A Guide to the Strategic Content Alliance: Building bridges to digital content
For this country to realise the full potential of the web, and for each citizen to realise their own potential – in the workplace, in their places of learning, and in the home – the full range of digital content needs to be made available to all, quickly, easily and in a form appropriate to individuals’ needs.

Stuart Dempster, Director, Strategic Content Alliance
JISC believes that to realise the full potential of the web through access to a wide range of unique and valuable learning and research materials, digital content needs to be made available to all, quickly, easily and in a format appropriate to each individual’s needs. However, the rapid growth and development of publically funded digital content over the past few years has happened in a largely ad hoc and fragmented way, resulting in content that is often buried amongst low-quality information that proliferates the web and hidden behind political, social, economical and administrative barriers.

To overcome the barriers, a co-ordinated effort is required by public sector organisations to share expertise, leverage the most from the public purse and avoid duplication of effort. To meet this challenge JISC has set up the Strategic Content Alliance (the Alliance), in collaboration with the British Library; the British Broadcasting Corporation (BBC); the British Education Communications and Technologies Agency (BECTA); the Museums, Libraries and Archives Council (MLA) and the NHS National Library for Health (NLH).
What the Strategic Content Alliance can achieve

Together, the Alliance can:

- Identify priorities, gaps and opportunities in publicly funded digital content and any risks that may inhibit access and use of digital content
- Identify common public sector processes for the delivery of digitised content and optimise these where possible

- Build and share market intelligence about users’ digital content requirements, to build a shared vision to meet the future needs of UK citizens
- Share a common approach to Intellectual Property Rights (IPR), licensing and digital rights management to facilitate better access, use and re-use of digital content
- Provide economies of scale for digital content by providing affordable solutions for the sustainability of products and services
- Work with suppliers to develop simpler access to digital resources
- Promote international standards and interoperability of systems
What are the benefits for Strategic Content Alliance affiliate members?

Benefits include:

■ Better return on investment of publicly funded initiatives through pooling resources and expertise

■ Increasing the use of online resources through improved access, irrespective of location

■ Providing a richer, more personalised searching environment for users

■ Reaching audiences that may not currently be using publicly funded digital content

■ Developing the breadth and depth of digital content by identifying gaps

■ Providing affordable, sustainable solutions to providers of digital content for future generations of users to access
Can I become an affiliate member?

Any public sector organisation involved in the creation or management of digital content can become an affiliate member, which allows you to actively participate in the Alliance with no financial or legal obligations. This will allow you to:

- Access, peer-review and steer work on the ‘Content Framework’: [http://sca.jiscinvolve.org/publications](http://sca.jiscinvolve.org/publications)
- Participate in an online annual review (delivery via online survey form) of Alliance outputs, which will feed into future work of the Alliance
- Attend exclusive invitation-only events to take part in the peer review of Alliance outputs
- Benefit from advocacy support on areas of strategic importance such as Intellectual Property Rights and licensing
- Receive advance notification and priority booking for thematic workshops to encourage continued professional development and understanding in key areas of Alliance work
- Receive advanced copies of Digital Content Quarterly ([http://tinyurl.com/yhyxko7](http://tinyurl.com/yhyxko7))

To become a member, contact us:
Email: s.fahmy@jisc.ac.uk Tel: 020 3006 6075
What has the Strategic Content Alliance achieved already?

UK Content Framework
The Alliance has developed a UK Content Framework of ‘good practice’ to aid, inform and provide guidance to all those involved in creating or putting content online through to its duration or the digital lifecycle. It is also useful to those at a strategic and policy-making level, as well as those delivering it. The framework contains ‘hands on’ tactical tools covering areas such as audience analysis, sustainability and Intellectual Property Rights. To access the Framework go to: http://sca.jiscinvolve.org/publications

Audience research and analysis
Ensuring that services provided by institutions and public sector bodies are wanted, needed and valued by their audiences is imperative in today’s economic climate. An audience analysis toolkit has been developed alongside a series of case studies and briefing papers to support institutions in their engagement with relevant audiences and development of services. The toolkit is available at: www.jisc.ac.uk/publications/browsethemes/content

Business modelling and sustainability
Groundbreaking research, case studies and briefing papers illustrate the varied and creative ways in which leaders of digital projects from small to large, particularly those developed in the higher education and cultural heritage sectors, are managing to identify sources of support and generate revenue. Please see www.jisc.ac.uk/publications/browsethemes/content
Intellectual Property Rights and licensing
We have compiled one of the most comprehensive guides including case studies, toolkits, navigation maps and reports. The guide is of interest to anyone at any level involved in publicly funded content at any stage of the digital lifecycle who is trying to understand the implications of Intellectual Property Rights. To access the guide, go to: www.jisc.ac.uk/publications/browseThemes/content

Search Engine Optimisation and internet marketing
We believe that implementing a few simple and inexpensive Search Engine Optimisation (SEO) techniques can increase an organisation’s web visibility and significantly augment traffic to the organisation’s website. Working with the Canadian Heritage Information Network we have produced a report, case studies and practical guidance demonstrating how to do this. To find out more, go to: www.jisc.ac.uk/publications/browseThemes/content

The above tactical tools are supported by a wide range of professional skills development briefings, workshops and short courses, many of which are completely free to attend. For further information, please see the Alliance blog at http://sca.jiscinvolve.org
Further information

Strategic Content Alliance
www.jisc.ac.uk/contentalliance

Strategic Content Alliance blog
http://sca.jiscinvolve.org

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Join the Strategic Content Alliance email list
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