Large-scale enterprise content management

Exploring the challenges and solutions

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Global Content Management
The Challenge
Educational content lifecycle & challenges

Discovery
Ease-of-use, access, security, awareness, filtering

Authoring
Ease-of-use, blending & linking resources, in-place editing, reuse

Collaboration
Security, access, tracking, versioning, in-place editing, permissions, workflow

Sharing
Awareness, security, access, DRM, usage tracking, moral rights

Management
Duplication, security, versioning, usage tracking, permissions, archiving

Delivery
Ease-of-use, seamless linking, security, usage tracking, deployment to multiple platforms
Considerations across the enterprise

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The solution: enterprise-wide content management

Learning & Teaching
- Learning resources
- OER
- YouTube, iTunes U, Flickr, streaming video, lecture capture
- LMS Integration
- eReserves
- Copyright
- Licensed resources
- Research materials
- Research publications
- Darchives
- System consolidation
- Storage reduction

Library
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Research

ICT

Institutional Governance
- Accreditation
- Internal doc mgmt
- Campus synchronisation
- Analytics
- Consortia Content Exchanges
- eCommerce

PEARSON
Discovery: “Supply and Demand Curve”

Google: 5.1 million results
YouTube: 6,640 results
Flickr: 16

Content Without Borders http://oer.equella.com

Other EQUELLA resources:
• Institutional content
• Recorded Lectures
• Streaming media
• Licensed resources

Suppose that an increase in supply shifts the supply curve from $S_0$ to $S_1$. 

http://www.flickr.com/photos/sdashiell/3674658418/
Global Content Management
The Solution
The solution: A client’s perspective

Image courtesy North Carolina Community College System
Institution-wide Development of Online Content
TAFE NSW

The Challenge:
• Efficiently sharing and reusing content from 12,000 courses across 130 campuses and 10 institutes
• Balancing centralised and decentralised priorities

The Solution:
• A shared digital repository for the storage of all content
• High quality educational content accessible for over 119 million teaching hours, 25,000 educators and 480,000 students

Image courtesy of TAFE NSW.
Extending the distribution of OER
Florida Distance Learning Consortium

The Challenge:
• A centralised location for finding and contributing quality instructional resources
• Applying standards state-wide

The Solution:
• A network of 39 public and 27 private post secondary institutions in Florida with potential access by 230,000 educators and 2,000,000 students
• The Orange Grove contains over 700 open textbooks and 40,000 resources

http://florida.theorangegrove.com
Repository for research and teaching
Oxford Brookes University

http://radar.brookes.ac.uk

The Challenge:
• Duplicate content across disparate systems
• Securing IP while also providing OER

The Solution:
• A flexible way of managing, sharing and showcasing research and teaching materials
• A multi-purpose archive that manages and stores thousands of research and teaching resources
• Reduced costs through the efficient use and consolidation of resources, applications and servers
Converging content to create efficiencies
Utah Education Network (UEN): eMedia

The Challenge:
- A system to connect all schools and higher education institutions to a robust network
- Reducing costs through content efficiencies
- Distribution of rich media

The Solution:
- UEN manages up to 3TB of content – this content is visited over 1 million times per month
- The state-wide network has saved US$4.5 million with the convergence of content across the institutions

http://eq.uen.org/emedia
Facilitating rapid growth across regions
University of Nottingham

The Challenge:
- Teaching the same courses in 3 regional hubs: UK, China, Malaysia
- Bandwidth variances across regions

The Solution:
- A simple, easy to use interface for upload, download, versioning and sharing.
- Solution designed to support use in the UK (34,000 students), China (5,300) and Malaysia (4,300) and help facilitate rapid growth

Image courtesy of the University of Nottingham.
Visit [www.equella.com](http://www.equella.com)

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You’re Invited!
Re-imagining your course to improve results

Pearson Course Redesign Workshop
Date: May 31 2013
Time: 9am - 12pm
Hong Kong Baptist University, Kowloon
Room AAB205

*Space is limited to the first 50 people!