



**DL.org: Coordination Action on Digital Library Interoperability, Best Practices and Modelling Foundations**

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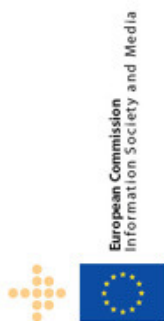
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### Disclaimer

This document contains information on the core activities, findings, and outcomes of the EC-funded project, DL.org, and in some instances, distinguished experts forming part of the project's Liaison Group, Working Groups and External Advisory Board. The document may contain references to content in the DELOS Digital Library Reference Model, which is under copyright. Any references to content both documents should clearly indicate the authors, source, organisation and date of publication.

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### **European Commission Information Society and Media**

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### Glossary of Key Terms

<b>DL.org</b>	Co-ordination Action on Digital Library Interoperability, Best Practices and Modelling Foundations.
<b>DELOS DL RM</b>	The DELOS Digital Library Reference Model, under copyright, which has been developed through the EC project DELOS Network of Excellence. The DELOS Reference Model is the driving principle and conceptual framework behind DL.org, which aims to produce an enhanced and validated version moving beyond the current state of the art.
<b>DLs &amp; DRs</b>	Digital Libraries and Digital Repositories, considered to form a key part of the EU's i2020 strategy for a European Information Space founded on advanced information systems and eScience repositories serving as knowledge infrastructures.
<b>EAB</b>	External Advisory Board, a focused team of experts evaluating and helping to shape the project's outcomes.
<b>EC</b>	European Commission
<b>ECDL</b>	European Conference on Digital Libraries, annual conferences located in EU cities, proposed as the backdrop for DL.org Workshops. The 1 <sup>st</sup> Workshop, which took place on 1 October 2009, was set within the 13 <sup>th</sup> European Conference on Digital Libraries (ECDL2009), 27 September-2 October, Corfu, Greece.
<b>LG</b>	Liaison Group, i.e., leading figures in the DL arena recruited from coalitions, national initiatives and academic institutions around the world.
<b>LIS community</b>	Library and Information Services community.
<b>KPI</b>	Key Performance Indicator, serving to gauge the measurable impact of DL.org dissemination and training activities.
<b>QATF</b>	Quality Assurance Task Force, which is chaired by DL.org co-ordinators, brings together the leaders of the various work packages forming part of the project to define KPIs and ensure the effective and timely delivery of project goals.
<b>WG</b>	Working Group, i.e. one of the six thematic groups dedicated to architecture, content, functionality, policy, quality and users. Members include experts inside and outside the project.

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## Summary

The Dissemination and Training Plan for the second year of DL.org is the outcome of input from the entire DL.org Consortium, taking on board the constructive and valuable recommendations made during the project's 1<sup>st</sup> Annual Review. The Consortium has worked in synergy to define and plan dissemination activities key to ensuring visibility for the main project outputs, such as the enhanced **Reference Models**, the **State-of-the-Art Survey** and the **Technology and Methodology Cookbook** (hereafter referred to as outputs), as well as its overall achievements (hereafter referred to as outcomes). Effort to increase dissemination activities has been allocated by reducing effort allocated to eTraining and by changing the focus of effort allocated elsewhere, with the aim of fostering closer synergies both inside and outside the project. With regard to the **eTraining** programme, the Consortium believes it represents an important legacy beyond the project and has thus decided to maintain the current courses with minimum effort allocated for key enhancement activities and closer complementarities with the Summer School.

The Consortium has deliberated ways in which it can maximise visibility and more effectively convey its goals and outcomes to its stakeholder community, liaising also with **Europeana** to spearhead new collaboration initiatives. The project has also investigated **Social Networking** to understand the main topics debated in the DL space and identify the main players involved. Initial steps have been taken in setting up DL.org social networks and to plan how to set them in motion. This investigation draws on a Briefing to Microblogging produced JISC through its web2page initiative. Attendance at the **Cultural Heritage online** conference (CNR, Trust-IT), 15-16 December 2009 in Florence, has also assisted the project in understanding approaches to and perceptions of Social Networking within the DL space, where these networks are gaining increased momentum though some perplexity remains on mainstream usage. Indeed, blogging and microblogging are very much new tools for many of the project representatives, calling for a staggered approach that first identifies topics of interest to the DL community, subsequently focuses on creating posts with support and suggestions from the Consortium as a whole to evolve become a common activity for all.

**Key outcomes** to date for the second year are summarised as:

- New Strategic Alliance with EuropeanaConnect as a direct outcome of attending the Cultural Heritage online conference in December 2009.
- New Strategic Alliance and dissemination synergy with EUScreen, part of the Europeana group of projects.
- 2<sup>nd</sup> DL.org Workshop proposal submitted along with paper submissions for several conferences in Europe, including a project-focused presentation.
- Setting-up of DL.org social networks.
- Two presentations at IRCDL2010 in January 2010.
- New media partnership with British Publisher's.
- Video interviews with DL.org and Europeana arranged for February 2010.
- Phone interview with a member of the Liaison Group arranged for February 2010.



## 1. Deliverable Outline

Section Two of this document outlines plans underway to integrate the website and wiki more effectively, as well as enhance the design and layout of the website to reflect the new approach to dissemination and outreach. New sections that will be developed along with enhanced core messaging are outlined. Topics open for debate in the envisioned Open Wiki Forum and for blog postings are provided together with actions planned for website search optimisation. Section Three focuses on social networking that will be used as a new but valuable tool to converse with stakeholders and help build a critical mass, re-enforced by systematically synergising with relevant initiatives to create a “knock-on effect”.

Section Four looks at different ways in which closer synergies with pertinent initiatives are being pursued by the Consortium, including new strategic alliances recruited, media partnerships established and matching target media and community channels with planned project activities. Section Five is dedicated to the interview rationale, procedure and proposed interviewees based on four main themes to bring into sharper relief ongoing activities, key outputs, interoperability and standardisation, and the positioning of DL.org in the wider landscape. Diverse formats used include short video clips on both project goals and testimonies, phone interviews and video streaming.

Section Five details how events and publications will serve as key vectors for increasing visibility around the main outputs, including events organised by DL.org, community conferences and additional initiatives proposed. Plans for the Training Programme are presented in Section Six, providing a rationale for eTraining that is aimed at maximising impact through more focused activities, as well as outlining the focus and promotion of the Summer School.

Section Seven proposes a revised approach to measuring impact for dissemination and training, bearing in mind positive responses received to date from our stakeholder community, activities already performed and the planning of future actions, in order to maximise buy-in and achieve the goals set.

## 2. Website Evolution & Wiki Integration

The DL.org website is the main entry point for the wider DL and ICT community and a showcase for the project's major outcomes, including successful synergies and dissemination outcomes. The wiki serves as a second front focusing on the multi-layered investigation into interoperability co-ordinated through the six Working Groups with additional consultation with the Liaison Group and evaluation by the External Advisory Board. Closer integration between these two tools aims to bring into sharper relief project outcomes as they evolve over time; open up the floor for knowledge exchange with the wider DL community through the envisioned Open Wiki Forum; highlight outreach and synergies with our major stakeholders and communicate with them through social networks. These activities are inextricably linked to DL.org's revised Communication and Dissemination Strategy for the second year of the project. The Project Brochure and Poster will also be enhanced to reflect this new approach.

### 2.1 Website Evolution

Activities to evolve the DL.org website have been planned to commence in the first reporting period of the second year (February 2010) with a redesign of the home page that responds to the new approach adopted by the project. The main changes for the home page will be completed by mid-March and will attempt to reduce "down-time" as much as possible, bearing in mind various initiatives under way or envisioned during this period (e.g. Summer School; 2<sup>nd</sup> DL.org Workshop).

Web evolution aims to enhance core messaging around the project and its outcomes by adapting selected sections on current and future outputs, such as the focus of the new Reference Model with particular reference to interoperability and the Model's relevance to the stakeholder community, as well as the focus of the State-of-the-Art Survey through its diverse iterations.

These activities also comprise regular updates and an increased use of multimedia content and social networking, while also putting more focus on how the project is harnessing expertise and fostering synergies with relevant initiatives.

## Redesign of the home page

The redesign of the home page aims to offer a more enticing and informative website as the project's approach to outreach evolves. Figure 1 illustrates the new design of the home page; the header will remain the same with the EC and partner logo in the footer.



Figure 1 – DL.org new homepage design

The top horizontal menu bars will comprise: **Mission**; **Outcomes**; **Experts**; **Strategic Alliances**; **Workshops**; **Summer School**; **eTraining**; **On-line media Room** and **Publications**. Each section and related web pages will be inter-linked and linked to relevant wiki pages, the Open Wiki Forum, the News section and the Blog. Social Networking, which is described below in Section 3, will be used to promote core activities and outcomes.

The upper section of the homepage will comprise four scrolling menus with “mouse-over” functionality to move the scrolling windows offering a snapshot of the main focus areas of the project and linking to relevant sections in the horizontal menu bars:

1. **DL.org mission**: briefly outlining the main goals and expected impact of the project linking to related top horizontal bars and web pages: stakeholder community, consortium and project brochure and poster. Current core messaging is being enhanced to mirror outputs to date with updates envisioned.

2. **DL.org Outcomes:** drawing attention to the main achievements and key outputs of the project with regular updates on all the core activities and linked to the horizontal “Outcomes” bar, the introductory page of which will highlight overall achievements with links to the “On-line Media Room” and “Publications”.
3. **Experts & Technical Work:** this scrolling menu bar will draw attention to the project’s investigation into interoperability issues by harnessing global expertise and with updates on the main outputs of the project (Reference Model; State-of-the-Art Survey and the Technology & Methodology Cookbook), as well as the Open Wiki Forum. The aim is thus to re-enforce the messaging around DL.org’s collaborative approach as key to achieving DL interoperability.
4. **DL.org Events:** this menu bar serves to highlight core activities such as the Workshops and All WG Workshop (May 2010) and the Summer School (June 2010), drawing attention to updates and outcomes through the Blog and Social Networks. The eTraining as a secondary activity that complements core technical work will also be highlighted here.

The lower section of the home page will comprise five boxes focusing on different communication tools used by DL.org to disseminate news in the DL space and interact with stakeholders and the wider DL community:

- **News & DL events:** regular updates on the latest trends and developments in the DL space, including project news, DL and DL.org events. News and events will automatically link to relevant pages in the “On-line Media Room”. Specific news items will link to related internal sections and external sites.<sup>1</sup>
- **Blog:** This box will highlight the latest blog postings, including any syndicated and relevant postings on external blogs.
- **Interviews & Videos:** this box draws attention to latest videos and interviews produced by the project with relevant links to internal sections and external websites.
- **Open Wiki Forum:** this box serves to re-enforce the project’s collaborative approach, highlighting topics open for debate.
- **Follow us:** this box focuses on the various social networks the project will be using to reach out to the wider DL community. Visitors will also be able to subscribe to the DL.org eNewsletter through a dedicated function, which is automatically managed by the Content Management System (CMS).

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<sup>1</sup> A spectrum of sources for news items have been identified through RSS feeds, eNewsletter subscriptions, subscriptions to mailing lists and messages circulated by the EC. Many events have also been identified, ensuring regular updates.

## Alliances

The aim of highlighting the strategic alliance on the home page is to illustrate how DL.org fosters synergies with the diverse stakeholder communities. The logo of each Strategic Alliance will appear through a “fade-in/fade-out” function in the bottom right-hand corner of the Home Page.

Table 1 shows how current and new sections are evolving over time.

Main Menus	Sub-menus	Evolution
<b>Mission</b>	Stakeholders Goals & Achievements Consortium with staff pages External Advisory Board Project Brochure Project Poster	Create & publish a page dedicated to DL.org Stakeholder community, linking also to Liaison, Working Groups & Strategic Alliances and indicating how each community benefits from the project’s activities and outcomes. Updated versions of the Project Brochure & Poster will be published as they are created. The page on goals & overall achievements will be updated to mirror state of play.
<b>Outcomes</b>	Interoperability Reference Model State-of-the-art Survey Cookbook (when published) Standards Synergies established	This new section on the website aims to highlight project outcomes. A new page on the benefits & challenges of interoperability will be created. Dedicated sections will be created for the main project outputs as they become available, linking to the “On-line Media Room”, “Publications” and related wiki pages. The new section on Standards will be developed through focused interviews and an investigation into the current landscape. The Synergy page will offer examples of different types of community engagement and knowledge exchange broadly defined, serving as a snapshot overview.
<b>Experts</b>	Working Groups Liaison Group	This revised section will comprise both the members of the Working Groups (in alphabetical order & linked to the relevant wiki pages) as well as the Liaison Group to illustrate the different roles played in relation to DL.org. Profiles will appear as expandable boxes.
<b>Strategic Alliances</b>	EU Initiatives National Initiatives Coalitions & Think-Tanks	New Strategic Alliances will be published as they are recruited, highlighting opportunities to synergise with DL.org.
<b>Workshops</b>	1 <sup>st</sup> DL.org Workshop	The 2 <sup>nd</sup> workshop pages will evolve in line

	2 <sup>nd</sup> DL.org Workshop	with developments. This section will also promote any additional workshops, joint events & meetings with DL.org experts.
<b>Summer School</b>	Summer school: overview & takeaways Registration Travel Guide	This section will evolve to promote the outcomes of the Summer School, including inter-links with the eTraining.
<b>eTraining</b>		This section will be revised to highlight the stakeholder community and eCourse takeaways, including enhanced messaging on Moodle.
<b>Publications</b>	DL.org in the press Papers DL Briefings Downloads	A new section will be created to highlight dissemination outcomes, such as articles published in popular and DL community journals; papers submitted and published in conference proceedings in peer-reviewed journals. "DL Briefings" refers to relevant external publications and reports on the DL landscape including documents highlighted via the Open Wiki Forum, while "Downloads" is dedicated to documents uploaded as "front-end" content that is tagged to enhance web searches. <sup>2</sup>
<b>On-line Media Room</b>	Newsletters Interviews Videos Blogs Press Releases Testimonials Image Gallery News & Events	This section will be regularly updated as new content is produced, highlighting key achievements on the Blog and through Social Networks.

**Table 1 – Website Layout & Structure**

<sup>2</sup> "Front-end content" is a special functionality available on the Open Source CMS ("Made Simple") that underpins the DL.org website. Interventions on the CMS include liaison with the developers through the dedicated "Made Simple" Forum and includes requests for improvements within this Open Source community, including enhancements to this Functionality. Information on "Downloads" (document downloaded; date and time) automatically appears in the Web Activity Log, which is dumped and converted into an xcel document on a quarterly basis.

## 2.2 Open Wiki Forum

Partners leading the Working Groups (CNR, NKUA and UG) will dedicate effort to incorporating into the current wiki pages ([https://workinggroups.wiki.dlorg.eu/index.php/Main\\_Page](https://workinggroups.wiki.dlorg.eu/index.php/Main_Page)) an Open Wiki Forum, aimed at opening up the floor for an effective, two-way dialogue with DL community of practitioners, information professionals and researchers with special emphasis on key project outputs, such as the **State-of-the-Art Survey**, the enhanced versions of the **Reference Model** and the **Technology & Methodology Cookbook**.

### Topics open for debate

Members of the community will be able to both consume and comment on the Working Group activities and topics investigated in the State-of-the-Art Survey. While the “Working Area” will remain a private collaborative space for the experts contributing to each Working Group, new content will be opened up for debate as deemed appropriate. Table 2 summarises the main topics that will be open for debate with the wider community during the first phase.

Outputs & Thematic Working Groups	Topics for the wiki forum
<b>Reference Model</b>	Sample pages of the Model; open issues of the current version; information on how to raise new issues; “under discussion” approaches to solve them ( <a href="https://wiki.dlorg.eu/index.php/DL.org_Reference_Model">https://wiki.dlorg.eu/index.php/DL.org_Reference_Model</a> )
<b>Cookbook</b>	Sample pages of the Cookbook; invite to contribute with position statements on best practices for achieving interoperability; article advertising the RFC version and invite to comment on it ( <a href="https://wiki.dlorg.eu/index.php/DL.org_Cookbook">https://wiki.dlorg.eu/index.php/DL.org_Cookbook</a> )
<b>State-of-the-art Survey</b>	Contributing to the Survey by providing comments and questions with the aim of producing a community-driven comprehensive and in-depth analysis of current developments for DL interoperability <a href="https://workinggroups.wiki.dlorg.eu/index.php/Interoperability_State-of-the-art_Survey">https://workinggroups.wiki.dlorg.eu/index.php/Interoperability_State-of-the-art_Survey</a>
<b>Liaison Group</b>	Enhancing the existing wiki page with links to articles produced by members of this consultation body ( <a href="https://wiki.dlorg.eu/index.php/DL.org_Liaison_Group">https://wiki.dlorg.eu/index.php/DL.org_Liaison_Group</a> )
<b>Architecture</b>	Architecture interoperability Levels and approaches ( <a href="https://workinggroups.wiki.dlorg.eu/index.php/Architecture_Working_Group">https://workinggroups.wiki.dlorg.eu/index.php/Architecture_Working_Group</a> )
<b>Content</b>	Content interoperability levels and approaches <a href="https://workinggroups.wiki.dlorg.eu/index.php/Content_Working_Group">https://workinggroups.wiki.dlorg.eu/index.php/Content_Working_Group</a>
<b>Functionality</b>	Functionality interoperability levels and approaches <a href="https://workinggroups.wiki.dlorg.eu/index.php/Functionality_Working_Group">https://workinggroups.wiki.dlorg.eu/index.php/Functionality_Working_Group</a>
<b>Policy</b>	Policy Interoperability Framework preliminary version <a href="https://workinggroups.wiki.dlorg.eu/index.php/Policy_Working_Group">https://workinggroups.wiki.dlorg.eu/index.php/Policy_Working_Group</a>
<b>Quality</b>	Quality Core Model preliminary versions <a href="https://workinggroups.wiki.dlorg.eu/index.php/Quality_Working_Group">https://workinggroups.wiki.dlorg.eu/index.php/Quality_Working_Group</a>
<b>User</b>	User interoperability levels and approaches <a href="https://workinggroups.wiki.dlorg.eu/index.php/User_Working_Group">https://workinggroups.wiki.dlorg.eu/index.php/User_Working_Group</a>

**Table 2** – Topics for the Open Wiki Forum

### Visibility

As wiki-based collaboration tools are shaped by the people contributing to it, the Consortium will dedicate effort to highlighting the Forum and the information available on the wiki pages through the website, a special section in the Newsletter with regular updates, through syndicated websites, DL.org and external blog postings as pertinent, articles on the project's key outputs and targeted messaging to the community.

### Format & Talk Page

Members of the wider DL community will be able to contribute through the dedicated "Talk Page" (also referred to as "discussion page"). A link to the corresponding talk page for each article published appears on the "discussion tab" at the top of the page, as illustrated in Figure 2. Open access to a Talk Page means that visitors can add content to this particular page. When visitors view an article they can click the discussion tab to switch to the Talk Page, where they can see the Talk Page and its history, and contribute to it by adding a question or comment.

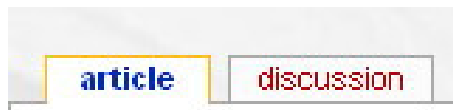


Figure 2 - Discussion tab

Instructions will be visible on the front page of each wiki article as well as on the "help" link ([http://en.wikipedia.org/wiki/Help:Talk\\_page](http://en.wikipedia.org/wiki/Help:Talk_page)) assisting people in structuring their comments and questions. In this way, existing knowledge can be shared to create new knowledge and broaden the debate. The "Talk Page" can be used in different ways:

- Writing up personal research and comments on topics of interest to the project
- Posing questions to the Working Groups
- Posting links to resources and documents that may be of interest to group members
- Using it simply to consume information provided by group members

## 2.3 DL.org Blog Evolution

Consortium members are working closely together to identify relevant topics for the project's Blog, understand how content can be created most effectively and how the Blog can evolve over time. This is an on-going process that is supported through regular exchanges between Consortium members and deemed necessary to assist partners in defining the project's approach to blogging and microblogging. Each partner has proposed topics deemed to be of interest to our stakeholder community based on the on-going and expected future technical work conducted by the Working Groups, including partner



expertise and coupled with inputs from the Liaison Group. The Consortium will seek to contribute posts and to encourage experts to highlight relevant topics and make contributions wherever feasible. Sources for posts will also include debates within the Open Wiki Forum; events organised and attended; interactive discussions at events; relevant articles in popular media channels and synergies established. Blog monitoring tools (e.g. Technorati) will be used to gauge impact.

Table 3 indicates blog topics proposed for each Working Group.

Working Group	Blog Topics
<b>Architecture</b>	Architecture interoperability issues, architecture interoperability levels, architecture interoperability approaches
<b>Content</b>	Content interoperability issues, content interoperability levels, content interoperability approaches
<b>Functionality</b>	Function interoperability, function interface, function behaviour, pre/post conditions, function composition, function taxonomies/ontologies
<b>Policy</b>	Policy Interoperability, Policy representation, Policy reinforcement, Preservation Policies, survey of current DLs policies
<b>Quality</b>	Quality interoperability, data quality, quality parameters, DL evaluation issues, an overview of the DRIVER guidelines & other quality requirements applied in real-world DLs.
<b>User</b>	User interoperability, user modelling, user profiling, user context, user management, collaboration, participation, privacy.

**Table 3** – DL.org Blog Postings

## 2.4 Contributions to external blogs

DL.org will synergise with the authors and initiatives of relevant DL and ICT blogs, with the aim of increasing its visibility around the challenges it is addressing and major achievements, as part of an ongoing process to identify pertinent blogs, including those of very well-known figures. Table 4 below identifies several blogs on which to post articles in the short term and as the project identifies other pertinent blogs. In particular, high-quality postings on the DL.org blog will be submitted for publication on external blogs.

External blogs	Type & audience	Proposed contributions
<b>IT-Tude.com (www.it-tude.com)</b> <sup>3</sup>	ICT with a focus on technology transfer The website targets people interested in ICT, clouds & grids.	Challenges and visions in the DL space with reference to technology advances & interoperability
<b>British Publisher's</b> blog and opinion section of the new website due to launch mid-February 2010	ICT targeting audiences from business, government & research	Visions and opinions from selected DL.org experts
<b>EUScreen blog</b>	Europeana community	Technology advances, project outcomes & relevant initiatives
<b>Europeana Tech Watch Wiki - Blog</b>	Europeana community	Technology advances, project outcomes & relevant initiatives
<b>GRDI2020 blog</b> (available from spring 2010)	Digital library, repository & data infrastructure experts & initiatives, policy-makers and funding agencies	Issues & topics of mutual interest, including highlights of high-profile knowledge exchange
<b>Digital Libraries &amp; Education</b> Tefko Saracevi, Rutgers University & a member of Quality Working Group: <a href="http://comminforutgers.edu/~tefko/D-LibEdu_home.htm">http://comminforutgers.edu/~tefko/D-LibEdu_home.htm</a>	Discussions pertaining the project's training programme, including outcomes of the Summer School	Training and pertinent educational issues
<b>Kevin Ashley blog</b> , London University Computing Centre, & a member of Policy Working Group, <a href="http://dablog.ulcc.ac.uk/author/kevin-ashley/">http://dablog.ulcc.ac.uk/author/kevin-ashley/</a>	Policy & preservation experts & initiatives, mainly UK focused	Policy & preservation issues
<b>Library Journal</b> <a href="http://www.libraryjournal.com/blog/1090000309.html">http://www.libraryjournal.com/blog/1090000309.html</a>	LIS practitioners and professionals	DL.org topics of interest to the Library journal community
<b>Library Student Journal Blog</b> hosted by the University at Buffalo <a href="http://www.librarystudentjournal.org/blog/">http://www.librarystudentjournal.org/blog/</a>	LIS students & researchers	Training & topics of interest to the student and young research LIS community
<b>Digital Curation Blog</b> , JISC <a href="http://digitalcuration.blogspot.com/">http://digitalcuration.blogspot.com/</a>	Institutions of higher education	Policy, Quality & preservation issues

Table 4 – External Blog Contributions

<sup>3</sup> IT-Tude.com is a spill-over of the FP6 IP project BEinGRID designed to replace Gridipedia as a sustainable website focusing on broader Information & Communication Technologies. Trust-IT was involved in transforming the website and is an associate partner of IT-Tude.com.

Figure 3 shows how blog postings are highlighted on the home page of IT-Tude.com. DL.org will work in synergy as a partner and with IT-Tude.com to evaluate opportunities to contribute.

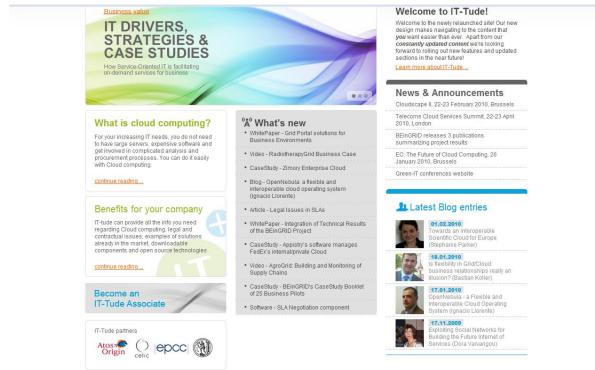


Figure 3 – IT-Tude.com home page

## 2.5 Website Search Optimisation

An activity that the consortium will undertake is to ensure an appropriate search Engine optimisation mechanism going forward. Google and other search engines appreciate fresh content that relates back to similar content on the other pages of the site. The consortium will look into the complexities of search engine marketing and especially search engine algorithm factors such as the URL use, the placement of certain words within the content, metadata, tags, inbound links, the identification of appropriate keywords and phrases. Starting by looking at Search Engine Watch (<http://searchenginewatch.com/>), which is full of relevant resources and active forums to explore further. A small sub-contract is being considered to support this activity.

## 3. Social Networking

### 3.1 Social Networks

Social Networks are being used by DL.org to encourage interaction and the creation of a strong community based on a recent investigation into topics debated and players involved. The project has set up a series of network accounts having identified an initial set of themes, pages and people offering opportunities for interaction. A dedicated section on DL.org's social networking will be highlighted on the new design of the home page. The networks are inter-linked and a partner plan has been set in place to commence interaction. This will initially be through the ECDL2010 social networks

([www.ecdl2010.org](http://www.ecdl2010.org)) from mid-March when confirmation on the 2<sup>nd</sup> DL.org Workshop is due.<sup>4</sup> Wherever feasible, videos promoting upcoming events will be produced.

The project will subsequently build on connections established with the stakeholder community and project outcomes, such as recent and upcoming interviews and videos. Connections will be re-enforced by individual partner links and references to DL.org and through pertinent strategic alliances, with the aim of creating a knock-on effect and create a critical mass of followers, which is widely viewed to be an important success factor.

These networks will be used to:

- Promote DL.org events: Summer School, All Working Group Meeting, the 2<sup>nd</sup> DL.org Workshop and any additional workshops and events attended along with major outcomes.
- Bring into sharper relief key project outputs: enhanced versions of the Reference Model; State-of-the-Art Survey and the Technology and Methodology Cookbook.
- Draw attention to the eTraining by engaging with young researchers and LIS students.
- Upload DL.org videos and photos from events and expert meetings.

#### Social Networks set up



The initial page is available at <http://www.facebook.com/pages/DLorg-Project/298493747668>. The pages



The initial page is available at <http://www.linkedin.com/pub/dl-org-project/1a/451/696>



The DL.org section is available at <http://www.youtube.com/DLorgProject>



The DL.org Twitter is at <http://twitter.com/EUDLorg>



The DL.org flickr page is <http://www.flickr.com/photos/dlorgproject/>

<sup>4</sup> Several DL.org partners have already expressed interest in ECDL2010 on the dedicated conference LinkedIn web page.



Partners responsible for the Working Groups are producing an updated set of slides to publish on slideshare. Presentations from events will also be uploaded along with a multimedia project presentation through an on-going process.

## 4. Strategic Alliances & Synergies

### 4.1 Strategic Alliances

New Strategic Alliances already recruited for the second year of DL.org include:



EuropeanaConnect – contribution to core technical work & joint dissemination, (eContentPlus project)



EUScreen – joint dissemination support (eContentPlus project)



GRDI2020 (Global Research Data Infrastructures) – joint dissemination support and knowledge exchange



Additionally, DL.org has joined the collaborative environment of the Europeana Tech Watch Wiki to share information, interact with the people (currently over 300) registered on this wiki, post blogs as this section evolves, and identify new opportunities for collaborative work and mutual visibility moving forward. DL.org is also investigating how it can leverage EuropeanaLabs, a developers' environment that offers a closer look at Europeana's development practices, including Europeana v1.0's forthcoming releases, as well as innovative applications within or independently of Europeana. By building on

the alliance with Europeana, DL.org will be well placed to highlight technology advances and issues, on which the Europeana community has recently expressed much interest.<sup>5</sup>

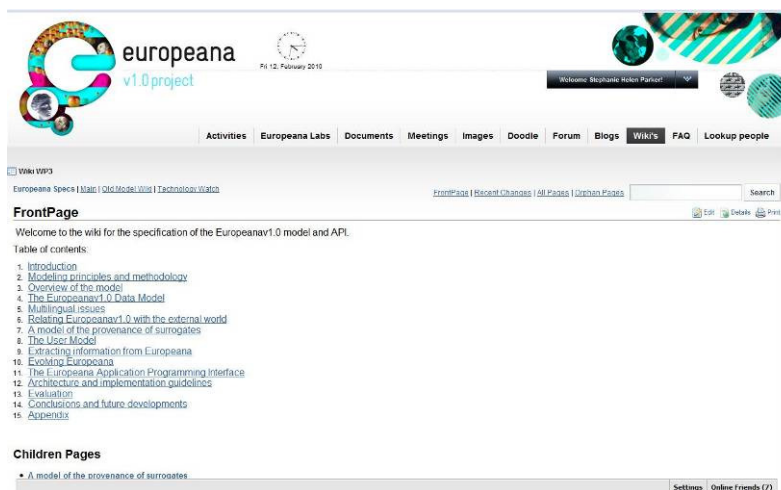


Figure 4 – Europeana Collaborative Environment

GRDI2020 (funded under FP7 by the GÉANT and Infrastructure Unit, INFSO DG Media Directorate, EC, which launched on 1 February 2010) has a similar stakeholder community and expertise as DL.org. The synergy will therefore include the publication of pertinent interviews and newsletter features on the GRDI2020 web channel (due for release in spring 2010) along with mutual blog contributions as outlined above.

DL.org will encourage initiatives within the Strategic Alliances to contribute to the eNewsletters with success stories, as well as highlight events and other news items of interest to the community in exchange for back-links and logos on their website and/or promotional material. This activity will initially focus on the nine initiatives that have signed a Memorandum of Understanding with DL.org to exchange work experience and share knowledge. DL.org will make the most of these links along with the relationships established with other and new alliances to widely promote its findings and outputs. Further strategic alliances will be sought in synergy with experts recruited through networking with the DL community. Potential Strategic Alliances from the Europeana group of projects are listed in Annex 1.

<sup>5</sup> Europeana eNewsletter 9 Feb 2010 in reference to the project's survey conducted in 2009 cites "a strong interest in technical innovations and improvements going on behind the scenes". Source: <http://app.e2ma.net/campaign/1403149.1b8565de6955ff9c44e1526eb19c595d>.



DL.org will leverage its links with DELOS to promote its mission and initiatives, as well as for targeted messaging to its pool of contacts. Texts on the DELOS website will include an overview of DL.org, key outputs as they become available, Workshop and Summer School announcements and outcomes with all texts interlinked to the DL.org website and with pertinent texts linked to the Open Wiki Forum.

**Wikipedia** – DL.org will create a Wikipedia page dedicated entirely to the project with links to related pages, such as “Digital Libraries” and “Interoperability”.

## 4.2 Media Channels & Partnerships

DL.org is currently defining with British Publisher’s a feature dedicated to the project for publication in spring 2010 with additional features in future issues<sup>6</sup>. DL.org will also contribute blog postings and opinion pieces as outlined above.



DL.org will also seek to synergise with the Europeana projects that regularly distribute newsletters by providing features on technical aspects and through interviews of mutual interest.

Table 5 below provides a summary of popular channels to which DL.org has already contributed or to which it plans to contribute in the second year in terms of promoting project events and outcomes to the DL and wider community.

Media Channel	Focus & Audience	Proposed DL.org Contributions
<b>DLib Magazine</b>	DLib ( <a href="http://www.dlib.org/">http://www.dlib.org/</a> ) is an on-line magazine published every two months, focusing on DL research & development, such as new technologies, applications, and contextual social issues mainly targeting LIS	Outcomes of the 2 <sup>nd</sup> Workshop & Summer School; major project outputs

<sup>6</sup> This media synergy is the direct outcome of Trust-IT’s close working relationship with the magazine by providing high-quality content, including high-profile interviews through a long-term, on-going media partnership.

	and research community	
<b>Ariadne Magazine</b>	Adriadne ( <a href="http://www.ariadne.ac.uk/">http://www.ariadne.ac.uk/</a> ), which is published four times a year, is targeted principally at information science professionals in academia and interested non-specialists. While its main geographic focus is the UK, the magazine is widely read in the US and worldwide.	Outcomes of the 2 <sup>nd</sup> Workshop & Summer School; major project outputs
<b>AlphaGalileo</b>	Web-based information outlet for EU research news and events visited by over 1700 EU research organisations and 700 journalists <a href="http://www.alphagalileo.org/">http://www.alphagalileo.org/</a>	Press releases on Summer School, 2 <sup>nd</sup> Workshop, main outputs (Reference Model, Cookbook, Survey) and final project achievements
<b>CORDIS News<sup>7</sup></b>	<i>CORDIS News, Wire &amp; Express channels as one of the main sources for news on EC projects.</i> <a href="http://cordis.europa.eu/news/home_en.html">http://cordis.europa.eu/news/home_en.html</a>	Press releases on Summer School, 2 <sup>nd</sup> Workshop, main outputs (Reference Model, Cookbook, Survey) and final project achievements
<b>ERCIM News</b>	A quarterly journal published by the European Consortium of Mathematics & Informatics (ERCIM) with both on-line and printed issue circulated to 10,000 readers: <a href="http://ercim-news.ercim.org/">http://ercim-news.ercim.org/</a> .	DL.org is submitting an article on the Summer School for issue 81 (April 2010). Additional contributions will include main outputs and workshop outcomes.
<b>International World Review (IWR)</b>	On-line journal on IT, science, analysis, arts & humanities, information management & library issues	Tailor-made articles (1-2) targeting IWR pertinent audiences
<b>Innovations Report</b>	An on-line forum for science, industry and business with a focus on new research and technology advances in IT, interdisciplinary research and diverse domains and sectors. <a href="http://www.innovations-report.com/">http://www.innovations-report.com/</a>	Tailor-made articles (1-2) targeting pertinent audiences
<b>Research EU</b>	An EU research magazine reaching a wide audience in Europe and beyond.	An article on main project outcomes

**Table 5** – Proposed contributions for popular channels

<sup>7</sup> Trust-IT is a registered user for the submission of press releases through the dedicated service for journalists & communication leaders.



## 5. Interviews and Videos

DL.org will build on the very positive responses to interviews conducted in year one. This section describes DL.org's approach to interviews and with experts and members of our stakeholder community conducted in diverse formats ranging from short video clips to in-depth features for the on-line Newsletter, the HTML format of which is circulated through a PHP service.

The wider circulation of recorded interviews will occur through YouTube and video-aggregation sites that are being identified, newsletters published by pertinent projects and media synergies. The "Interview of the month" will also be highlighted on the DL.org Blog and through social networks. Wherever feasible and as appropriate, interviews will be circulated under the Creative Commons Licence to encourage wider circulation. The most effective interview snippets will be selected and published in a special DL.org illustrated on-line publication and circulated to stakeholders towards the end of the project.

### Interview formats & Procedures

The rationale for conducting interviews is based on:

#### 1. The feasibility and opportunity for **physical, face-to-face interviews**

Interviewees will be invited for an interview indicating the goals and focus and inviting interviewees to give their consent on the circulation of the video.

#### 2. **Phone Interviews**

In order to ensure regular interviews and overcome geographical constraints, interviewees will be invited to join a phone interview with proposed questions circulated in a timely fashion and agreement on the circulation of the interview (e.g. pertinent project websites; media synergies and creative commons licence). DL.org will also evaluate the feasibility of conducting interviews as podcasts.

**3. Testimonies** on the value-add of DL.org, outcomes and events will primarily take the form of live recordings at meetings and events, as per point 1 above.

#### 4. **Video-streaming & recorded round-table debates.**

Where feasible video-streaming will be used for selected sessions at the All-Working Group Meeting, the Summer School and at events that are organised and attended.

### Interviews arranged in the short term

A phone interview with Tobias Blanke, King's College (UK) and member of the Liaison Group will take place in February 2010. The interview will focus on DL advances in arts and humanities space coupled with insights into interoperability challenges and related standardisation work.

In February 2010 a series of video interviews will be also conducted with representatives from DL.org and Europeana, exploring collaborative work and interoperability perspectives. In addition, videos will

also spotlight the main project outputs to date and the focus and current achievements of the Architecture and Content Working Groups<sup>8</sup>. The videos will be published on the website and YouTube, and highlighted in forthcoming newsletters. In addition to fostering outreach to the wider community, these interviews will also help to set the scene for similar activities at the All Working Group Meeting and future events, as well as to plan how newsletter features and video releases can be synchronised moving forward.

### Interviews proposed

Members of the Working Groups, the Liaison Group and selected high-profile members of the DL community will be invited to provide both video and in-depth interviews depending on willingness, availability and opportunities to interact with DL.org at events and meetings. Round-table style debates and testimonies are also envisioned. In addition to fostering important knowledge exchange, the interviews aim to encourage increased engagement with DL.org and create a knock-on effect within the wider community. Tables 6-9 summarise the focus of individual interviews that revolve around four main themes and the potential interviewees proposed.

#### 1. Positioning DL.org in the long-term vision for DLs

These interviews will focus on the DL landscape in both Europe and globally with particular reference to current and future research priorities and national funding schemes, as well as advances in specific domains and technical advances that are shaping the DL landscape, such as DLs and the Semantic Web, as indicated in Table 6.

Source	Potential interviewees
<b>LG Members</b>	Tobias Blanke, King's College, UK (confirmed); Jane Hunter, University of Queensland, Australia; Eric Neuhold, Vienna University, Austria; Leonid Kallinichenko, Russian Academy of Sciences; Andrew Wilson, National Archives of Australia; Dean Krafft, Cornell University Library, U.S.; Ronald Larson, University of Pittsburgh, U.S.; A.R.D. Prasad, Indian Statistical Institute and Jen Vicens, European Centre for Nuclear Physics (CERN), Switzerland.
<b>WG members</b>	Ed Fox, Virginia Tech, U.S. and Dagobert Sogoerl, University at Buffalo, U.S.
<b>External experts</b>	Scot Delman, Director of Group Publishing, ACM on the DL and the Linked Data Movement Fotis Karagiannis, independent consultant, policy expert Lee Dirks, Microsoft Research – global research libraries

**Table 6** – Positioning DL.org in the long-term vision for DLs

<sup>8</sup> This choice is based on relevance and vicinity of both interviewers and interviewees in the short term and thus a “low-hanging fruit” as DL.org adopts a new outreach strategy and starts to monitor its impact.

## 2. DL Interoperability Perspectives - Achievements & Challenges Ahead

These interviews are exploring DL.org's approach to DL interoperability with the aim of conveying technical goals, achievements and future challenges primarily in layman's terms.

Source	Potential interviewees
<b>WG members &amp; links with Europeana</b>	Leonardo Candela, Donatella Castelli, Paolo Manghi & Pasquale Pagano on Architecture and Content interoperability perspectives (confirmed)
	Antonella De Robbio, University of Padua on interoperability affecting Open Access issues
	Wolfram Horstmann, Bielefeld University on DRIVER guidelines & validator highlighting the quality interoperability issues in which these tools are grounded
	Andreas Nurnberger, Otto-von-Guericke-University Magdeburg on User Profiling
	Andreas Rauber, Vienna University of Technology on Function Interface
	Mackenzie Smith, MIT Libraries on the PLEDGE project and lack of policy formal languages within DLs
	Manfred Thaller, University of Cologne on User Context
	Tefko Saracevic, Rutgers University on emerging issues in DL evaluation and their relationships with the work of the DL.org Quality WG
	Carlo Meghini, CNR – Europeana V1.0 and Europeana Labs (confirmed)

**Table 7 – DL Interoperability Perspectives: Achievements & Challenges Ahead**

## 3. The Story of the Reference Model: from its roots to a community-driven approach

Proposed interviews on this theme serve to bring into sharper relief DL.org's links with the DELOS Network of Excellence and current outputs of DL.org, encompassing new outputs as they evolve over time. Two experts who have contributed to version 0.98 of the DELOS Reference Model will set the scene for further interviews with partners and selected WG and LG members, who will be invited to contribute to interviews on the enhanced versions of the Model, for example at the All Working Group Meeting and other events attended by our experts.

Source	Potential Interviewees
<b>DELOS Reference Model V0.98: its roots in the DELOS Network of Excellence</b>	Norbert Fuhr, University of Dortmund
	Mariastela Agosti, University of Padua
<b>Reference Model V1.0</b>	Leonardo Candela, CNR (confirmed)

**Table 8** – The Story of the Reference Model

#### 4. Interoperability & Standards: where do we stand?

The purpose of these interviews is to explore the broader DL and DR interoperability landscape with special emphasis on current standardisation efforts, emerging requirements for standard development, highlighting DL.org’s approach, related connections with Standardisation Development Organisations (SDOs), lessons learnt and top-level challenges in this all-important area. Content from the interviews will be culled to help develop the new dedicated section on relevant standards for DL interoperability on the project website in liaison with related SDOs. While these interviews will be more technical in focus, they will all highlight the benefits of interoperability and the need for mainstream adoption of standards. Table 9 lists potential interviewees and focus.

Source	Potential Interviewees
<b>Liaison Group members</b>	Peter Brantley, Internet Archives on the role of open standards within the context of the Internet Archives
	Schubert Foo, Nanyang Technological University on metadata schema and connections with Dublin Core
	Carl Lagoze, Cornell University & OAI-ORE
	Herbert van de Sompel, Los Alamos National Library & OAI-ORE
<b>Working Group members</b>	Kevin Ashley, University of London Computing Centre on interoperability within his institution and reference standards
	Nicola Ferro, University of Padua on quality modelling within the DELOS Reference Model and the importance of arriving at shared international standards
<b>External Experts</b>	David Wallom, Oxford eResearch Centre, OGF VP of eResearch and involvement in JISC eFramework programme: interoperability approaches, state of play and future visions
	Norbert Lossau, Goettingen State & University Library, Interoperability within the context of COAR (Confederation of Open Access Repositories)

**Table 9** – Interoperability & Standards: where do we stand?

## 6. Events & Publications for project outputs

This section is dedicated to detailing how in the second year of the project DL.org will disseminate key outputs, that is achievements and future research focus of each of the six Working Groups; enhanced

versions of the Reference Model; the State-of-the-Art Survey and the Technology and Methodology Cookbook through peer-reviewed journals to validate results and at international events for wider community buy-in and engagement.

## 6.1 Peer-reviewed Journals

Scientific publications are one of the major objectives for DL.org, with a view to establishing foundations in the DL Area (RM model) and foundations for facilitating interoperability, which are both of central importance to the scientific community. DL.org has submitted a number of papers and proposals for conferences and journals to communicate advances in the field bearing in mind the time-lines involved. Selection of journals will also be made with members of the Working Groups.

### International Journal of Digital Libraries

A Special Issue on the *Foundations of Digital Libraries* – International Journal of Digital Libraries (IJDL) will be published with experts within and outside the project serving as guest editors: D. Castelli, Y.Ionnidis, L. Candela, E. Fox. A paper authored by P. Innocenti, S. Ross and G.Vullo (UG) has been submitted through a call for papers.

DL.org plans to propose another Special Issue under the tentative title of “Towards a global DL Interoperability”, with the aim of presenting the findings of the six Working Groups, and published by the same journal or a journal of equal calibre.

### New Review of Information

A project-based paper will be submitted to this peer-reviewed journal in year two. An additional paper will also be submitted by UG on policy and quality issues and outcomes.

### IEEE TCDL Bulletin 2010

A paper authored by G. Vullo, “A Global Approach to Digital Library Evaluation towards Quality Interoperability”, has been accepted by the ECDL Doctoral Consortium for publication in the 2010 issue of the IEEE TCDL Bulletin.

### Additional Journals targeted

The Consortium will propose papers related to key outputs for the following peer-reviewed journals:

- ACM Transactions of Information Systems
- Journal of Engineering Intelligent Systems
- Journal of Digital Information
- Library Hi-Tech
- DigItalia

## 6.2 International Community Conferences

A paper focusing on the on the outcomes of DL.org as a whole has been submitted to 2nd International Conference on Qualitative and Quantitative Methods in Libraries (QQML2010), 25-28 May in Chania, Crete. "Paving the way for Interoperability in Digital Libraries: The DL.org project", authored by D. Castelli, C. Thanos, Y. Ioannidis, S. Ross, A. Katifori, G. Athanasopoulos, P. Innocenti, G. Vullo, L. Candela, A. Nika, E. Toli, S. Parker, K. El Raheb.

Similar initiatives will be fostered by the Consortium throughout year two of the project.

### Submissions on DL Interoperability

Table 10 summaries submitted and planned papers for events across Europe in 2010, listed in chronological order.

Event Details	Paper Title & Status	Authors
<b>6<sup>th</sup> Italian Research Conference on Digital Libraries (IRCDL2010), 28-29 January 2010, Padua, Italy on "access &amp; interoperability"</b>	"Making Digital Library Content Interoperable" - presented	L. Candela, P. Manghi, C.Thanos (CNR)
<b>6<sup>th</sup> Italian Research Conference on Digital Libraries (IRCDL2010), 28-29 January 2010, Padua, Italy on "access &amp; interoperability"</b>	"An event-centric Provenance Model for Digital Libraries" - presented	C. Tang, D. Castelli, L. Candela, P. Manghi, P. Pagano, C. Thanos (CNR)
<b>European Conference on Archives (ECA) 2010, Geneva, Switzerland, 28-30 April 2010</b>	"Policy and quality interoperability: an organisational approach for digital archives and digital libraries" - accepted	P. Innocenti, S. Ross, G. Vullo (UG)
<b>2nd International Conference on Qualitative and Quantitative Methods in Libraries (QQML2010), 25-28 May in Chania, Crete.</b>	"Policy and Quality Interoperability of Digital Libraries: an organisational perspective" - submitted	P. Innocenti, S. Ross, G. Vullo (UG)
<b>2nd International Conference on Qualitative and Quantitative Methods in Libraries (QQML2010), 25-28 May in Chania, Crete.</b>	"Towards a global approach to DL evaluation" - submitted	G. Vullo (UG)
<b>Archiving 2010, 1-4 June, The Hague, Netherlands</b>	Outcomes of Policy and Quality WGs – submitted, awaiting notification	Paper proposal authored by P. Innocenti, S. Ross, G. Vullo
<b>2nd International Workshop on Advanced Enterprise Architecture and Repositories - AER 2010, 8-9 June, 2010 - Funchal, Madeira, Portugal</b>	Outcomes of the Architecture and Functionality WGs - planned	Selected members of the Architecture & Functionality WGs
<b>JCDL10 conference, 21-25 June,</b>	Outcomes of the Content WG -	Selected members of the Content

<b>Australia</b>	planned	WG
<b>IADIS International Conference Informatics 2010 Freiburg, Germany - 26 - 28 July 2010</b>	Outcomes of the User and Functionality WGs– planned	Selected members of the Functionality & User WGs
<b>World Library and Information Congress: 76<sup>th</sup> IFLA General Conference and Council, 10-15 August 2010, Sweden</b>	Outcomes of the Architecture, Content, Policy, Quality and User WGs - planned	Selected members of the WGs involved
<b>Third International Conference on Advances in Human Oriented and Personalised mechanisms, technologies and services, 22-27 August, Nice, France</b>	Outcomes of the User WG - planned	Selected members of the User WG
<b>eChallenges, 25-27 October 2010, Warsaw, Poland with IEEE as technical co-sponsor</b>	DL.org will present a project paper under the section “Digital Libraries & Cultural Heritage” in the CFP (deadline 26/02/2010)	Partners and selected WG members
<b>IRCDL2011, Padua Italy – date to be decided</b>	Outcomes of the Architecture, & Content WGs	Selected members of the WGs involved

**Table 10** - International Community Conferences

In addition to presenting at events, DL.org will identify the most important events in terms of visibility of outputs that can benefit from additional dissemination support, as well events deemed to be important opportunities to network with the stakeholder community. One such event is the Cultural Heritage online conference, 15-16 December 2009 in Florence, Italy, which was attended by CNR and TRUST-IT with the following outcomes:

- Opportunity to display DL.org promotional material and author a project poster. Remaining copies of the Booklet for the 1<sup>st</sup> DL.org Workshop were all circulated along with a 1-pager coloured promotional flier on the project, the eTraining and Summer School.
- Strategic Alliance with EuropeanaConnect for a joint dissemination synergy and a possible Memorandum of Understanding for collaborative work.
- Networking with stakeholders and pioneers, including the Library of Congress as representatives of the World Digital Library.
- Insights into pioneering work in terms of engaging the broadest possible community (e.g. Library of Congress), approaches and perceptions of the Semantic Web (diverse talks), evaluating the value-add of Digital Repositories and strategies for mass digitisation (e.g. Italian Ministry of Culture), Europeana and EuropeanaConnect updates.

### 6.3 DL.org Workshop 2010

In late January 2010, DL.org submitted a proposal for its 2<sup>nd</sup> Workshop to the organisers of the 14<sup>th</sup> European Conference on Digital Libraries (ECDL2010) in Glasgow, Scotland, 11-16 September 2010. The Workshops within ECDL2010 are expected to take place 10-11 September. Our 2<sup>nd</sup> Workshop will

include disseminating key project outputs and inputs of the WGs with invited talks on interoperability challenges. Concerted effort will be made to involve as many members as possible from the WGs, LG and wider DL community, tracking interest by working closely with the ECDL2010 organisers and through the dedicated LinkedIn conference page. In addition to organising and hosting the Workshop, DL.org will identify pertinent sessions Consortium members will attend to interact with stakeholders and report on outcomes. Annex 2 summarises the workshop's focus and aims as per the proposal submitted.

### **Workshop Call for Papers & Promotion**

Promotion of the Workshop will commence mid-March 2010 as soon as the notification of acceptance is received. The Call for Papers aims to increase wider community outreach and engagement. Workshop promotion include the following channels:

- Press releases: The **Call for Papers** will be announced through a **press release** submitted via the CORDIS news service and other relevant websites and news services in late March. A Press Release on the **final agenda** will be circulated in early September.
- ECDL2010 Social Networks: Twitter, LinkedIn, DL.org Twitter, where tweets will include updates on the workshop and conversing with people interested in the event in general.
- Through project synergies and websites.
- Through a dedicated section in the eNewsletter starting March 2010 with regular updates.
- Project website, blog, & wiki pages
- Event listings, such as DLib Events.

During ECDL2010, attention will be drawn to the Workshop through conference USB and circulation of the new project brochure in the delegate pack, and the display of the poster and pop-up banner in situ.

### **Workshop Outcomes**

In addition to disseminating the Workshop outcomes through the project website, blog and newsletter, DL.org will use its social networks and target popular channels cited in Table 5.

## **6.4 ICT2010**

The Consortium has agreed to submit a proposal for a Networking Session for ICT2010, 27-29 September 2010, Brussels, Belgium with submission deadline 15 April 2010<sup>9</sup> The Networking Session will seek to bring together major stakeholders both as speakers and attendants to explore DL interoperability.

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<sup>9</sup> DL.org will leverage experience of hosting both Networking Sessions and Exhibition Stands at ICT2008, November 2008, Lyon, France through the EC-funded FP6 projects, EchoGRID (European and Chinese Cooperation on Grids) and EuroIndia ICT Cooperation, in which Trust-IT was involved.



DL.org is also exploring opportunities to submit a proposal for a joint Exhibition Stand at ICT2010, where it would disseminate outcomes through multimedia rolling presentations; a USB stick disseminating main outputs and achievements, including samples of publications; an illustrated Achievement Booklet; poster and pop-up banner displayed at the Stand.

ICT2010 is targeted as a very important window of opportunity for:

- High visibility at an event attended by over 4,500 delegates from EU and international academic, commercial, government and research organisations.
- Dedicated pages and branding on the ICT2010 website.
- Virtual networking with peers and stakeholder community.
- Broader community buy-in on the importance of interoperability benefits in general and DL interoperability in particular.
- A highly effective project showcase.

If successful, this additional DL.org event will be promoted through the ICT2010 website, its virtual networks and pertinent channels cited elsewhere in this document to encourage stakeholders to publish expressions of interest in the Networking Session and visit the Exhibition Stand. This event will also be announced through a dedicated press release with testimonies based on the expressions of interest. A concise, additional dissemination plan will be devised in synergy with external joint organisers to further augment visibility and video-streaming and live videos will be used if feasible.

## 7. Training Programme

The revised approach to the DL.org Training Programme takes on board recommendations of the project's 1<sup>st</sup> Annual Review (January 2010), as well as considerations made at Consortium level, which has underscored how the Training Programme offers an important legacy beyond the life-time of the project and should therefore be .

### 7.1 eTraining

Partner effort dedicated to the eTraining courses has been reduced to cover maintenance of the current courses and to increase effort in disseminating DL.org and its achievements. The effort allocated to the eTraining also comprises the possibility to incorporate any training material produced for the Summer School and material targeting policy decision-makers among the stakeholder community, in order to ensure training opportunities remain open to the DL community, while also offering an important legacy that can last beyond the project.

The following activities are deemed necessary to ensure successful outcomes using the effort remaining after re-allocation:

### **Core messaging**

The current messaging on the eTraining will be revised and enhanced with the aim of bringing into sharper relief the stakeholders targeted and takeaways on both the project's website and on the Moodle pages.

### **Visibility**

Visibility of the eTraining courses will be ensured by continuing to publish the dedicated section in the eNewsletter with revised messaging; new short blog postings & interviews; through synergies with pertinent initiatives and the use of social networks, as well as through the wiki pages and targeted messages to DL.org experts and stakeholder community.

## **7.2 Summer School**

The DL.org Summer School, 6-10 June 2010 in Tirrenia, Pisa offers an important opportunity to outreach to and educate young stakeholders from the community of DL researchers, practitioners and professionals, under the theme "Training on DL Interoperability Perspectives". The Summer School (<http://www.dlorg.eu/index.php/etraining/summer-school>) hosts (UG) bring much expertise in delivering highly successful events of this nature, having trained some 1500 people in Europe, North America and Australasia over a 15-year period. The hosts will be supported by leading figures in the field, recruited through the WGs, who will serve as lecturers and interact with attendants throughout the event. The Summer School will offer attendants and the project ample networking opportunities, including the Welcome Reception on 6 June, the Social Dinner and during refreshment breaks.

The Summer School aims and focus, which have been detailed in D5.3a (Dissemination & Training Report), include capitalising on the eTraining courses and covering relevant aspects on DL interoperability investigated by the project through tailor-made content, hands-on sessions on each day, constructive feedback and encouragement from session leaders, and recommended reading prior to the event. Course content will also be exploited through the eTraining. The draft programme, which is published on the website along with a Travel Guide, is included in Annex 3.

### **Summer School promotion**

- Social Networks, including dedicated texts on DL.org's LinkedIn and FaceBook pages and links from other pertinent networks coupled with regular tweets on updates and registration reminders.
- Weblogs maintained by relevant professionals.
- ERCIM News, April 2010
- A press release announcing the Summer School scheduled for February 2010 and a press release on the final programme in the run-up to the event via the Channels cited elsewhere in this document.

- Targeted messaging to the stakeholder community, including promotional blurbs highlighting takeaways and registration reminders circulated to practitioners and professionals in the DL.org pooled network data base.
- Through project synergies and websites.
- Through the dedicated section in the eNewsletter with regular updates.
- Project website, blog, & wiki pages.
- DL.org promotional material (brochure, poster).
- On-line event listings, such as DLib Events and the Conference Service Mandl.

The outcomes of the Summer School will be reported in selected media channels cited elsewhere in this document.

## 8. Measuring Impact

Approaches and tools for measuring the impact of the project's core dissemination and training activities have been revised to reflect the increased outreach planned for year two. Table 13 defines the measures and targets for gauging the impact of dissemination, projected in accordance with the activities both underway and envisioned.

Measure	Approach	Target -KPI
<b>Website visits</b>	Web search optimisation and increased community synergies	Increase by 10% between December 2009 and February 2010. Increase by a further 15% between March and May 2010. Increase by a further 25% between June and August 2010. Increase by a further 30% between September and November 2010.
<b>External links and back-links to DL.org website</b>	Focused synergies and social networking	Increase by minimum of 2 per reporting period
<b>Interviews and videos</b>	Invites to identified internal and external experts and increased dissemination effort	1 phone or live video monthly, totalling 12
<b>Newsletters</b>	Increased dissemination effort, focused synergies and event promotion	Every two months, considering possible break of 1 month in summer 2010
<b>Blog postings</b>	Identifying pertinent topics and planning of posts on a monthly basis. Contributions to external blogs	Minimum 2 blogs monthly on DL.org Blog, totally 24. Minimum of 1 blog every two months on external blogs, totalling 6.
<b>Strategic Alliances</b>	Networking at events and via	5 new alliances by end of year 2

	focused synergies	
<b>Social Networking</b>	Setting up and maintaining networks and linking up with pertinent external networks	5 new social networks with contributions starting in March, minimum 2 contributions per month and increasing around events. Minimum 5 tweets for DL.org events. Minimum 20 quality photos on flickr
<b>Testimonies in diverse formats</b>	Closer synergies with internal external experts, event organisation	6 testimonies on the value-add of DL.org outputs, 4 testimonies on events organised: workshop and summer school as both videos and quotes
<b>Technical papers at conferences and for peer-reviewed journals</b>	Planning of paper submission and of papers for journals	1 technical paper for each interoperability domain at conferences. 1 paper for each domain in a peer-reviewed journal
<b>Articles and press releases for popular channels</b>	Increased dissemination effort, planning of contributions, tracking of clippings	Minimum 3 press releases, minimum 5 articles and reports published
<b>Promotional material such as brochures, posters and pop-up banners, achievement booklet</b>	Enhancing core messaging around project focus and achievements effectively conveyed in 2 brochures, 1 general poster for each partner, 1 Summer School poster, 1 pop-up banner, 1 achievement booklet	Distribution at events of promotional material with targets to be given on a case-by-case basis depending on attendance numbers.

**Table 11** – Measuring Dissemination Impact

Outcomes for the Training Programme will be monitored by regularly checking registrants for the Summer School and user numbers and profiles for the eTraining, encouraging testimonies from trainees. Table 14 summarises the measures and targets for gauging the impact of the Training Programme in accordance with the activities both underway and envisioned.

Measure	Approach	Target -KPI
<b>Number of completed eTraining courses</b>	Increasing dissemination of courses through channels identified and social networks	Increase by 5-10% in each reporting period
<b>Summer School attendees</b>	Increased dissemination efforts, monitoring registrants and social networking	25 attendants
<b>New material created</b>	Effort allocated to create Summer School material	Tailored material for each of the 6 domains

<b>Testimonies</b>	Encouraging feedback from the Summer School attendants	Minimum 2 testimonies in either video or quote format
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**Table 12 – Measuring Dissemination Impact**

## 9. Conclusions and Outlook

The Consortium is committed to ensuring DL.org achievements take pride of place in its core activities and is working in close synergy to allocate sufficient resources to achieve the goals set. Interaction between project representatives is helping to identify effective dissemination channels, to gain a better understanding of the value of social networking, and to define an effective approach to blogging and microblogging, bearing in mind that many people within the project are new to these tools.

Increased outreach to the stakeholder community began in December 2009 through attendance of the Cultural Heritage online conference in Florence, where DL.org networked with attendants from Europe and North America. Initial outcomes of the Working Groups for Content and Architecture have been presented at IRCDL2010 in January 2010. Several other paper submissions have been made in the first months of year two with plans under way for further submissions. The project has also identified and linked up several initiatives for collaborative work and joint dissemination, on which it will continue to build. Additionally, the project has identified pertinent sources for news and DL event announcements, newsletter features and interviews to ensure focused activities can be planned on a monthly basis.

The new strategy for communication and dissemination places much emphasis on fostering an outward approach underpinned by a revised set of parameters to gauge impact. With this in mind, DL.org believes it is now in a stronger position to pursue its goals by synergising between other core activities around key outputs moving forward.

## 10. References

[1] Briefing on Microblogging, JISC, web2page initiative, <http://www.jisc.ac.uk/>

[2] Cultural Heritage online conference, 15-16 December 2009, Florence, Italy, [http://www.rinascimento-digitale.it/cont\\_E.phtml](http://www.rinascimento-digitale.it/cont_E.phtml)

## 11. Annexes

### 11.1 Collaboration Sample

The Table below shows a comment on the DELOS Reference Model through the collaborative wiki page as an example of how a DL community stakeholder may make comments and pose questions on the Open Wiki Forum.

Ticket	Summary	Type
<a href="#">#55</a>	<a href="#">Definition of 'Architectural Component(s)'</a>	Defect
<b>Description:</b>	<p>According to section II.2.7 pg 51 of Delos RM v0.98 an Architectural Component a component is:</p> <ul style="list-style-type: none"> <li>* composed of smaller components and interfaces</li> <li>* characterizations non-trivial and nearly independent are loosely defined.</li> </ul> <p>With respect to these two definitions the following questions arise:</p> <ul style="list-style-type: none"> <li>* In what sense does a component comprise interfaces? In all modeling languages (UML, ADLs) a component is composed of other components. In that sense a component which is an implementer of function(s) can be decomposed into simpler components i.e. composition of simpler functions.</li> <li>* what is the meaning of 'non-trivial' and 'nearly independent' components? How are these two definitions quantified or concretized? Modelling languages are considering components as 'independent' parts of a system.</li> </ul>	

## 11.2 Europeana-related Projects

Europeana group of projects – potential strategic alliances and synergies in year 2. Source: <http://group.europeana.eu/web/guest;jsessionid=1E5834E3EE93D11336203E1C7030A4F9>.

Initiative	Role in the Europeana Landscape
Europeana V1.0	Core technology provider for fully functional single access point to Europe's cultural heritage: Alliance established
APEnet	Content supplier aggregating content from Europe's national archives
ATHENA	Content supplier aggregating museum content and promotes standards for museum digitisation and metadata
BHL-Europe	Content supplier bringing biodiversity heritage into Europeana
EuropeanaConnect	Content supplier adding sound material to Europeana; core technology & services provider: Alliance established
European Film Gateway (EFG)	Content supplier aggregating cinema related material
EuropeanaLocal	Content supplier bringing material from regional and local content holders
EUScreen	Content supplier contributing TV material to Europeana: Alliance established
EuropeanaTravel	Content supplier bringin material associated with travel, trade, tourism & migration to Europeana
Judiaca Europeana	Content supplier looks at the Jewish contribution to Europe's cultural heritage
MIMO	Content supplier creating a single access point to digital content and information musical instruments in European museums
European Library	Content supplier aggregating content of national libraries
PrestoPRIME	Content enabler tackling long-term preservation of digital audiovisual material

### 11.3 Summary of 2nd Workshop Proposal

“Making Digital Libraries Interoperable: Challenges & Approaches”: ECDL2010, 6-11 September 2010, Glasgow, Scotland – 2<sup>nd</sup> DL.org Workshop proposal

The Workshop will address the challenging area of interoperability from several perspectives: content, user, functionality, policy, quality, and architecture. Contributions sought from Working Group members and experts from the DL community will explore relevant DL interoperability aspects spanning conceptualisation at a high organisational level, instantiation at process level, and modelling techniques for representing and enabling interoperability between heterogeneous DL mediation approaches, methods, and systems. The Workshop will deliver new insights into current approaches and new research directions from a six-faceted perspective, fostering interactive discussions with researchers, practitioners and DL developers through topics of mutual interest and benefit. Discussions will take to the next level the new questions raised at the 1<sup>st</sup> DL.org Workshop (ECDL2009) related to interoperability and conceptualisation of knowledge by reflecting on both research conducted in other projects, taken forward by DL.org and disseminated to the community.

DL.org will aim for an audience of 50 people based on the successful outcomes of its first workshop. The target audience comprises the DL research and application communities, as well as scientific communities interested in developing and managing large interoperable DL infrastructures and participants from the European Digital Library – Europeana and its family of projects.

Note: Each ECDL2010 Workshop typically targets between 30-50 participants.

### 11.4 DL.org Summer School Programme

The draft programme for the DL.org Summer School as currently published on the website is provided below.

#### ***DL.org Summer School 2010 - Training on DL Interoperability Perspectives***

**Programme, 7-10 June 2010, Tirrenia, Italy**

**Welcome Reception on Sunday 6 June**



World-renowned experts lead nine half-day sessions with a focus on DL interoperability issues and core domains captured in the enhanced DELOS Digital Library Reference Model, such as architecture, policy and quality. Many of the experts will be on hand during the Summer School for further discussions.

Hands-on sessions are featured each day. At the end of the week the learning experience will be reinforced by the report of a testimonial for each group across the six domains and the interoperability challenges presentations.

All morning and afternoon session timings include 30-minute coffee & tea breaks.

### **Sunday 6 June 2010**

**18:30:** *Introduction to the Summer School*

**19:30:** *Welcome Reception*

### **Monday 7 June 2010**

**9:00 - 12:45:** *Introduction to DL.org, digital libraries modelling and the DELOS DL Reference Model*

**14:00 - 17:30:** *Interoperability challenges for digital libraries*

### **Tuesday 8 June 2010**

**9:00 - 12:45:** *Content domain*

**14:00 - 17:30:** *User domain*

### **Wednesday 9 June 2010**

**9:00 - 12:45:** *Policy domain*

**14:00 - 17:30:** *Quality domain*

*Summer School Dinner*

### **Thursday 10 June 2010**

**9:00 - 12:45:** *Functionality domain*

**14:00 - 17:30:** *Architecture domain*

**17:30 -18:30** *Closing of the Summer School, wrap-up with minute madness*