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 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 Content Framework

(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 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
The IPR/Licensing Toolkit

Initial Report  Guide  Case Studies  “Decision” Schematic
Digipedia – A Prototype Content Framework Presentation Layer

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.
CenturyShare
http://century-share.k-int.com
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.
Exploring 20th Century London

You are here: Home

suit

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 Abney National

Related Places
- City of Westminster
- Greenwich
Advocacy, Adaptation and Adoption…

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