

The Strategic Content Alliance

An overview of the Alliance



The drive towards an Online Content Framework

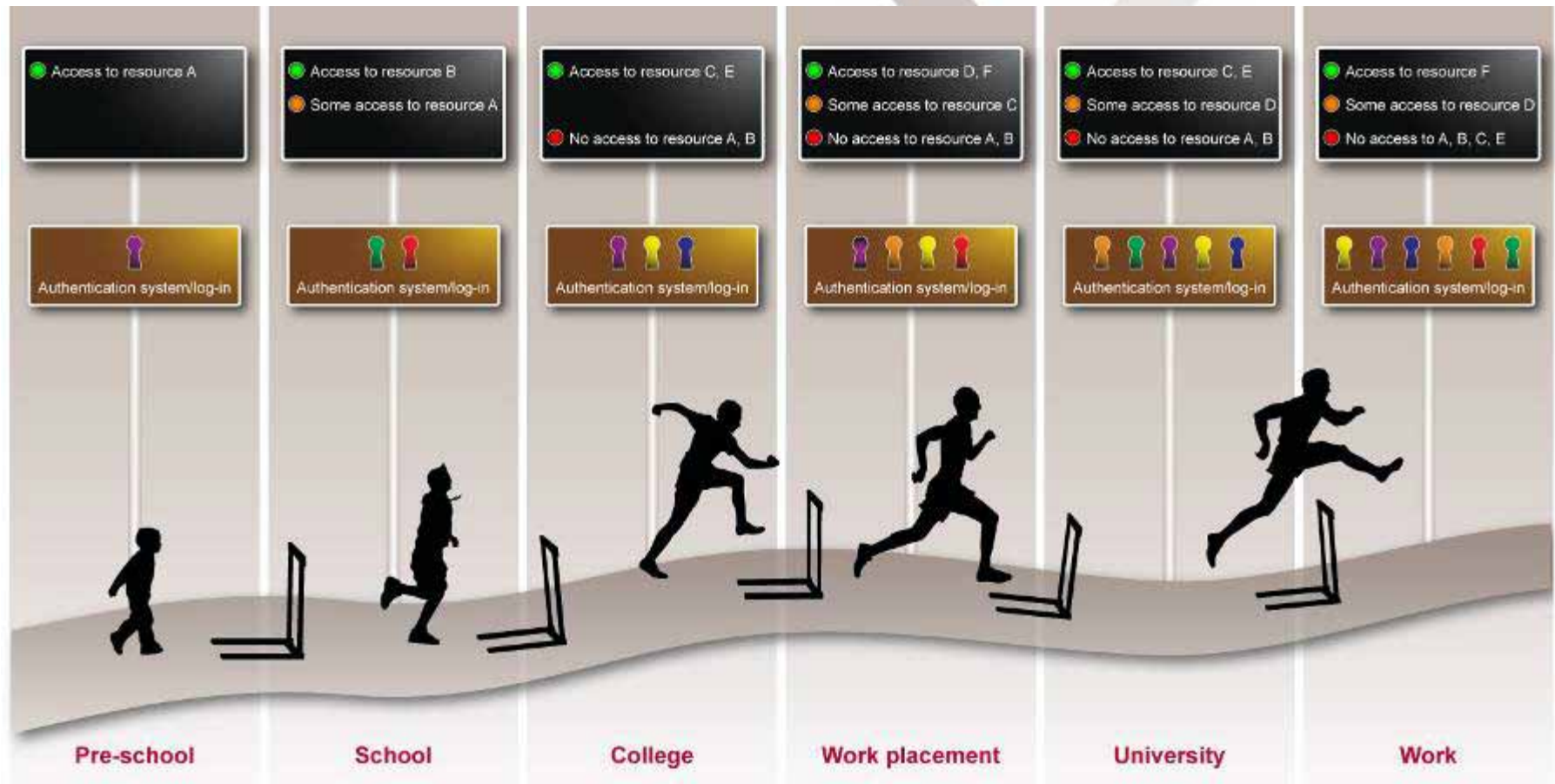
Stuart Dempster

Director , Strategic Content Alliance



The Strategic Content Alliance

The rationale for a Content Framework

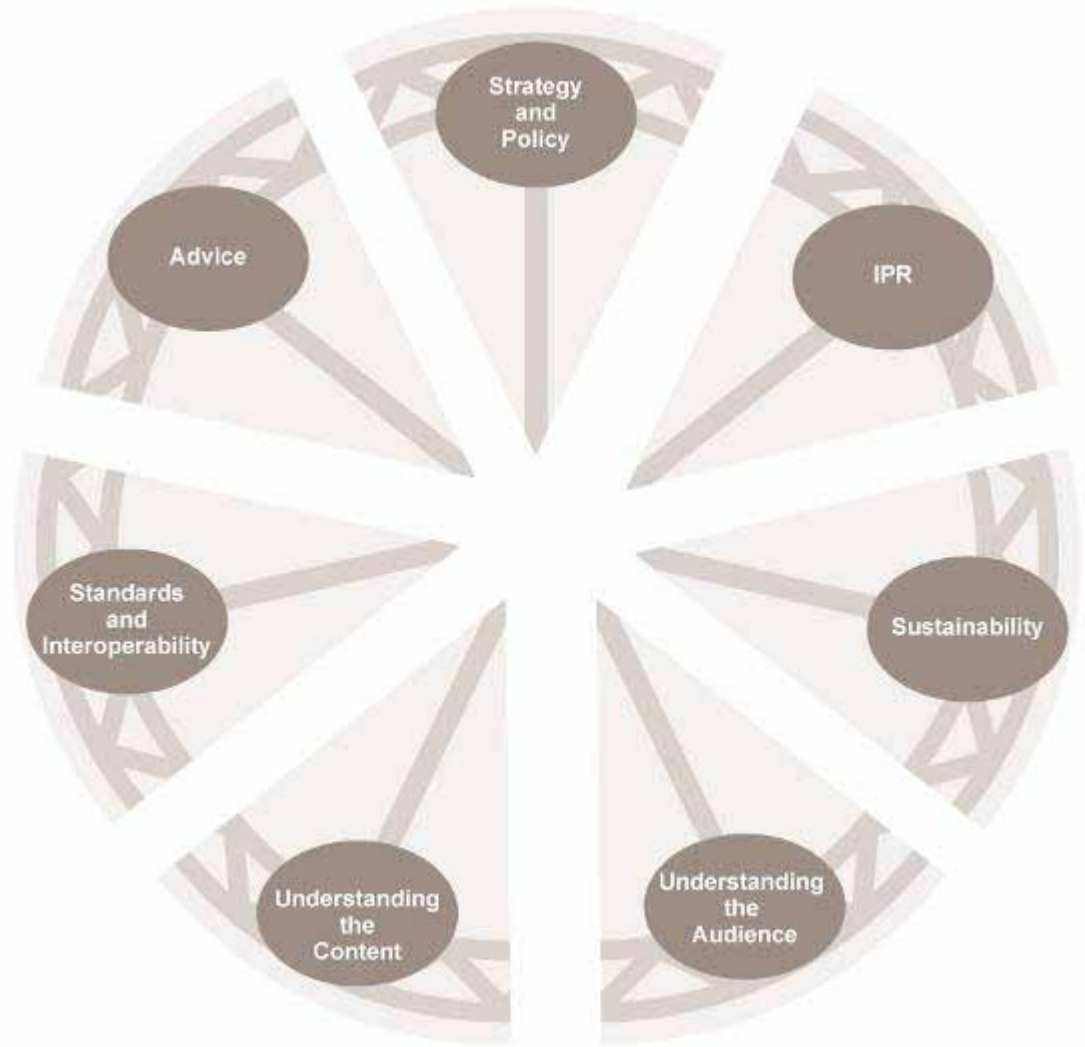


A complex landscape at home... new digital opportunities

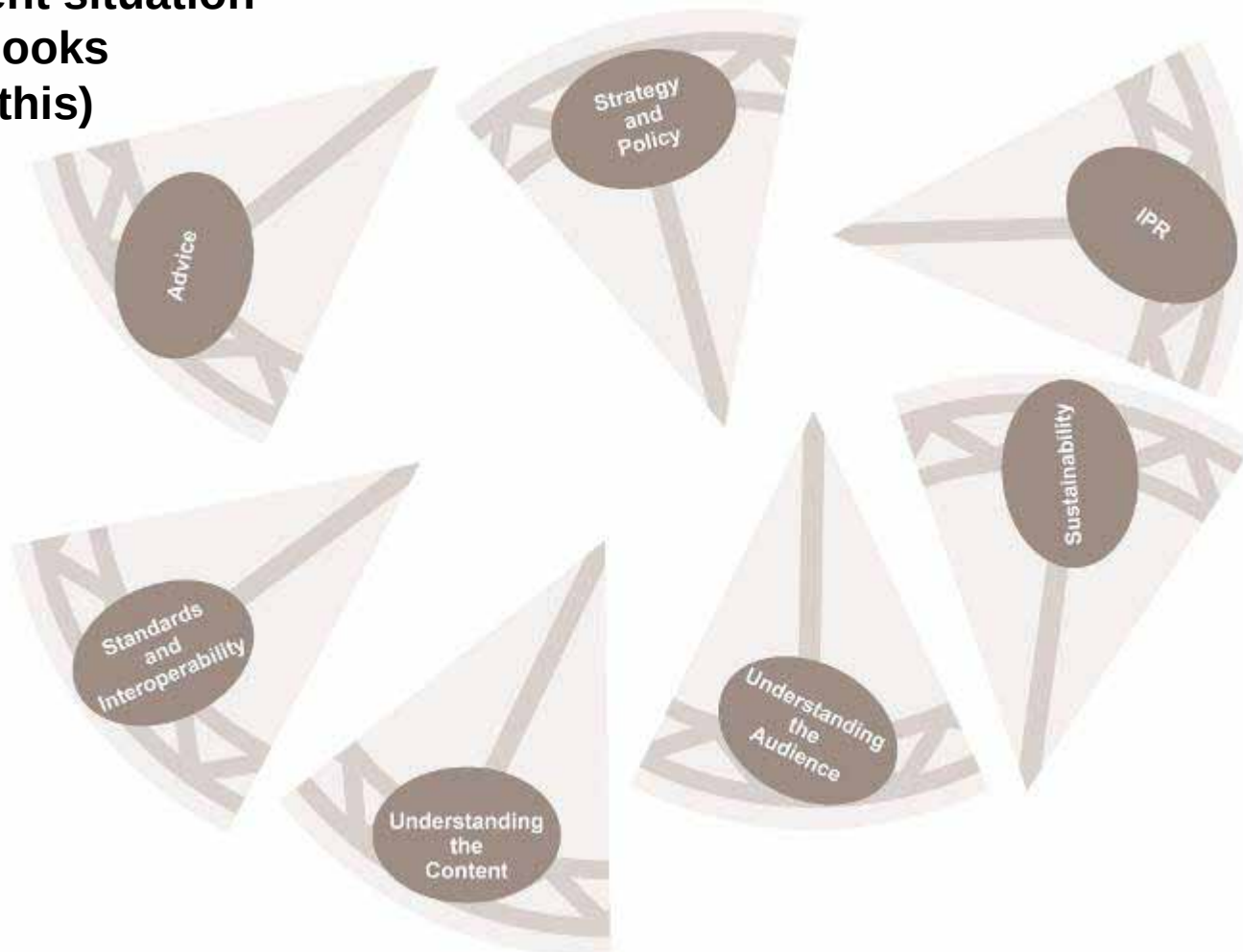


The Content Framework “components”

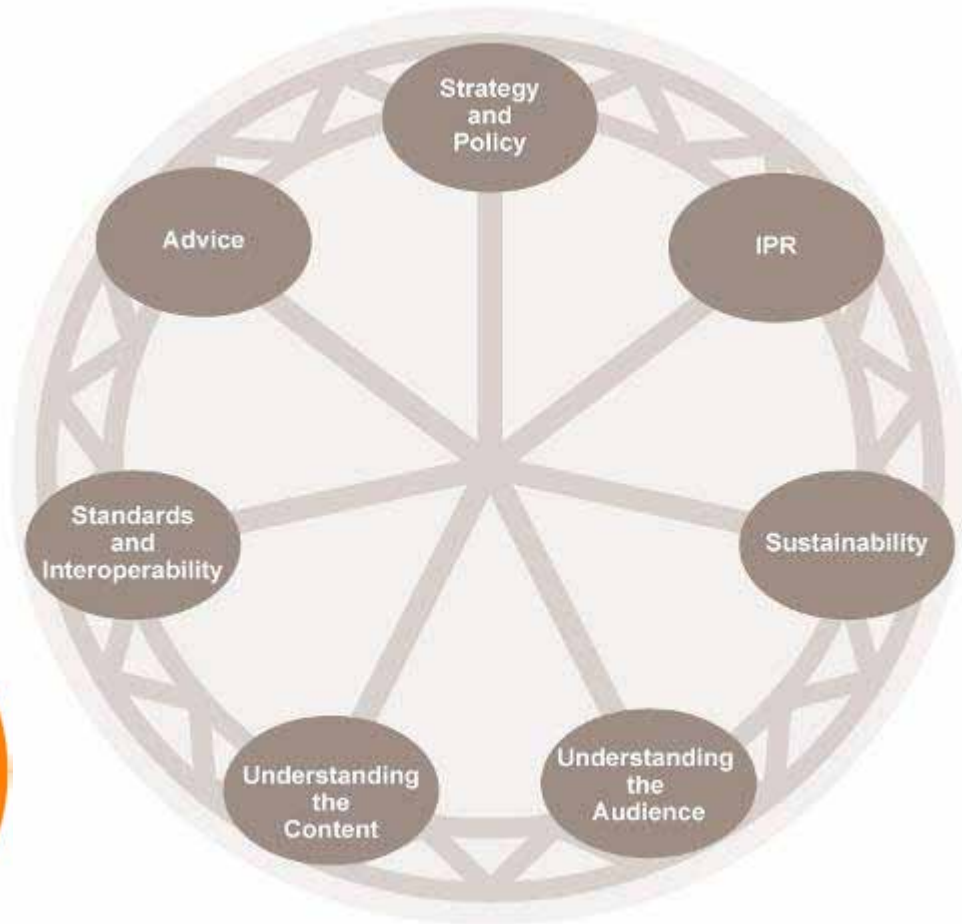
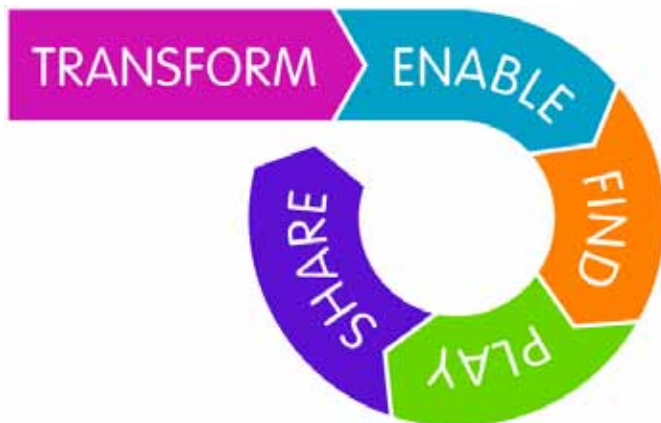
The Alliance is developing these themes for the Content Framework. Each theme is supported by the efficient use of expertise and knowledge within each sector e.g. BBC and online audiences – meaning the costs of development are reduced.



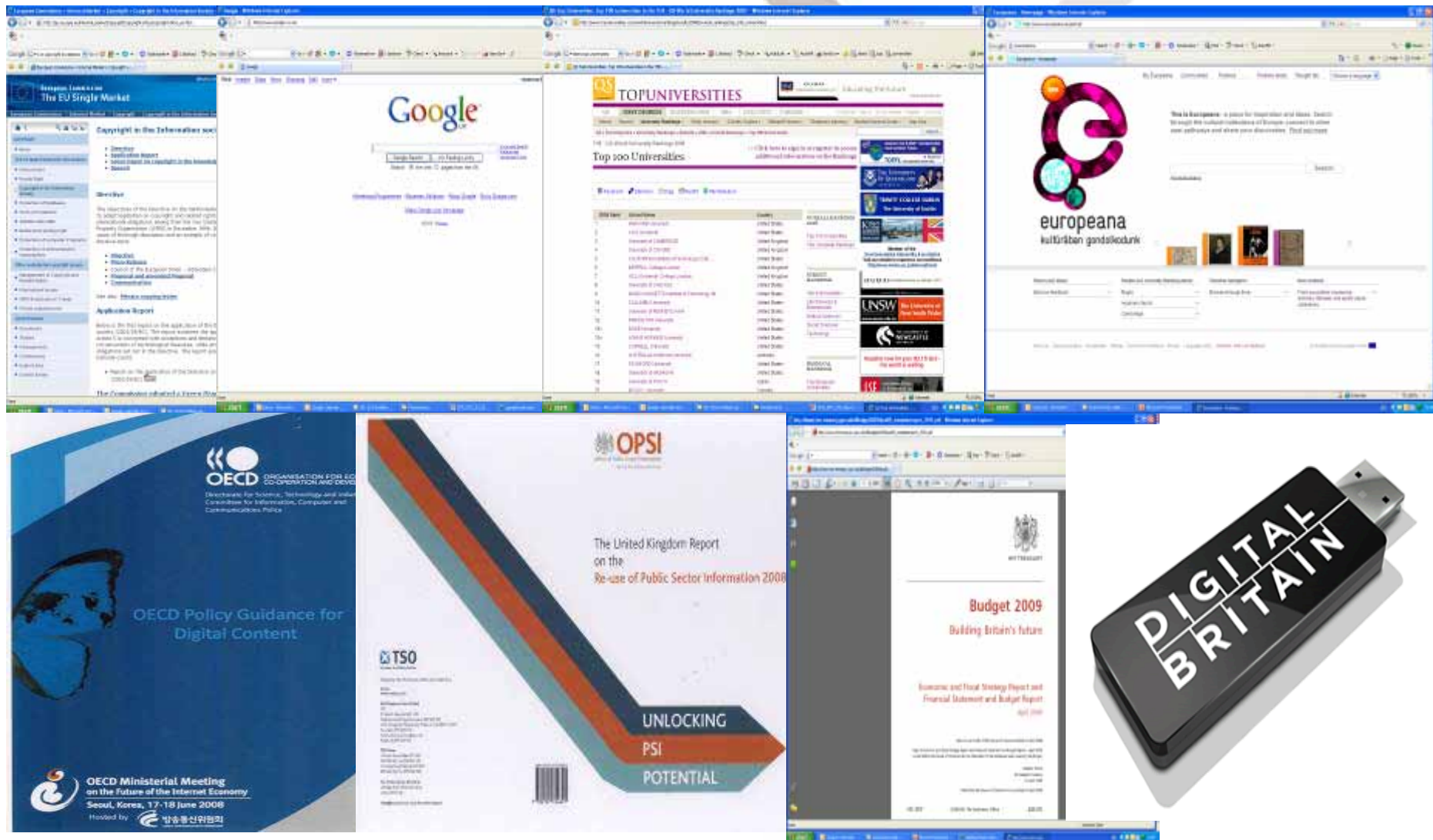
**(The current situation
probably looks
more like this)**



The ambition of the Content Framework is to nurture a set of mutually supportive commonly understood policies and strategies underpinned by empirical research to support learning, teaching and knowledge.



A sea of change... Online Content “policy and practice change agents”



- | **What does BIS expect of FE/HE/JISC:**
- | Design tailored policies that represent **key future strengths for sectors of the UK economy** and where government policy can add to the dynamics of the market
- | Collaborate with the Regional Development Agencies in **building economic growth** in the English regions
- | Continue to **invest in skills** through the **further education** system to help people through the downturn and to prepare Britain for the future
- | Invest in and shape a public **higher education** system that is committed to **social mobility** and equips people with the skills and knowledge to compete in a global economy
- | Assess the **changing skills** needs of the UK economy, especially the intermediate and high skills vital in a global economy, and design policies to meet them through public and privately funded **lifelong learning and training**
- | **Encourage innovation** in the UK
- | Continue to invest in the UK's **world class science** base and develop strategies for commercialising more of that science
- | Continue to work to **expand UK exports** and **encourage inward investment** to the UK

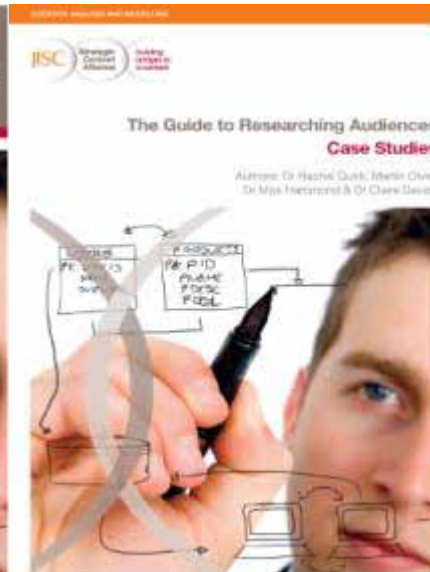
Audience Analysis and Modelling – meeting users needs and measuring impact tools

Guide

Case Studies

“Decision” Schematic

Briefing Papers

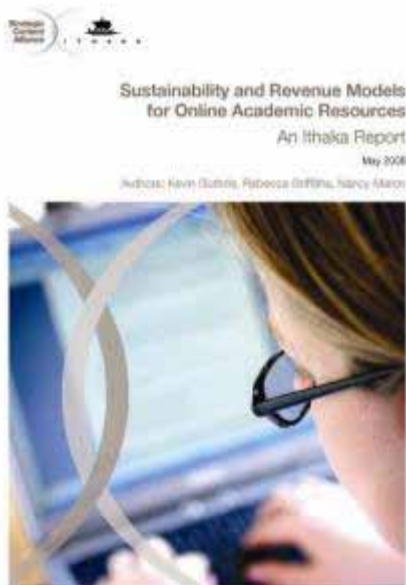


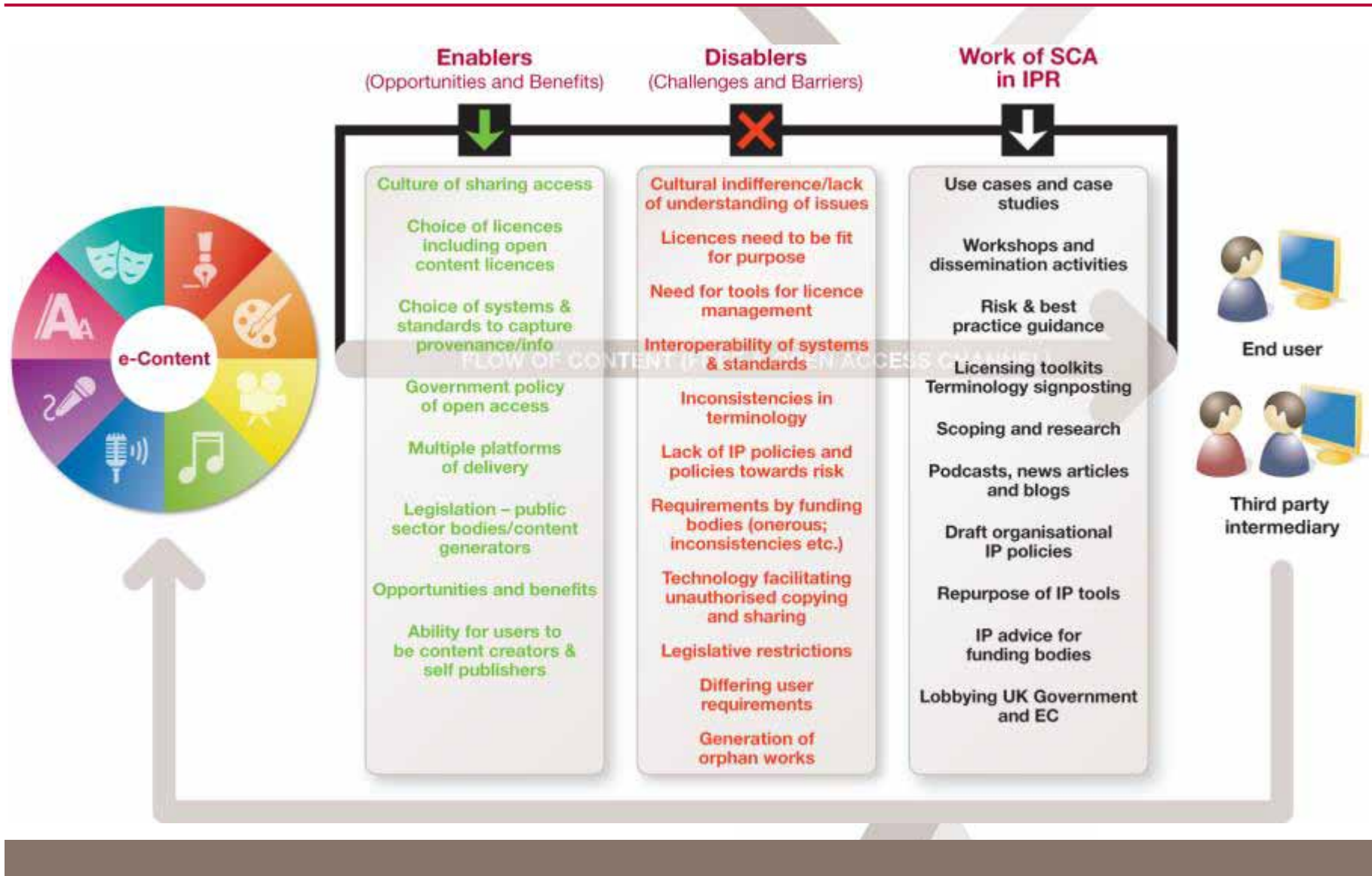
Business Models and Sustainability –how to develop online content with “real world” examples

Guide

In-depth case studies

Funders Forum Decision “Schematic” on 31st July 2009 due September 2009





Digipedia Homepage



Digipedia - the essential guide to digital content



Welcome to Digipedia

- Starting Out with Digital Content
- Policies and Strategies for Digital Content
- Explore the Digital life-cycle

JISC Workshops



Map (c) Google 2008

Strategic Content Alliance workshops

The Strategic Content Alliance is delighted to announce a series of workshops across the UK aimed at senior policy makers and practitioners involved in the delivery of online content and services over the Internet. The events will deliver enhanced professional understanding, as well as the opportunity to evaluate and critique, the following alliance areas of work:

- Audience Analysis - meet users needs
- Business Modelling and Sustainability
- Intellectual Property Rights and Licensing
- Search engine Optimisation / Internet Marketing
- Introduction to 'Digipedia' - a moderated wiki aimed at synthesising the digital content life-cycle information and knowledge from authoritative sources

The workshops are designed to appeal anyone involved in the digital content lifecycle from creation to curation. Please do put a date in your diary for an event near you.

Events

Find details of upcoming SCA events and catch up on reports and live blogs from past conferences, workshops and forums.

- Open Knowledge Conference 2009

Discussion

Hello, and welcome to Digipedia Discussion. I've been working through Digipedia today and it is quite amazing the amount of stuff we already have in it and at the same time the amount of stuff that could easily be added.

SCA Blog

- Diary dates: UK-wide online content workshops
- New Publications area
- The Strategic Content Alliance work plan from April 2009 to July 2011
- Strategic Content Alliance presents at Terena, Paris

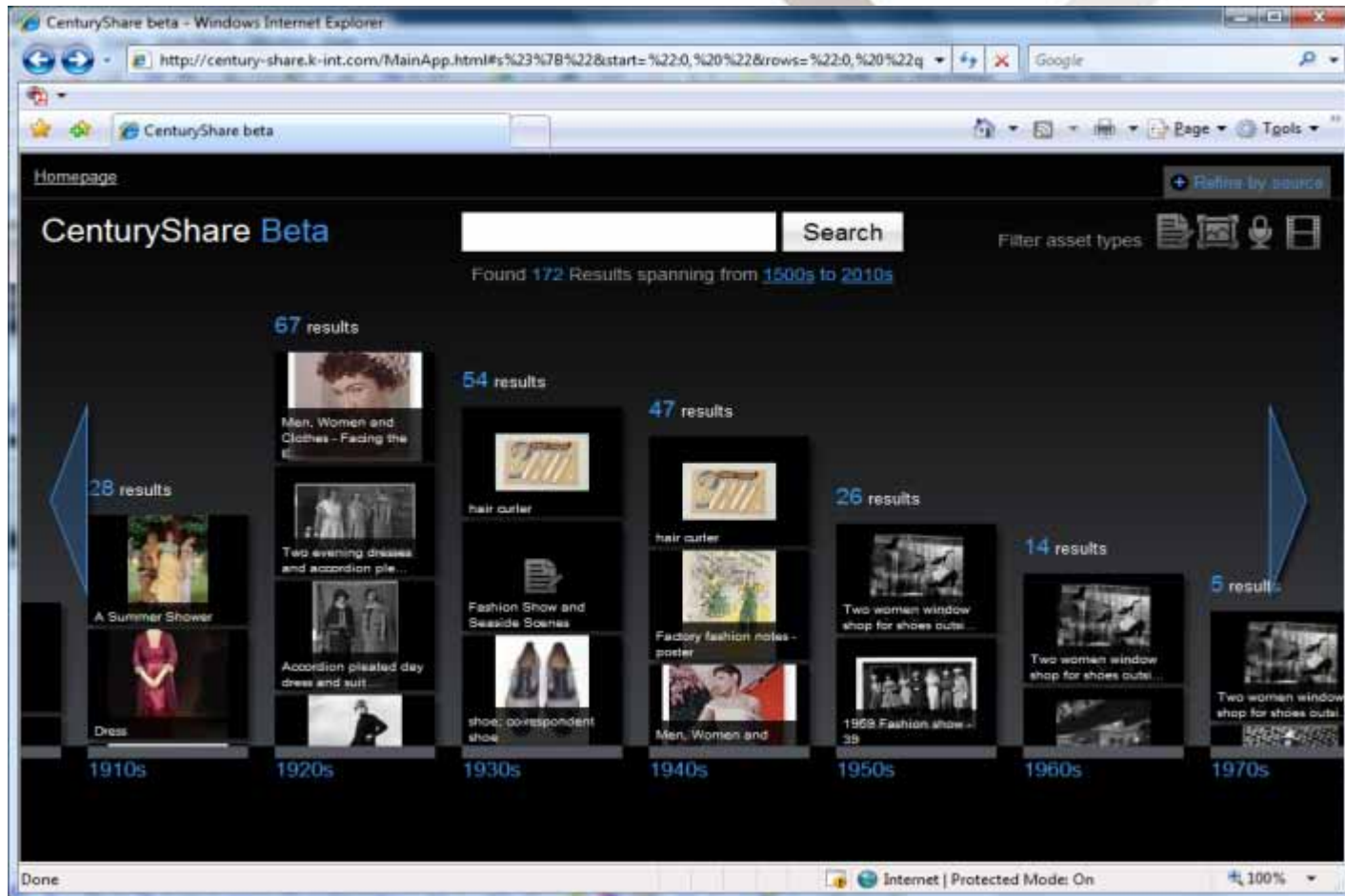
Strategic Content Alliance

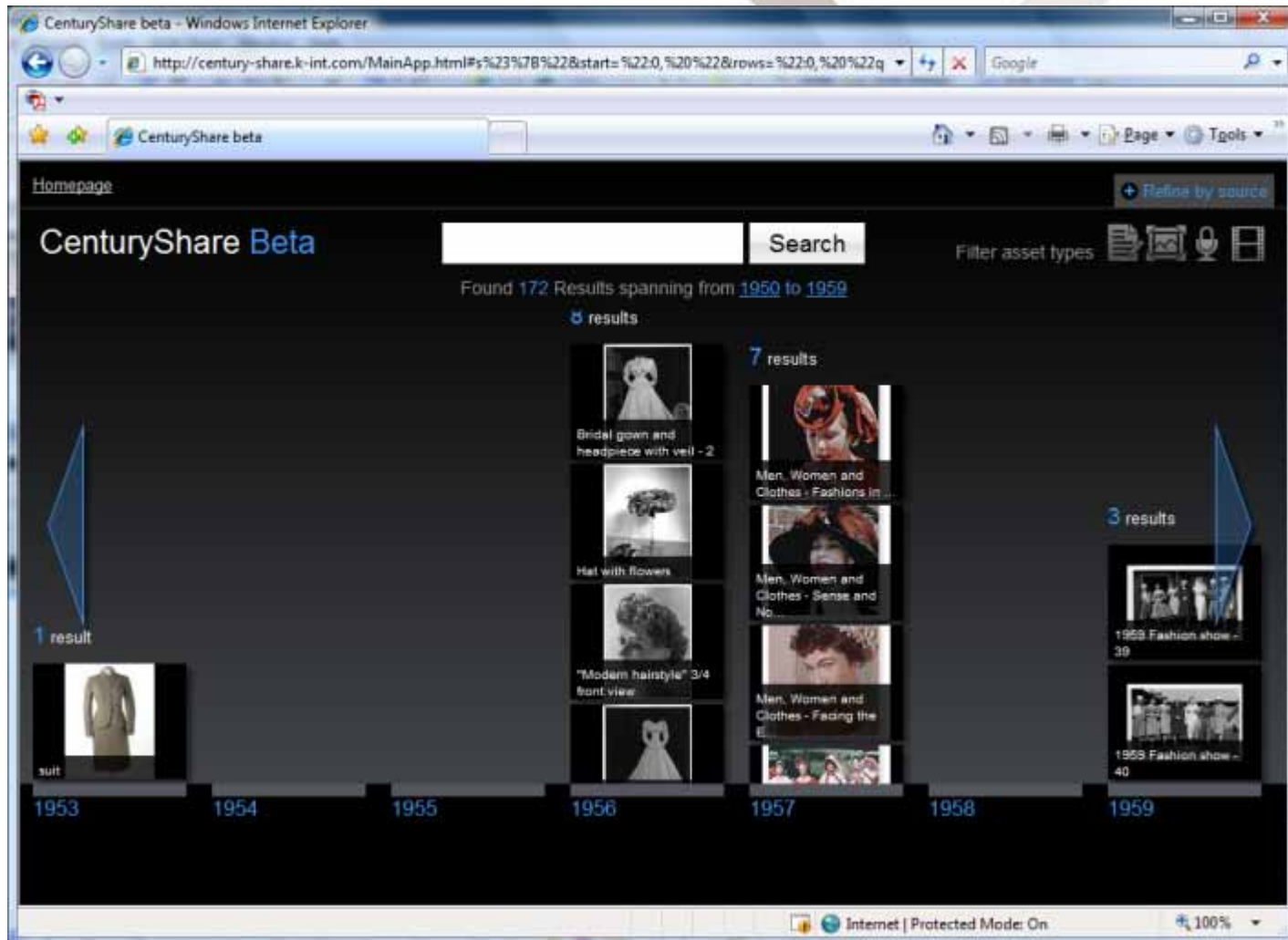
The Strategic Content Alliance is a three-year initiative funded as part of JISC's capital programme. It began in March 2006 and will conclude its current phase of work in March 2009.

Digipedia is a moderated wiki that aims to provide:

- A framework to enable both the synthesis of the reports and other outputs from the Alliance
- Integration of that material into other high quality resources.

<http://beta.digipedia.org.uk/> (1 of 2) [28/04/2009 10:31:38]





CenturyShare beta - Windows Internet Explorer

http://century-share.k-int.com/MainApp.html#s%23%7B%22&start=%22:0,%20%22&rows=%22:0,%20%22q

CenturyShare beta

Homepage

CenturyShare

Refine by source

1955

suit

Source: [Museum of London](#)



Irene Field bought this fashionable Alexon tweed suit in 1953 in Woolwich. She wore it on cycling expeditions and for walks. Irene worked in Mr Bandy's confectionary store (Henry Austin Limited) in Lower Regent Street in the early 1950s and with the Abbey National Building Society as a clerk-typist from 1955-57. In 1953, she lived in Kidbrooke in Kent. Alexon produced good quality readymade women's clothes, tailored in London.

Type: Image
Source URL: http://www.20thcenturylondon.org.uk/rs/server.php?identifier=MoL_98.72
Subjects: [Youth Culture and Fashion](#), [Leisure](#), [Shopping](#)
Rights information: not done this one yet...

Visit this resource »

< Back to results

1 result

suit

1953 1954 1955 1956 1957 1958 1959

"Modern hairstyle" 3/4 front view

Men, Women and Clothes - Facing the E...

1959 Fashion show - 40

Internet | Protected Mode: On

100%

suit - Exploring 20th Century London - Windows Internet Explorer

http://www.20thcenturylondon.org.uk/server.php?show=conObject.6364

CenturyShare beta

Exploring 20th Century London

Timeline Themes Places Advanced Search

You are here: **Home**

Search the whole site

suit



digital image © Museum of London

ID no: Mol_98.72

Description: Irene Field bought this fashionable Alexon tweed suit in 1953 in Woolwich. She wore it on cycling expeditions and for walks. Irene worked in Mr Bandy's confectionary store (Henry Austin Limited) in Lower Regent Street in the early 1950s and with the Abbey National

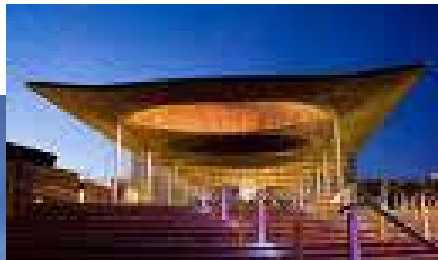
Related Places

- ▶ [City of Westminster](#)
- ▶ [Greenwich](#)

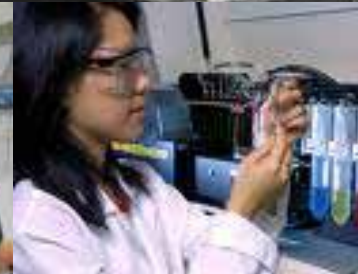
Done

Internet | Protected Mode: On 100%

Policy makers...dialogue and influence



Practitioners...retooling and re-skilling



Where you can find us on the web...



<http://sca.jiscinvolve.org/>



<http://www.jisc.ac.uk/contentalliance>

Thank you for listening and any questions?

Stuart Dempster

s.dempster@jisc.ac.uk

07791-594-199