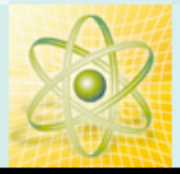

NSDL

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# New Projects and People Orientation

# Welcome

Susan Jesuroga

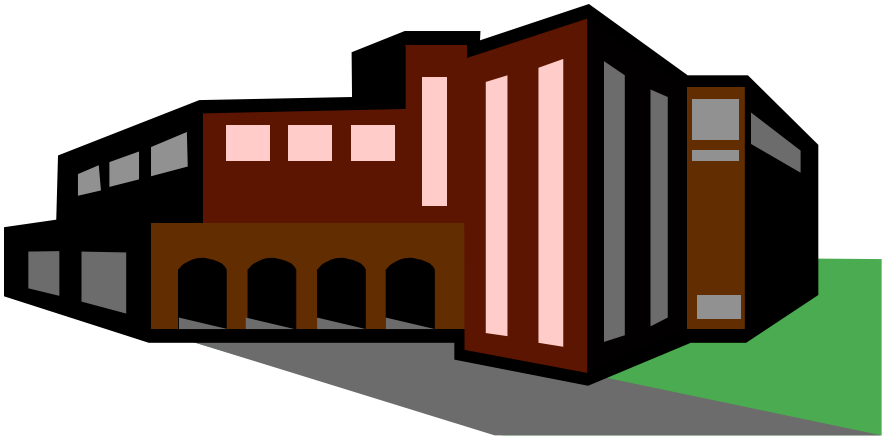
- Director of Project Relations
- Core Integration

# Orientation Overview

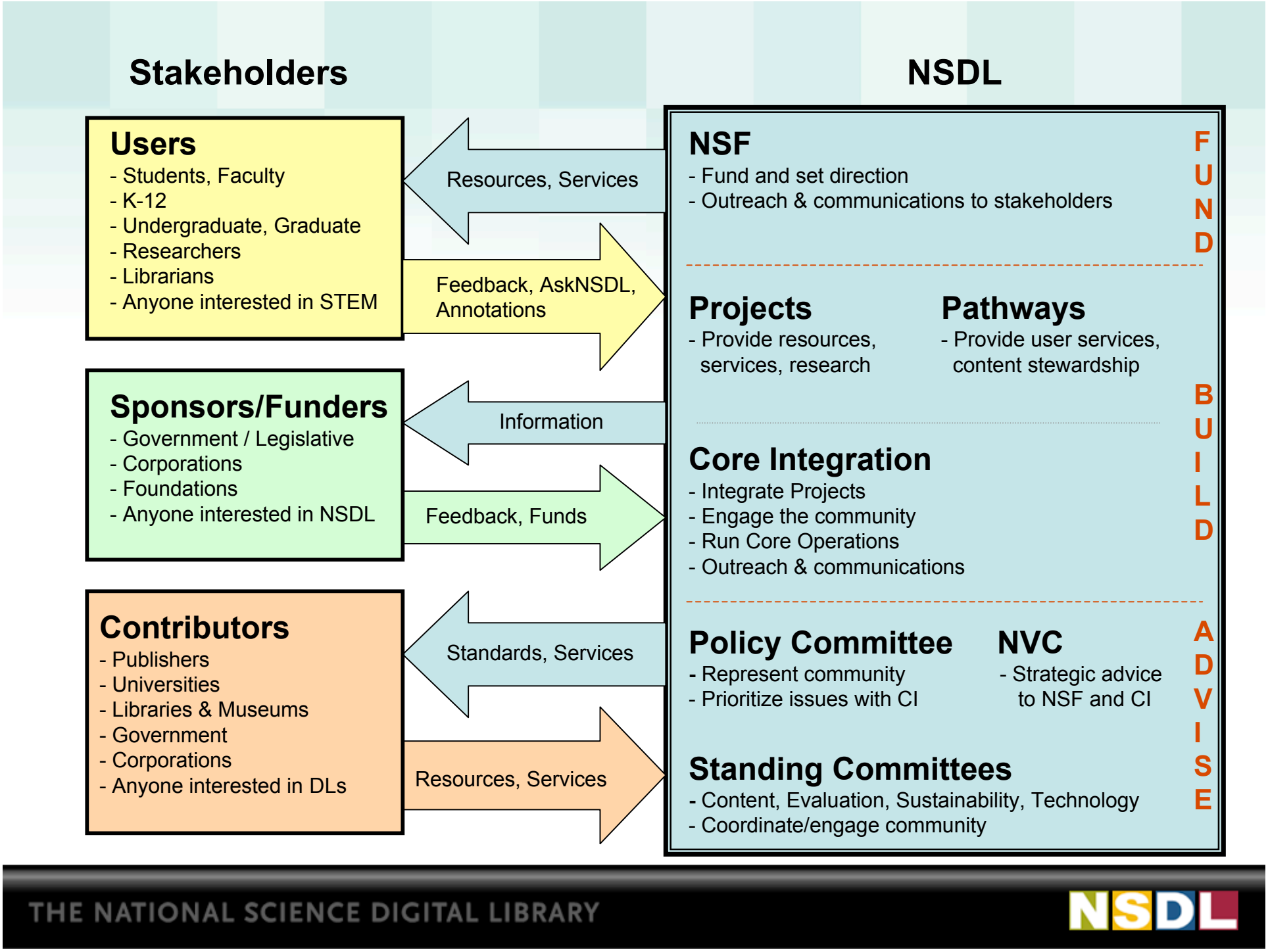
- NSDL, the institution – who and what
- Meet your Colleagues
- NSDL.org – finding information
- Architecture overview – acronyms to know
- Policies
- Break
- Outreach and Communications
- AskNSDL
- Wrap up and Drawing
- Icebreaker from 5:30-6:30

# NSDL, the Institution

Building a national resource that supports STEM education at all levels

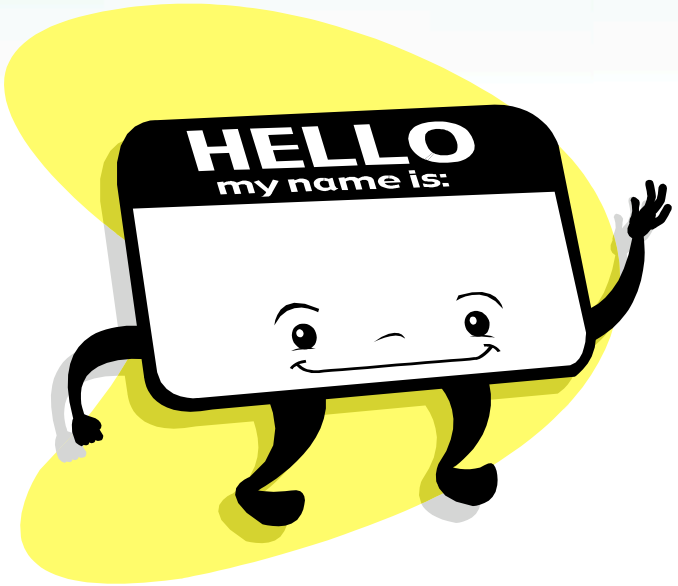


Moving from a group of collected projects to a coherent NSDL organization

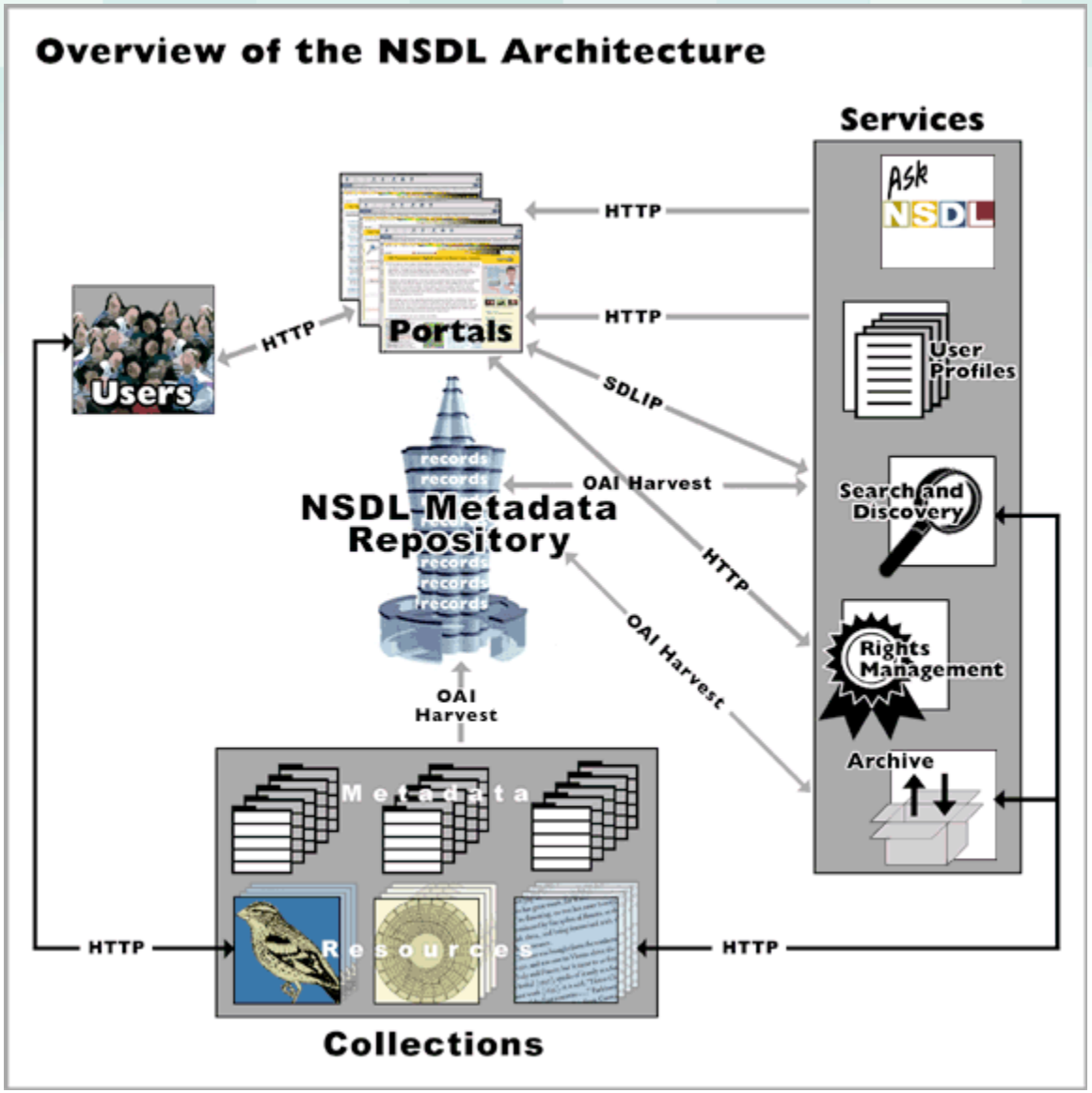

Stakeholders
NSDL
Users
- Students, Faculty
- K-12
- Undergraduate, Graduate
- Researchers
- Librarians
- Anyone interested in STEM
Sponsors/Funders
- Government / Legislative
- Corporations
- Foundations
- Anyone interested in NSDL
Contributors
- Publishers
- Universities
- Libraries & Museums
- Government
- Corporations
- Anyone interested in DLs
Resources, Services
Feedback, AskNSDL, Annotations
Information
Feedback, Funds
Standards, Services
Resources, Services
NSF
- Fund and set direction
- Outreach & communications to stakeholders
FUND
Projects
- Provide resources, services, research
Pathways
- Provide user services, content stewardship
Core Integration
- Integrate Projects
- Engage the community
- Run Core Operations
- Outreach & communications
BUILD
Policy Committee
- Represent community
- Prioritize issues with CI
NVC
- Strategic advice to NSF and CI
Standing Committees
- Content, Evaluation, Sustainability, Technology
- Coordinate/engage community
ADVISE

# “Introducing…you!”

- Share your
  - Name
  - Institution
  - Project
  - Role on the project
- 2 minutes each!



# NSDL.org, The Tour


Overview of the NSDL Architecture
Services
Ask NSDL
HTTP
HTTP
Portals
Users
HTTP
User Profiles
SDLIP
records
records
OAI Harvest
NSDL Metadata Repository
records
records
records
Search and Discovery
HTTP
OAI Harvest
Rights Management
OAI Harvest
Archive
Metadata
Resources
HTTP
HTTP
Collections

# NSDL Acronym Soup

- Metadata
  - Collection/item
  - Dublin Core: Simple and Qualified
  - OAI
  - XML
- Technology
  - WSDL, REST, SOAP
  - Fedora
  - Portals

# Break

Please return in
10 minutes

# NSDL Policies

- Metadata
- Privacy
- On Making Policies

# Outreach and Communications

Susan Van Gundy

- Education Programs Specialist
- Core Integration

# How, what, why? AskNSDL

Blythe Bennett

Virtual Reference Desk Coordinator

Information Institute of Syracuse

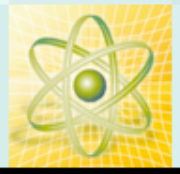
# Navigating the Meeting

Write down three things you would like to do or learn during this meeting

# Wrap Up

- Drawing

- Thanks for coming!



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# NSDL Outreach and Communications

# Outreach and Communications Activities

## Building Awareness And Use

**Promotional Materials**

**Conferences**

**Workshops**

**Publications**

**Brand Management**

**Media Relations**

## Building Capacity Through Partnerships

**Institutions and Agencies**

**Professional Organizations**

**Publishers**

**NSDL Projects**

**Collections Development**

## Building Long Term Support

**Government and Corporate Outreach**

**Demonstrating Utility**

**Advocacy**

**Strengthening the NSDL Community**

**Supporting NSDL Projects in Outreach Activities**

# OutComm Group

Government Relations --Kaye Howe

Collections Building -- John Saylor

Publisher Relations -- Mike Luby

Education and Outreach – Susan Van Gundy

Communications and Media Relations -- Carol Minton Morris

Shibboleth in Middle Schools – James Burger

AskNSDL – Blythe Bennett

# Supporting NSDL Projects in OutComm Activities

- Representing projects is part of NSDL outreach
- Featuring projects in publications
- Supplying promotional materials, PowerPoints, templates, and exhibit infrastructure
- Collaborative presentations, posters, and workshops

# Downloads



About
Leadership
Projects
Colleagues
Downloads
Contact

View and save various versions of the the NSDL Logo.

NSDL PowerPoint Template
Microsoft PowerPoint Presentation

Take the Tour

- View the online tour
  (Requires Flash 6.0 or above plug-in)
- Download the stand-alone NSDL Tour
  (No plug-in required)
  - Windows PC
  - Macintosh

NSDL MARC

- .jpg Format (132 Kb)
- .pdf Format (8.5 Mb)
- .txt Plain Text (4 Kb)

NSDL Card

- .pdf Format (8.5 Mb)

Wiki Home
Summary Page
Mail Lists
Documents

## Documents

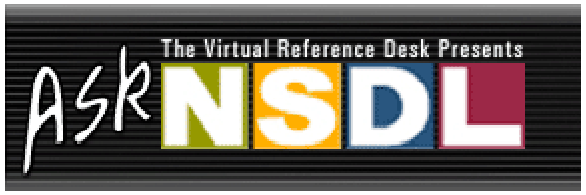
Contains project contacts and description
Recruitment Notice for AskNSDL Experts
Dr. Arms Powerpoint for Hill Briefing
Dr. Budhu Powerpoint for Hill Briefing
May20 complete PPT
OutComm Plan Outline Feb2004
Summary of 2003-2004 NSDL workshops
K12 Authentic Learning
K12 General
Collab Tools for Sci Centers
NSDL FAQ
2000-2004 Projects List
Example Projects MATH
Example Projects LIBRARIES
Example Projects MUSEUMS
Example Projects K12
Invitation to the Education and Research Communities

# Opportunities for Involvement

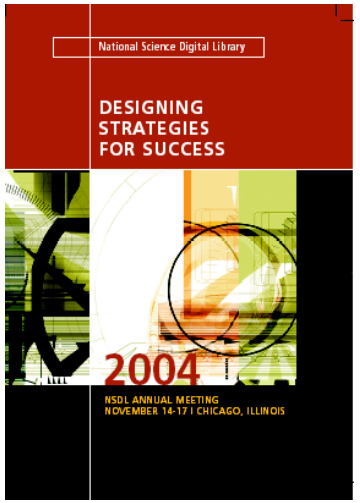
NSDL exhibit booth staffing

Annual Meeting Planning Committee

Collaborative outreach working group




AskNSDL



# Action Items

- Put NSDL logo and link to nsdl.org on your project website
- Send me copies of your promotional materials
- Send news, announcements, vignettes to Whiteboard Report
- Plan to do an NSDL presentation or poster this year at a national meeting you already attend

# Annual Meeting Sessions

Monday 11:00 – 12:00

Exploring Annual Venues for NSDL Interaction

Electronic News and Features Publishing

Monday 12:30 – 1:30

New Projects Brown Bag

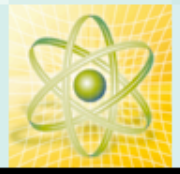
Monday 3:00 – 4:30

Reference Functions in NSDL

Wednesday 10:30 – 11:30

Improving the NSDL Community Pages

Collaborative Outreach



NSDL

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# AskNSDL, Virtual Reference Service

Blythe Allison Bennett
AskNSDL Coordinator

# NSDL Mission

NSDL provides educational resources for science, technology, engineering and mathematics education. The NSDL mission is to both deepen and extend science literacy through access to materials and methods that reveal the nature of the physical universe and the intellectual means by which we discover and understand it.

# AskNSDL Mission

- AskNSDL will further the NSDL Community and Services Standing Committee's mission to "support all groups engaged in STEM education through the NSDL in a spirit of sharing and cooperation for the benefit of all."
- AskNSDL will promote information literacy among NSDL users by incorporating human intermediated user support in the location, evaluation, and effective use of NSDL resources.
- AskNSDL will support the Collaboration vision by helping teachers, developers, and learners to collaborate in the sharing and reuse of learning resources.

# Take a Tour

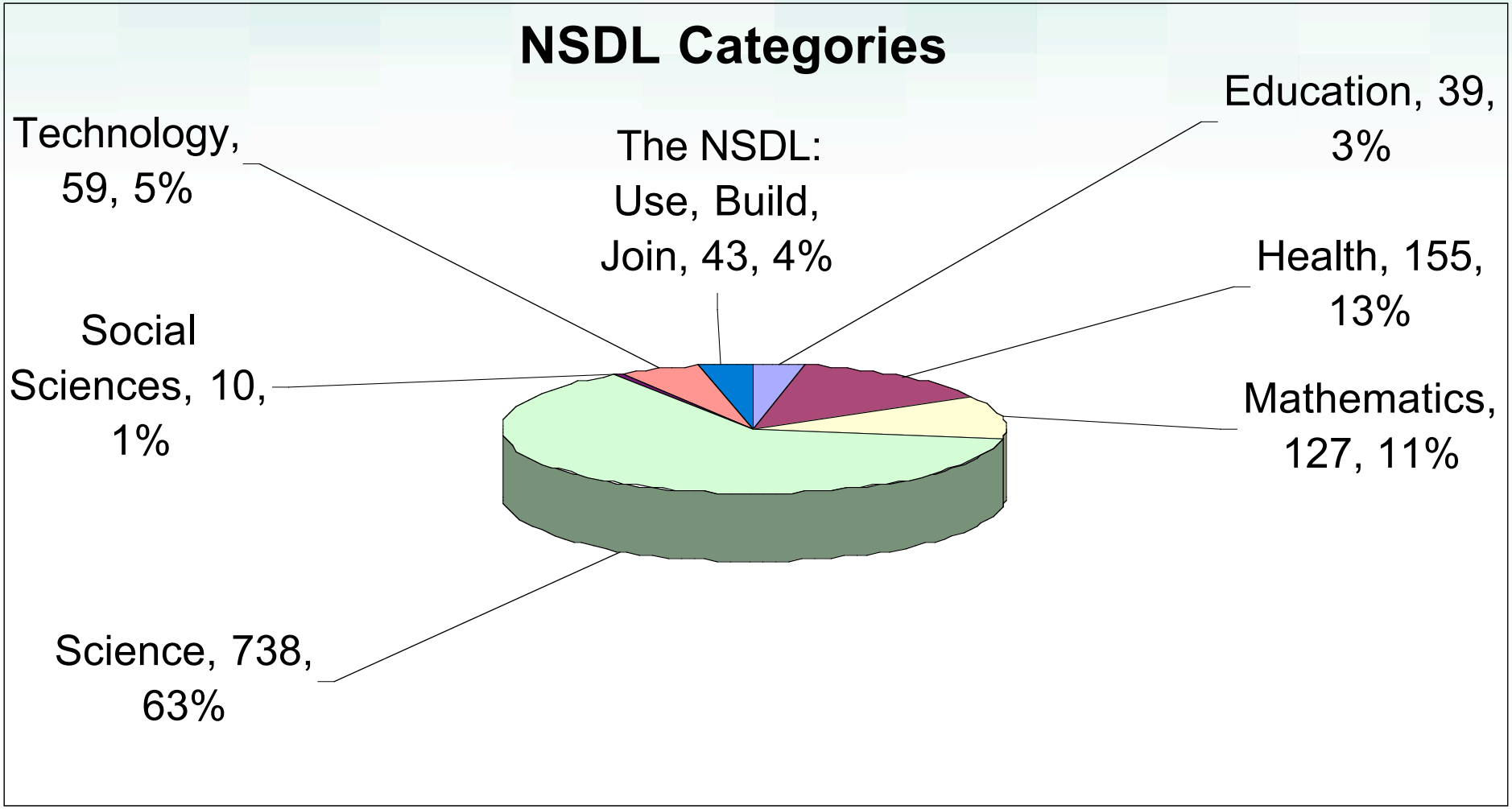
- https://ask.nsdl.org/
  - General Public
  - Patron
  - Expert
  - Administrator

# Process

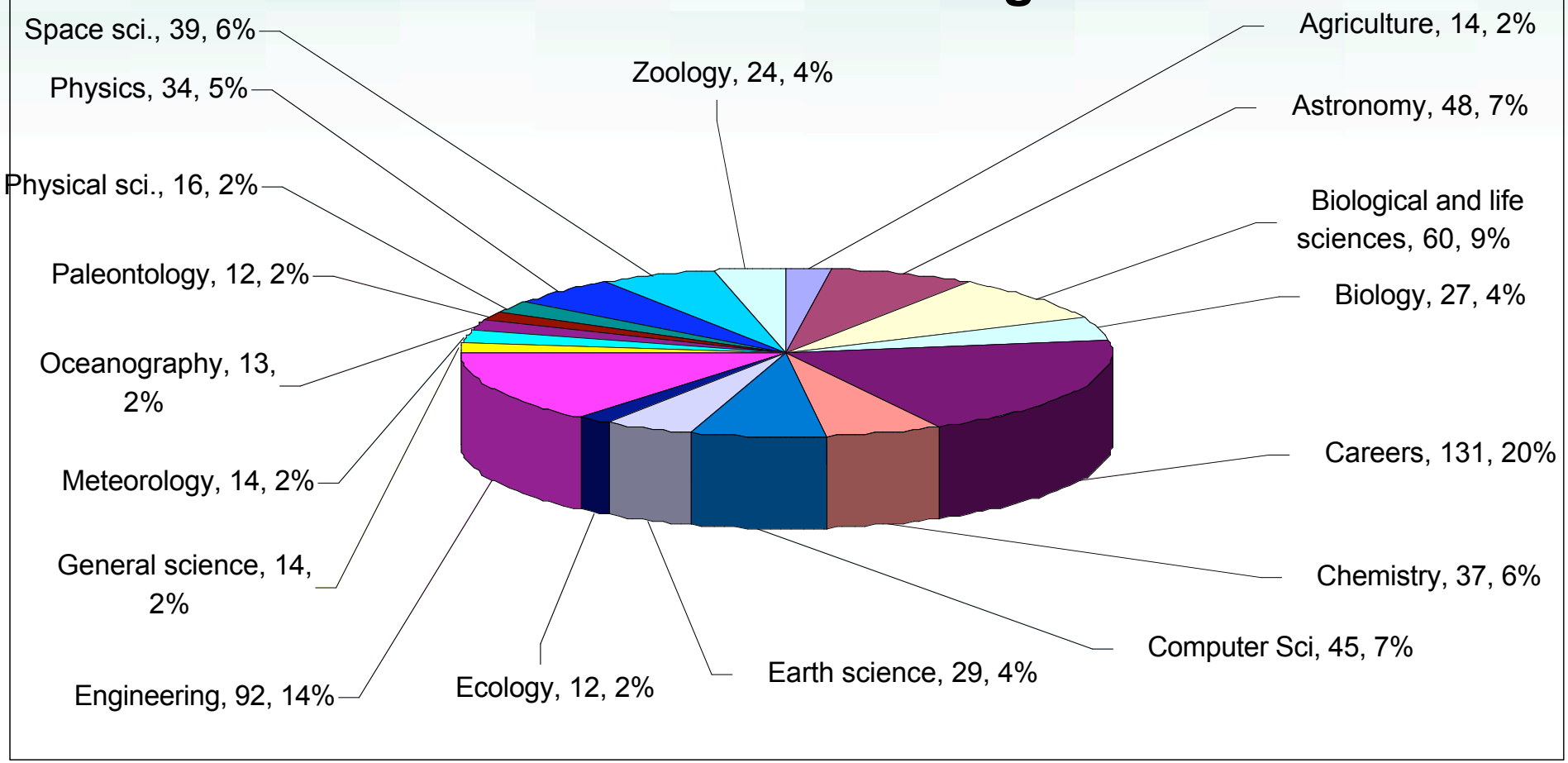
- Patron registers with nsdl.org
- Patron submits question via Web form
- Experts see questions based on selected audience and category
- Expert responds to question
- Patron receives email with response
- Answer posted to public archive

# Questions

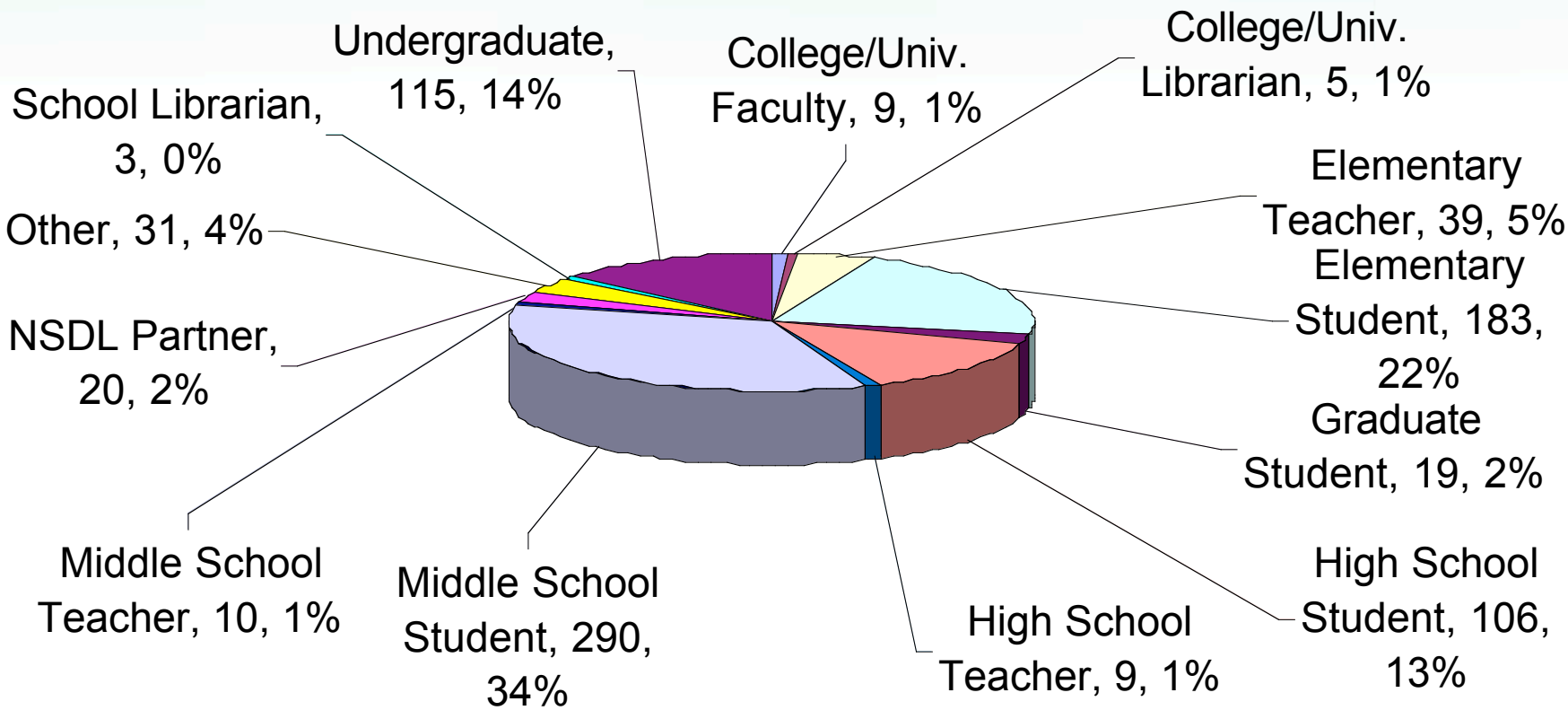
- What is the difference between a cell phone and my house phone?
- How do some scientists know (when they are putting dinosaur bones together) which bone goes where?
- What happens when a hydrogen atoms absorbs a quantum of energy?
- How does the poison in tarantulas and scorpions produced? Is it fatal to humans?
- if Einstein's theory on the cosmology of our universe is ever proven then will this imply that dark energy and matter do exist
- can you give me some applications about bioinformatics in computer engineering, please?


NSDL Categories
Technology, 59, 5%
The NSDL: Use, Build, Join, 43, 4%
Education, 39, 3%
Health, 155, 13%
Social Sciences, 10, 1%
Mathematics, 127, 11%
Science, 738, 63%

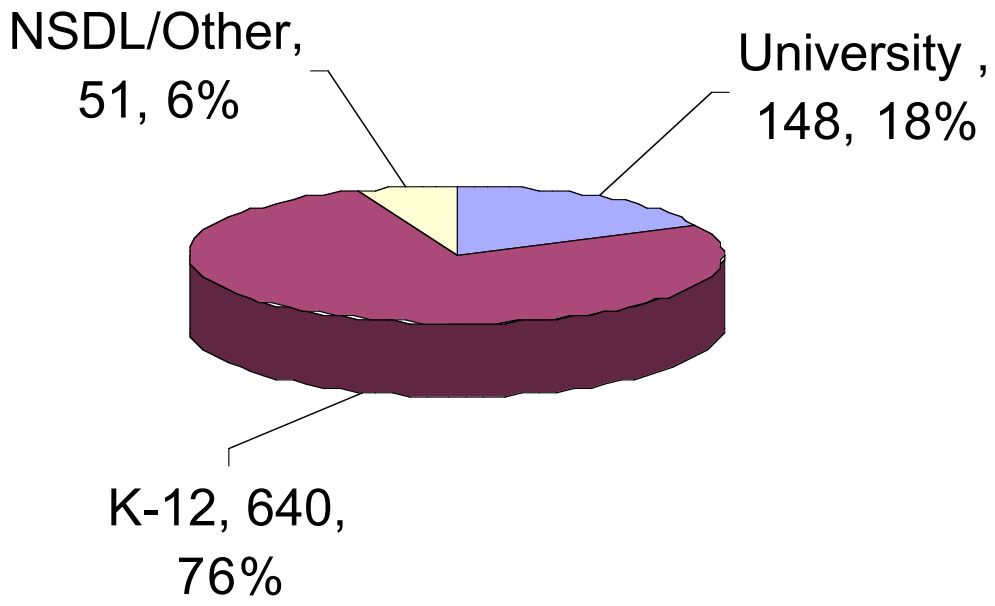
# NSDL Science Subcategories

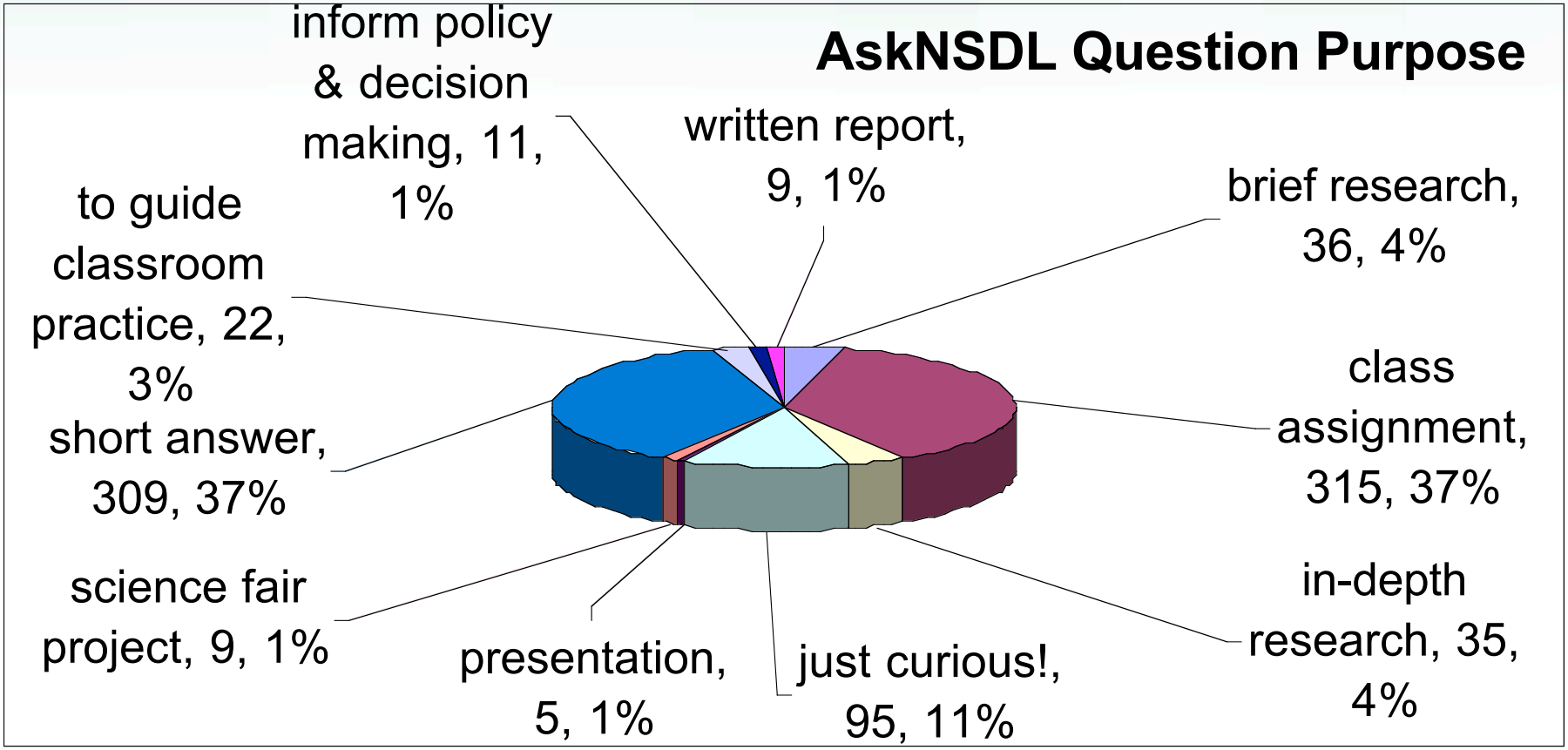


# AskNSDL Audience



# AskNSDL Group Audience




AskNSDL Question Purpose
inform policy & decision making, 11, 1%
written report, 9, 1%
brief research, 36, 4%
to guide classroom practice, 22, 3%
class assignment, 315, 37%
short answer, 309, 37%
science fair project, 9, 1%
in-depth research, 35, 4%
presentation, 5, 1%
just curious!, 95, 11%

# Volunteers

- 337 registered volunteers
- 107 answered between 1-103 questions
- USA, Australia, Canada, UK, Sri Lanka
- Need more in Health Sciences especially

# Volunteers

| | |
|---|---|
| Unknown | 93 |
| Academic | 88 |
| Private business/research | 83 |
| Government | 29 |
| Library/Museum | 9 |
| Military, Foreign enterprise, Government/Academic | 2 each |
| Medical/Academic, High School, Public non-profit | 1 each |

# Contribute as an Individual

- Volunteer to answer questions in your subject area
- Volunteer to suggest Top Sites or create FAQs/Pathfinders
- Serve on an “on call” basis

# Contribute as an Organization

- Adopt a section of the site in your subject area
- Collaborate during special events such as Pi Day, National Engineering Week, etc.
- Fulfill community service and outreach goals

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