

'Opening' Oxford: reaching out/reaching in

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Outline

- Why?
- Outreach – to the public
- ‘Inreach’ – engaging the public
- Combined – services to and from the public sector
- Where next?

University strategy?

- ‘Opening Oxford’ is NOT a declared University strategy as such

III (a) Ensure that the fruits of the University’s research activities are exploited and disseminated for the benefit of society and the economy

V (a) Seek out more applications from highly able students from groups who do not typically apply to the University

University Strategic Plan



Economic impact
Environment
Medicine, the community and the NHS
Cultural life
Volunteering
Continuing education
Museums, collections and libraries
Online communities
Raising enthusiasm for learning
Widening access
Global community

**A VITAL
PARTNERSHIP**

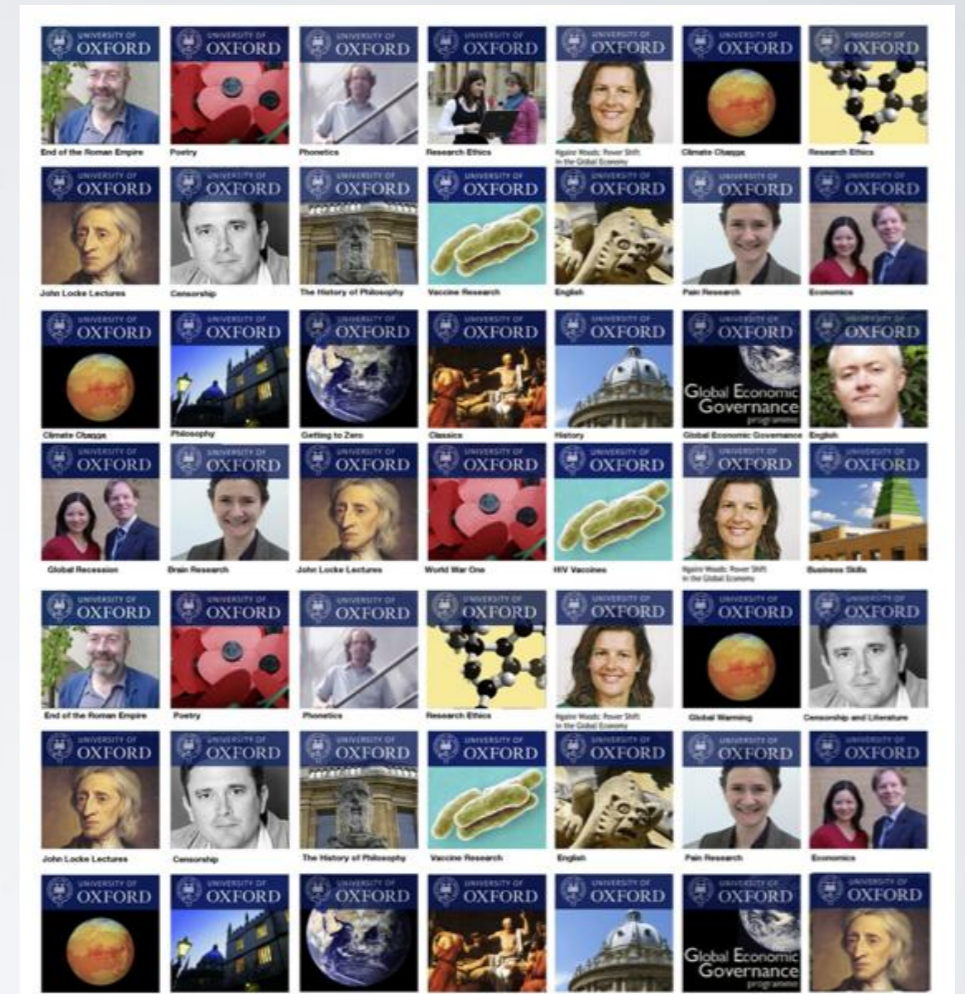
THE UNIVERSITY OF OXFORD AND
PUBLIC AND COMMUNITY ENGAGEMENT

Outreach

- Oxford House, RAG, etc
- Continuing Education - oldest (19th C) and largest in the UK, c. 13,000 students per annum
- Computing Services - hosted national services (CTI, Typesetting, OSS Watch, Intute, AHDS, UCISA ...)
- VLE - open source, not restricted by licences, since 2005 has been easy to 'open up' (Bodington now Sakai)
- Podcasting and iTunes U > OpenSpires

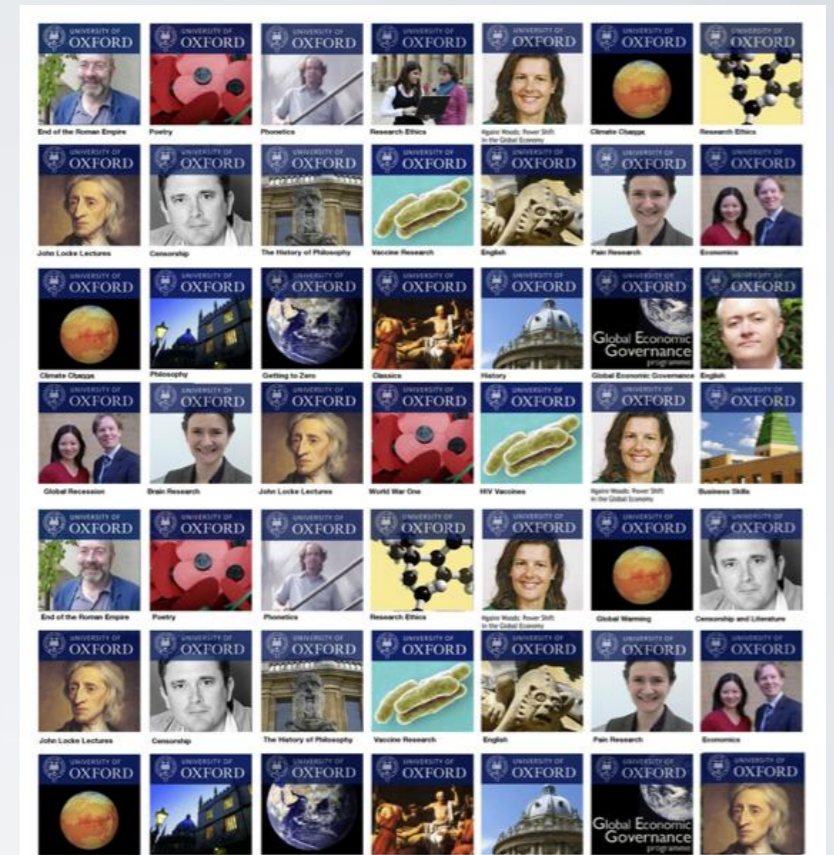
iTunes U

- Launched October 2008
- Why?
 - Apple's market
 - Existing content & systems
 - University 'outreach'
- Issues:
 - assembling enough meaningful content
 - licence agreement
 - convincing senior decision makers
 - logistics of capturing, processing, delivery



iTunes U

- What we also found:
- Not everyone can/will use iTunes
- Keep it flowing/target releases
- 2m downloads in c. 12 months
- Extensive media coverage
- Very positive for outreach, impact, and wp – extremely popular with alumni
- Led to other initiatives with Apple





CATEGORIES

- Humanities
- Maths, Physical & Life Sciences
- Medical Sciences
- Social Sciences
- Continuing Education
- Museums, Libraries & IT
- Colleges
- The Campaign
- University Life

SEARCH

Search Oxford on iTunes U

GERMAN UNIFICATION

Process and Effects of Unifi...

RECOMMENDATIONS

- Post-crisis politics of financi...
- Russia Is Back: Jenifer Hart ...
- Gutenberg and the digital re...

FEATURED RECORDINGS



Vice Chancellor's Welcome



UNIQ Summer School Intro...



Admissions Tours: Welco...



Understanding human pain...



The Spanish Tragedy: Tho...




HIV: Will there ever be a va...



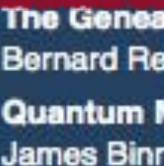
WEB LINKS

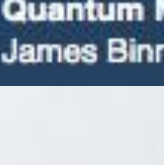
- Welcome to the University
- The Campaign
- Admissions
- Research and Innovation
- Alumni
- 100 students talking about u...
- Follow us on Twitter
- Contact us

TOP DOWNLOADS

- 

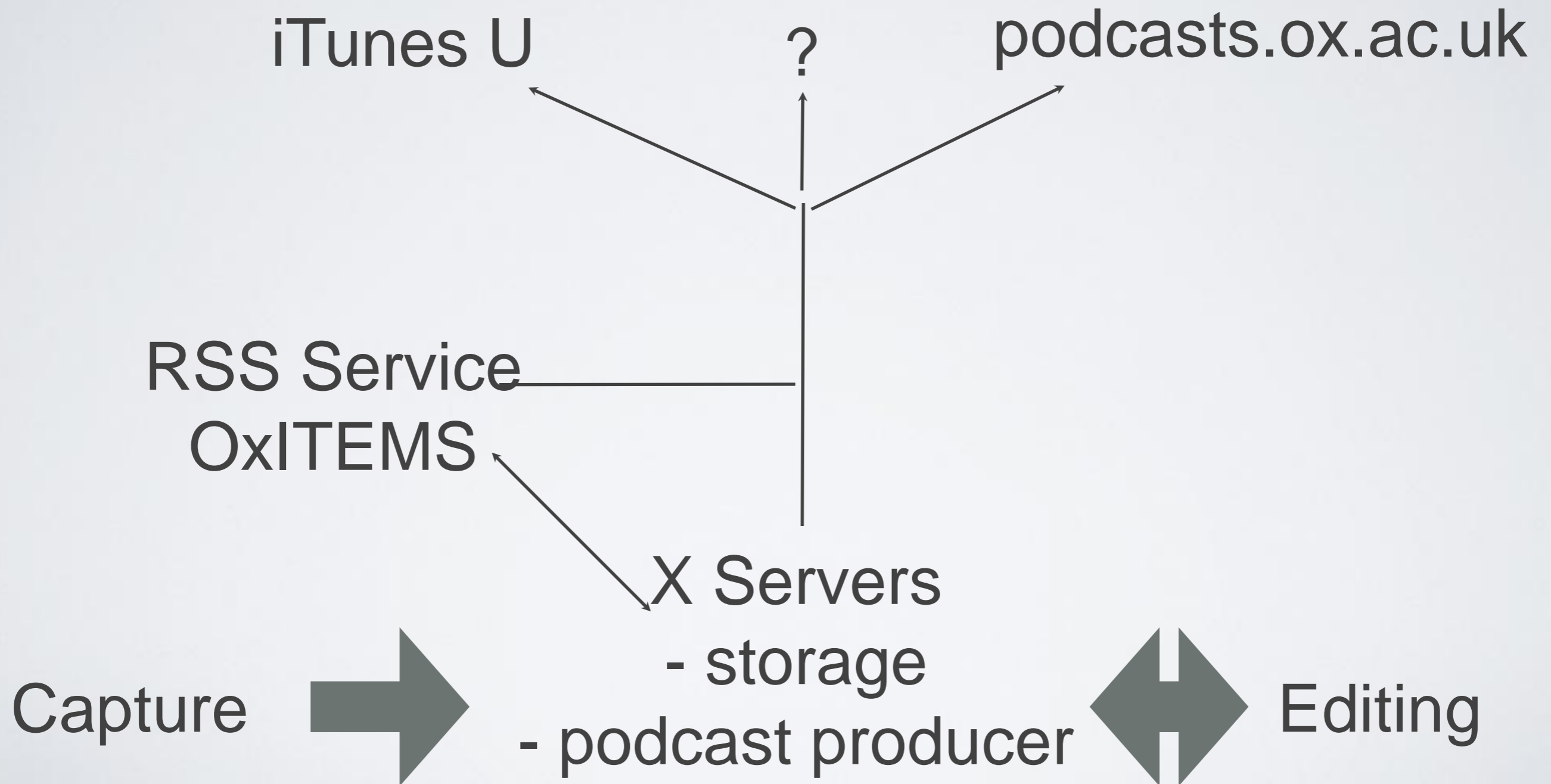
A romp through the hist...
Marianne Talbot
- 

Building a Business: En...
Fiona Reid
- 

The Genealogy of Guilt
Bernard Reginster
- 

Quantum Mechanics Le...
James Binney

Architecture





OpenSpires



- Looked at workflows and metadata, plus aggregation across Oxford, OU, Cambridge (Steeple project)
- Increase content under CC (by-nc-sa)
- What are barriers? How can they be overcome?
- 1) Make it easy and cheap (e.g. student journalists, easy licence agreements, eventually automatic capture)
- 2) Education re the benefits of OER, CC
- 100 academics have signed CC licence (and VIPs), c. 170+ items

'Inreach'

- Bringing the public to within the University
- Engaging them in research activities
- 'Crowd sourcing' > Community collections
- History > Oxford Text Archive, Cancer Research, Secret Oxford (London/Hull), GalaxyZoo
- Community Collections (JISC)
- 'Digitisation, Curation, and Two-way Engagement' (Chris Batt Consulting, 2009)

Opportunities

*First World War Poetry
Digital Archive*

*The Great War Archive
Lest we forget...*

- Used all these and more to:
- * publicise project and news
 - * build up community outside of academia
 - * disseminate material produces



facebook



Google
Groups



You Tube
Broadcast Yourself

amazon.com.

VISUAL UNDERSTANDING ENVIRONMENT

flickr™



<http://www.oucs.ox.ac.uk/ww1lit>



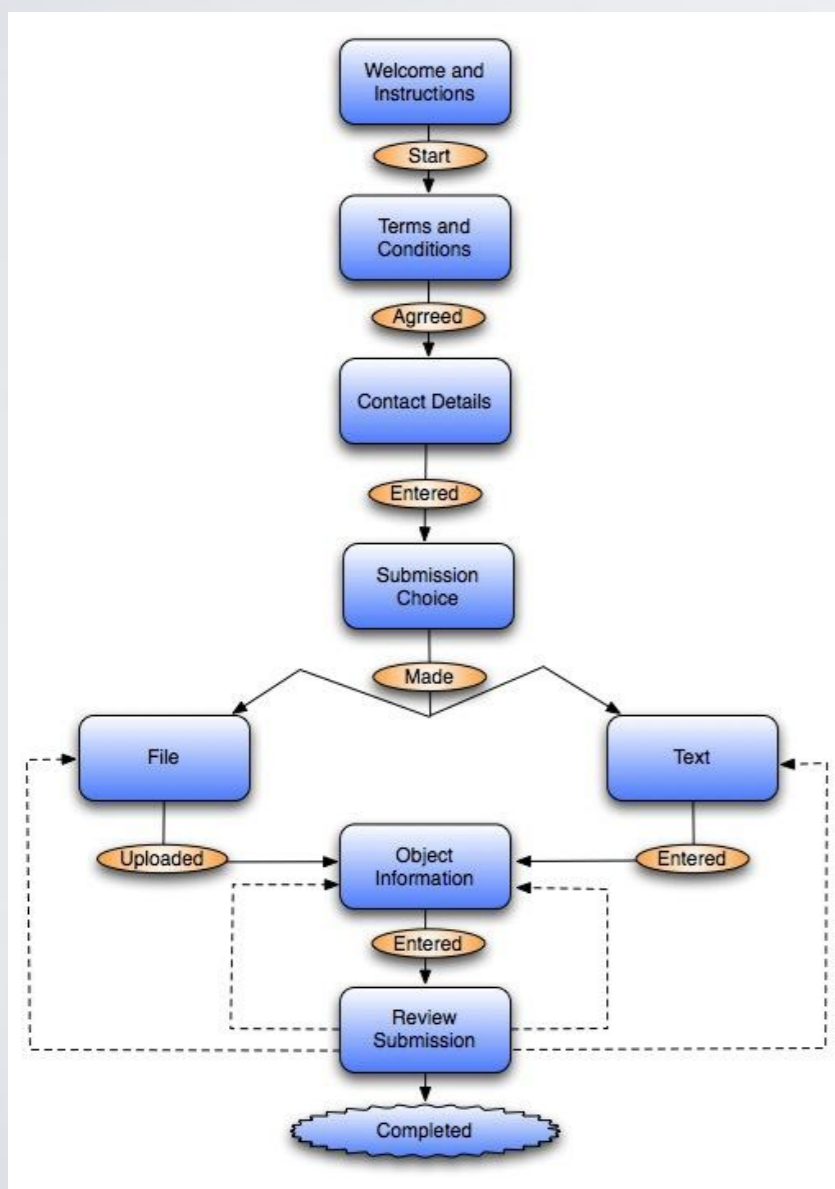
The Great War Archive Initiative – A Community Collection

- Run between March 08 and June 08, launched November 11th 2008
- A 'Community Collection' to harvest digital versions of items originating from the Great War held by members of the general public.
- Aim: To create a digital collection of worth at low cost by negating the need for institutional digitisation and metadata creation.

The Great War Archive Initiative poster. The top left features the text 'The Great War Archive' and 'Lest we forget...'. The top right shows a 'ROYAL WELCH FUSILIERS' badge and red poppies. The middle left shows the 'UNIVERSITY OF OXFORD' logo. The middle right shows a photograph of soldiers and a letter. The main text reads: 'YOUR COUNTRY NEEDS YOU... ...to share your memories and artefacts from the Great War. A CALL to ATTICS, BOTTOM DRAWERS and SUCH. Contribute to an important project led by Oxford University to digitally collect letters, photographs, memoirs, poems and other objects from the First World War. These will then be made available freely online for teaching and research. Help preserve this momentous period of history for future generations. HOW TO CONTRIBUTE. To find how to get involved, go to: http://www.thegreatwararchive.org/'



How we did it (1): Submission Website



- Simple submission process, no need for registration.
- Contributors asked to agree to basic terms and conditions of the JISC/HEFCE Model license.
- Enter basic metadata and attach files / enter a story.



Simple description

Progress: Terms > Personal details > Choose > Attachments > **Description** > Confirm

Here we would like you to give us some information about the item(s) you are submitting.

Simple description

Title: (required)

E.g. 'Photograph of Private S. Lindsay', 'Christmas in the Trenches'.

Date:

E.g. 'December 1917'.

Location:

E.g. 'Ypres'.

**Additional
information:**

E.g. a story behind the items you are submitting or any other relevant information.

[Next](#)

[Discard](#)



Do you have a piece of First World War memorabilia
or a story to tell? If so, share it with the nation in
the Great War Archive:

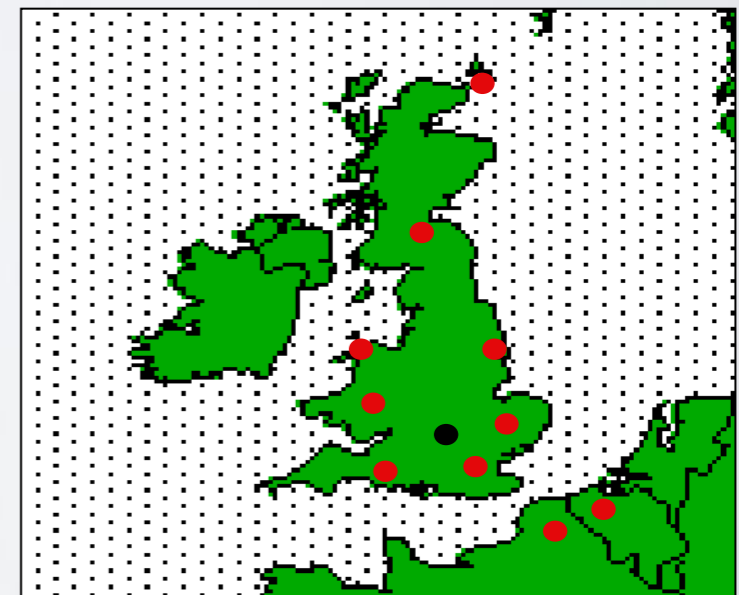
<http://www.thegreatwararchive.org/>





How we did it (2): Submission Days

- A roadshow to offer on-the-spot digitisation and advice.
- Held at libraries, museums and archives across the country.
- A submission day pack was made available for organisations who wished to perform their own event.



<http://www.oucs.ox.ac.uk/ww1lit>



The Great War Archive Initiative: The Aftermath

- Over 6,500 items collected in 3 months - Flickr Group continues to collect items (1755 to date)
- Each item cost c. £3.50 as opposed to £40.00 using traditional items
- New items as opposed to items we are used to studying
- Preserved histories and stories
- Engaged and enthused the public and media
- Utilised expertise in the community
- 'Owned' by the public



Community Collections: JISC calls

- Mass amateur 'free' workforce willing to engage in University research projects at same time as resources are cut
- 'Community Collection' initiatives, for different subjects/periods, across countries or across Europe (2014?)
- Oxford's new JISC project – 2010-2011 – 'Running a Community Collection' (RunCoCo)
- Freely distribute open source software for collection and distribution
- Training on how to run a community collection

Combined

- Town and Gown without the punch-ups
- Services we have of use to staff/students, also of use to public
- Services in public sector also of use to our staff/students
- So offer a borderless service of use to staff, students, citizens in Oxford(shire)

Erewhon and Mobile Oxford

- **Erewhon** is a JISC-funded institutional innovation project based at Oxford mainly focused on recording all University locations to help enhance services
- Led to Mobile Oxford (m.ox.ac.uk) - a **one-stop shop** for mobile-aware services



Why?



- Student surveys show widespread penetration of mobiles
- “
- Increasingly these are location aware
- A lot of University and local services now in standards that can be utilised
- Facilitate student support, but also assists other areas



mox βήτα Contact search

Search

Rahtz

E-mail

Results

Your search returned

Pages:

Rahtz, Sebastian P Q
Computing Services
sebastian.rahtz@oucs.ox.ac.uk

Pages:



Podcasts Search

mox βήτα Weather

Oxford at 11:02

7°C



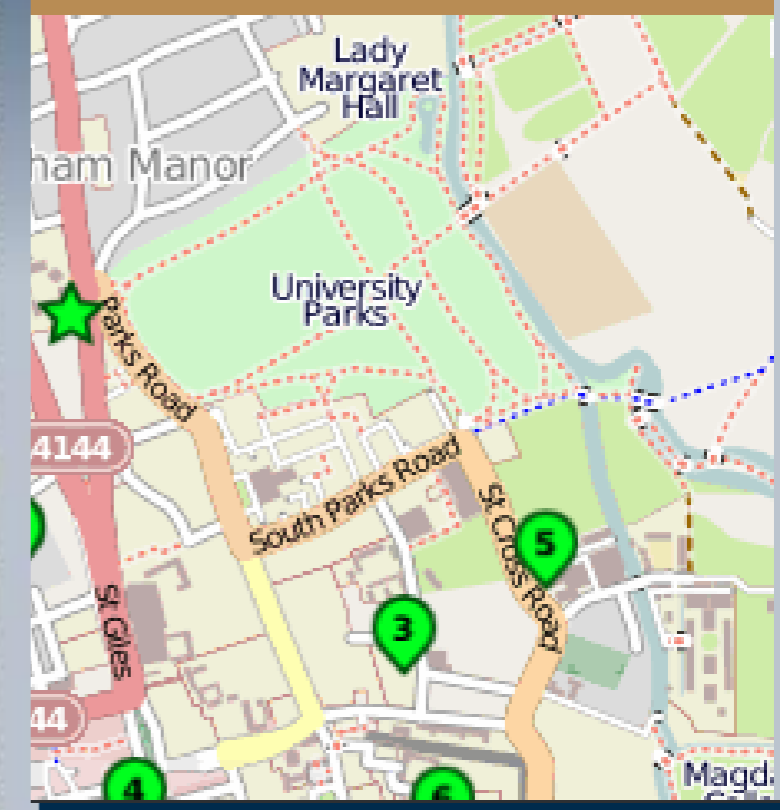
Library holdings by proximity

Please note that all libraries have their own acquisition and borrowing policies; the order of libraries in this list does not imply any ranking. Closest results are not necessarily best.

mox βήτα Webcam

Banbury Road Web Cam

12:09



3. Near Keble Road
0.176 km E

4. Near Parks Road

Black Box Data Flow Diagram (Simplified)

EDINA[®]
BBC
Department for
Transport

OXON TIME
OXFORDSHIRE COUNTY COUNCIL
ACIS
learning communities

OSS
Oracle Student System

Oak
Directory Service

OxPoints
Geo-Spatial Database

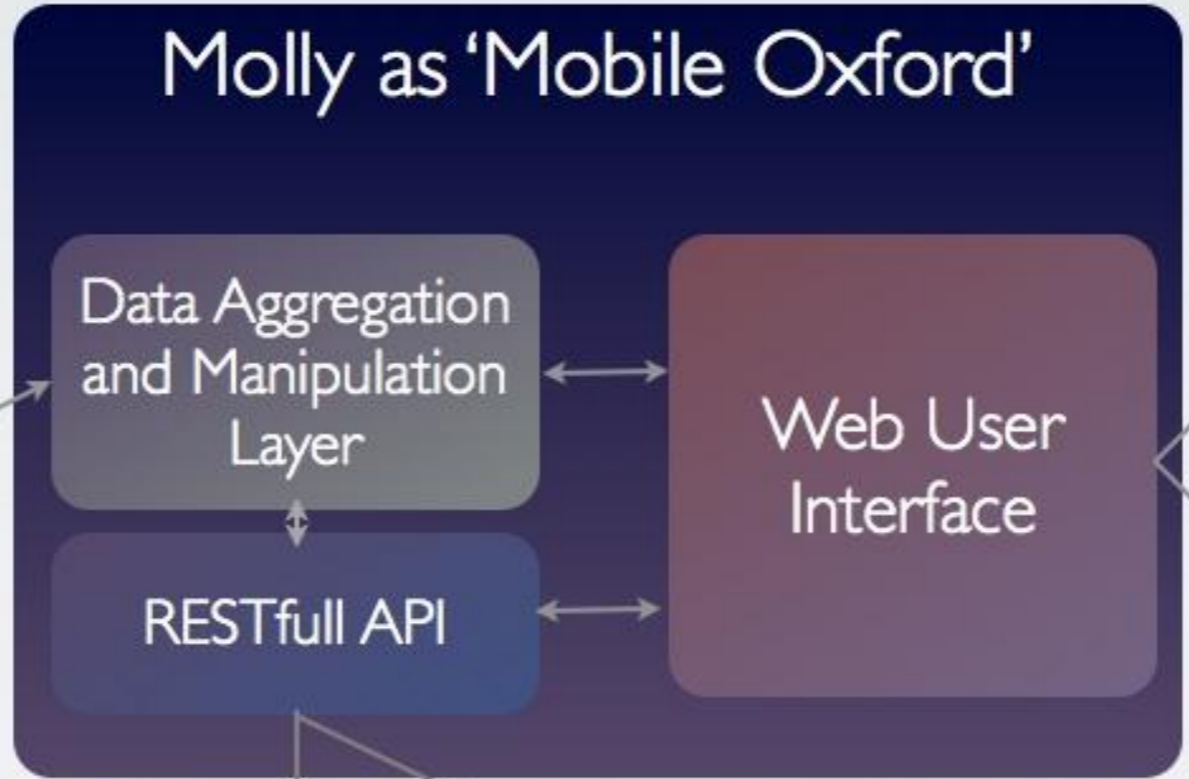
iTunes U
Oxford iTunes U Integration

WebLearn

OLIS
Oxford Library Information Service

Open Street Map

And More...



Feature phone UI

Smartphone UI



Other Applications

Native Applications

Mobile Oxford

- For all Smart phones (not just iPhone)
- Open source (or will be) with no vendor lock-in
- Web UI standards but separate from data aggregation
> future-proof
- Driving the standards debate at Oxford as more people want data to feed to mobiles
- Also a lot of requests for developing mobile apps (usually iPhone apps)
- Easy to implement (Brookes) and US collaborators on board

Where next?

- Computing Services now seen as leading light in this area (within Oxford and outside of Oxford) - part of all manner of strategic discussions (outreach, admissions, wp, etc)
- ‘Innovative’
- 1) Response document to impact, outreach, widening participation > training and tools development
- 2) Internship scheme
- 3) Backing Young Britain