

NSDL News and Information: *Whiteboard Report*, Web Exhibits, and Blogs (RSS)

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1. Overview—NSDL News and Information

Over a hundred issues of *NSDL Whiteboard Report*, a free electronic newsletter published by NSDL Core Integration, have been circulated among digital library communities nationwide and internationally since 2000. Content includes information from NSDL Pathways, projects and programs nationwide. Research news, community initiatives, program highlights, and information about events are types of *NSDL Whiteboard Report* items that include examples of how educational technology is used in workshops and classrooms, stories about community achievements, and news from user communities of practice who are teachers, students, scholars and developers across science, technology, engineering and mathematics disciplines at all educational levels.

The goal of collecting news and information that is both about, and of interest to a broad audience of digital library projects, educators, librarians, technology experts, collaborators and funding agencies by editing, distributing, re-distributing, managing, and maintaining a bi-weekly organizational newsletter over time is to create a flow of information across a far-flung NSDL network of over 200 digital library projects and organizations. This communications overlay aims to create a sense of connection to overarching NSDL strategies and objectives. News and information gathered in *Whiteboard Report* is also re-used and redistributed in NSDL web exhibits and blogs. *Whiteboard Report* issues and items have been discoverable in the Library catalog since 2002.

NSDL Whiteboard Report is distributed to a growing list of subscribers via email and is also featured online at NSDL.org. *NSDL Whiteboard Report news and resource highlights* are posted on NSDL.org's homepage twice a month as well as in Expert Voices, NSDL's blogosphere. [Back issues](#) of *Whiteboard Report* are available on the web for viewing. Subscribers may have NSDL news delivered to their desktops by signing up [for NSDL Whiteboard Report online](#).

2. Step-by-step Production and Scheduling

To gather news *from* the community a reminder email is sent to the **NSDL-all list** every other week, coordinating with *sending* news to multiple communities bi-weekly in *NSDL Whiteboard Report*. Information distribution is amplified by cross posting at NSDL.org's homepage in the Homepage Highlights exhibit as well as at multiple locations in Expert

Voices, NSDL’s blogosphere.

The preferred time for sending communications is between 10:00 a.m. and 12:00 noon. The use of images, attachments and other types of graphics in email communications cause Whiteboard Reports and Whiteboard Report Reminders to be caught by many organizations’ spam blocking filters.

NSDL NEWS AND INFORMATION~TYPICAL MONTH

■ Target dates for *Whiteboard Report* email distribution: Wks. 1 & 3; Tues., Wed., or Thurs.

■ Target dates for *Whiteboard Report* reminder distribution: Wks. 2 & 4; Tues., Wed., or Thurs.

WEEK 1				
WEEK 2				
WEEK 3				
WEEK 4				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

News and information that originates in *NSDL Whiteboard Report* is sometimes expanded, and/or re-used as is, for posting to the following [Expert Voices blogs](#): New in NSDL; NSDL Whiteboard Talkback; NSDL Highlights; NSDL Pathways News; Road Reports, and; Observation Tower. Users are invited to add comments to news items in Expert Voices. Content from any Expert Voices blog can currently be added to personalized homepage such as iGoogle as an RSS feed.

Production, research and editing for re-use of *Whiteboard Report* information in other web displays varies depending on availability of information sources, word count, and corresponding images.

NSDL NEWS AND INFORMATION~TYPICAL MONTH

■ Target dates for *Expert Voices* news and Information distribution (coordinates with *Whiteboard Report* distribution): Wks. 1 & 3; Tues., Wed., or Thurs.

WEEK 1				
WEEK 2				
WEEK 3				
WEEK 4				

NSDL.org’s homepage features an exhibit entitled “Homepage Highlights” that changes each week. The NSDL community is invited to submit news, resources of interest, or new in the library every other week in the Whiteboard Report Reminder is sent out.

Homepage Highlights weekly production includes editing, further research, rewriting and image production.

NSDL NEWS AND INFORMATION~TYPICAL MONTH

■ Target dates for *Homepage Highlights* web distribution at NSDL.org: Wks. 1, 2, 3, 4; Thurs. or Fri.

WEEK 1				
WEEK 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
WEEK 3	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
WEEK 4	MONDAY	TUESDAY	WEDNESDAY	FRIDAY

Whiteboard Report email reminders contain information about one upcoming feature or news item plus instructions about how to submit news and information for publication in *Whiteboard Report* and in other Core Integration publications and exhibits.

NSDL NEWS AND INFORMATION~EXAMPLE "REMINDER"

To: nsdl-all@nsdl.org
From: Carol Minton Morris <clt6@cornell.edu>
Subject: REMINDER: Send Project News and Notes for [Whiteboard](#) Report
Cc:
Bcc:
Attachments:

Current issue of [Whiteboard Report](#) <<http://content.nsd.org/wbr/Issue.php?issue=current>>
Comment on the current issue here <<http://expertvoices.nsd.org/whiteboardtalkback/>>

Coming In issue 116, June 5, 2007:

Attention School Media Specialists and Librarians!
Download the [NSDL Toolbar](#) and give us your feedback on how to make [NSDL](#) more useful in meeting your needs! Fill out our survey and you'll enter in our drawing for a gift card from Amazon.com. To enter, go to this link to learn how the [NSDL Toolbar](#) can make searches through [NSDL](#) easier and download it to your browser. You can then fill out our survey: <http://nsdl.org/resources_for/librarians/toolbar.php>.

Add your news and information to [NSDL Whiteboard Report](#) AND to [NSDL.org's Homepage Highlights](#): contribute 250 words highlighting a "News" item, or "Resource of Interest" by contacting Carol [Minton Morris](#) by phone or email--607 255-2702 or <clt6@cornell.edu>. The time frame is flexible and your insights will provide [NSDL](#) visitors with context for understanding Library activities, information and resources. The current [Homepage Highlight](#) can be viewed at <<http://NSDL.org>> and in [NSDL's blogosphere](#) at <<http://expertvoices.nsd.org/highlights/>>. Previous [Homepage Highlights](#) may be viewed at <http://nsdl.org/index.php?highlight_archive=1>

SUBMISSION DEADLINE for the June 5, 2007 issue (116) is Friday June 1, 2007. Project leaders and participants from the [NSDL Community](#) are encouraged to submit news--150 words or less--with web links to additional information to [Whiteboard Report](#).

3. Content Development

NSDL Whiteboard Report has acted as a press release vehicle for distributing news stories about NSDL achievements, and has also been a nexus for casual information exchanges among collaborators about committee work and project highlights. Currently most news items are sent to the editor as a result of soliciting responses with the Reminder note (above). Though underutilized, users may also suggest news items for NSDL.org and Whiteboard Report online at:

http://nsdl.org/resources_for/library_builders/?pager=add

News items submitted by contributors require editing. A common "fix" is to explain the acronyms used to describe organizational names and initiatives among educational digital library developers. Expanding acronyms, and finding out what they mean in generally understandable terms is necessary to make NSDL news comprehensible to a mixed internal and external audience. Stylistic changes are also typical edits in NSDL news items.

If a significant news item is discovered while gathering *Whiteboard Report* news editors typically contact appropriate principles to learn more and expand coverage into other NSDL News and Information venues.

4. Stewardship of Community Communications

Community members contribute almost all NSDL news and information, or at least the ideas. Particularly in the case of stories that land on the homepage an effort is made to let contributors know that their news item or resource of interest has been prominently featured and is a valuable asset to the larger community. The following note is an example of a personal “Thanks and Kudos” note that goes out to news and resource contributors letting them know that their contributions are appreciated.

Responses to this type of personalized communication are very good. Usually the recipients circulate the “kudos” note among communities as an example of press coverage of group efforts.

NSDL NEWS AND INFORMATION~EXAMPLE “THANK & KUDOS”

To: "Mason, Bruce A." <bmason@ou.edu>
From: Carol Minton Morris <clt6@cornell.edu>
Subject: [ComPADRE Pluto](#)-- featured at NSDL.org
Cc:
Bcc:
Attachments:

Dear Bruce,

The National Science Digital Library ([NSDL](#)) has selected the [comPADRE](#) resource **Pluto---** to be featured on [NSDL.org's homepage](#) as supplementary information about the recent news that Pluto's planetary status had changed, from August 31 to August 6, 2006. Pluto--- is an example of an educational resource that will be of particular interest to teachers as the school year gets underway and teachers are called on to explain the "new" Solar System. Thank you for contributing information to share with the [NSDL](#) community of teachers and learners and for [ComPADRE's](#) ongoing interest in developing [NSDL](#).

For your information all NSDL.org [homepage](#) exhibits are linked from [NSDL's homepage](#) and are archived at http://nsdl.org/index.php?highlight_archive=1 indefinitely.

Please add [NSDL](#) (you may use my email) to your press release list, and feel free to reflect this news out to the [ComPADRE](#) community.

Cheers,
Carol

5. Distribution System

Currently web displays and exhibits are pulled into the NSDL.org user interface as RSS feeds from NSDL's implementation of the Scout Portal Toolkit (SPT). Elly Cramer modified SPT to perform internal (NSDL.org) content distribution. Expert Voices provides additional opportunities to distribute content through RSS blog feeds.

A large part of the current task of distributing NSDL news and information is in utilizing SPT accurately. On Ramp, a new content and communications management system is in development and will be in production in early 2008 allowing distribution and scheduling of RSS feeds to portals and mail lists. Currently *Whiteboard Report* is circulated to 1,500+ NSDL projects personnel and subscribers via mail lists.

6. Distribution beyond NSDL Communities

Beyond the publication of *Whiteboard Report* the following groups are contacted with summaries of NSDL news and information tailored for their communities:

EPIC: Engaging People in Cyberinfrastructure/Teragrid (1,200)
NSF Office of Legislative and Public Affairs
Journal of Chemical Education
AAAS

Pathways and the NVC are encouraged to distribute NSDL news in their communities. Opportunities for collaborative press releases and articles in external publications are pursued as new partnerships evolve. Robert Payo distributes information to appropriate educational communities such as the National Science Teachers Association.

7. News and Information Contacts

Please contact Carol Minton Morris, Communications Director (607 255-2702 clt6@cornell.edu), or Brad Edmonson, (607 272-1832, brade@lightlink.com) Editor, with news or information to share with the National Science Digital Library's extended network of pathways, projects, and partners.