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

**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

NSF
- Fund and set direction
- Outreach & communications to stakeholders

**Projects**
- Provide resources, services, research

**Pathways**
- Provide user services, content stewardship

**Core Integration**
- Integrate Projects
- Engage the community
- Run Core Operations
- Outreach & communications

**Policy Committee**
- Represent community
- Prioritize issues with CI

**NVC**
- Strategic advice to NSF and CI

**Standing Committees**
- Content, Evaluation, Sustainability, Technology
- Coordinate/engage community

NSDL

Feedback, AskNSDL, Annotations

Feedback, Funds

Information

Resources, Services

Resources, Services

Standards, Services

THE NATIONAL SCIENCE DIGITAL LIBRARY
“Introducing…you!”

- Share your
  - Name
  - Institution
  - Project
  - Role on the project

- 2 minutes each!
NSDL.org, The Tour
Overview of the NSDL Architecture

- **Users** connect to **Portals** via HTTP.
- **Portals** access the **NSDL Metadata Repository**.
- The **Repository** is accessible through HTTP, OAI Harvest, and SDLIP.
- **Services** include **Ask NSDL**, **User Profiles**, **Search and Discovery**, and **Rights Management**.
- **Collections** include **Metadata** and **Resources**.
- **Archive** is accessible via HTTP.
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!
NSDL Outreach and Communications

THE NATIONAL SCIENCE DIGITAL LIBRARY
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

View and save various versions of 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
- [xml Format](#) (132 Kb)
- [pdf Format](#) (8.5 Mb)
- [txt Plain Text](#) (4 Kb)

NSDL Card
- [pdf Format](#) (8.5 Mb)
Documents
Contains project contacts and description
Recruitment Notice for AskNSDL Experts
Dr. Arms Powerpoint for Hill Briefing
Dr. Buchu 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 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

Science, 738, 63%

Technology, 59, 5%

Social Sciences, 10, 1%

Education, 39, 3%

Health, 155, 13%

Mathematics, 127, 11%

The NSDL: Use, Build, Join, 43, 4%
NSDL Science Subcategories

- Agriculture, 14, 2%
- Astronomy, 48, 7%
- Biological and life sciences, 60, 9%
- Biology, 27, 4%
- Careers, 131, 20%
- Chemistry, 37, 6%
- Computer Sci, 45, 7%
- Ecology, 12, 2%
- Earth science, 29, 4%
- Engineering, 92, 14%
- General science, 14, 2%
- Meteorology, 14, 2%
- Oceanography, 13, 2%
- Paleontology, 12, 2%
- Physics, 34, 5%
- Physical sci., 16, 2%
- Space sci., 39, 6%
- Zoology, 24, 4%
AskNSDL Audience

- Undergraduate, 115, 14%
- College/Univ. Faculty, 9, 1%
- College/Univ. Librarian, 5, 1%
- Elementary Teacher, 39, 5%
- Elementary Student, 183, 22%
- Graduate Student, 19, 2%
- High School Student, 106, 13%
- High School Teacher, 9, 1%
- Middle School Student, 290, 34%
- Middle School Teacher, 10, 1%
- NSDL Partner, 20, 2%
- Other, 31, 4%
- School Librarian, 3, 0%
AskNSDL Group Audience

- K-12, 640, 76%
- NSDL/Other, 51, 6%
- University, 148, 18%
AskNSDL Question Purpose

- Written report, 9, 1%
- Brief research, 36, 4%
- Class assignment, 315, 37%
- In-depth research, 35, 4%
- Just curious!, 95, 11%
- Presentation, 5, 1%
- Science fair project, 9, 1%
- Short answer, 309, 37%
- To guide classroom practice, 22, 3%
- Inform policy & decision making, 11, 1%
Volunteers

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
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<tbody>
<tr>
<td>Unknown</td>
<td>93</td>
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<tr>
<td>Academic</td>
<td>88</td>
</tr>
<tr>
<td>Private business/research</td>
<td>83</td>
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<tr>
<td>Government</td>
<td>29</td>
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<tr>
<td>Library/Museum</td>
<td>9</td>
</tr>
<tr>
<td>Military, Foreign enterprise, Government/Academic</td>
<td>2 each</td>
</tr>
<tr>
<td>Medical/Academic, High School, Public non-profit</td>
<td>1 each</td>
</tr>
</tbody>
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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
Blythe Allison Bennett
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