

The Benefits of eXchanging Course Related Information (XCRI)
A Seminar on the 'whys' and 'hows' of managing course marketing information using XCRI
- the new UK eProspectus standard

Monday 19 April 2010: 12.00noon lunch, seminar 12.30-4.00pm
*at: University of Huddersfield, Castle Hill Suite, Level 4, Central Services Building,
off Queensgate, Huddersfield, HD1 3DH*

Abstract:

Globalisation, lifelong learning, work-based learning, and a drive to deliver an improved service for all students and employers is leading education providers to manage information of increasing complexity more efficiently and effectively.

Most institutions and learning providers in the UK have impressive web sites describing the courses they offer. The populating of the sites in practice often relies on manual data extraction from a number of disconnected databases. A UK education institution receives on average twelve approaches per annum from different course collecting organisations e.g UCAS, Hotcourses, Foundation Degree Forward, 14-19 consortia, invariably requiring re-keying, time, resource and additional quality assurance. Globalisation means this is expected to increase.

A growing number of organisations are implementing XCRI-CAP (eXchanging Course Related Information, Course Advertising Profile), as a key priority in supporting their own enhanced information management capability and the underpinning of a wider change management process. As a national and emerging European standard XCRI-CAP is also a key tool to enable a more effective response to the greater information needs of intermediaries such as Local Authorities and Regional development Agencies, in addition to UCAS, and to offer opportunities regionally or globally as part of a consortium.

Experts in the implementation of XCRI, users and stakeholders will highlight the benefits for learning providers and other organisations at policy and managerial level, national and european drivers, and share their knowledge and experiences on the ground of implementing XCRI-CAP.

Note: XCRI is not a commercial product or package but an information model mandated by the UK national Information Standards Board in January 2009 as the UK's eProspecti standard. DCSF has recommended that all 14-19 Area Prospectuses adopt the standard from 2010. UCAS is exploring full implementation. A large number of education providers and consortia are at various stages of trial and implementation. European adoption is anticipated later in 2010.

Outcomes

Delegates will have a greater understanding of:

- the XCRI-CAP schema to meet a myriad of course marketing opportunities efficiently and effectively
- how XCRI-CAP can positively impact on policy making, support managerial decisions, and lead to greater efficiencies coupled with enhanced capabilities
- what is involved for institutions in producing an XCRI-CAP prospectus feed
- what is involved for course aggregating organisations in consuming XCRI-CAP prospectus feeds
- from a vendor perspective, how their products might be extended to include or make use of XCRI-CAP prospectus feeds
- practically what is involved through trialling a self assessment XCRI readiness tool for organisations to ascertain their state of readiness for XCRI implementation
- funding opportunities to support XCRI-CAP implementation.

Audience

This seminar will be of interest to those new to XCRi and those with some XCRi experience (parallel sessions will be held) from:

- Education organisations: HEIs, FECs, local authorities, post 16 Schools, training providers
- Course collecting and search organisations such as UCAS, LLNs, Skills Funding Agency
- Intermediaries and agencies working across a region who engage with education providers such as Regional Development Agencies, Strategic Health Authorities, Connexions, 14-19 consortia, employers and other organisations working with educational organisations
- Vendors

Relevant for:

- Senior managers and those responsible for developing and implementing information policy and strategy including: marketing managers, academic registrars, heads of admissions, heads of IT
- Staff who play a role in supporting the use of technology in educational organisations, including: practitioners, business analysts, website technicians
- Intermediaries and course collecting organisation staff

This free event is part of the JISC Benefits Realisation programme to raise awareness of XCRi and the enhanced capabilities it offers beyond more effective course advertising, and to support its wider implementation across the education sector.

Speakers:

- **Erica Jones**, Director, Liverpool City of Learning, a partnership of the HEIs and education organisations in Liverpool, currently working closely with the city's cultural employers. Erica led the creation and delivery of the XCRi based CPD Noticeboard, and was initiator of the University of Liverpool led Culture Campus Liverpool portal project based on XCRi, working with culture employers and HEIs.
- **Scott Wilson**, Assistant Director of CETIS (Centre for Educational Technology and Interoperability Standards) based at the University of Bolton. He has very wide experience in the areas of specification and standards development and distributed system architecture. Scott is the lead technical contributor to the XCRi project.
- **Kirstie Coolin**, eBusiness Analyst, The Centre for International ePortfolio Development, the University of Nottingham; lead role in the East Midlands' Lifelong Learning Networks institutional XCRi projects and 14-19 prospectuses including Connexions and Aimhigher.
- **Joanne Charlesworth**, IAG Manager, West Yorkshire Lifelong Learning Network, based at The University of Huddersfield, has taken the lead role within the region for raising awareness of XCRi and supporting implementation in several institutions through both JISC and WYLLN funded projects, currently working with HEIs, FECs, Regional Development Agency, Business Link and Commercial Training Providers.
- **Alan Paull**, information management consultant, APS Ltd, works with education providers and course information collecting organisations across the country advising on XCRi implementation, in addition to briefing DCSF and other partners.

Programme

12.00 Lunch

12.45 Introduction:

Welcome to University of Huddersfield and West Yorkshire Lifelong Learning Network (WYLLN):

- Steve Challenger, Director, West Yorkshire Lifelong Learning Network

Purpose of the Seminar:

- Erica Jones, Director, Liverpool City of Learning

12.55 The new UK eProspectus standard - XCRi:

Current position across UK education organisations, national and european drivers, the why's and how's of XCRi, the business case, policy and resource implications

- Alan Paull, APS Ltd

Course Collecting Organisation's Perspective

- Scott Wilson, CETIS, University of Bolton

Consortium perspective:

- Joanne Charlesworth, West Yorkshire Lifelong Learning Network
- Kirstie Coolin, The University of Nottingham, East Midlands Lifelong Learning Networks and 14-19 Prospectuses
- Erica Jones, Liverpool City of Learning

2.10 Institutional perspective:

- Professor Tim Thornton, Pro Vice- Chancellor, University of Huddersfield

2.20 Parallel sessions:

- Discussion with leaders in the field of their experiences of XCRi implementation, and
- Trial of a self assessment XCRi readiness tool for organisations to ascertain their state of readiness for XCRi implementation

Coffee served in groups

A – Participants new to XCRi: led by Kirstie Coolin and Alan Paull

B – Participants familiar with XCRi: led by Jo Charlesworth and Scott Wilson

3.55 Plenary: Key messages for national bodies, institutions and XCRi developers

4.00 End

Further information and registration:

www.uolevents.org/jiscxcriseminar19042010 by 7 April 10

Any other queries to: Kerry Pickard, Liverpool City of Learning

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