


Proposal Cover Sheet - JISC Grant Funding 7/10

Cover Sheet for Proposals <i>(All sections must be completed)</i>		
Name of Lead Institution:	University of Oxford	
Name of Proposed Project:	Listening for Impact	
Name(s) of Project Partners(s) (except commercial sector – see below)		
This project involves one or more commercial sector partners	NO	
Full Contact Details for Primary Contact: Melissa Highton Position: Head of Learning Technologies Group, Oxford University Computing Services Tel: 01865 283428 Address: 13 Banbury Road, Oxford OX2 6NN Email: melissa.highton@oucs.ox.ac.uk		
Length of Project: 6 months		
Project Start Date: Oct 2010		Project End Date: March 2011
Total Funding Requested from JISC:	£39,992	
Total Institutional Contributions: £	£12,097	
Outline Project Description		
This project will perform a thorough, rapid analysis of the impact of the public Oxford Podcast audio-video collection of 1800 scholarly items, launched in September 2008. By mixing technical innovations and user engagement it will increase discoverability and reuse of material within teaching, learning and research.		
The project will:		
<ol style="list-style-type: none"> 1. Address the lack of systematic analysis of the impact of our podcasts offered on our open Oxford University websites and via Oxford on iTunes U. We will use the Oxford Internet Institute's Impact Toolkit (TIDSR) as a framework to analyse usage of resources. We will compare use of the two different platforms and analyse download statistics, web-hits, trends, and feedback from users. We will consider marketing issues, the content of press coverage and a matrix of factors that facilitate the uptake and creation of new resources. 2. Develop and instigate practical approaches to embedding academic podcast resources within teaching, learning virtual environment at Oxford and the wider subject community. A newly developed 'podcasting tool' for Sakai will be offered back to the community more generally. 3. Collect and evaluate data to demonstrate the impact of the Oxford Podcast collection which will strengthen the case for continued sustainability for the podcasting service, the Oxford Podcast collection and consequently, the OpenSpires OER collection at Oxford (the OpenSpires OER collection is a subset of the Oxford Podcast collection). 4. Research and contribute towards the knowledge of embedding online collections in academic disciplines by a case study of impact and user engagement. 		
I have looked at the example FOI form at Appendix A and included an FOI form in th YES bid		
I have read the Funding Call and associated Terms and Conditions of Grant at Appendix B YES		

1. Appropriateness and Fit to Programme Objectives and Overall Value to the JISC Community

1. This project will address the following key objectives of the **e-Content & Digitisation Programmes: Impact and Embedding of Digitised Resources**:
 - A rapid impact analysis of usage and user needs of a large scholarly collection
 - Extending the discoverability of open access scholarly resources
 - Improved solutions for embedding of digitized resources within teaching and learning.
2. On 7 October 2008 the University of Oxford launched its podcast site on the open web (<http://podcasts.ox.ac.uk>) and in iTunes U. With 1800 items arranged in 270 sets from nearly 1,000 contributors, it now contains one of the largest growing sets of contemporary audio-video recordings of educational lectures and conferences in the UK.
3. Members of the Podcasting Service Steering Group, particularly the project champion (Dr Stuart Lee) and podcasting service manager (Peter Robinson) have presented about the service at many events since September 2008 (e.g. Future of Technology Oct 2009, Learning On Screen Spring 2010, JISC Video ThinkTank Summer 2009) and at each event the same questions are asked by organisers and audience:
"How are the podcasts being used, and by whom? For teaching, learning or research? On campus or off?"
4. Within the university this has highlighted the desirability for more systematic analysis of the impact of these digitised resources, beyond simple download statistics. To determine
 - *What impact do they have?*
 - *What factors influence their impact?*
 - *What is the audience for this material?*
 - *Is it worth funding this service in the medium and long term?*
 - *How can this collection best be maintained?"*
5. The current service tracks basic visitor numbers through log analysis and compiling user feedback but without an in-depth systematic analysis of where and how these visitors discover the materials. There is a need to interpret this data and, by using the [TIDSR](#) Toolkit, look at better techniques for gathering data and engaging users. The service has also not done any longitudinal study assessing how our resources are being reused in informal and formal learning. This project will be an opportunity to revisit and enhance our current service, improve search engine website visibility and further integration plans with our VLE. This project will ensure that the work is informed by an evaluation of impact and has the aim of making the materials as openly available as possible. The project will clearly document and evaluate all impact activities to help similar scholarly collections meet the needs of their users.

2. Quality of Proposal and Robustness of Workplan

6. This project will work in four stages:
 1. Surveys and quantitative analysis of current impact – **1 month**
 2. Technical work to improve discoverability and user engagement – **3 months**
 3. Evaluation of the impact of the changes
 4. Case study dissemination.
7. **Stage 1:** Document and evaluate current impact looking at the quantitative measures (web logs, Google analytics and tracking techniques) per set of material over the last 2 years and the qualitative measures(email feedback to contributors, surveying all new students, surveying 2/3 students in departments, focus groups with students and academics).
8. **Stage 2a:** Search engine optimisation work for the web delivery platform to maximise discoverability and to enhance user engagement through linking options such as social bookmarking and embed URLs.
9. **Stage 2b:** Technical work to expose the material more easily in the institutional VLE area and throughout the public web.
10. **Stage 3:** Evaluate the impact through a comprehensive case study of impact and benefits which will contribute back through synthesis to the TIDSR, and act as an exemplar for the interest and use of the sector more widely.

11. **Stage 4:** Case study writing and dissemination.

Project Timeline:

PROJECT: LISTENING FOR IMPACT TIMELINE								
SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
	STAGE 1	1-IMPACT SURVEY						
		STAGE 1B	REPORT ONLINE					
		STAGE 2			TECH/SEO DEVELOPMENT			
				STAGE 3		EVALUATE CHANGES		
	TERM STARTS				STAGE 4		CASE STUDY	

	Work Package Description	Dates
	STAGE 1	
WP1	Set up Project Team. Write detailed project plan. Project management arrangements established and approach agreed. Project Blog started. Deliverable: Project initiation report for OUCS and JISC (PM)	M1
WP2	An initial rapid analysis of the use and impact of the collection. This analysis will focus on the level of take-up and the way the podcasts have been used, utilising the best practices identified by the <i>Toolkit for the Impact of Digital Scholarly Resources</i> (TIDSR) <ul style="list-style-type: none"> Quantitative performance indicators -web site usage statistics, log file analysis, web metrics, link analysis, download numbers and trends Qualitative indicators (how visitors make use of the resource in teaching and learning). Content analysis of existing user feedback, press coverage, case studies, interviews and anecdotes. Referrer analysis. Other impact and use measures: perceived reputation enhancement (for podcasters and University). Online identity measure for high profile podcasters. Word of mouth/Community of practice issues – new podcasters. Deliverable: Results of the impact analysis (PM/PO). The impact analysis will be made publicly available through the Oxford Podcasts collection website.	M1-2 (Oct-Nov 2010)
WP3	Website enhancement: Technical enhancements and improvements to project/resource websites, e.g: Search Engine Optimisation ¹ by use of keywords, tagging, titled URLs, RDFa and increased referral links. Deliverable: Report on techniques used before/after SEO visibility indicators.	M2-4
	STAGE 2	
WP4	Tools for Ingest podcasts into WebLearn (VLE). Technical innovation: Clone or modify News tool and display attractive media player(s) instead of the current RSS hyperlinks. Currently one can use the News tool to display podcast feeds but all one sees is a hyperlink. This WP will embed a media player within the News tool (cf. YouTube). Deliverable: Modified Tool for embedding media in VLE/Web Time: Java/Sakai: 5 days	M3-
WP5	Browse 'n' pick interface in WebLearn. Technical innovation: JavaScript wizard to search OPML data from podcasts.ox.ac.uk. This will return a URL which is auto-inserted into the URL field of the News tool. This WP includes implementation of an OPML proxy in Sakai that is searchable by JavaScript/REST. This WP would allow easy configuration of the modified news tool. Currently the user must browse podcasts.ox.ac.uk, copy a URL and paste into the News tool. This WP would provide a wizard interface to do this. Deliverable: OPML proxy and modified light box picker tool Time: Java/Sakai: 5 days, JavaScript: 5 days	M4-
WP6	Publish material direct into other channels - WebLearn Deliverable: Short feasibility study Time: 3 days	M3-
	STAGE 3	
WP7	Embedding 'toolkit' for researchers who podcast: Developing light touch guidance to allow new research podcasts to be created and targeted for maximum impact. Highlighting 'top tips and quick wins'; small scale activities to ensure the continued relevance and use of the online resources for teaching,	M4-

¹ http://sca.jiscinvolve.org/files/2010/01/sca_chin_seo_report_v1-02.pdf

	learning and research. Deliverables: Toolkit - Website enhancements, VLE tool, Embedding toolkit.	
WP8	Evaluation. Short overview of activities mapped to initial research questions. Deliverable: Framework and document for final report.	M4-
WP9	The final report - written as a case study suitable for wider publication and dissemination within the JISC community. The case study covers: The methodology and outcomes of the impact and usage analysis; the development and rationale for the solutions adopted; the process for embedding the collection and improving its use and value; how users were consulted through surveys and focus groups. The report will analyse the impact of the change. Deliverable Final report /case study to be included in the <i>TIDSR</i> , <i>JorumOpen</i> and Oxford University Research Services' <i>Impact Case Studies Collection</i> . This case study will then serve to inform future practice in this important area.	M5-M6

2.1 Project management arrangements

12. The project will be managed by a Grade 8 member of Oxford University staff and championed by a senior manager in OUCS. It will consist of: Principal Investigator (<0.1FTE), Project Manager (0.2 FTE), Technical Officer (0.33 FTE), Evaluation Officer (0.33 FTE) and Programmer Consultant (10 days). There will be a project board steering the whole project made up of senior representatives of OUCS. There will be a monthly project management meeting to advise and direct the core project management. Project meetings will be in line with the Oxford University Computing Service's project methodology, which is overseen and supported by the OUCS project support team (PST) and senior managers group (SMG). The project will report to JISC at programme meetings and via interim and final reports as per requirements in the funding call.

2.2 Risk management

13. The project aims to have a beneficial impact on users by e.g. allowing more efficient use of both systems to support overarching processes; to clarify in practice the best use of both systems to support related activities; to help gain maximum value for money from the University's investment in both services. In order to mitigate the risk that the day-to-day lives of University tutors and students will not be enhanced by the proposed service enhancements we will monitor usage of tools throughout the project, and work with non-expert staff to identify genuine uses of technology.

Risk	Probability	Severity (1-5)	Score (P x S)	Action to Prevent/Manage Risk
Staffing recruitment difficulties	1	4	4	Staff are in place when this project starts and they will be taking on the project roles, therefore there should be no delay due to recruitment difficulties. If staff leave coverage is possible as the project is based in the large central computing services, OUCS, with support from other experienced project managers.
Data and content is not available to be analysed	1	5	5	This project will draw upon existing data, including daily, weekly, monthly download data, Google analytics, emailed feedback, focus groups notes, press cuttings. The deadline for stage one impact is very short – 1 month and the qualitative work will need to be clearly defined.
Technical delays	2	2	4	This project will define iterative programming areas of work in collaboration with the relevant section managers.
Lack of buy-in from organisational partners	3	4	12	Partners have been involved in the development of this proposal and support the programme of assistance offered. Staff have experience of building productive relationships with departmental partners and will manage this risk carefully, whilst acknowledging that certain issues within other departments are outside of the project team's control and influence.

2.3 IPR position

14. Any newly-developed software components of the deliverables will be released under appropriate open source licences to ensure that they can be freely shared. The University of Oxford will hold the Intellectual Property Rights.

2.4 Sustainability and evaluation

15. Formative evaluation of progress will be carried out throughout the project by the project team. The project manager will monitor progress against work packages on a weekly basis. Midway through the project all OUCS projects' exit/sustainability plans are reviewed by the user support team (UST) to assess the impacts, benefits, and value of the programme in the broader context and to stimulate discussion with the community of users at Oxford. This monitoring ensures that the project can respond flexibly to changes in the technical and political environment that it is not overtaken by events and that sustainability is considered for any project after significant service enhancements. This project will involve in its steering group, a researcher with significant experience of evaluation studies (Liz Masterman) and two senior users (Peter Robinson and Carolyn Culver) who are responsible for running and promoting the resource collection at Oxford. Involvement of these senior users will ensure that the outputs of the project are useful in making the case for sustainability of the collection.

3. Impact and value in the community

16. This project combines quantitative and qualitative indicators to measure the impact of online scholarly resources. The qualitative measures will allow us to examine the impact of the resources from the point of view of various stakeholders, starting with the host institutions (such as libraries and archives), the personnel in Oxford responsible for implementation of the collection (including the developers, service owners and cataloguers of the collection), and stretching all the way to the various types of end users and informal learners. We are aware that better impact, audience and usage data of our resources will assist managers and project leaders in presenting data to support content and infrastructure work done in other JISC-funded projects such as [RunCoCo](#), [Steeple](#), [OpenSpires](#) and [Erewhon](#) thereby bringing a further benefit to the sustainability and embedding of each of these projects. The project will also act as an exemplar case study for other collections looking for a coherent methodology for improving impact, discoverability and increasing user engagement. The project will help similar institutions advance their strategies for business and community engagement by showing the impact of open access resources. The work of the project is sustainable as the public reporting activities can be absorbed into the service.

Stakeholder analysis

Stakeholder	Interest/stake	Communication
JISC & HEA, CETIS, Repository Community	Programme Managers and funders	Programme meetings, project reports, project website, project outputs, blog posts
Director, OUCS, Oxford Libraries	Institutional interest	Project reports, project website, project outputs
HEA Subject Centre	Use of subject specific material	Email about directory links and referrals, project blog
University of Oxford departments and academics involved in content release	Institutional interest, cross-disciplinary use of materials	Directories, VLE tools and services etc

4. Budget

17. The budget below uses TRAC methodology to outline how funds will be spent over the lifetime of the project. All costs associated with the project can be fully justified and have been constructed on a full economic cost basis. The fEC pricing model used is 100% DI and DA Staff costs; 50% DA Estates and Indirect costs (76.8% overall). Oxford's contribution is 50% DA Estates and Indirect costs (23.2% overall).
18. The majority of the costs for this bid are **staff** related: Project Manager (0.2 FTE); Technical officer (0.33 FTE), Evaluation Officer (0.33) and Technical Consultant 10 days. An additional cost is the Principal Investigator role (<0.1 FTE).
19. **Travel and Expenses** - The costs for travel and general expenses - project team attending two programme meetings. **Dissemination** – An internal dissemination event (Room Hire etc).

Directly Incurred Staff	April 10 – March 11	TOTAL £
Project Manager, Grade 8, 165 hours, 0.2 FTE 6 months	£5,196	£5,196
Evaluation Officer, Grade 7, 272 hours, 0.33 FTE 6 months	£7,374	£7,374
Technical Officer, Grade 7, 275 hours, 1.0 FTE 2 months	£7,452	£7,452
Total Directly Incurred Staff (A)	£20,022	£20,022
Non-Staff	April 10 – March 11	TOTAL £
Consultancy	£5,993	£5,993
Dissemination	£ 510	£ 510
Travel and expenses	£ 408	£ 408
Total Directly Incurred Non-Staff(B)	£6,911	£6,911
Directly Incurred Total (C) (A+B=C)	£26,933	£26,933
Directly Allocated	April 10 – March 11	TOTAL £
Staff: M Highton (PI) 22 hours	£958	£958
Estates	£2,006	£2,006
Directly Allocated Total (D)	£2,964	£2,964
Indirect Costs (E)	£22,192	£22,192
Total Project Cost (C+D+E)	£52,089	£52,089
Amount Requested from JISC/Academy	£39,992	£39,992
Institutional Contributions	£12,097	£12,097
Percentage Contributions over the life of the project	JISC/Academy 76.8%	Total 23.2%
No. FTEs used to calculate indirect and estates charges, and staff included	No FTEs 0.89	All DA and Direct Staff

4.1 Value for Money

20. The proposed project represents good value for money as the project team will be openly documenting procedures for making content more discoverable for the wider UK HE community. The project will utilise existing dissemination sites and blogs for project communications. The University of Oxford has a global reputation for excellence, which attracts international interest in UK HE and contributes to the public good across the world via our teaching and research activities. The institution is committed to the development of tools and processes supporting the discoverability of our open content through open Web 2.0 technology in our podcast, iTunes U, Sakai VLE, Steeple, OpenSpines and Erewhon projects. This project will also expand and encourage the discoverability of a corpus of materials released under Creative Commons licences, promoting the cost-effective reuse of assets in the educational sector.

4.2 Qualitative and Quantitative benefits

Oxford	HE Community
Further dissemination of our material and increased discoverability stimulating more re-use of scholarly resources	Training/support/guidance from an experienced team including tailored example statistical reports and case studies
Evaluation outputs which can be used within Oxford to increase awareness of podcasting and continue to build the business case to support the service	Outputs such as surveys, focus group interviews, case study reports and SEO methodology which can be re-used for any online digital collection
Improving cross-disciplinary awareness of key inspirational teaching resources such as Research Methods, conf. outputs etc	Possibility of adopting a tried and tested model for institutional engagement with users of collections of materials
Better cost-effective targeting of staff time and resources	Cost-effective institutional change and innovation examples

5. Previous Experience of the Project Team

Melissa Highton, Principal Investigator, is Head of the Learning Technologies Group (LTG) at OUCS. LTG currently host several JISC funded projects including OpenSpines, Steeple, and RunCoco, and Melissa has management responsibility for the Oxford University podcasting service, the institutional Sakai VLE, mobile and e-learning. She is part of the senior management team collectively responsible for managing and running the department.

Lisa Mansell, Project Manager - Lisa was recruited to project manage the JISC OpenSpines OER project at Oxford. Prior to joining the University in 2009, Lisa has project management experience within both the public and private sectors, primarily within the NHS and the publishing industry.

Carl Marshall, Technical Officer, OUCS has been doing academic computing for the past five years, working on a range of products and services from Research Discovery systems to Humanities databases, creation and development of a Podcasting service, and most recently, as Project Manager for the JISC Steeple project where best practices for institutional podcasting have been developed and shared with the UK and Internationally.

Fawei Geng, Evaluation Officer, supports the community of academics at Oxford University. He has been involved in a number of ICT projects evaluating the impact of technology within teaching and research including Thema – surveying the student learning experience.

Steering group: Adam Marshall, Senior VLE Developer, manages the Bodington and Sakai VLE/CLE development teams. In addition, he is a lecturer in e-Learning and has just implemented an electronic PDP system. He has been leader of a number of successful JISC projects.

Peter Robinson – Services Manager, LTG. Peter manages the institutional podcasting and iTunes U service with over 1800 items (many released for reuse under Creative Commons). Peter was PI on the JISC STEEPLE podcasting, a collaboration between Oxford, Cambridge and the Open University, and PI on the OpenSpines OER project with 150+ Oxford contributors.

Carolyne Culver – Communication - Senior User and Head of External Communications

Dr Liz Masterman – Evaluation - Evaluation and Learning Design advisor at LTG.

FOI Withheld Information Form

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

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

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

OFFICE OF THE DIRECTOR OF IT

Enabling Oxford University to make optimal use of IT



Director of Information Technology
University of Oxford
13 Banbury Road
OX2 6NN

Tuesday, 06 July 2010

JISC
Northavon House
Coldharbour Lane
Bristol, BS16 1QD

Dear JISC Colleagues,

JISC Grant Funding 7/10. JISC e-Content & Digitisation Programmes: Impact and Embedding of Digitised Resources

I am writing to express the University's strong support for the proposal by the Learning Technologies Group to carry out the project titled 'Listening for Impact'.

This project continues the institutional momentum and interest in making sets of scholarly teaching material available as open resources, building on the successful OpenSpires JISC/HEA pilot project. It will act as an exemplar for the scholarly collection communities in understanding how to monitor and evaluate the impact of their collections. It also has great potential for inspiring other digital collections to instigate practical approaches to embedding online academic resources within day to day teaching, learning and research.

I believe that this project fits well with Oxford's ICT strategy of promoting e-learning across the University through helping teaching and support staff to design effective e-learning experiences. This project will lead to a more cost-effective targeting of support resources through a careful study of usage patterns and user needs.

With its proven record of successful projects in a number of JISC e-Learning programmes and its wealth of research expertise, the Learning Technologies Group is in a strong position to deliver outcomes based upon a solid methodological approach and informed analysis.

I therefore wholeheartedly commend the University's participation in this e-Content programme.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'P.W. Jeffreys'.

Professor Paul W. Jeffreys
Director IT: <http://www.ict.ox.ac.uk/odit/>
OeRC Fellow: <http://www.oerc.ox.ac.uk/>
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