



**The Bloomsbury Media Cloud**

Project Information			
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<b>Project Title</b>	The Bloomsbury Media Cloud		
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<b>Lead Institution</b>	Royal Veterinary College		
<b>Project Director</b>	Nick Short		
<b>Project Manager &amp; contact details</b>	Sarah Sherman <a href="mailto:s.sherman@bloomsbury.ac.uk">s.sherman@bloomsbury.ac.uk</a> 07515 580 385		
<b>Partner Institutions</b>	Birkbeck Institute of Education London School of Hygiene & Tropical Medicine The School of Pharmacy SOAS (School of Oriental & African Studies) LIDC (London International Development Centre)		
<b>Project Web URL</b>	www.bloomsbury.ac.uk/cloud		
<b>Programme Name (and number)</b>	<i>Flexible Service Delivery</i>		
<b>Programme Manager</b>	Alex Hawker		

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## **Bloomsbury Media Cloud Project Plan**

### ***Overview of Project***

#### **1. Background**

The Bloomsbury Colleges comprise a consortium of six internationally renowned institutions within the University of London with a total of 18,000 FTE students. The Colleges have a longstanding record of collaborating on a range of teaching, research and development initiatives. Since 2004, they have actively focused on developing shared services including estates facilities, marketing and recruitment, financial arrangements and integrated technology solutions.

In 2004, the Colleges established the Bloomsbury Learning Environment (BLE), which is responsible for coordinating a wide range of shared e-learning services across the consortium. Core to this collaboration has been the development of a joint learning platform based on the Blackboard Academic Suite and, linking to this, a range of common learning and media applications. The platform is hosted externally by the Blackboard Managed Hosting service, the cost of which is also shared between the Colleges. This has provided leverage for other shared, proprietary services in Bloomsbury including software licences for web-conferencing, online content authoring and lecture capture technology. As a result of this work, the BLE is now widely regarded as one of the most effective cross-institutional e-learning partnerships in UK Higher Education.

One other relevant collaboration within Bloomsbury has been the establishment of the London International Development Centre (LIDC) in 2007. This is a HEFCE-funded initiative facilitating interdisciplinary research and training to tackle complex problems in international development. The LIDC brings together social and natural scientists from across the Bloomsbury Colleges to work together on research and pedagogical projects. LIDC's collaborative approach with its partner Colleges extends beyond its intellectual projects to the day-to-day running including shared IT infrastructure, telecommunications, personnel and working spaces. The BLE team has worked closely with LIDC in creating a range of media resources for the development sector.

In 2008, the BLE team received funding from the JISC Users and Innovation Programme to run the APT STAIRS project (Appropriate and Practical Technologies for Students, Teachers, Administrators and Researchers). The project explored how new online collaborative technologies, such as Google Docs, could support and enhance learning, teaching, research and administrative practices across the Bloomsbury Colleges. Working with Google provided a valuable insight into the issues involved in establishing links with commercial providers. The project was seen as a significant success by the JISC Programme Manager and subsequent benefits realisation funding enabled its extension in other London universities as well as with partners in African universities.

During 2009-10, three of the six Bloomsbury Colleges will be formally reviewing their media services and exploring the possibilities of sharing facilities such as television and radio studios, video conferencing equipment and post-production editing suites. The Bloomsbury Media Cloud project will be positioned as a potential catalyst for this work, and may also provide support and a steer for work beyond the funding period.

## **2. Aims and Objectives**

### **2.1 Aim**

The project's aim is to create a shared digital media platform, which will provide the facility to electronically distribute a range of media content through radio, podcast and videocasts, with a focus on International Development.

### **2.2 Objectives:**

The following five key areas describe the objectives that are planned to address the aim of this project:

#### **Technical Research & Development**

- Investigating and selecting a cloud-based content management system to store content
- Developing a portal to publish digital media online.
- Investigating and applying authentication methods.

#### **Content Creation & Development**

- Developing new content and re-purposing existing content to populate the Bloomsbury Media Cloud platform.

#### **Implementation**

- Launching the platform and communicating its launch to the Bloomsbury community.

#### **Monitoring & Evaluation**

- Evaluating the project and examining the establishment of a Bloomsbury Media Service

#### **Dissemination**

- Making available the processes involved in the project to the FSD Strategic Technologies Group and the wider educational community
- Promoting the online materials generated by the project to the development community

## **3. Overall Approach**

### **3.1 Methodology**

The project will consist of three phases, which are detailed below:

#### **3.1.1 Content Development**

This project will develop a range of digital media with an International Development focus. The project work will include:

1. Cross-institutional audit and quality assessment of existing digital media sources;
2. Agreement on policies, systems and strategies for media formats, content and archiving;
3. Development of most efficient and cost effective recording and editing protocols;
4. Research to identify principle instructional media themes and topics required by the target audience;

5. Assessment of recruitment and publicity opportunities working with marketing and recruitment departments of all Colleges.

### **3.1.2 Shared Media Platform**

A common media platform is required across the consortium. This work will comprise:

1. Cross-institutional review of existing platforms and media repositories;
2. Research with external partners including Amazon S3, Google and ULCC to investigate the potential for cloud storage of media;
3. Explore open source options for digital media management and publication;
4. Work with iTunes to create a consortium iTunes U site which interfaces with consortium data architecture and systems;
5. Examine additional media distribution and broadcast systems including RSS feeds, YouTube and others.

### **3.1.3 Common Authentication for Media Resources**

A standards-based and open source system is required for secure user authentication to the shared media platform. This project will therefore investigate:

1. Improving access to shared online resources across the consortium;
2. Enabling students and staff to contribute and access resources between institutions;
3. Developing a robust and integrated approach to applications, systems and content storage;
4. Exploring a Shibboleth-based federated approach to authentication enabling a cross consortium scalable and flexible solution.

## **3.2 Important issues**

The project will address the following three key issues, namely:

- Content Development
  - identifying current media production practices in use across the institution;
  - producing an audit of existing media content and an evaluation of their relative impact and benefits;
  - working with stakeholders to produce new content.
- Sharing Content
  - Developing a shared platform and portal to distribute new media content;
  - Implementing technical infrastructures to securely store content.
- Sharing Media Services
  - Exploring a sustainable way of sharing media services across the consortium

## **3.3 Scope and Boundaries**

The project will work across the six Bloomsbury Colleges (Birkbeck, IoE, LSHTM, RVC, SOAS and SoP) and will work with the following three key stakeholder groups:

- **Academics** – comprising academics with a range of technical abilities and diverse disciplines;
- **Researchers** – consisting of research active staff often with an additional teaching commitment who are collaborating with internal and external partners;
- **Audience** – International and internal audiences e.g. students with interest in international development will access the content produced.

### **3.4 Critical success factors**

On successful completion of the project, the Bloomsbury Colleges will be able to provide access to a comprehensive range of digital media resources to an international audience. This will comprise audio and video broadcasts of topics which have a relevance to audiences in the developing world. Users of the resources will also include prospective international students with an interest in studying on courses (both on campus and at a distance) in development related themes.

## **4. Project Outputs**

### **4.1 Tangible Outputs**

The project will deliver the following specific outputs:

- Project reports
  - JISC Project Plan
  - JISC Mid-Term Report
  - JISC Final Report
  - Analysis and evaluation report for Bloomsbury Heads of Colleges
- Documentation
  - Bloomsbury Colleges Consortium agreement
  - Financial procedures
  - Best practice guides for creating audio content
  - Training and support manuals
  - Dissemination material
- Personnel
  - Appointment of Media Officer and Technical Adviser
- Technical infrastructure
  - Repository for content
  - iTunes U and YouTube sites established
  - Authentication method established
  - Building block installed on Blackboard
- Content development
  - 6 keynote interviews
  - 6 flagship presentations
  - Series of 40 podcasts
- Communications
  - Publicity flyers and e-flyers

- Portal and blog
- Project website

## 4.2 Deliverables

- Introduction of new flexible or agile cross-institutional working practices which will assist in improving the efficiency of the consortium to respond to changing financial and technical challenges
- Provision of a comprehensive media library related to international development which can be accessed by audiences in the developing world as well as the developed world;
- Raised awareness amongst international students of development issues and specifically the quality of teaching and research in the Bloomsbury Colleges in this area;
- Creation of consortium wide integrated systems and IT Infrastructure;
- Improved digital content collection and management processes and strategies.

## 5. Project Outcomes

The following measurable outcomes have been identified as indicators of achievement:

<b>Outcome</b>	<b>Impact</b>	<b>Change</b>
Production of a comprehensive set of operating procedures outlining flexible approaches to digital media creation adopted by the project.	Improved efficiency by project partners in media development and sharing.	Partners adopt and implement new operating procedures.
Shared best practice with the STG and other members who will be encouraged to adopt some of these approaches.	Improved efficiency by STG members in media development and sharing.	Adoption and implementation of new operating procedures.
Creation of a portfolio of audio and video based media which is publicly and freely available.	Internal and international audiences will have access to a range of quality audio and video resources.	Greater awareness of international development issues as a result of access to expertise from within the Bloomsbury consortium.
Feedback from academic recruitment of increased student recruitment related to project.	Additional income streams for the Bloomsbury Colleges.	Increased number of international students applying to study in Bloomsbury.
Recommendations on the use of cloud based media storage facilities.	Other institutions aware of the opportunities made available by cloud-based media storage, increasing efficiency and saving money.	Change in practice of storage methods for media.

Identification of suitable open source data provision through a central repository linked to different distribution systems.	Efficiency and cost saving in provision of media technology infrastructure.	Introduction of new, integrated technical solutions for storage across the Bloomsbury Colleges.
Investigation of common authentication between multiple systems to enable media sharing.	Improved understanding and awareness of the benefits of new authentication processes.	Potential for the Bloomsbury Colleges to adopt new authentication procedures.

## 6. Stakeholder Analysis

Stakeholder	Interest / stake	Importance
JISC	Project funder – interested in successful delivery of outcomes	High
RVC	Project Lead - interested in successful delivery of the project. Content provider and represented on the Bloomsbury Media Cloud Steering Group	High
SOAS	Project Lead for Media and Project Lead for Technology. Content provider and represented on the Bloomsbury Media Cloud Steering Group	High
LIDC	Project Lead for Development and Communications. Content provider and represented on the Bloomsbury Media Cloud Steering Group	High
Birkbeck	Content provider and represented on the Bloomsbury Media Cloud Steering Group	Medium
IOE	Content provider and represented on the Bloomsbury Media Cloud Steering Group	Medium
LSHTM	Content provider and represented on the Bloomsbury Media Cloud Steering Group	Medium
SOP	Content provider and represented on the Bloomsbury Media Cloud Steering Group	Medium
iTunes (Apple)	Use of iTunes U	Medium
Bloomsbury Heads of Colleges	Senior administrators group	Medium
The FSD (Flexible Service Delivery) Programme's Strategic Technologies Group (STG)	Providing support and advice to the project	Medium
Education community	Collaborative media services	Medium

## 7. Risk Analysis

<b>Risk</b>	<b>Probability (1-5)</b>	<b>Severity (1-5)</b>	<b>Impact (PxS)</b>	<b>Mitigating actions to prevent, reduce or manage risk</b>
Staffing (problems associated with staff leaving)	1	4	4	Most members of the project team are already employed by the Bloomsbury Colleges and only one post will taken by a consultant. Expertise will be shared across the team and work will be documented to ensure knowledge is maintained.
Organisation (Timescales, demonstrators, milestone, budget)	2	3	6	Open, transparent and clear project management, clear and achievable project plan with objectives. Use of shared documents. Buy-in from senior managers. Rigorous and continuous evaluation.
Technical (problems with infrastructure)	2	2	4	Resilient technical infrastructure. High-level IT support. Buy-in from IT Managers and close involvement of IT staff.
External suppliers	1	5	5	Established strong relationship between suppliers and Blackboard; good communications and opportunities to attend meetings if appropriate.
Legal issues	1	2	2	Clear open source licensing, where appropriate and agreed consortium contract.

## 8. Standards

- It is not expected that any developments will be created in this project requiring standards that deviate from JISC's recommendations.
- Any code produced will be patches or extensions to existing software. These produced will be published under an appropriate Open Source license.
- All documentation and reports will be published under a Creative Commons license. Any code will be published as an Open Source BSD license.

## 9. Technical Development

This project will not be undertaking any technical development.

## 10. Intellectual Property Rights

The intellectual property rights of materials used in the project by both partners or any participants will remain vested with the original copyright holder although the materials may be used within the project with the consent of the copyright holder. The copyright of any materials developed as part of the project will comply with JISC legal requirements. The project partner responsible for creating the materials will own and be responsible for the IPR and copyright but will be expected to make it freely available for use by other

partners within the project and by agreement to external partners too. These materials will be made available to the sector where possible under a Creative Commons licence and in agreement with the copyright owner will be made available, free at the point of use, to the UK HE and FE community in perpetuity. The project team will consult the JISC programme manager or appropriate service (e.g. JISC Legal) for advice when required throughout the project.

## **Project Resources**

### **11. Project Partners**

<b>Partner</b>	<b>Role</b>	<b>Contact</b>
Birkbeck	Content provider and represented on the project Steering Group	Dick Rayne <a href="mailto:r.rayne@bbk.ac.uk">r.rayne@bbk.ac.uk</a>
IOE	Content provider and represented on the project Steering Group	Stan Smith <a href="mailto:stan.smith@ioe.ac.uk">stan.smith@ioe.ac.uk</a>
LIDC	Development & Communications Adviser	Guy Collender <a href="mailto:guy.collender@lidc.bloomsbury.ac.uk">guy.collender@lidc.bloomsbury.ac.uk</a>
LSHTM	Content provider and represented on the project Steering Group	Sheena Wakefield <a href="mailto:sheena.wakefield@lshtm.ac.uk">sheena.wakefield@lshtm.ac.uk</a>
RVC	Project Lead	Nick Short <a href="mailto:nshort@rvc.ac.uk">nshort@rvc.ac.uk</a>
School of Pharmacy	Content provider and represented on the project Steering Group	Morgan Williams <a href="mailto:morgan.williams@pharmacy.ac.uk">morgan.williams@pharmacy.ac.uk</a>
SOAS	Technical Adviser Media Adviser	Robert Blake <a href="mailto:robertblake@soas.ac.uk">robertblake@soas.ac.uk</a> Carlos Chirinos <a href="mailto:carlos@soas.ac.uk">carlos@soas.ac.uk</a>
Apple iTunes	Adviser for iTunes U implementation	Clare Smith <a href="mailto:clare.smith@euro.apple.com">clare.smith@euro.apple.com</a>
JISC FSD STG	Providing advice and vehicle for dissemination	Alex Hawker <a href="mailto:a.hawker@jisc.ac.uk">a.hawker@jisc.ac.uk</a>

### **12. Project Management**

#### **12.1 Project Team**

The Bloomsbury Media Cloud project will be managed by Sarah Sherman using the JISC Project Management Guidelines ([http://www.jisc.ac.uk/proj\\_manguide](http://www.jisc.ac.uk/proj_manguide)). Sarah will be responsible for management of all project activities and ensuring timely delivery of the project Workpackages. The Cloud project has also identified three specific advisers who will coordinate media production (Carlos Chirinos), technical support (Robert Blake) and development and communications (Guy Collender). A Media Officer will be appointed in March 2010, who will support the team. Nick Short, as the Project Director, will be directly accountable to JISC for project finances, reporting and management.

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Date: 1<sup>st</sup> March 2010

The Project Team will make use of Google Apps and Skype to assist in managing and coordinating the project. For example, working documents will be created collaboratively using Google Docs; documents will be stored and made accessible via Google Groups and Google Calendar will be used to schedule project meetings. This use of a collaborative virtual working space will provide opportunities for project management across the large consortium. An external project website, including a project blog, will be developed and maintained by the team. The Project Team will meet fortnightly, making use of both Skype and face-to-face meetings, to discuss and review progress and developments.

### Project Team Contacts

Name	Organisation	Role	Contact
Nick Short	RVC	Project Director	<a href="mailto:nshort@rvc.ac.uk">nshort@rvc.ac.uk</a>
Sarah Sherman	Bloomsbury	Project Manager	<a href="mailto:s.sherman@bloomsbury.ac.uk">s.sherman@bloomsbury.ac.uk</a>
Carlos Chirinos	SOAS	Media Adviser	<a href="mailto:carlos@soas.ac.uk">carlos@soas.ac.uk</a>
Guy Collender	LIDC	Development & Communications	<a href="mailto:guy.collender@lidc.bloomsbury.ac.uk">guy.collender@lidc.bloomsbury.ac.uk</a>
Robert Blake	SOAS	Technology Adviser	<a href="mailto:robertblake@soas.ac.uk">robertblake@soas.ac.uk</a>
tbc	RVC	Media Officer	tbc

### 12.2 Project Steering Group

The Bloomsbury Media Cloud project will be overseen by a steering group comprising representatives of each of the six Bloomsbury Colleges and the LIDC. Sarah Sherman will report to the Steering Groups on a monthly basis at face-to-face meetings

### 13. Programme Support

The Bloomsbury Media Cloud project team will look to JISC for support through the programme management framework and for the collaborative approach adopted by other participants in the Strategic Technologies Group (STG). Areas where support will be particularly appreciated include:

- Facilitating links and providing the opportunity to share practice with other members of the STG;
- Making connections with projects in other JISC programmes;
- Providing contact with developers of JISC-funded tools;
- Providing support and guidance with supplier interactions;
- Being informed about high-level discussions with iTunes and other similar companies.

## 14. Budget

The budget for the Bloomsbury Media Cloud project is included as Appendix A. It remains unchanged from the budget sent to JISC in December 2009.

## Detailed Project Planning

### 15. Workpackages

The Workpackages for the Bloomsbury Media cloud project are included as Appendix B.

### 16. Evaluation Plan

Factor to Evaluate	Questions to Address	Method(s)	Measure of Success
High quality existing content available to share	What is the range of quality of the existing material?	Audit of content	Over 200 hours of material that can be included in the project
Coverage of development themes	What is the range of development topics which is delivered across the Colleges?	Access to DL4D database	A wide-range of development themes
Experts available to contribute content	Who are the experts? How do we contact them?	Database of experts	Sufficient numbers of experts to record key topics
Identify suitable structure and design of interviews	What do we want to know from the interviewees? How do we structure the questions?	Feedback from experts and audience	Favourable feedback
Quality of recordings	What is the ideal clarity, size and length of the recordings?	Feedback from audience	Favourable feedback

Ease of recording and publishing onto the platform	Is the method of recording and publishing appropriate and practical?	Feedback from Media Adviser and Media Officer	Favourable feedback
Appropriate platform for aggregating and distributing content	Is the platform fit for purpose?	Feedback from experts and audience	Favourable feedback
Quality, usability and accessibility of the content	Can users find content easily? How do users rate the quality of content? What are users doing with the content? How appropriate is the delivery platform?	Survey feedback from audience	Favourable feedback
Frequency and location of users coming to the site	How many users are accessing content? Where are they based?	Google Analytics data	Statistical analysis indicates increasing number of users
Commitment of buy-in from SMT	Are senior managers prepared to invest in this project? Would it be a service that they would value?	Presentation to SMG	Favourable response and commitment for funding
Support from within the Colleges	Are people aware of the Media Cloud and its importance?	Dissemination	More interest generated, including content contribution
Interactions and adoptions of members of the	Do other members of the STG want to share and learn	Presentation and discussions at STG meetings	Further engagement from STG members

STG	from our experiences?		
Increase in student recruitment	Are more students applying to study in Bloomsbury as a result of the Media Cloud platform?	Questionnaire data	Increased student numbers
Staff recruitment	Are more staff applying to work in Bloomsbury as a result of the Media Cloud platform?	Questionnaire data	Prospective staff acknowledge the portal

## 17. Quality Plan

- Introduction of new flexible or agile cross-institutional working practices which will assist in improving the efficiency of the consortium to respond to changing financial and technical challenges
- Provision of a comprehensive media library related to international development which can be accessed by audiences in the developing world as well as the developed world;
- Raised awareness amongst international students of development issues and specifically the quality of teaching and research in the Bloomsbury Colleges in this area;
- Creation of consortium wide integrated systems and IT Infrastructure;
- Improved digital content collection and management processes and strategies.

<b>Quality criteria</b>	<b>QA method(s)</b>	<b>Evidence of compliance</b>	<b>Quality responsibilities</b>
New content creation, editing and publishing. Auditing of existing content resources	Review and documentation of content production	Content made accessible on a platform and available for download	Project Director and Media Adviser
Identification and implementation of cloud-based media repository system.	Testing and evaluation of repository by project team and users.	Implementation of reliable and secure repository,	Project Director and Technical Adviser
Selection of appropriate authentication processes	Testing and evaluation of authentication by project team and users.	Implementation of reliable authentication process	Project Director and Technical Adviser
Selection of appropriate expertise and key media themes for content creation	Review selected personnel and topics for recording	List of Development experts in Bloomsbury and recordings.	Project Director and Development & Communications Adviser

## 18. Dissemination Plan

<b>Timing</b>	<b>Dissemination Activity</b>	<b>Audience</b>	<b>Purpose</b>	<b>Key Message</b>
Feb 2010	Development of a dedicated project website and blog	All stakeholders and others interested in project focus	Summarise project activities and provide update on new developments	Project achievements and impact

Sept 2010	Presentation of project progress to the Bloomsbury Heads of Colleges	Bloomsbury Heads of Colleges	To gain commitments of senior managers of sustained support of the project leading to a mainstream service	The value of a collaborative approach to media creation
Feb 2011	Public launch of the platform and demonstration of resources	All stakeholders and others interested in project focus, including those from the development community and journalists	Profile of development-themed media resources	The benefit of producing and sharing media content
Sept 2011	Presenting at ALT-C (Sept 11) on the results of the project	Researchers, Managers, Practitioners and Policy Makers	Involve wider HE and FE audience in the work of the project	Cross-institutional collaboration raising awareness of international development
Ongoing	Liaising with JISC Services	JISC Digital Media Service JISC RSC London	Disseminate to wider HE and FE audience in the work of the project	Sharing experiences of how to produce and distribute media content
Ongoing	Cultivating relationships with journalists	Journalists	To secure high profile coverage of project and	Resources are valuable source of content for

	covering development		resources once online	development community
Ongoing	Continuing commitment to the STG members	STG members	Feedback to the STG on the project outputs	STG has a relevance in supporting Flexible Service Delivery

## 19. Exit and Sustainability Plans

### 19.1 Exit Plan

Project Outputs	Action for Take-up & Embedding	Action for Exit
Project website	Maintain link from main JISC website and all College sites. Project website will be maintained for 3 years beyond end of project	Project manager to ensure all relevant information, outputs and links are up to date and have a post project relevance
Project reports	Copies circulated to interested parties; promote through conferences, mailing lists and JISC website.	Project manager to ensure project reports are widely circulated
Implementation reports	Published on project website	Project manager to ensure all project documentation, guidelines and procedures are published
Media Content	All videos, podcasts and other content produced during the project will be made available electronically through	Project manager to ensure all resources are published electronically

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	Bloomsbury Media Portal	
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## 19.2 Sustainability Plan

<b>Project Outputs</b>	<b>Why Sustainable</b>	<b>Scenarios for Taking Forward</b>	<b>Issues to Address</b>
New institutional working practices	Project demonstrates its value to the wider community	Commitment from the Bloomsbury Heads of College to resource the project post-funding	Ensuring sufficient senior management support
Project reports	Provide valuable technology solutions and instruction	Made available through project website	Ensuring documentation is kept up-to-date post project-funding
Media content	The value of ongoing support and maintenance is acknowledged by the Bloomsbury College consortium	Maintaining and further enhancing the range of media content developed in Bloomsbury	The cost of ongoing development

## Appendix

### Workpackages

<b>WORKPACKAGES</b>	<b>Month 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11
<b>1: Project Management</b>															
<b>2: Content Development</b>															
<b>3: Technical Infrastructure</b>															
<b>4: Communications</b>															
<b>5: Monitoring &amp; Evaluation</b>															

Project start date: 1<sup>st</sup> January 2010

Project completion date: 31<sup>st</sup> March 2011

Duration: 15 months

#### Members of Project Team:

Nick Short, Project Director  
 Sarah Sherman, Project Director  
 Carlos Chirinos, Media Adviser  
 Guy Collender, Development & Communications Adviser  
 Robert Blake, Technical Adviser  
 To be appointed, Media Officer

<b>Workpackage and activity</b>	<b>Earliest start date</b>	<b>Latest completion date</b>	<b>Outputs (clearly indicate deliverables &amp; reports in bold)</b>	<b>Milestone</b>	<b>Responsibility</b>
<b>YEARS 1 and 2</b>					
<b>WORKPACKAGE 1: Project Management</b>					
<b>Objective:</b> To plan, coordinate and manage the Bloomsbury Media Cloud project  Led by the Project Manager, assisted by the Media Officer					
1. Complete Project Plan	01.02.10	01.03.10	<b>Project Plan</b> submitted to JISC		SLS/NS
2. Finalise consortium agreement	01.02.10	01.03.10	<b>Consortium agreement</b> signed off by Bloomsbury Heads of Colleges		SLS
3. Develop a common media licencing framework (based on Creative Commons)	01.02.10	01.03.10			SLS/CC
4. Set up accounting procedures	01.02.10	01.03.10	<b>Finance procedures</b> in place		SLS
5. Recruit and appoint Media Officer and Technical Adviser	01.02.10	01.04.10	<b>Appointment</b> of Media Officer and Technical Adviser	<b>1</b>	SLS
6. Establish project website	01.02.10	01.03.10	<b>Website</b>		SLS
7. Complete mid-term briefing paper for JISC	01.09.10	01.10.10	<b>Mid-Term Report</b> submitted to JISC		SLS
8. Complete final report for JISC	01.03.11	01.04.11	<b>Final Report</b> submitted to JISC	<b>5</b>	SLS

<b>WORKPACKAGE 2: Content Development</b>					
<b>Objective:</b> To arrange the collection of existing and production of new audio and video content.					
Led by the Media Adviser, assisted by the Media Officer					
9. Audit of existing content	01.02.10	01.04.10	<b>Audit</b>		CC/SLS
10. Production of 6 exemplar interviews (Heads of Colleges)	01.03.10	01.05.10	<b>6 interviews</b>	<b>2</b>	CC/GC
11. Production of 6 exemplar keynote presentations (LIDC members at each College)	01.03.10	01.05.10	<b>6 presentations</b>	<b>2</b>	CC/GC
12. Production of a series of short audio files based on international development courses and research projects in Bloomsbury	01.03.10	01.05.10	<b>Series of podcasts</b>	<b>2</b>	CC/GC
13. Development of documentation: protocols and guidance	01.02.10	01.14.10	<b>Documentation</b>		CC/GC
<b>WORKPACKAGE 3: Technical Infrastructure</b>					
<b>Objective:</b>					
<ul style="list-style-type: none"> <li>To select an appropriate method to store media content on behalf of the Bloomsbury Colleges.</li> <li>To investigate and select an appropriate authentication method</li> </ul>					

Led by the Technical Adviser					
14. Establishing repository and storage facilities for media content produced by the six Colleges.	01.07.10	01.09.10	<b>Repository</b>	<b>3</b>	RB
15. Setting up the Bloomsbury iTunes U and YouTube Edu sites.	01.07.10	01.09.10	<b>iTunes U and YouTube sites</b>	<b>4</b>	RB
16. Investigating the best possible authentication method for the private iTunes U site.	01.07.10	01.11.10	<b>Authentication method</b> established		RB
17. Investigating iTunes U compatibility with Blackboard.	01.07.10	01.11.10	<b>Building block</b> installed on Blackboard		RB
<b>WORKPACKAGE 4: Communications</b>					
<b>Objective:</b>					
To plan and disseminate communications about the project to:					
<ul style="list-style-type: none"> <li>- key stakeholders (the Bloomsbury Colleges and the JISC Flexible Service Delivery Programme's Strategic Development Group);</li> <li>- the wider educational community;</li> <li>- the International development community, including NGOs, policy-makers and journalists.</li> </ul>					
Led by Development & Communications Adviser					
18. Establishment and maintenance of a media portal and project blog	01.06.10	01.08.10	<b>Portal and blog</b>		GC/RB
19. Distribution of project announcements and	01.02.10	31.03.11	<b>Flyers and e-flyers</b>		GC

activity reports to the Bloomsbury Colleges					
20. Developing user support material	01.03.10	01.07.10	<b>Training and support manuals</b>		GC/CC
<b>WORKPACKAGE 5: Monitoring &amp; Evaluation</b>					
<b>Objective:</b> To carry out ongoing and final project evaluation and dissemination					
Led by Project Manager					
21. Analysis of web stats and access of the media files produced by the project	01.01.11	31.03.11	<b>Analysis report</b>		SLS/RB
22. Complete evaluation report	01.01.11	31.03.11	<b>Evaluation report</b>	<b>5</b>	SLS/NS
23. Disseminate findings internally and externally	01.02.11	31.03.11	<b>Dissemination material</b>		SLS/GC