

Sustainability Scenario Panel Session

Element	Characteristics
Project Sustainability...	...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.
User-Community Sustainability...	...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.
Program Sustainability...	...addresses communication strategies to facilitate long-term collaborations among projects, users, sponsors, other stakeholders, and the overall NSDL program.
Technical Sustainability...	...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.

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

Benefits Balance Sheet: *JCE DLib*

From NSDL to Project

Metadata repository

Publicity—widely known portal

Opportunities for collaboration

Standards

Technical expertise and tools

From Project to NSDL

Content

Creative contributors

Peer review and quality control

Creation and collection of metadata

Publicity—large user community

Collaboration with other projects

Staff effort and expertise

Links to professional organizations

Volunteer efforts

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?

BioSciEd Net (BEN) Collaborative
American Association for the Advancement
of Science (AAAS)
Washington, DC

<http://www.bioscienednet.org/portal/>

Linda Akli, AAAS

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Susan Musante, American Institute of Biological Sciences



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Announcements

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5 Steps Towards Sustainability

Users

Challenge

Uniqueness

Contributors

Collaborators



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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



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Identifying Your Challenge

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

BEN Challenge:

CONTENT EXPLOSION

DIGITAL EXPLOSION

FRAGMENTED DISCIPLINES



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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



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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**



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Identifying and Sustaining the Collaborative

BEN Administration:
COLLABORATIVE
ENRICHING
EFFICIENT



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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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