Content Creation and Production for NSDL.org

Carol Minton Morris
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Introduction
The NSDL.org web site has been redeveloped to increase usage by offering users easy access to ready-to-use education resources for specific audiences. The web site serves broad audiences that include undergraduate, graduate, research, teachers, educators and students. NSDL.org's "education for life audience" continues to be defined by users in surprising ways that include use cases from students and teachers as well as corporate executives. New content at NSDL.org has been developed to meet the needs of multiple audiences.

The NSDL.org Core Integration team, consultants, and community members focused on improving the user experience by providing the shortest route to connect users with what they sought, and offering multiple ways to find that information quickly.

Among other features NSDL.org now:
-- Allows users to self identify by audience on the homepage in the following categories: K12 Teachers; Librarians; NSDL Library Builders; University Faculty, and; First Time Users.
-- Features periodically updated exhibits, crafted by section editors, for each audience category including: "Top Picks," "Resources of Interest," "Using NSDL," "Research Articles, "Newsfeeds," and an "Events Calendar."
--Provides a one-click connection to browse by science, technology, engineering and mathematics topics from the homepage

Distributed Editing
The following editors are assigned to ongoing content production at NSDL.org to serve key web site audiences:

• K-12 Teachers: Susan Van Gundy, Robert Payo, Jim Burger, Blythe Bennert

• Librarians: Sarah Giersch, Blythe Bennett

• NSDL Library Developers: Susan Jesuroga, Carol Minton Morris, Karen Henry

• University Faculty: Susan Jesuroga, Carol Minton Morris

• First Time Users: Susan Van Gundy, Robert Payo

• Press (Whiteboard Report News, Whiteboard Report News Archive, Community News, Project News): Carol Minton Morris, Susan Van Gundy

• General (New in the Library, Pathways, Services): Carol Minton Morris, Susan Jesuroga

Currently the Scout Portal Toolkit, (SPT) an interim content management system developed by the Internet Scout Project, is used to store and distribute content as RSS feeds to the web site. Distributed hands-on editing using this system is currently limited. For now new content or revisions should be submitted through the outreach/communications list (nsdloutreach-outcomm@comm.nsdl.org) for production.

Upcoming deadlines for content will be scheduled at the Out/Comm meeting, Thursdays at 2:00 MT and 4:00 ET.

As On Ramp, a distributed content management system, and Expert Voices, a blogging system, being developed by Core Integration, are phased into NSDL production, editors will have administrative access to establish workgroups, workflow, packages, and targets for creation and distribution of NSDL.org content for their respective audience groups and content areas utilizing both systems.

Exhibit types, descriptions and frequency outlined below will map to On Ramp functionality with additional specialized content from blogs also being distributed through this system.

NSDL.org Exhibit Types, Descriptions, and Frequency

Exhibit types or "Targets" for groups of resources or materials displayed at NSDL.org are:

Homepage:

1. Homepage Highlights—A one or two page story (250-300 words) about a News item, a Resource of Interest from NSDL, or a resource that is New in the Library. These are longer than metadata descriptions and may include links to related resources and first-person accounts.

Display address: http://nsdlib.org/index.php?homepage_highlight=1
*SPT records: http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=homepage+highlights

Frequency—Homepage Highlights will change weekly. Currently there are four items in SPT that can be rotated. I suggest the following partners and topics (please suggest others—need about 12) as contributors for Homepage Highlights asap with a one to two month lead scheduling for all of 2006:

Bruce Mason: Resource of Interest-- Review of ComPADRE's role as a peer-review steward for physics and astronomy educational resources.

Mary Guthrie: Resource of Interest-- The Macaulay Library at Cornell University's Lab of Ornithology is the largest collection of animal sounds in the world with more than 160,000 recordings, 67 percent of the world's birds, and rapidly increasing holdings for insects, fish, frogs, and mammals. How does an outstanding digital collection such as this one enable outreach and collaboration with students and teachers?

Mike Luby/Heather Joseph: New in the Library-- "Publisher Papers:" How co-publishing expert-selected research articles (BioOne) through NSDL.org benefits the researcher community while boosting access to publisher resources.

Steve Mitchell—News—Impact of iVia Project IMLS Grant
On Libraries' current ability to to provide users with searchable databases, catalogs, indexes, and other tools to enable information discovery.

By Audience:

2. Top Picks—Editors select resources from NSDL that they feel are most useful for their audience group. These hand-selected resources present users with a tailored view into NSDL for a particular audience. The Physics e-print archive (Arxiv), for example, may be of interest to University and College Faculty, but contains very little useful material for K-12 teachers.

Display address: http://nsdlib.org/resources_for/
*SPT records: http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=hand+crafted+resources

Frequency—Quarterly or as needed. Next group of resources for each audience group are due on January 16.

3. Resources of Interest—Editors select resources from NSDL that are of interest to their audience group.

Display address: http://nsdlib.org/resources_for/
*SPT records: http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=resource+of+interest

Frequency--Due prior to the Outreach and Communications meeting weekly beginning October 27.

4. Using NSDL—Editors select resources from NSDL that can be put to use immediately: a lesson, event or an activity.

Display address: http://nsdlib.org/resources_for/
*SPT records: http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=using+nsdl

Frequency--Quarterly or as needed. Next group of resources for each audience group are due on January 16.

5. Research Articles—Research articles selected by editors of interest to audience groups.

Display address: http://nsdlib.org/resources_for/
*SPT records: http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=research+articles

Frequency--Quarterly or as needed. Next group of resources for each audience group are due on January 16.

6. NewsFeeds—External RSS news sources selected by editors of interest to audience groups.

Display address: http://nsdlib.org/resources_for/
*SPT records: http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=news+feeds

Frequency--Quarterly or as needed. Next group of resources for each audience group are due on January 16.

Press:

7. Whiteboard Report News— *NSDL Whiteboard Report* is a free newsletter published bi-weekly by NSDL Core Integration since 2000 and includes information from NSDL projects and programs nationwide. Research news, community initiatives, program highlights, and information about events of interest to a broad audience of digital library projects, educators, collaborators, and funders are featured in *NSDL Whiteboard Report*. Co-editors Carol Minton Morris and Susan Van Gundy. Community contributions are solicited on a regular basis.

Display address: http://nsdlib.org/publications/index.php?pager=wbr
SPT records: http://content.nsdl.org/wbr/

Frequency—Bi-weekly

8. Headlines—Selections from *NSDL Whiteboard Report.*

Display address: http://nsdlib.org/publications/index.php?pager=wbr
SPT records: http://content.nsdl.org/wbr/

Frequency—Daily

9. Whiteboard Report News Archive—Archive of NSDL Whiteboard Report news collected since 2000.

Display address: http://nsdlib.org/publications/index.php?pager=wbr
SPT records: http://content.nsdl.org/wbr/

Frequency—Automatically cataloged bi-weekly.

Community News—Timely news features highlighting community activities and events often linked from short Whiteboard Report items.

Display address:
http://nsdlib.org/resources_for/library_builders/highlights.php
*SPT records: http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=community+highlights

Frequency— Monthly or as needed.

Project News—Project news and information often linked from short Whiteboard Report items.

Display address:
http://nsdlib.org/resources_for/library_builders/project_profile.php
*SPT records: http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=project+profile

Frequency—Monthly or as needed.

Organizational:

New in the Library—Selections from the Collection Registration System of new library aquistons of interest.

*SPT records; http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=new+in+the+library

Frequency—As needed.

Pathways—A listing of nine NSDL Pathways Projects including brief descriptions and major focus.

*SPT records; http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=Pathways

Frequency—Yearly

Services—NSDL services projects of particular interest.

*SPT records: http://content.nsdl.org/exhibits/SPT--QuickSearch.php?ss=Services

Frequency—As needed.

*SPT searches are text-based. Records returned include results based on "exhibit type" as well as other record information.