

# Strategic Overview and Aims

Professor David Baker  
JISC Deputy Chair

- Range of people, experience, knowledge and expertise in the room
- Frank and open debate
- Tough times: ‘now we really mean it’
- Create a roadmap – new programme of work – funded activities
- ‘One should never waste a crisis’ (Greg Jackson, 2010)

- **Differentiated**
- **Segmented**
- **Tiered**
- **Globalised**
- **Personalised**
- **Competitive**
- **Collaborative**

- **What does sustainability mean? (economic, *editorial*, *technical*?)**
- **What are the larger eco-systems that we need to understand?**
- **How do we ensure community/user/customer engagement?**
- **How do we best avoid duplication of effort?**
- **How do we enable creative and flexible cost management?**
- **How open is open?**

- **Roles and responsibilities**
- **Skills sets**
- **Importance of leaders and leadership**
- **Active management and monitoring**
- **Anticipation: taking action early**
- **Sustainability requires selectivity**

- **Helping people and organisations to help themselves**
- **Demonstrating VfM and providing economy of scale**
- **Offering finer-grained services**
- **Being prepared for different business models**
- **Being innovative**
- **Being indispensable – doing what no-one else can do!**

One to many: many to one

# The JISC and RLUK Resource Discovery Taskforce Vision

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## A Collaborative Effort



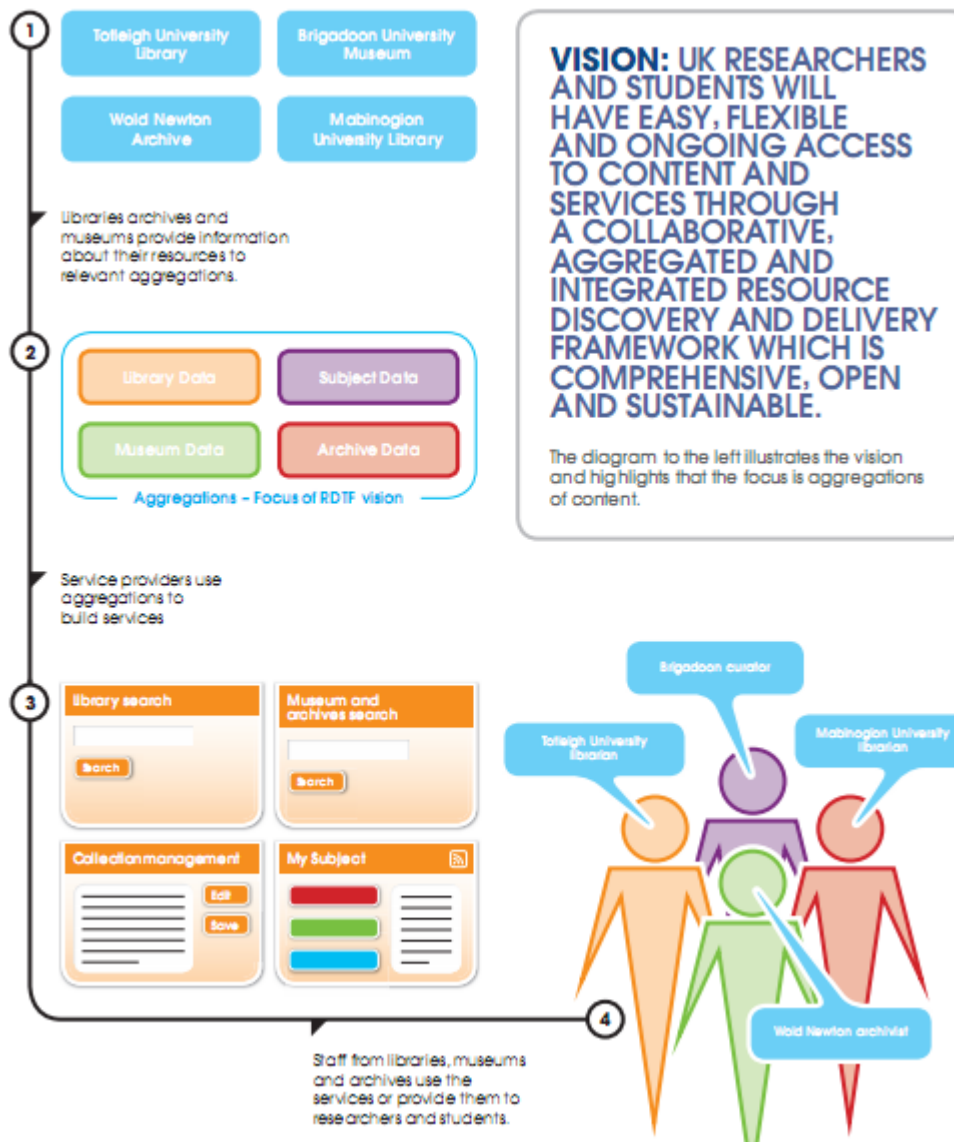
Full list of members at: <http://rdtf.jiscinvolve.org/scope-and-terms-of-reference/>

- **Define the requirements for the provision of a shared UK resource discovery infrastructure for libraries, archives, museums and related resources to support education and research**
- **Focus on metadata that can assist in access to resources, with special reference to serials, books, archives/special collections, museum collections**

- **To enable UK HE to implement a fit for purpose infrastructure to underpin the consumption of resources held by libraries, museums and archives for the purpose of research and learning**
- **To address the key challenge of providing end users with flexible and tailored resource discovery and delivery services that suit their needs**
- **To help to provide institutions with services that help them reduce duplication of effort and increase efficiency and effectiveness**

- **Network level** -leveraging scale.
- **Integrated into the Web** and future global communication structures.
- **Interoperable and flexible** integrated into local, national and global provision.
- **Reduce duplication** of effort and be **sustainable**
- **Robust and scalable.**
- **Capable** of supporting a **comprehensive** (format) **inclusive** (content) coverage.
- Coherent, “**compelling**”, **useable.**
- **Simple to adopt** (shouldn't confuse with applications)
- **Meet the requirements** of key user groups.
- Innovative and **open to change and adaptation.**
- **Achievable.**

- **UK students and researchers will have easy, flexible access to content and services through a collaborative, aggregated and integrated resource discovery and delivery framework which is comprehensive, open and sustainable**



## A Future State of the Art by 2012

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- **Integrated and seamless access to the rich resource collections held in libraries, museums and archives in UK HEIs**
- **Creation of a thorough and open aggregated layer - designed to work with all major search engines - of data about the resource collections**
- **Provision of a diverse range of innovative and personalised resource discovery services to students, teachers and researchers**
- **Avoidance of duplication of effort and increased efficiency**
- **Existing resource discovery services encouraged to develop and innovate**
- **Data will be available to commercial organisations to develop services as well**
- **Data and functionality will need to be diffused to other software and websites that are used by students, teachers and researchers**

## REPORT BACK

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- Library management systems, etc.
- What about OU etc?
- VLE, CRM
- Web analytics
- Specific data/metrics – eg ‘attendance’
- Academic progress/course calendars
- Improve business data – not for collecting’s sake
- Improving coursework
- Need to prove we can be trusted
- Externally held data to be pulled in? implications? Can and should we get it
- UCAS data? Potential interesting uses!
- External compliance issues – get in early re data collection and usage
- ‘fashion’ for open data – will that filter down?
- User generated content etc. – approaches
- Are you an enabler or a blocker

## Report Back 2

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- Legal v illegal- not so black and white
- Issues of where ownership actually lies
- Issue of DP and student records
- Value? NB Future
- DP – issue of no legal precedents
- Info Commission
- Risk management (eg health records; book loans)
- Risk of not doing it – opportunities missed; duty to taxpayer etc.
- JISC legal help desk – availability of a standard
- Releasing personal data
- Interest/expectation re students finding info valuable (probably)
- Danger of generalising (eg 1<sup>st</sup> v 3<sup>rd</sup> students etc)
- Different motivations – rec services as a tool/behaviour leading to success
- Very dependent on local circumstances re previous point
- Trust – who do you trust? Recommendations to be trusted – issues of information literacy and critical review of sources etc.
- Is implicit review more trustworthy than peer review etc?
- Library admin type data to be explored but artefacts of an outgoing era
- Lot of anecdote and little evidence

## Recommendations for JISC

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- National infrastructure – more questions than answers!
- Huddersfield – compelling example – but scalable nationally?
- The world doesn't end...
- Mosaic data model – jdi?
- Demonstrating value??? But priorities for value and visibility?
- Spending patterns – eg BX
- National service or not – what about non-book stuff?
- Rec 1 May be value in more institutions doing a Huddersfield and Pulling in other data – richer picture/better BI
- Rec 2 Institutions need to start logging data now! 2 – page flier

- Case studies and specs – cookbooks – how get activity data out?
- Key Stakeholders – winning them over to get the momentum
- Join up with BI (managers) from other parts of the institution
- What would help community building amongst researchers – not (just) the VRE?
- Avoiding duplication of effort – shared processes? Case studies of institutions to provide evidence rather than more anecdote
- What data are we going to share? Understand what need to put into a pool
- Rec – survey what has been done and how and outcomes thus far – what are LMS's capable of?
- Who is the authority on this?
- Learn from FE!
- Business cases for using activity data – make resources work harder for you – evidence required
- Reading lists - usefulness? Question of IPR
- Triggering acquisition
- Profile student behaviour more broadly – qualitative as well as quantitative
- Share data so that others can find out interesting things

- Mission impossible if you go national?
- No local responsibility – miss tricks on BI?
- Huddersfield has shown it works!
- Chalk and cheese – can't mash HEI stuff together
- De-skilling if don't stay local
- Leave it to the system vendors???
- Can't be local priority – priority of learning offer nationally
- Economies of scale
- Cross-fertilisation – lack of skills NB SaaS
- Algorithms national: data local?
- *Global* research communities
- Requirements for liberated data v development of big services
- Issue of context and global level activity



- Programme of Work
- Ongoing dialogue
- Buy-in
- Partnerships
- Quick Wins

## Gaining business intelligence from user activity data

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- **Central area – timely debate**
- **Strategic and operational level decision making**
- **Efficiency, effectiveness, VfM, RoI**
- **Immediate actions**
- **Longer term developments**