		Single
4	Quality of authoring	3	Poor				Y		Excellent
5	Data structures	2	Poorly defined			Y			Well defined
6	Update frequency	1	Less than once/year		Y				Continuous
7	Audit trail	0	None	Y					Detailed
9a	Centralisation (UG)	3	Mostly decentralised				Y		Complete
9b	Centralisation (PG)	2	Mostly decentralised			Y			Complete
10	Process capability	2	Ad hoc			Y			Well defined
11	Technical capability	0	Low	Y					High
12	Organisational context	3	Hostile				Y		Benign
13	Resources	2	Minimal			Y			Plenty

Key to scale:

0 = Least favourable circumstance

4 = Perfect!

- Simple Single Stream



- Multiple Source Aggregation
- Integrated Content Management System
- Feedback from 3<sup>rd</sup> Part Data Collector
- Agency or Outsourcing
- Others...?