JISC

JISC Project Plan

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Partner Institutions	N/A		
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1. Project Overview

1.1 Project Summary

World War One Centenary: Continuations and Beginnings will collect and release digital learning content as OER in an easily accessible online platform. This world-class resource will provide an academic-driven corpus of reusable scholarly resources that seek to readdress World War One and its cultural, historical, and political context. The project will surface the highest quality OER through a series of expert commentaries created by some of the most notable academics in the field of World War One studies and related disciplines. Alongside these thematic directory areas dynamic libraries of relevant resources from the wider OER community will be made available. The project will innovatively revisualise a series of OER through a variety of methods to showcase the full potential of using open material to seed academic debate.

The project is a collaboration between the teams at the University of Oxford responsible for the *First World War Poetry Digital Archive* and the *Great War Archive* (funded under the JISC Content and Digitisation Programme), and the *Oxford Open Spires*, *Triton*, and *Great Writers* projects (funded under the HEA/JISC Open Educational Resources Programme Phases 1, 2 and 3).

1.2 Objectives

The objectives of the project are as follows:

- To re-present digital content around World War One in technologically innovative and inventive ways including academic driven commentary and revisualisation of OER.
- Organise OER around cross-disciplinary topics to showcase new academic perspectives on the War and encourage re-use and scholarly curation of resources.
- Create and embed OER that are global in focus to highlight the differing international perspectives around the study of the War.
- To use a blogging platform, social media and open educational widgets to create and embed OERs that encourage teachers, learners and users more generally to contribute and annotate the resources themselves, thereby creating a 'living' resource that is continually refreshed and updated and nurtures a 'community of practice'.

1.3 Anticipated Outputs and Outcomes

Output / Outcome Type	Brief Description
World War One Centenary: Continuations and Beginnings	An easily accessible online platform built in WordPress, featuring thematic content collections of digital learning resources and academic commentary linked by the theme of the World War One: www.ww1centenary.oucs.ox.ac.uk
Project Blog	The project management blog delivering regular reports, updates and news: blogs.oucs.ox.ac.uk/ww1centenary
Thematic Collections	Collections of open content grouped in themes that reappraise the War in its historical, cultural, social, and geographical contexts. Content elements within themes will include: • Digitised primary source material (manuscripts, photographs,

	film, audio etc.) • Audio/video lectures or talks • E-books or other text-based resource • Online tutorials and learning packages • Lists of academic curated OER • Contextual scholarly blog posts (academic commentaries)
Directory of curated OER	Assisted by academic advisors, subject experts and student ambassadors the project will create a searchable directory of high-quality OER selected from existing digital collections and OER repositories. OER will be categorised and fed into the thematic collections in the site.
Academic Commentaries	c. 30 cross-disciplinary commentaries will be delivered through a WordPress blog and provide a unique insight into some of the most current leading research and thinking on the War, enriched through the inclusion of 'small OER' (e.g. images, embedded audio). This will provide a starting point for educators and learners in discovering reusable resources and will be released by authors under Creative Commons. Making use of existing WordPress widgets, commentaries will be available as downloadable texts.
Open Educational Widgets	Content will be augmented with RSS/ATOM feeds and simple web 2.0 aggregation tools from resources of broad public interest from across the disciplines (e.g. Learning Registry, OpenLearn, Jorum, BBC News, blogs, Wikipedia and Flickr Commons). These dynamic libraries of resources will be presented as open educational widgets that can be reused by other projects.
Revisualisations	Also released under Creative Commons will be a small series of 5-8 high value downloadable revisualisations of OER and open data. These will include interactive timelines, infographs, agent-based models, geotagged resources on event maps and interactive 3D models. These learning nuggets will be designed to promote academic debate and be adapted by end users. They will be catalogued and made available through the OER Directory.
Social Media Awareness Event: 'Tracking Arras'	A high profile virtual awareness event that will recreate and track in real-time, using social media, a key turning point in the war - the Battle of Arras (9 April - 16 May 1917). The events of the Battle will be relayed through Twitter, Facebook and explored through a 3D interactive simulation in Unity. Digital audiences will be asked to reappraise their perceptions of the War and the experience of battle through the project's chosen themes. Content generated through the event will be archived and made available as OER.
Embed Workshop	A cross-disciplinary one-day workshop will focus on embedding the resource by generating collections of OERs and learning paths. This session will be steered by representative users and provide a forum for increasing open content literacy amongst academic content producers.
Engage Event	An engagement event, funded by Oxford, will be held to mark Armistice in 2012. A mixture of talks, demonstrations and exhibits will showcase the OER to a cross-disciplinary community within the University.
Project Documentation	Project plan; Work package plan; Final report; Completion Report; Evaluation report
Marketing (internal)	Leaflets, posters, articles in Oxford News publications (online and hard copy), communications via email lists, Engage event.
Marketing (external)	Communication via email lists to wider HE community plus

	schools/colleges. Presentations at conferences. Twitter feed, Facebook, 'Embed' workshop. International exposure of the project through 1914.org, Birmingham Centre for First World War Studies, and Europeana 1914-1918. Press Releases via Oxford Public Affairs Dictorate and JISC Comms team. OER released onto relevant sites e.g. TES, JORUM etc.
Reports	Short reports written up on the project blog throughout the project.
Case studies	Case studies of reuse will be disseminated in the Learning Technology Group's Case Study Blog, on the project blog and main web site. Short video case studies will be made available on the department's YouTube channel and Oxford Podcasts.
Knowledge	Understanding of WW1 will be developed, enhanced and challenged by having access to materials that reappraise the War in a variety of contexts. Students from across a range of disciplines will be provided with a 'window' into the most current academic thinking in the field. Students' learning experience will be enhanced by having access to materials in different formats (audio, video, text, ebooks).
Knowledge	Increase number of people aware of OER (teachers and students), enabling them to assess content suitable for use/reuse.
Knowledge	Significantly increasing open academic practice within the WW1 HE community through engagement activities and involvement of key academics in creating content and embedding OER.
Collaborations	Collaborations and partnerships formed between HE and cultural institutions.

1.4   Overall Approach

To deliver the content in an efficient timely manner within the tight timeframe, the project will avoid developing new software applications or standards. Instead it will use replicable standard modules and templates tried and tested through one of our previous subject-specific OER project *Politics in Spires*[6] (part of the *Triton* Project). Work on revisualisations of OER will build on and reuse the APIs, software and code produced through the *Enriching the First World War Poetry Digital Archive*[1] and *Modelling4All*[2] projects.

The project comprises of three overlapping areas of work:

A: Technical development The resource will use the WordPress online publishing framework and implement a similar structure to the Politics in Spires project. It will also reuse modules and plugins including a bookmarking tool to allow registered users to select items from the internet and bring these into an OER directory, and add relevant information around them including a short contextual description, relevant theme, keywords and licence information. The OER directory will present these resources through a number of themes with surrounding facilities including search, contextual description, related contextual scholarly blog posts. The creative commons or other open licence information will be presented in a clear manner on every resource page and presented in RSS feed metadata. The directory will include additional user engagement features such as social bookmarks, likes/dislikes and feedback comments.

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[1] http://www.oucs.ox.ac.uk/ww1lit/about/enriching.html
[2] http://m.modelling4all.org/

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Dynamic collections drawn from Flickr, Flickr Commons, Wikipedia etc. will also be fed into the directory and will be made available as open educational widgets for others to use.

B: Content and OER activity Over the duration of the project academic contributors, student ambassadors, and the project team will identify and submit OER to the OER directory. A series of expert commentaries will be produced with the support of student ambassadors on a selection of topics. In the first instance, OER will be selected and commentaries generated for the areas 'Other Fronts, Other Cultures' and 'History v Literature', for which the project has internal contributors. This will provide other contributors with exemplar content. Guided by the project advisory group experienced data modelers will also produce a series of simulations, mashups and models using existing OER and open data sets.

The community will be invited to comment on, rate, and reference OER included in the directory and the expert commentaries. They will also be able to use a bookmarking tool to select items from the Internet and bring them into the blog framework, thereby creating a pathway of relevant, curated, subject-specific learning resources around a topic. The tool allows a registered user to bookmark websites they like, and, if they so choose, to build these bookmarks containing descriptions and an overview image into collections or 'paths'. This is effectively the same process as bookmarking or 'favouriting' a website and is something nonspecialists know how to do. The learning path creator tool allows registered users to create, tag, and categorise their newly created path as well.

C: **Embedding OER and Community Engagement** The OER will be promoted through a series of innovative engagement activities and embedding will be actively supported on both a local and national scale.

- *World War One: Continuations and Beginnings* will be launched around a high profile virtual awareness event that will recreate and track in real-time, using social media, a key turning point in the war - the Battle of Arras (9 April - 16 May 1917). The events of the Battle will be relayed through Twitter, Facebook and explored through a 3D interactive simulation in Unity. Digital audiences will be asked to reappraise their perceptions of the War and the experience of battle through the project's chosen topics. Content generated through the event will be archived and made available as OER.
- Support academics teaching on First World War modules at Oxford to embed the OER. Commitment has been received from teachers of European History, Modern Literature, War Poetry, and Continuing Education courses to work with us. As the resource grows we will look for opportunities to reach other disciplines in and outside of Oxford. A showcase site embedding blog feeds, open educational widgets and OER from the resource will be set up in the institutional Virtual Learning Environment to increase awareness and inspire reuse. All new audio and video commentaries will be uploaded into the Oxford Podcast site.
- A cross-disciplinary one-day workshop will focus on embedding the resource by generating collections of OERs and learning paths. This session will be steered by representative users and provide a forum for increasing open content literacy amongst academic content producers.
- An engagement event, funded by Oxford, will be held to mark Armistice Day in 2012. A mixture of talks, demonstrations and exhibits will showcase the OER to a cross-disciplinary community.
- Investigate a trial display of QR Codes within the Oxford Libraries and the Imperial War Museum linking to the resource. QR Codes and guidance for display will be readily made available for any interested party on the site.
- Engagement of the student community will be nurtured over the life of the project, and be enhanced through student ambassadors who will contribute to the expert commentaries, review materials, and aid dissemination. Evaluation activities will track impact, use and reuse of materials generated internally and externally and these will be recorded as lessons

learned in the final project reports. Examples of OER reuse will be publicised on the site.

1.4. 1 Issues

Issues to address in the project include:

- The extent to which the project's thematic collections can be made up of materials with an open licence, how to manage the variations within these licences and convey licence terms to the end user. The project will liase with JISC and the wider OER community to explore and adopt the best possible model that fits both with the OER ethos and the core aim of the project to educate. Solutions will be investigated and reported on.
- The extent to which WW1 material digitized by Oxford under the JISC Model licence via the JISC Digitisation Programme: Stage 2 can be used within this new project. The project will take a risk-managed approach and build on excellent relationships with content providers to re-licence a selection of materials under CC for use in this project.
- Quality and appropriateness of content. Content selection will be important to ensure collections include global representation on the topics chosen. Each theme requires a minimum set of content items. We will be guided by academic experts, student ambassadors plus the wider subject community through feedback at engagement events.
- Effective display of the rich materials within collections, to ensure ease of discovery coupled with attractive design with a focus on learning. Technical solutions will be investigated and reported on, for example testing of the ebooks on desktop and mobile devices.
- Policies and guidelines for website and blog. The project will prepare suitable legal notices, CC licence, accessibility statements etc. and produce clear guidance to academic content contributors on copyright, Creative Commons and OER to ensure a broader audience become open content literate.
- Working with academics on a project which runs concurrently with the academic year. Adopting a model of content production (e.g cross-posting blog posts) which minimises impact on their time during busy term times and supporting them though Student Ambassadors.

1.4. 2 Scope and boundaries

In Scope
- Development of an easy to navigate website for delivery of the content collections.
- Engagement with the subject community (primarily academics, teachers, students and other cultural institutions e.g. the Imperial War Museum and Commonwealth War Graves Commission)
- Delivery of cross disciplary thematic collections of materials designed to inspire academic debate, engage, and readdress the War.
- Methods of tracking the use of materials released by this project.
- The re-licencing of a selection of digitized materials from Oxford's First World War Poetry Digital Archive and Great War Archive under Creative Commons.

Out of scope
- The Re-licencing any content under Creative Commons that is not already part of Oxford's digital WW1 collections (The Great War Archive and First World War Poetry Digital Archive).
- The generation of OER other than academic commentaries via the WordPress blog and a small set of revisualisations of existing OER and Open Data. Academics we are working with who wish to open licence materials they are producing in the field (e.g.

> recorded lectures, PowerPoints) will be given support and advice on how to do so, and materials will be included in the project's OER directory.
> * The generation of online tutorials, courses or aids using content discovered or produced by the project.
> * Any tools for online content production or deposit.

1.4. 3 Critical Success Factors

The critical success factors for this project are:
* That we can engage with a key set of academics and subject experts and facilitate their active and productive involvement.
* To ensure an appropriate level of quality of content, breadth and depth of collections.
* To ensure that content represents the global nature of the First World War via its theatres of War, peoples and impacts.
* To ensure that content and commentary reappraise the War, explore myths and readdress the War across a range of disciplines.
* That we can reuse technical solutions generated by other departmental OER projects for effective content collection, storage, display and delivery.
* That the OER released through this project can be made available as in a granular format to maximise reuse and that licence information can be embedded to improve the user experience.

1.5   Anticipated Impact

Impact Area	Anticipated Impact Description
Maintain research excellence	Expose and disseminate research outputs from cutting edge First World War research, via the collaboration of academics working on developing the thematic collections but also through the engagement events with the wider community. Further promotes the Oxford open agenda and work in World War One digital collections.
Maintain teaching and learning excellence	By surfacing high quality material that can be experienced by a wide audience. By supporting different learning style through surfacing different content.
Be more effective/save money	Maximising opportunities for reuse via making available OER at a granular level.
Impact on wider society	The content is of significant general interest, especially in the lead up to the World War One Centenary, and will expose the scholarly outputs to a wider public audience. Involvement from a range of academics from different institutions and also cultural organisations such as museums and libraries will raise awareness of open academic practice and develop open literacy.
Ready for technology needs in the future	By exposing open licenced material the resource is surfacing content that can be delivered in new technological ways.

1.6   Stakeholder Analysis

Stakeholder	Interest / stake	Importance (H/M/L)
JISC	Programme Managers and funders	H
Academics involved in content release	May use materials to released as OER to increase their own teaching portfolio, draw awareness to their work, develop new teaching themes and directions.	H
Director, OUCS	Institutional interest	H
University of Oxford	Institutional interest	M
Other projects in JISC OER3, SCORE, Strand A Programmes	Interested in project outputs and lessons learned	M
Other projects, initiatives and organisations working towards the WW1 Centenary.	Interested in complimentary project outputs and methodologies; Sharing knowledge and expertise.	M
Wider HE/FE community (History, Literature, Women's studies, Media Studies, Politics etc.)	Interested in project outputs; Sharing knowledge and expertise.	M
Student Ambassadors	May use the project as a platform to raise their own academic profile; gain editorial and IT skills;	M

1.7   Related Projects

- The First World War Poetry Digital Archive http://www.oucs.ox.ac.uk/ww1lit
- Enriching the First World War Poetry Digital Archive http://www.oucs.ox.ac.uk/ww1lit
- The Great War Archive http://www.oucs.ox.ac.uk/ww1lit/gwa
- Great Writers Inspire http://openspires.oucs.ox.ac.uk/greatwriters/
- OpenSpires http://openspires.oucs.ox.ac.uk/
- Triton http://openspires.oucs.ox.ac.uk/triton/
- Ripple http://openspires.oucs.ox.ac.uk/ripple/

The project is a continuation of Oxford's work in creating digital First World War resources and a progression of its openess agenda.

1.8   Constraints

Time: a project of such a short time frame (6 months) can present challenges to achieving the planned outputs. Milestones will be set and monitored by the project team to ensure successful delivery.

Resources: the principal resource in the project is staff time. Most staff are already in post and involvement in the project has been confirmed, minimising potential delays with recruitment.

Budget: project costs has been carefully calculated and are based on the costs of previous similar projects. Budget will be monitored closely by the project manager and supported with departmental reporting processes.

Academic contribution: perhaps the most challenging aspect of the project considering the time frame this project runs (over term time and exams). The project team and student ambassadors will support contributing academics to create a model of engagement which has minimal impact on busy academic workloads.

Materials that are available for inclusion in thematic collections - there may be a strong desire to include some themes in the resource, but the availability of digital materials may be limited or restricted by copyright. This will be explored through the project and presented as lessons learned at the end.

1.9 Risk Analysis

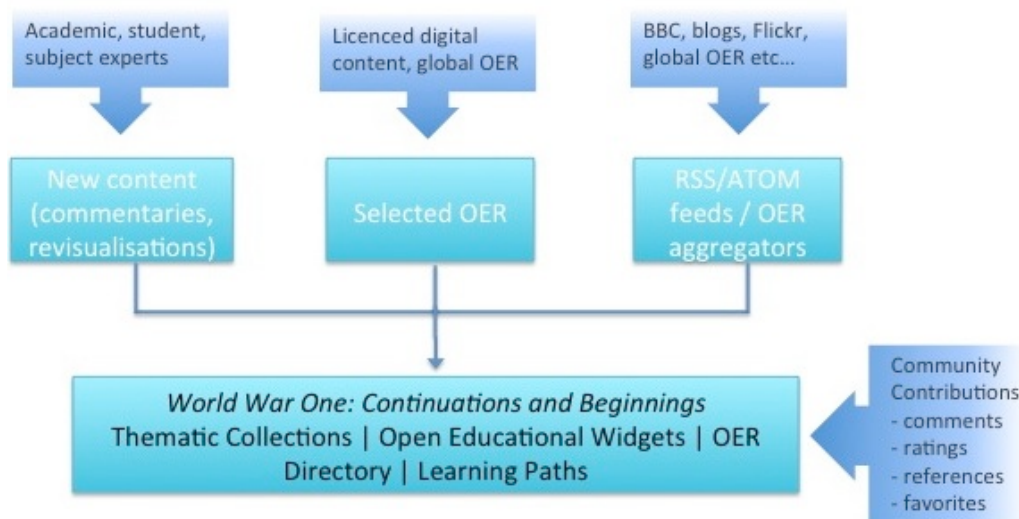| Risk Description	Probability (P) 1 – 5 (1 = low 5 = high)	Severity (S) 1 – 5 (1 = low 5 = high)	Risk Score (PxS)	Detail of action to be taken (mitigation / reduction / transfer / acceptance)
Staffing recruitment difficulties / loss of staff	1	4	4	Staff from existing Oxford OER projects will be in place when this project starts and will be able to slot into project roles, thereby minimizing any delay due to recruitment difficulties. Many subject experts and student ambassadors have been identified and are willing to participate. Amongst staff at the Computing Services there are several project managers and expert project team members with experience of delivering on projects. Where clashes of timetabling and resource allocations arise the senior managers of OUCS review the roles in teams and on steering groups to ensure that best efforts and the best skills are available at the right time to the appropriate
Organisational (OUCS)	1	3	3	The University of Oxford is already committed to OER release and processes are embedded within standard procedures. The project team has significant experience in project management, OER release, community engagement, legal issues and technical issues.
Failure to achieve academic buy-in	2	4	8	The project has a number of confirmed contributors and through these have lists of other potential contributors and student ambassadors. Strong support from Oxford academics and

				commitment to use the site for teaching and have identified non-Oxford courses to embed the resource should we need additional use cases.
Failure to run workshops and events successfully	1	3	3	The project team is very experienced in running training events in OER, teaching World War One using OER, and learning design. We can call on extensive experience within the Learning Technologies Group at OUCS for additional guidance on effective delivery of training objectives. Facilities are also available in-house to host the events. We have strong in-house experience of using social media for communication and group and a communications and marketing strategy to guide work.
Failure to source critical mass of suitable OER content	2	4	8	We have experience of researching and sourcing suitable OERs from other institutions. Academic contributors and student 'ambassadors' will also be briefed to generate commentary materials to enhance the learning resources. Oxford holds one of the largest digitised collections of material on World War One which is openly available (over 13,000 items). It is working to re-licence a selection of this content as OER.
Project over runs / exceeds budget	1	3	3	Regular review of objectives and deliverables. Project procedures and costings are based on recent similar work. Regular review of objectives and finances.

1.10 Technical Development

The resource will use the WordPress online publishing framework and be hosted on our existing Poppy server that delivers other institutional projects in the subject area. The benefits of WordPress include rapid and simplified publishing of content directly onto the Internet, plurality of publishing to social media sites using automation, and Google-friendly publically accessible URLs. WordPress has relatively simple features for adding other media to texts to allow the contributors to easily remix and reuse existing OER content. Furthermore, WordPress automatically generates RSS Feeds in a format which can be consumed by many OER harvesting services. WordPress uses a series of templates to generate the page displayed to the site visitor allowing minor modifications to one page to improve the entire site which is beneficial for placing OER licensing information into every page.

Data will be published and pulled using lightweight standards such as Dublin Core and

RSS/Atom. Work will be done with the project advisory group on recommendations for blog tags and categories to provide cataloguing for the OER directory, commentaries and learning pathways.

1.11 Standards

Name of standard or specification	Version	Notes
Subscriptions to media using RSS	RSS 2.0	RSS 2.0 will be available for all feeds of media and 2.0
RSS/OPML is currently being used at Oxford for providing an umbrella XML overview of institutional sets of media feeds and material particularly suitable for aggregating across institutional web services		Metadata for content is stored in XML via the institutional system called OXITEMS (RSS/ATOM feed creator) and mapped to Dublin Core and has been locally expanded to cover content specific details (date of recording, copyright etc.) and also mapped to include subject hierarchical categorisation and subject keywords. Media RSS, an RSS dialect is being investigated to provide more metadata opportunities including full time-coded transcripts, keywords and thumbnail images.

1.12 Intellectual Property Rights

A suitable process and legal methodology for OER release at Oxford University has been refined through two earlier OER projects; *Oxford Open Spires* and *Triton*. This legal process will be adopted for *World War One Centenary: Continuations and Beginnings* and legal documentation and guidelines produced to support academic contributors.

It is proposed to release new content created as a result of this project (scholarly commentaries, audio, video, and revisualisations e.g. mash ups, code files) as CC-BY-NC-SA so that the wider community may reuse these.

Materials will also be sourced from global OER providers as part of the OER directory and the dynamic libraries. To facilitate the most reuse as possible it is not envisioned that the project will

include items that have a licence more restrictive than CC-BY-NC-SA, thus the entirety of the resource will be promoted under this licence. However some items may have more open licences or be made available via open licences that are not in the Creative Commons family, e.g. the Open Government Licence or items that are in the public domain. In this case the project will endeavour to expose the licence under which these materials are released for the benefit of the user.

Some content digitised for Oxford's First World Wra Poetry Digital Archive and Great War Archive through the JISC Digitisation Programme Phase 2 under the JISC Model Licence will be cherry-picked to be included in the OER directory. This content will be re-licenced for the purposes of this project. In this case the project will take a risk-managed approach and in collaboration with JISC will approach key rights holders to formally re-licence their material. Where it is not possible to contact large numbers of rights holders individually (e.g. contributors to the Great War Archive), the project will contact groups of individuals to inform them of the pending licence change and make available a take down policy.

2 Project Resources

2.1 Project Partners

There are no project partners.

2.2 Project Management

The team will be based at Oxford University Computing Services. It will consist of: Project Manager (also Principle Investigator) – 0.4 FTE, Technical Web Developer – 0.5 FTE, Web Designer -10 days, Subject expert & OER Researcher– 0.2 FTE, and Web Modellers 0.2 and 0.4FTE. Oxford will contribute the cost of an Engagement Officer after the end of funding for 6 months at 0.2 FTE. The project management framework is based upon the project manger exercising overall responsibility for the project, with day-to-day management and co-ordination. A cross-disciplinary advisory board will meet to map teaching and learning requirements to OER themes and initial academic input and policy for signing off contributions, adding OER to the directory and clarify the scope. The project will have a Student Ambassador - 0.3 FTE, to work with academic contributors on commentaries and engage with the student community.

The expert commentaries are to be contributed to the project at no additional cost. Oxford is one of the early pioneers in creating OER. We have had over 1700 individuals create and release their content using our OpenSpires model. In our experience of OpenSpires, Politics in Spires, Great Writers Inspire, and all our previous WW1 projects, academics have contributed their time and content without charge. They find it an intellectually interesting thing to do, and an appropriate part of their work with out need for extra pay. Oxford offers them a global platform and the potential of 100 000s downloads of their content. Through OER contributors can realize their public engagement agenda and pathways to impact.

The project will seek advice from HE teachers, subject experts and specialists at the project onset to define the resource topics, map teaching and learning requirements and refine the scope of the revisulation components. The research undertaken by the JISC WW1 Discover Programme Phase 1 lead by Kings College London will also inform the direction of this project.

New staff will not need to be recruited for this project. Rather, funding will be used to buy out time from existing staff with experience of JISC and similar projects at OUCS who have delivered high similar work of an exceptional standard. The project will use the Oxford University Computing Services' project methodology, which is overseen and supported by the OUCS project support team (PST) and has oversight by the senior managers group.

2.3   Project Roles

Team Member Name	Role	Contact Details	Days per week to be spent on the project
Kate Lindsay	PI and PM	Katharine.lindsay@oucs.ox.ac.uk	2
Patrick Lockley	Programmer	Patrick.lockley@oucs.ox.ac.uk	2.5
To be resourced from the OUCS Web Design Consultancy	Web Developer	wdc@oucs.ox.ac.uk	10 days over the lifecycle of the project.
Everett Sharp	Subject Expert	everett.sharp@oucs.ox.ac.uk	1
Chris Stephens	Data Modeller	christopher.stephens@oucs.ox.ac.uk	2
Kenneth Kahn	Data Modeller	Kenneth.kahn@oucs.ox.ac.uk	1 (for 3 months)
To be confirmed	Student Ambassador x 3		1.5
Ylva Berglund Prytz	Engagement Officer	ylva.berglund@oucs.ox.ac.uk	1 (for 6 months post funding as institutional contribution)

3   Detailed Project Planning

3.1 Evaluation Plan

The evaluation activities of the project can be broken down to address three critical success factors. Firstly, the deliverables will be evaluated via a process of iterative feedback throughout the project lifecycle. As seen in the workplan, evaluation activities to address critical success factors are built into each workpackage. The evaluation may be performed internally by a member of the project team, or more often will be a result of engaging and utilising feedback from engaging with subject specialists and end users, feedback at the Engage workshop and Armistice event.

Secondly, by referring to the *Toolkit for the Analysis of the Impact of Digitised Scholarly Resources* tools will be put in place to enable us to evaluate the value of the project deliverables over time and effectiveness of marketing campaigns (e.g. real-time tracking of the Battle or Arras). The success of a digital resource is determined by how valuable it is perceived to be by its stakeholders and end users. Using quantitative (webmetrics and analytics) and qualitative (content analysis and case studies) methods we can assess both usage and impact to paint a picture of the value.

Finally, the project, its workflows and methodologies will be evaluated and reflected upon by the project team with input from the advisory group in the final report.

Timing	Factor to Evaluate	Questions to Address	Method(s)	Measure of Success
M2-M3	Feasibility of required thematic collections	Is there enough existing open material to constitute collections and meet academic requirements?	Amount of open material	Quantity and quality of existing material.
		Is there enough academic commitment to shape the thematic collections?	Letters of support and signed contribution forms.	Quantity and quality of new material (e.g. academic commentaries)

M3-M4	Tracking Arras Virtual Event	Does a virtual campaign drive visitors to the project site and foster user engagement? Does a virtual campaign lead to new types of open user generated content?	Google analytics Social media analytics Content analysis	Referral traffic, volume of fans and followers, brand sentiment, engagement (comments, likes, shares etc.), further academic contribution to the resource.
M3 –M12	Revisualisations of open material	Does the open material available lend itself to innovative reuse? Is there available open data on the First World War? Are delivery methods chosen (e.g. Unity 3D, Agent Based Modelling, mash-ups) useful in teaching and learning? How can revisualised open materials support the reappraisal of World War One in an educational context?	Amount of material Available open data sources Teachers to evaluate usefulness for their teaching. Interviews with academic champions & friends of the project	Number of downloads Number of citations/references Reuse in teaching and learning contexts with positive feedback.
M6	Embed event	Are different disciplines represented at the event? Are the collections useful in teaching and learning? Have gaps been identified? Have participants been introduced to the principles of OER?	Questionnaire/survey, ad hoc interviews with participants, evaluation forms.	Cross disciplinary Participants Positive feedback regarding usefulness and quality Positive feedback regarding increased awareness of OER Follow-up case studies of embedding and reuse
M10	Engage Event	Are different disciplines represented at the event? Are the collections useful in teaching and learning? Have gaps been identified? Have participants been introduced to the principles of OER?	Questionnaire/survey, ad hoc interviews with participants, evaluation forms.	Positive feedback regarding usefulness and quality
Winter 13	Impact on the WW1	Has the World War	Interviews with	Positive feedback

academic and cultural community, and digital content providers.	One community embraced the project and has it been embedded as a resource? Has the project highlighted themes and discourse concerning the availability of open digital content in the area? Has the project provided an effective case study for impact and collaboration?	academic champions & friends of the project	Lesson learned
Throughout project +	The web site	How is the website being used? How are visitors reaching the web site? What are the most popular resources? How do users engage with the project?	Google analytics Social media metrics Content analysis	

3.2 Quality Assurance

Output / Outcome Name	World War One Centenary: Continuations and Beginnings web site and blog	
When will QA be carried out?	**Who will carry out the QA work?**	**What QA methods / measures will be used?**
M 1 & 2: Design Stage	Project Manager, Technical Lead, Web Developer	Ensure the website complies with university policies (e.g. accessibility) Ensure design has followed the original brief and is fit for purpose
M 1 & 2: Development Stage	Technical Lead, Project Manager, Student ambassadors, academic advisors to the project	Usability testing Compliance with University web policies, JISCs OER guidelines, best practice Fit for purpose, Compliance with University policies, ease of use (documentation supplied for academic contributors etc.)
Output / Outcome Name	**Thematic content collections (blog posts, OER directory, audio and video lectures or commentaries)**	
When will QA be carried out?	**Who will carry out the QA work?**	**What QA methods / measures will be used?**
M 2	Project Manager, Subject Expert, Student Ambassadors	Appropriate content and academic contribution available for thematic collections.
M 3 - 6	Project Manager, subject expert, academic community	Content is appropriate and of a high standard for the thematic collections.
Output / Outcome Name	**Revisualisations**	

When will QA be carried out?	Who will carry out the QA work?	What QA methods / measures will be used?
M 2 - 3	Data Modellers, Technical Lead, subject expert, academic advisors	Appropriate content and academic contribution is available for the revisualisations to be built upon. Revisualisations fit learning objectives.
M 3 - 6	Project Manager, subject expert, academic community	Usability testing of revisualisations.

Output / Outcome Name	Open Educational Widgets	
When will QA be carried out?	**Who will carry out the QA work?**	**What QA methods / measures will be used?**
M3 - 4	Technical Lead, Project Manager	Appropriate and open content can be augmented with RSS/ATOM feeds. Usability testing.

Output / Outcome Name	Events/Workshops	
When will QA be carried out?	**Who will carry out the QA work?**	**What QA methods / measures will be used?**
Virtual Event: Tracking Arras	Project manager, Subject Expert	Social media posts will be archived and made available. Positive feedback and sharing via social media channels (e.g. comments, likes, retweets). Google Analytics and social media metrics.
Embed Workshop	Project Manager	Positive feedback on evaluation forms.
Embed Workshop	Project Manager	Positive feedback on evaluation forms.

3.3   Communication and Dissemination Plan

Timing	Dissemination Activity	Audience	Purpose	Key Message
M3	Postcards to advertise World War One Centenary: Continuations and Beginnings Site	Academic Community – teachers, researchers and stduents.	Raise awareness	Publicise project and site
M4-M5	The project will be launched through an innovative virtual awareness event that will recreate and track in real-time, using social media, a key turning point in the war - the Battle of Arras (9 April - 16 May 1917).	WW1 Community – academic and general public.	Raise awareness, introduce the themes of the site.	Publicise project Engagement Attract further academic contribution
M5	Embed Event	Teachers from a range of disciplines hat include WW1 content.	Raise awareness, foster reuse, explore possible case studies of reuse, collect feedback.	Engagement

M10	Armistice Event	Oxford staff, academic and students	Raise awareness, foster reuse, explore possible case studies of reuse, collect feedback.	Engagement Publicise project
Throughout	Articles in Oxford Magazines (OUCS News, Oxford Today, Blueprint, Gazette)	Oxford staff, academic and students	Raise awareness, attract contributors, publicise events	Information about the project, content, events etc.
Throughout	Email lists and discussion forums (Oxford, IWM, Birmingham Centre for First World War Studies etc.)	Academics and teachers from subject community, cultural organisations, digital content providers, general public with an interest in the First World War.	Invite people to subscribe to RSS feeds, raise awareness, attract contributors, publicise events	Project updates, invitations to contribute, invitations to events
Throughout	Social media	Academics, teachers, students from subject community, cultural organisations, digital content providers, general public with an interest in the First World War.	Invite people to subscribe to RSS feeds, raise awareness, attract contributors, publicise events	Highlight project content
Throughout	Press releases (particularly link with significant dates of WW1)	External audience, esp. general public	Publicise the website & resources	Publicise website

3.4   Exit and Embedding Plans

Releasing HE material as OER is a relatively new challenge for the sector. The University is an early pioneer in adapting to this challenge by being part of both Phase 1 and Phase 2 of the HEA/JISC OER programme. Through its OpenSpires work, the University has developed a sustainable process for OER release and achieved significant support from departments and individuals.

For this project the technical framework has been selected to require as little long-term maintenance as possible by embedding the technical framework into pre-existing methodologies and processes, for example the project uses the same WordPress framework and plugins as our previous Politics in Spires OER project. The web site will reside on a managed and supported server that delivers other institutional WW1 projects.

Extensive engagement with the academic community, digital content providers and cultural institutions who work with the subject of World War One through will continue to nurture relationships which have already been established in earlier and continuing World War One projects led by the project team. Oxford is committed to sharing its experience and disseminating the knowledge and expertise for the benefit of others as befits a leading research university.

The OER created by this project will be embedded in local courses and supported through the institutionally funded Engagement Officer for six months after funding has ceased. Exemplars of reuse in teaching will be disseminated via case studies and short films hosted on the LTG YouTube and Oxford Podcasts sites.

Project Outputs/Outcomes	Action for Take-up & Embedding	Action for Exit
OER resource (web site)	Embedded within pre-existing frameworks and processes Fully documented To be hosted in perpetuity	Fully documented Archive locally
Open Material and revisualisations	Embedded within the OER resource Disseminated into the wider community via open content licence. Embed workshop Case studies of reuse	Archive locally
Knowledge	Knowledge and learning from the project will be captured in project documentation and the project blog.	Archive locally Archive by JISC
Project documents	Linked to from the web site and project blog.	Archive locally Archive by JISC

3.5 Sustainability Plans

Project Outputs	Why Sustainable	Scenarios for Taking Forward	Issues to Address
OER resource (web site)	Hosted on a managed and supported server in perpetuity. Technical framework unlikely to need upgrading once development ceases and contributions closed.	Long term hosting agreed.	Any further projects hosted on the server should not require variations or upgrades from the existing technical framework.

Appendices

Appendix A. Project Budget

Appendix B. Workpackages