



Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session

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Table Host: Joris Pekel

Title: How to build a GLAM community

Introduction

The OpenGLAM Network is a growing community of people working in the cultural sector with an interest in opening up data. The Network has rapidly grown over the last two years and resulted in various local OpenGLAM working groups working on the ground with their institutions. This international knowledge sharing platform has proven to be successful in empowering and bringing together individuals and groups with a shared goal of making more of the world's heritage freely available for anyone to re-use.

During this session we will discuss why community building is useful in the first place, and look into how the OpenGLAM Network was created and what successes it was able to achieve, but also the lessons learned, issues we ran into and mistakes we made.

Discussion

what is openGLAM?

what does OPEN mean?

OPEN: CC BY, CC SA (not NC or ND)

openglam.org - recently expanded

openGLAM:

- encourage institutions to "open unless" culture - as open as possible

how do we do it?

- gather all the info and share it

- put in the spotlight good examples to inform others and make people/institutions feel proud of their effort
- identify groups and people that open
- empower local groups and people with global network
- advocate the merits of open data - most institutions are public institutions and their mission is to reach the biggest audience you can - opening up your collection is one of the ways
- get 'open' on the map of GLAM and 'culture' on the map of the open advocates - bringing 'culture' to the 'open' events and showing the potential of using cultural data
- provide help and expertise - workshops!
- openGLAM principles - on the website - to make it more clear what 'open' means, it helps when you talk and negotiate with institutions
- open collections - mapping of open collections - institutions come to us because they want to be on this list
- have local openGLAM groups in 9 countries and more incubating
- successful collaboration with the Public Domain Review - there the most beautiful staff from Public Domain is highlighted

Questions:

- if only the metadata is open, can we call it an open collection?
- Joris: we don't consider that an open collection (= we don't put it on the list)

where the 'openGLAM' starts? how open you need to be?

the intention of the institution is very important as well - doing projects, opening up more and more

- often there are only two or three people in the institution that want to open up the resources - openGLAM community can help and it's a good solution - the cooperation between openGLAM community and professionals from an institution

- local groups are just groups or organisations?
- often there is no money involved, that's more network-like, we (openGLAM) don't give money, we support and help

- what if you open up you collection but you don't have enough money to have a nice and fancy website and then somebody takes your content and wants commercial use?

Community building - how do you define it?

- peers to work with on a shared project

Pyramid of engagement!

- observing
- following
- endorsing
- contributing
- owning

- leading

(the pyramide goes smaller and smaller - the last group is the most active)

For every group we would like to have sth o to offer:

- twitter, blog
- mailing lists, blog
- documentations, open collections, openGLAM prnciples
- tools,
- decision making
- ?

We try to help people to climb!!!