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**ASPECT**

## **ASPECT Network of Practitioners**

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***eContentplus***

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<sup>1</sup> OJ L 79, 24.3.2005, p. 1.



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## 1 Introduction

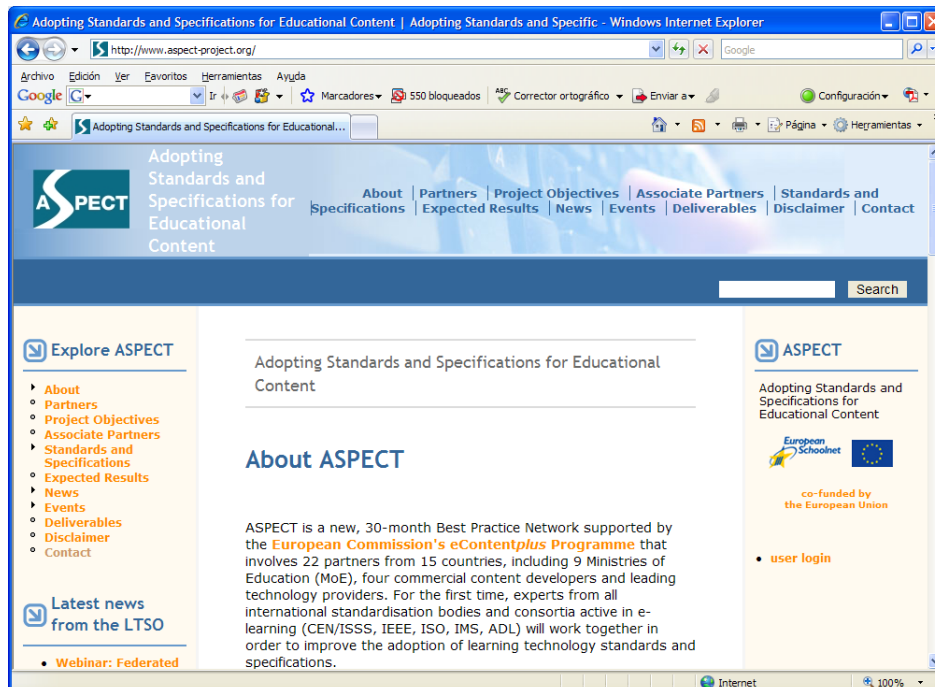
The ASPECT Dissemination Plan and Communication Handbook indicates the scope and target groups for the ASPECT BPN and the key messages that will be used to address particular groups of stakeholders (section 2.5 of deliverable D4.1) that include: policy makers, regulatory bodies, education providers, education management, educational practitioners, learners, tools' and content developers, publishers, standardisation bodies, and organisations concerned with ICT innovation and support.

This document highlights how the project is starting to operationalise the dissemination strategy by building a network of practitioners or Associate Partners that will be active participants in developing best practice related to the implementation of the standards and specifications being explored in ASPECT.

## 2 Tools for Supporting the ASPECT Network of Practitioners

### 2.1 ASPECT project website

The ASPECT public website is accessible at <http://www.aspect-project.org/>

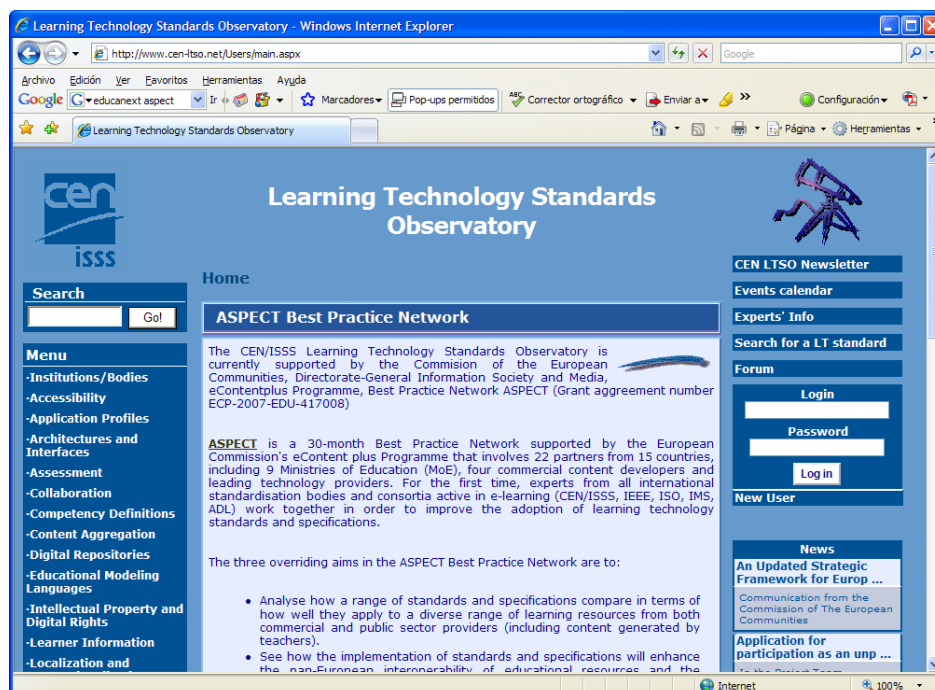


The website is being actively used for dissemination purposes, including the promotion of events, plugfests, workshops etc. and is being continuously improved during the project life cycle.

## 2.2 LTSoPlus

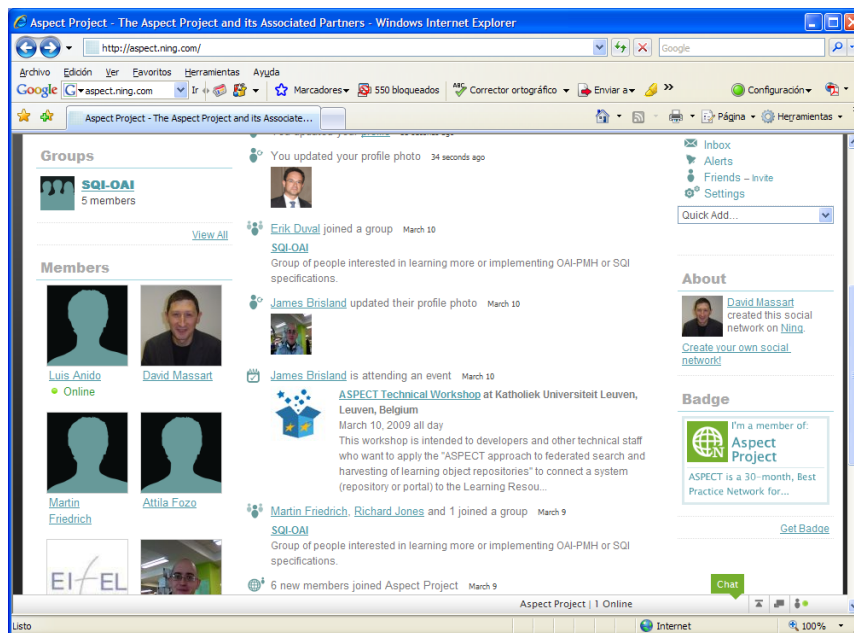
The ASPECT BPN will provide an online dissemination channel on Standards and Specifications for Learning Technologies. This will be built upon the current LTSo but will be enhanced to include a set of new tools (mostly based on Web 2.0) and services (including the LRE Service Centre). What follows is a description of the main components for the LTSoPlus:

- The CEN/ISSS WS-LT Learning Technology Standards Observatory (LTSo), which will provide official information on SSLT. Uptake of learning technology standards is increasing, with numerous commercial products under development, and many R&D projects exploring the issues in this area. However, there is widespread confusion and misunderstanding about the relationships between the relevant standards and specifications, as well as between the organisations that develop, define, profile or implement them. This was the rationale for the establishment of an accessible and sustainable web based repository that acts as a focal access point to projects, results, activities and organisations that are relevant to the development and adoption of e-learning technology standards. Content included in the Learning Technology Standards Observatory is mostly taken from the web sites of other institutions and bodies and edited for presentation. This information does not reflect the official position of the CEN/ISSS WS-LT or the ASPECT consortium. The LTSo is available at <http://www.cen-ltso.net>. Plans for further development of the LTSo include (1) update of content; (2) re-organisation of the content structure and (3) re-design of the user interface.



- Dissemination about informal activities/comments related to SSLT. The new LTSoPlus will include access to social networks and blog aggregators. Through these Web2.0 tools, it will be possible to comment on current working drafts for standards/specifications, get in contact with experts, share documents and other data,

or read through a single access point those entries taken from experts' blogs directly related to SSLT. So far a ning community has been set up at <http://aspect.ning.com>



- Webinars. It was agreed at the ASPECT General Assembly in Vigo that a set of webinars will be held during the ASPECT lifetime. These will allow standards' adopters to have at their disposal, during a fixed period of time, those standards' specialists that belong to the ASPECT consortium. Webinars will be scheduled and organised around the different standardisation areas covered by ASPECT.
- The LRE Service Centre. The LTSOplus will be a frontal access point to the set of services identified in the LRE Service Centre

Each service will be provided by the project partners responsible for its development, the Learning Resource Exchange (LRE) Service Centre providing a federated access to each of them.

- Stakeholder-based online dissemination tools. Profiled access to simplified information allowing different stakeholders to directly access the information they need and get the message they look for will be provided. Many dissemination platforms available do not provide focused information depending upon the person who is accessing and his/her role. This will be avoided in the LTSOplus offering a set of simplified documents with structured information for those who just want to grasp the gist of the most relevant implications of SSLT for them.

### 3 Identifying the Network of Practitioners

ASPECT partners in WP4 (EifEL, EUN, LTSO) already have well developed databases and mailing lists that enable the project to identify organisations that have the potential to benefit from ASPECT results and who will hopefully become active ASPECT Associate Partners. As the ASPECT Charter (D1.1) makes clear, the project is particularly seeking to work with organisations that will come to workshops and plugfests and be motivated to participate in the practical implementation of standards and specifications being explored in the project using their own content.

Key constituencies will be: policy makers and technical staff in the 31 Ministries of Education (MoE) supporting EUN and particularly the 18 MoE that are contributing content to the Learning Resource Exchange service for schools; and standards experts and other that are already being supported by the LTSO.

Beyond, these already well defined and identified constituencies, this section provides an initial list of organisations and projects that it also sees as key targets in the formation of an ASPECT Network of Practitioners. This list of organisations/projects will be expanded further over the next two years and information on how ASPECT is succeeding in working with practitioners will be included in WP4 project reports and presented during project reviews.

A Google Doc has been shared with ASPECT partners in order to map in more detail key stakeholder associations, ICT agencies, research and innovation centres etc. at national level.

#### **BESA** <http://www.besa.org.uk>

The British Educational Suppliers Association (BESA) is the most active trade association of its kind in Europe with over 300 members that include manufacturers and distributors of equipment, materials, books, consumables, furniture, technology, ICT hardware and digital content – all to the education market. BESA members supply to UK and international markets, across the curriculum and at all levels from early years to FE and vocational training. Along with Emap and Becta, BESA organises the annual BETT Awards that recognise excellence in ICT in Education.

#### ***ASPECT progress:***

EUN and EifEL had meetings with over a dozen companies that are BESA members at the BETT Show in January 2009 and made an initial contact with BESA staff. Future discussions are planned with the BESA International Manager and Information Services Manager early in 2009.

#### **British Interactive Media Association** <http://www.bima.co.uk/>

BIMA is the industry association representing the interactive media and digital content sector in the UK (see also EMF). Established in 1985, it includes both large software houses and small up-and-coming developers working online or on disc-based media, in education or business. The annual BIMA Awards includes categories for e-learning and corporate training. The BIMA Schools Digital Challenge 2009 invites schools to produce a digital solution that provides a practical benefit for the community.



***ASPECT progress:***

Information of ASPECT has already been sent to the Chair of the BIMA Secretariat and the Chair of the BIMA Education Group.

**EBU/Educational Broadcasters <http://www.ebu.ch>**

The European Broadcasting Union promotes cooperation between broadcasters and facilitates the exchange of audiovisual content. It has 75 active members from 56 countries in and around Europe. It has developed the JIBS platform (Joint Insert bank for Schools) to facilitate the buying, selling and exchange of educational video clips among broadcasters and educational establishments. Many public service broadcasters in Europe already have well-developed online services for schools, including the provision of free digital learning resources, revision aids and teacher professional development materials. Some commercial broadcasters are also directly selling digital content to schools.

***ASPECT progress:***

In the context of the LRE development, the EUN had discussions with a number of broadcasters and feels that this group of content providers could benefit significantly from participation in ASPECT, particularly in terms of best practice concerning: LOM-based application profiles; how Creative Commons and other forms of open licenses can be applied to educational content; and how new standards such as Common Cartridge will impact of content delivery and re-use within a new generation of learning platforms. At the suggestion of EUN, a number of educational broadcasters will be invited to participate in next meeting of EdReNe Thematic Network in June 2009 (see below). Following this meeting, ASPECT will develop its own strategy for how best to engage with this constituency.

**EdReNe Thematic Network <http://edrene.org>**

EdReNe (Educational Resource Network) is an eContentplus Thematic Network that brings together web-based repositories of learning content with content owners and other stakeholders within education in order to share, develop and document strategies, experiences, practices, solutions, advice, procedures etc. on the organisation, structuring and functionality of repositories. The overall goal is to improve the provision of and access to learning resources. EdReNe is coordinated by UNI\*C, the ASPECT WP5 work package leader and EUN, FWU and ITC are founding members of the network which currently has almost 40 participating organisations.

***ASPECT progress:***

Presentations on the LRE and ASPECT have already been made to EdReNe members and they will continue to be regularly updated on ASPECT progress and events during EdReNe workshops and strategic seminars. ASPECT, therefore, is already leveraging this existing network of practitioners and will also explore whether specific dissemination activities should be developed for EdReNe members who represent some of the leading content organisations addressing the school sector.

**EEPG <http://www.eepg.org>**

Formed in 1991, the European Educational Publishers Group (EEPG) is a network for Educational Publishers in Europe. Its aims and objectives are:

- To develop educational materials on a pan-European basis
- To research and share information on educational developments across Europe
- To identify areas for joint creation of new products for Europe





- To build a network of relationships between staff of leading schoolbook publishing houses across Europe

### ***ASPECT progress:***

Commercial publishers and learning platform vendors that are EEPG members represent a key constituency for ASPECT. EUN provided a briefing in Brussels on 28 January 2009 for the Director of the EEPG and seven companies that are EEPG members: Cornelsen (DE), Didaktis (SK), Fraus Publishing (CZ), Gyldendal Norsk (NO), Leya (PT), Otava (FI), Zvaigne (LV). The focus here was particularly on: how commercial publishers and learning platform providers can exploit LRE tools and approaches to social tagging; work related to content access control and how this is being taken forward in ASPECT; business models that would allow both open and commercial content to 'co-exist' within an expanded LRE service; the emerging Common Cartridge specification and how this will be evaluated in ASPECT.

Following the meeting, Fraus Publishing has become an ASPECT Associate Partner and other participants in the briefing are considering doing so. The EEPG Secretariat has also agreed to regularly circulate information on ASPECT events to all members.

### **European and National Publishing Organisations**

As well as working through the European Educational Publishers Group, ASPECT will seek to identify Associate Partners via direct contact with national and other European publishing organisations, including the following:

Associazione Italiana Editori (AIE)	<a href="http://www.aie.it/">http://www.aie.it/</a>
Balkan Association of Publishers	<a href="http://www.balkankult.org/bk/">http://www.balkankult.org/bk/</a>
Danish Publishers Assoc.	<a href="http://www.danskeforlag.dk/">http://www.danskeforlag.dk/</a>
Estonian Publishers Assoc.	<a href="http://www.estbook.com/">http://www.estbook.com/</a>
European Publishers Council	<a href="http://www.epceurope.org/index.shtml">http://www.epceurope.org/index.shtml</a>
ENSSIB	<a href="http://www.enssib.fr">http://www.enssib.fr</a>
Federation of European Publishers	<a href="http://www.fep-fee.be/">http://www.fep-fee.be/</a>
International Publishers Association	<a href="http://www.internationalpublishers.org">http://www.internationalpublishers.org</a>
Irish Book Publishers Assoc.	<a href="http://www.publishingireland.com">http://www.publishingireland.com</a>
MKKE	<a href="http://www.mkke.hu/">http://www.mkke.hu/</a>
Netherlands Publishers Assoc.	<a href="http://www.nuv.nl">http://www.nuv.nl</a>
Norwegian Publishers Assoc.	<a href="http://www.forleggerforeningen.no/">http://www.forleggerforeningen.no/</a>
Portuguese Publishers/Booksellers Assoc.	<a href="http://www.apel.pt/">http://www.apel.pt/</a>
Romanian Publishers Association	<a href="http://www.aer.ro/index.php?&amp;newlang=eng">http://www.aer.ro/index.php?&amp;newlang=eng</a>
Spanish Publishers Assoc.	<a href="http://www.federacioneditores.org/">http://www.federacioneditores.org/</a>
Swiss Booksellers/Publishers Assoc.	<a href="http://www.swissbooks.ch">http://www.swissbooks.ch</a>
Turkish Publishers Assoc.	<a href="http://www.turkyaybir.org">http://www.turkyaybir.org</a>
UK Educational Publishers Council	<a href="http://www.publishers.org.uk">http://www.publishers.org.uk</a>

### ***ASPECT progress:***

Contact will be established with these and similar organisations in other countries in 2Q 2009.

### **European Multimedia Forum (EMF) <http://www.emmac.org/>**

The European Multimedia Forum comprises more than 20 European Associations & clusters active in the information sector, a Europe-wide network representing more than 5,000 digital technology and digital media companies. Its objectives are to:





- Promote the European multimedia industries at pan-European and international level
- Strengthen the European multimedia community through pro-active networking
- Develop joint services (international expansion & funding acquisition)
- Discover synergies between members and develop joint projects strengthening their network
- Increase dissemination impact through pooled membership
- Organise joint events

***ASPECT progress:***

Information on ASPECT has already been sent to the Secretariat of the EMF. A meeting with the EMF Secretariat will be scheduled in 2Q 2009.

**Content-related projects for schools**

EUN has reviewed and identified over 35 content-related LLP projects from 2007/8 that could benefit from ASPECT results, including:

CMC-E	VLE offering language learning materials
DQME II	includes sharing video resources for teaching mathematics
Euro2012	creating online language learning content
ILTS	Intelligent Language Tutoring System
INSPIRE	developing new didactical tools for maths, science and technology
Kids2Talk,	language learning toolbox for both children and parents
Metaschool	training materials for schools on the use of digital learning resources
Primalingua	developing a learning platform for schools and sharing multimedia resources
Sedec	developing teaching materials for science education
STELLA	creating support materials for science education

Partners in all eContentplus projects will be invited to become part of the ASPECT network of practitioners. Apart from iCOPER and EdReNe, ASPECT will particularly seek to develop synergies with partners in currently running and recent projects such as SHARE-TEC, EduTubePlus, EDLocal, EFG, OAPEN, APENET, Organic.Edunet, as well as relevant Digital Libraries projects.

***ASPECT progress:***

Project coordinators have already been invited to visit the ASPECT web site.

**Naace <http://www.naace.org>**

Naace is the professional association for those who are concerned with advancing education through the appropriate use of information and communications technology (ICT). Naace was established in 1984 in the UK and has become the key influential professional association for those working in ICT in education. Naace Members and Sponsoring Partners work in the public and private sectors. They come from many diverse backgrounds including teachers, school managers, curriculum leaders, lecturers, local authority advisors, independent consultants, software developers and designers, sales personnel, technicians, student teachers, company managers, national partners and colleagues from commerce and industry.

The Naacemark for Service Providers (NMSP) is a quality assurance scheme through which organisations (Local Authorities, commercial entities, individuals and others) can undertake a process of self-review to ensure that their policies and procedures are fit-for-purpose.



Naace main aims include:

- supporting networking opportunities for Members from schools, Local Authorities, the IT industry and UK government agencies;
- engaging in consultation at local, regional, national and international levels;
- providing professional development opportunities.

***ASPECT progress:***

In the UK, Naace has been particularly successful in providing a network for ICT computer advisers, coordinators and other support staff for schools in local education authorities. In the rest of Europe, however, equivalent organisations to Naace do not seem to exist and it is perhaps significant that Naace has decided to affiliate to the ISTE (International Society for technology in Education) based in the US rather than to a European society or association that shares its objectives.

Naace kindly agreed to promote the ASPECT briefing at the BETT Show in January 2009 via its members' newsletter. At BETT, EUN and EIFEL met with the Naace General Manager to discuss future ways in which ASPECT results and events could be promoted to Naace members and whether Naace activities in the UK could form the basis for a new European Network of Advisors and Counsellors (ENIAC). The formation of such a European network would be of considerable assistance in helping ASPECT to reach key personnel with a responsibility for adopting and implementing standards related to digital content and learning platforms.

Following the BETT meeting a conference call was arranged with Naace staff in February 2009 and a meeting was held on 21 April 2009 at the Naace offices in Nottingham to further explore this idea. A proposal for how we move forward with this idea is now being drafted.



## 4 Registered Members of the ASPECT Network

Currently 16 organisations/individuals have registered as ASPECT Associate Partners and 6 organisations or individuals have registered to receive ASPECT newsletters and information on events.

AchievementStandards.org/JES & Co. (USA)  
Atlas of Diversity (Spain)  
Becta (UK)  
Cornelsen (Germany)  
Dafli, E. (Greece)  
European Educational Publishers Group (Denmark)  
Fraus Publishing (Czech Republic)  
Intrallect Ltd. (UK)  
ISG Arcus – secondary school (Netherlands)  
Language Development Research Group (Canada)  
Learning & Teaching Scotland (UK)  
Leya (Spain)  
Massey University (New Zealand)  
Microsoft (Belgium)  
Multimedia Design and Technology Education (Hungary)  
RAI (Italy)  
SCRAN (UK)  
Turtle Rattle Learning Inc. (USA)  
UNED (Spain)  
University of Plovdiv (Bulgaria)  
University College Dublin (Ireland)  
XTEC (Catalonia)