Sustainability Scenario Panel Session

<table>
<thead>
<tr>
<th>Element</th>
<th>Characteristics</th>
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<tbody>
<tr>
<td>Project Sustainability</td>
<td>…addresses the public-private-government funding strategies needed to extend the support for projects (collections, services, and pathways) that currently are being funded by the NSF.</td>
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<tr>
<td>User-Community Sustainability</td>
<td>…addresses the networking, outreach, and engagement strategies needed to grow the community of NSDL and project users, contributors, members, and sponsors who will support the NSDL into the future.</td>
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<tr>
<td>Program Sustainability</td>
<td>…addresses communication strategies to facilitate long-term collaborations among projects, users, sponsors, other stakeholders, and the overall NSDL program.</td>
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<tr>
<td>Technical Sustainability</td>
<td>…addresses coordination with the Technology Standing Committee to implement the NSDL as well as maintain and curate NSDL collections in a persistent, functional, and visionary manner.</td>
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Chair: Paul Berkman, Bren School of Environmental Science and Management, U. California, Santa Barbara, berkman@bren.ucsb.edu
Co-Chair: John Moore, Journal of Chemical Education, University of Wisconsin-Madison, jwmoore@chem.wisc.edu
Journal of Chemical Education Digital Library (JCE DLib)

A Collections Project

Project Resources

Subscribers: 7000 individuals; 4000 institutions
Reviewers: 5700 active, characterized by keywords
Authors: 5600 published; 4600 unsuccessful
Column editors: >70
Staff: 15 + about 20 students

Sustained by

Subscription fees
Advertising
Volunteer efforts—strong user community
Strong connection with American Chemical Society
81 years of service to user community

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Benefits Balance Sheet: JCE DLib

<table>
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<tr>
<th>From NSDL to Project</th>
<th>From Project to NSDL</th>
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<tbody>
<tr>
<td>Metadata repository</td>
<td>Content</td>
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<td>Publicity—widely known portal</td>
<td>Creative contributors</td>
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<td>Opportunities for collaboration</td>
<td>Peer review and quality control</td>
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<td>Standards</td>
<td>Creation and collection of metadata</td>
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<td>Technical expertise and tools</td>
<td>Publicity—large user community</td>
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<td>Collaboration with other projects</td>
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<td>Staff effort and expertise</td>
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<td>Links to professional organizations</td>
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<td>Volunteer efforts</td>
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What is the glue that holds projects and NSDL together?
Questions about Sustainability
A Collections Project View

What are the interactions / responsibilities of NSDL to projects and projects to NSDL?

Can the NSDL serve libraries (public and private) as NPR and NPT serve member stations?

What groups can be identified as users of NSDL? Can they help to pay for NSDL? Who identifies such groups and who surveys them to find out what they need?

Does NSDL have competitors? If so, who are they and what do they tell us about our mission? If not, isn’t that a bad sign?

What is the glue that holds projects and NSDL together?

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BioSciEd Net (BEN) Collaborative
American Association for the Advancement of Science (AAAS)
Washington, DC
http://www.biosciednet.org/portal/

Linda Akli, AAAS
Amy Chang, American Society for Microbiology
Susan Musante, American Institute of Biological Sciences
Welcome to the BEN portal, which provides access to resources from BEN Collaborative partner organizations and is managed by the American Association for the Advancement of Science (AAAS). Over 2,500 reviewed resources covering 74 biological sciences topics are now available. Go to "Use BEN", to find out more about the types of resources available, tips for locating resources, and the structure of the BEN catalog.

Registration is required to use our search, advanced search, and browse services.
5 Steps Towards Sustainability

Users
Challenge
Uniqueness
Contributors
Collaborators
Identifying and Sustaining Your User Audience

• Primary
  – Shapes content and language

• Secondary
  – Takes advantage of “anywhere, anytime” content

Primary BEN User Audience:
POST-SECONDARY EDUCATORS
Identifying Your Challenge

• What is biggest problem?
• How can digital resources fix problem?

BEN Challenge:
CONTENT EXPLOSION
DIGITAL EXPLOSION
FRAGMENTED DISCIPLINES
Identifying Your Uniqueness

• What makes us different from them?
• How can we capitalize on differences?

BEN Uniqueness:
PROFESSIONAL SOCIETIES
COLLABORATIVE
Content Experts
Alleviates Fragmentation
Peer-review Publishers

http://www.biosciednet.org
Identifying and Sustaining Your Contributors

- Who and where are they publishing?
- Why publish and what motivates them?

BEN Contributor Audience:

NATIONAL DISSEMINATION
RECOGNITION BY PEERS
EXCELLENCE IN LEARNING
Identifying and Sustaining the Collaborative

BEN Administration: COLLABORATIVE ENRICHING EFFICIENT
Other BEN/BEN Partner Sessions

Title: An Approach to Determine the Impact of BEN on Faculty Development
RE: Evaluation of User Needs
   (Critique Lab: Tues. 1:30 pm)

Title: MicrobeLibrary (ML) Moves to Subscriptions: A 6-Month Report
   (Poster)
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