Chefs' Table session

Table Number: 7
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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 'open' means?

openGLAM is a global network of people and organisations.

OPEN: it's a very vague term. we try to define what is open when we talk about it.
A piece of data or content is open if anyone is free to use, reuse and redistribute it.

CC BY, CC SA (CC NC, ND - no longer 'open'), public domain

openGLAM website - it's mainly a blog, where we put interesting cases and good things done by different institutions

what do we do?
- workshops

- helping institutions

our goal is:
to encourage institutions to "Open Unless" Culture!

what do we do?
- showing people/institutions doing goos job - put them in hifhtlight
- empowering local groups and people with a global network - we provide good case studies, expertise, etc
- advocate the merits of open data - matrics: institution see what happends with their data, opening up a collection can help an institution to fullfil its mission
- get 'open' on the map of culture, and 'culture' on the map of open advocates - to bring together these groups and show them how they can
- openGLAM principles - to help people understand what it really means; it's extremely difficult to decide what is 'open enough' to call the institution 'open' - that's why we call it principles
- open collections - creating a list to make it easier to find it, bring it all together;
- have local openGLAM groups in 9 countries and more incubating - mostely european + the US (with these groups we meet on a monthly base)
- successful collaboration with the Public Domain Review - let the exerts tell the story about something very interesting; that makes everybody happy - curators can share their knowledge, and we can show the value of public domain

COMMUNITY BUILDING:
- what does it mean?
- building community sounds strange, because these communities already exist, so we try to team up
- why would you want to join a community?
--- shared interest and knowledge - we're not experts! we simply work together. in institutions we share the same problems and challenges, we don't have to reinvent the wheel
--- benefit from a global network
--- we're nice people.

OpenGLAM pyramid of engagemnt:
- observing - eg. read a blog
- following - eg. mailing list, tracking
- endorsing - eg. read twitter, mention openGLAM, comment
- contributing - eg. write a blog post, start a new discussion
- owning - eg. advisory board
- leading - eg. openGLAM working group members

The trick is to get people from the lowest level as high as you can!

What we can offer?
- What we can offer?
- twitter, blog
- mailing list, blog
- documentation, open collections
- tools, slidedecks, factsheets, time

- decision making
- core of network

Are you doing all that for free?
- no. the openGLAM network was founded with a grant, but now we cooperate with people from institutions and universities; we don‚Äôt have money to give it to you, but we can give time, share knowledge, help

What‚Äôs the difference between Wikimedia, Europeana and openGLAM?
- openGLAM focuses on advocacy
- Wikimedia focuses on content
- Europeana focuses on metadata

Europeana is more political, it's higher level.

Wikimedians sometimes just take images and put it to wikimedia commons. Sometimes institution freak out after that happends and that‚Äôs the moment when we (openGLAM) can enter and say: let's work on your digital strategy and so on.

Do you have a sort of plan? Where to start?
- we don't have a model; eg. London Science Museum - they put just some images to Flicr to check how it works and because we could show the metrics, they have a sample/proove that it's works

You don't have to become Rijskmuseum right away!

We can help with licences as well.

- In our institution we have loans and sometimes the owner don't agree to open up the collection. Even if the material is "old enough" to be in the public domain!

It's good that Europeana wants to fight for public domain - it helps, at least on the european level.

Two questions from Joris:
- what is an openGLAM institution? the institution that is 100% open? how do you define?
- how do you get out of the bubble?

THAT'S a TRANSITION PHASE!