

Cover Sheet for Proposals <i>(All sections must be completed)</i>		JISC e-Content Capital Programme	
Name of Initiative: Enhancing Digital Resources		Institutional Skills and Strategies (Strand A)	
Name of Lead Institution: Oxford University			
Name of Proposed Project: RunCoCo			
Name(s) of Project Partner(s):			
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Length of Project:		18 Months	
Project Start Date:	1/1/10	Project End Date:	28/2/11
Total Funding Requested from JISC: £249,393			
Total Institutional Contributions: £77,284			
Total Funding Broken Down over Financial Years (April-March):			
Sept 09 – March 10		April 10 – Feb 11	
£37,430		£112,544	
Outline Project Description: This project, under the Institutional Skills and Strategies (A), will address a key issue surrounding digitization projects, namely the insufficient funding to repeat mass digitization initiatives. It will do so by encouraging the formation of Community Collection projects, whereby the cost of digitization is spread out across the community (education and public sectors) and not borne entirely by the host institution. Building on the work of the Great War Archive project, run by Oxford University, this project will also run a series of dissemination activities to show other institutions how similar initiatives could be undertaken; it will run two exemplar project further demonstrating the concept; and provide a range of software tools, documentation, and workflows to support embedding this activity into other institutions.			
I have looked at the example FOI form at Appendix A and included an FOI form in the attached bid (Indicate in relevant Box)	<u>YES</u>	NO	
I have read the Circular and associated Terms and Conditions of Grant at Appendix B (Indicate in relevant Box)	<u>YES</u>	NO	

RunCoCo: Running a Community Collection Project e-Content Programme: Institutional Skills and Strategies (Strand A)

I. Introduction

§1. This project will address a key issue surrounding digitization projects, namely the insufficient funding to repeat mass digitization initiatives. It will do so by encouraging the formation of Community Collection projects, whereby the cost of digitization is spread out across the community (education and public sectors) and not borne entirely by the host institution. Building on the work of the Great War Archive project, run by Oxford University, this project will also demonstrate how similar initiatives could be undertaken by other institutions through:

- a major training and dissemination exercise
- availability of key software tools developed under the previous project
- one exemplar project demonstrating use of the community collection approach in a teaching and learning context.

§2. The project will be led by the team at Oxford University responsible for the First World War Poetry Digital Archive and the Great War Initiative (funded under the JISC Digitisation Programme Phase 2), with an exemplar project in the University of Southampton working with the World University Project.

The project will focus on:

- embedding community collection digitization projects in institutional practices
- training in running and sustaining a community collection digitization project
- demonstrating the cost effectiveness of the approach
- providing tools, methodologies, and workflows to allow institutions to quickly set up a project
- evaluating the effectiveness by assessing reaction to (and possible uptake of) the methodology proposed during the project's lifetime, and using one exemplar project as a baseline study (at the English Faculty in Oxford).

§3. Engaging the public in major digitization projects is gaining momentum. Not only has there been significant initiatives by leading cultural heritage institutions (e.g. Flickr Groups by the V&A, Tate Britain, Kew Gardens), but also the 'OurWales' initiative by the NLW, and 'The People's War' by the BBC. What this project will show is that such initiatives can also be undertaken by smaller individual units, libraries, museums, and archives; and also with different target audiences.

II. Outline of Project

§4. The underlying premise for this project is the concept of the Community Collection. This is simply where the public are engaged directly in the digitization lifecycle by capturing and cataloguing objects they hold or have ready access to, tapping into the concept of mass amateur digitization. This is now possible due to the ubiquitous nature of digitization equipment (digital cameras, mobile phones, scanners), the growing acceptance of user created content, and the web acting as a simple collection point. As noted above this was demonstrated as part of a wider

digitization project under Oxford's First World War Poetry Digital Archive project in JISC's digitization programme (Phase 2). The first part was a standard digitization enterprise focusing on the capture of rare poetical manuscripts of British First World War poets. The Great War Archive, however, broke new ground in terms of digitization. During the initiative the public were asked to contribute items they held originating from the Great War. They could do this in one of two ways. Via a submission web site powered by the CoCoCo software (open source system developed by the project and now freely available), or through a series of 'roadshows' held around the country where people brought their items to the team who digitized them on the spot. The GWA demonstrated:

- the willingness of the public to become part of University research projects
- the willingness of the public to openly share content
- their willingness to undertake the work (e.g. scanning, cataloguing) for free that otherwise would have to be taken on by the central unit
- the cost effectiveness of the approach – calculations indicated that each item submitted through the GWA cost around £3.50 to 'capture', catalogue, QA, and distribute, compared with c. £40 per item in the main digitization initiative

§5. The project resulted in c. 6,500 items being collected in the space of 16 weeks at a fraction of the cost compared with standard digitization processes, mainly due to the negation of capture and cataloguing costs. All of the material submitted also was covered by the JISC/HEFCE licence.

More importantly outputs arising from the project included:

- an open source system to collect digital objects (CoCoCo) – this took the user through simple steps whereby they agreed to the licence, provided basic cataloguing, and submitted material. It also provided an administrative interface to allow the collector to accept or veto material;
- a workflow that moved items submitted through QA to delivery;
- a communication strategy for targeting key audiences and generating interest in the project;
- a workflow for running a digitization roadshow – covering processing the submissions, getting agreements signed, capture and scanning;
- a set of guidelines for libraries or archives who wanted to organize their own scanning roadshow where the team could not travel to (including information on how to set up the room, equipment needed, forms, etc)

§6. The key aim of this new project then would be to train other institutions in the experiences of the GWA and show them how they can replicate the process for their own research areas. This will involve:

- finalizing all documentation and training material
- tidying source code for CoCoCo
- running a series of workshops and training events nationally
- providing continued help and support to centres wishing to run their own Community Collection project during the course of the project
- providing online materials to support the running of community collections

- after the project
- overseeing an exemplar project to allow closer evaluation of the processes
 - producing a final report to JISC reflecting on the possibilities and future developments of Community Collection digitization initiatives

III. Deliverables

a) Training and Documentation

§7. The main deliverable of this project (Work Packages 3 and 5 below) will be to raise the skill and knowledge level of institutions (Universities, Colleges, Libraries, Archives, and Museums) in running a Community Collection Digitisation Project of their own. This will involve a series of training activities and documentation, culminating in a major conference. It will also involve advice and support to people embarking on their own project.

In particular we will deliver a series of generic guides, teaching material, templates, and workflows that focus on:

1. Project selection for a Community Collection initiative
2. Planning a Community Collection initiative (defining your project)
3. Advertising (stakeholder analysis, engaging the public and media)
4. Setting up and running an online submission site using CoCoCo (includes installation, IPR agreements, configuration, and user interfaces)
5. The possibilities of using existing third party applications (e.g. Flickr) to support community collections
6. Running a digitization roadshow
7. QA processes
8. Delivering your collection
9. Marketing your collection
10. Sustainability

§8. We will also deliver a series of free workshops to train people in the above, take them through the documentation, and demonstrate dissemination activities around the UK. Ultimately showing organisations how to run community collection initiatives, the processes we adopted, and the software available to them. In particular we will deliver over the 18 month period:

1. 4 one-day workshops on running a Community Collection Project. Two of these will be based at Oxford (one specifically focusing on the staff at Oxford University, and the other as an open workshop for all to attend). The other two will be held at regional venues in the UK. Workshops will be run in an interactive manner seeking feedback from participants, but will also be made available online (see below). Feedback, via Twitter feeds on the day, will also be recorded (as with the Digital Britain workshops - <http://digitalbritainforum.org.uk/>).
2. Creation of a web site bringing together all training and documentation on running a Community Collection. It will include an online version of a workshop, with supporting blog record. This will be kept freely available via the project web site and disseminated also through YouTube and iTunes U.

3. Exemplar projects to run one workshop for their local institution outlining their experiences in running a community collection initiative.

4. An online community for supporting subsequent initiatives inspired by the project. This will include an announcement facility notifying people of other Community Collection initiatives (using Oxford's existing RSS service), a mailing list, and a discussion forum under Google Groups.

§9. Point '5' is extremely important. Although we will be running tangible deliveries, throughout the project the co-ordinating team (the Project Manager and Officer, assisted by others) will provide guidance to any projects ongoing, answering questions on the concept of Community Collections, and providing regular reports via a blog and twitter feeds on developments in the whole area. On completion we will collate all these questions into a single web site FAQ, and pass on common issues raised to JISC in our final report. We see this is a key strategy in disseminating information about community collection digitization initiatives overall.

b) Software Tools

§10. Although this is a minor part of the project (Work Package 2 below) we will perform some work on making the collection software – CoCoCo – more flexible for use by others. In the original digitisation project this was developed and released as open source however its sole purpose was to simply collect material and provide an administrative interface for QA. To allow other projects to get started quickly and easily (i.e. to make CoCoCo a complete end-to-end solution to be used in training and then distributed freely as open source) we will add:

- * a public catalogue front-end (a simple delivery system providing a complete end-to-end solution)
- * enhance the contributor's interface to allow tracking of contributions
- * create a simple installation package
- * increase CoCoCo's use of open standards to facilitate (initially):
 - integration with Creative Commons in addition to JISC/HEFCE licence
 - simple association with DC metadata
 - export as MARC and IMS CP

c) Exemplar Project

§11. As part of the project (Work Packages 4 and 6) we will initiate an exemplar to demonstrate the processes and training at work, and to provide further useful evaluation on the training and support needed for a Community Collection project. The project will be based at the English Faculty in Oxford. The project will:

- undertake the training offered by the co-ordinating project team and provide feedback on how it could be modified
- run a community collection project as a stand-alone initiative, but receiving general support from the co-ordinating project team
- use the CoCoCo software and evaluate it
- provide regular reports back to the co-ordinating project
- provide a final report to the co-ordinating project, which in turn will feed into

the final project report for JISC

§12. The project has been chosen to test out a completely different scenarios, which in turn will supplement the lessons learnt from the GWA. The Oxford project will assess whether the community collection approach can bring together learning resources for a range of subjects focusing on a particular discipline. This will possibly suggest ways of further pushing the open educational resources initiative, and the sharing of learning objects.

i) Learning Resources (Oxford University)

§13. This exemplar project will explore how the community collection approach might be used to bring together learning resources focused on a particular discipline. The focus will be the early English Medieval period covering language, literature, archaeology, architecture, and art. The project will be led by Dr Stuart D Lee of Oxford's English Faculty (who will contribute his time for free) and will be supported by the Project Officer at Oxford. It will seek to mobilize the public and academics to contribute material they hold related to the teaching or research of British history from 450AD-1066AD (known as the Anglo-Saxon period). Members of the public, via active amateur societies and organizations such as The Engliscan Gesithas, National Heritage, National Trust, and re-enactment societies – will be asked to photograph or film key archaeological and architecture sites around the UK from the period and submit these to the project. Academics (targeted through such long-standing networks as ANSAXNET, and The Teachers of Old English in Britain and Ireland Society) will be asked to supplement these from their own personal collections, and also to submit any teaching material (presentations, reading lists, handouts, etc) they own the rights to. The project will test out the overall concept of the Community Collection, but focusing on a period of history far removed from the modern consciousness (unlike the GWA). Moreover, it will investigate whether academics are willing to share their learning resources far more readily with a project that is much more focused on their sub-discipline (as opposed to more generic repositories such as JORUM), and provides an extremely easy interface.

Whilst the Oxford project will be a key case study, feedback will be collected from all attendees at the workshops offered by the project to further modify and enhance the training materials and software, and also to collect further case studies of interest.

IV. Methodology

§15. The project will adopt a work-package approach. Breaking these down they are:

Work Package Number	Date of Completion	Description
WP1	Jan-Feb 2010	Set up Project Team: including recruitment, project plan, web site
WP2	Jan-Mar 2010	Complete work on CoCoCo: including public interface, better output to standards
WP3	Jan-April 2010	Author all training and dissemination

		documentation
WP4	Feb 2010 – May 2010	Initial training of Exemplar Project using draft versions of documentation. Assist in set-up of projects by installation of CoCoCo.
WP5	May 2010 – Dec 2010	Training and dissemination exercises on running a community collection initiative: <ul style="list-style-type: none"> - 6 one-day workshops (Jan-July 2010) - 1 conference (Nov/December 2010) - online training and support (throughout)
WP6	May 2010-Dec 2010	Run Exemplar Project
WP7	Dec 2010-Feb 2011	Evaluation and final report.

§16. The central co-ordinating team for all these activities will be based at Oxford (the Project Manager and Project Officer). Their role will be to oversee all the creation of the generic material, the completed development of CoCoCo (using an external consultant), all the training activities, liaising with the exemplar projects for support and advice, supporting all other enquiries about community collections, liaising with any institutions that decide to launch their own initiative, running the final evaluation, and liaising with JISC and submitting all requested reports. The Oxford team, as part of the Project Officer's brief, will also assist with the local exemplar project on collecting Learning Resources.

VI. Staffing

§17. The main co-ordinating team will be based at Oxford University. This will consist of:

K. Lindsay, Project Investigator and Manager – 0.5 FTE for 18 months
1 x Project Officer – 1 FTE for 18 months
1 x Contracted Developer

§18. The exemplar projects will be at Oxford University. For Oxford the lead for the exemplar project will be Dr Stuart D Lee (contributing time for free) with assistance from the Project Officer above.

§19. The project will be managed overall by Kate Lindsay, who is also the project PI. Ms Lindsay will be responsible for the overall guidance of the project, liaising with the exemplar project, presenting at the workshops, and day-to-day management of the Project Officer. The latter will be responsible for organizing the workshops, getting all documentation together, presenting, reporting regularly to the project web site, and other work package delivery. He/she will also be the support officer for the Oxford exemplar project, working closely with Dr Lee. Two contractors will be used by Oxford to finalise the development of CoCoCo, and to assist with designing the initial project site.

VII. Quality of Proposal and Robustness of Workplan

§20. The workplan presents no major risks. Breaking it down into workpackages these are:

Risk	Possibility	Action
Staff not recruited	Medium/low	Existing expertise can be seconded to project at Oxford if needed.
Failure to complete development of CoCoCo	Low	This is a minor part of the project and CoCoCo already exists in a usable and tested state.
Failure to generate interest in community collections	Low	We have been contacted on numerous occasions by units wishing to replicate the GWA approach. We are also in direct contact with the Strategic Content Alliance members (notably the MLA) to assist in generating interest in the workshops.
Failure to run training activity successfully	Low	A preliminary workshop has already been tested at the Oxford Libraries conference in 2009.
Failure for exemplar projects to complete	Low/Medium	One project is based at Oxford and will have the full support of the project team. The other is based at Southampton and has demonstrated institutional level support. The WUP is also a project that is underway with a proven track record.

VIII. Impact

§21. The potential impact of this project can be measured by the interest generated in the Great War Archive initiative. We have been contacted by numerous archives and libraries world-wide about the processes adopted, to see if the project can be replicated elsewhere. Moreover, JISC has recently issued an ITT to study the feasibility of running similar endeavours. With the current financial climate, it is clear that alternatives to the costly digitization projects of the past should be considered if content for teachers and researchers is to keep coming.

§22. The project will also tie in directly with two key objectives of Oxford University

– outreach (Widening Participation) and bringing research into teaching – as well as building on a very successful existing initiative (the Great War Archive).

IX. Partnership and Dissemination

§23. N/A

[Redacted]

- | [Redacted]
- | [Redacted]
- | [Redacted]

[Redacted]

XI. Previous Experience of the Project Team

§25. **Ms Kate Lindsay** (PI and Project Manager) - was the project manager of The First World War Poetry Digital Archive, funded by JISC under phase 2 of the Digitisation Programme. As part of this she also managed the highly successful Great War Archive initiative, which has become an exemplar case study in engaging the wider public in digitisation activities. She is currently employed as IFTE project manager on the 'Enriching the First World War Poetry Digital Archive'. The project sees her involvement in this project as a natural progression to ensure lessons learned and experience is disseminated. Her full-time position is with the Learning Technologies Group at Oxford where she has led numerous projects developing IT products for teaching and learning.

§26. **Dr Stuart D Lee** (Lead on Oxford Exemplar Project) - is a member of the English Faculty at Oxford, and Director of Computing Systems and Services at Oxford University Computing Services. He is also the University's Reader in E-learning and Digital Libraries. Dr Lee managed the original JTAP 'Virtual Seminars' Project (1996-98) and was the Director on the First World War Poetry Digital Archive (2007-2009). Dr Lee was also the Research Officer for the Mellon-funded 'Scoping the Future of Oxford's Digital Collections', and sat on the JISC Digital Images working group. He has also published two books entitled *Digital Imaging: A Practical Handbook* (LAP, 2000), and *Building an Electronic Resource Collection* (LAP, 2002), and reports on learning design for JISC. He is also a member of the Oxford English faculty and has lectured and tutored on the poetry of the First World War, Medieval literature, and Electronic literature.

FOI Withheld Information Form

We would like JISC to consider withholding the following sections or paragraphs from disclosure, should the contents of this proposal be requested under the Freedom of Information Act, or if we are successful in our bid for funding and our project proposal is made available on JISC's website.

We acknowledge that the FOI Withheld Information Form is of indicative value only and that JISC may nevertheless be obliged to disclose this information in accordance with the requirements of the Act. We acknowledge that the final decision on disclosure rests with JISC.

Section / Paragraph No.	Relevant exemption from disclosure under FOI	Justification
NONE		