Outline

- What is Enterprise Content Management?
- 2 approaches
- Where does the Librarian fit in?
- Implications for the Research Librarian
Enterprise Content Management 101

- “Enterprise”: Across all organisational units and stakeholders (faculties, support, external stakeholders...)
- “Content”: All information that is not transactional or financial data

**Channels:** Portals, sites, brochures, journals, blogs...

**Media:** Web, print, mobile, radio...

**Audience:** Staff, students, alumni, other universities, NGOs...

**Content object**

**Sources:** Systems, repositories, external sources, sites...

**Channels**
- Academic’s profile
- Research
- Registration forms
- Meeting minutes
- Curricula
- Lecture notes
- Telephone directory
- ...

**Audience**

**Content object**

**Sources**

**Single version of truth**
ECM 101: Example

Capture once

Single version of truth

Publish anywhere

Content Inventory

Academics’ profiles
Course descriptions
Research
Admission criteria
Lecture schedule

Re-aggregate

uct.ac.za
Printed brochure
Faculty calendar
Research portal
Student portal
Blogs, twitter...

Disaggregate

Aggregate

Information and Communication Technology Services
Best Practice ECM Principles

• Single source (Store once, Publish anywhere, Single Version of the Truth)

• Centralise metadata management for maximum re-use and interoperability

• Separate content from format for maximum re-usability

• Consumer-centric: Structure content the way consumers want to access it, not according to organisational silos

• Decoupled architecture – Avoid being locked in by proprietary functionalities: There is no single end-to-end solution out there
Approaches to ECM

- Functionality/software-driven
- Information/governance-driven
Content Management Systems

- Document Management
- Web Content Management
- Records Management
- Imaging
- Digital Asset Management
- Brand Asset Management
- Groupware/Collaboration
- DTP
- Workflow/BPM
- Component Content Management
The Evolving Imperative

Era of the Library

Rise of the e-enabled Library

- Books & Journals
- Card catalogues, microfiche

- Electronic catalogues
- Electronic check-out

Rise of the “Cybrarian”

- Websites and search engines
- Online journals
- Video, image and sound libraries

Rise of the Knowledge Centre

- Institutional repositories
- Communities of Interest and Communities of Practice
- Search and retrieval services

Era of “Information Management”

- Records, Contract, Document Management
- Metadata and semantic web
- Groupware, portals, social media
- E-books etc.
Key skills for the contemporary librarian

- Storing and curating information
- Cataloguing
- Identifying, brokering and acquiring information sources
- Information retrieval and facilitating retrieval
- Information governance
- Subject area knowledge
- Operational management

...so what else is new?
Development areas for librarians

- Cataloguing: Metadata, standards, taxonomy, ontology, classification... (Going beyond Dewey and MARC)
- Content acquisition, brokering, syndication and licensing: Inward and outward
- Records Management: Governance, archiving, retrieval
- Social Media governance and administration
- Copyright and Intellectual Property (Creative Commons, Commercialisation, Intellectual Capital)
- XML, RSS, Semantic Web, portals
- Digitisation
The Research Librarian and ECM

- The Metadata monster: Techies simply don’t understand it. Rare skills.

- Content beyond books: Know your media.

- Agency and ownership: Claim your space.

- Enabling research: Mashing content together in the research value chain.

- Curatorship of IP.

- The Research Portal.
More about Research Portals

• Must be driven by research needs, rather than IT

• Value proposition: Everything in one place, at the researcher’s fingertips.
  – Reduced login
  – Consolidated sources of data, information and tools
  – Facilitating collaboration, funding, administration
  – Facilitating publishing and management of publications
  – Follows the process/value chain (goes beyond information retrieval)
Questions?