

Perspectives from an Online University: Engineering Cultural Heritage for a New Audience

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A. Inquiry to Cultural Heritage Institutions

- Birth of a new user from the Web Economy
 - Signal emergence of a new type of Virtual Academic Library
- Time for perspective in the Web Revolution—3 viewpoints
- Explore an opportunity

1. Historical View of Cultural Heritage Institutions

- Origins as supporting details in rise of Nationalism
- 19th-20th Century creations from Era of Mass Press
- Framed by educational reforms
 - Emergence of mandatory elementary schooling
 - New University Movement with modern curriculum and research motif
- New social spaces for “cultural”
- Libraries, archives, museums diverge & professionalize, but remain ancillary to economy

2. Technology: Purely Web Variations on Blended Concerns—A Sampler

- Open & Deep Web
- Student clientele and faculty as primary audiences
 - Goals: Transparency and personalized spaces
 - Digital Preservation & Finding Aids—n/a
 - Archives, Library, Museum resources converge
 - Universal access/ADA Section 508 concerns
- Search Engines as key secondary design audience
 - Metadata as minimal (e.g., Google ignores Dublin Core)
- Standards & Metrics—commercial deference
- Web Incunabulum—all in process

3. Capitalism Redefines University: Web Transition & APUS Model

- Web enables Open Universities to complete democratization from WWII in US and 1968/1969 in Europe
- APUS: Asynchronous courses, monthly starts, 24/7 education
- Today with 60,000 students in 130 countries
- Underwrite undergraduate course materials (print/mail delivery)
- Drive for Regional Accreditation

3.a., Sustainability & Re-Defining the Virtual Academic Library

- Online Library creation--2005
 - Follow New University Model with research bias
 - Add Information Literacy
- Accreditation affirms success—opens door
- Course Materials & correcting contradiction
 - ***Library recast toward direct classroom support***
 - Add Librarians as subject specialists—15 to 1 ROI
 - Take over bookstore (Saving circa \$4 million in 2009)
 - Start University Press
 - Looking for partners

B. Pragmatic Opportunities: Re-engineer Cultural Heritage for Course Support

- Why defer to scholars and publishers mining your materials—legacy of the Renaissance?
- Extend exhibit & K-12 functions
- Engineer for scholarly discipline/classroom focus
- Prospects for new Web genre
- Convergence and inter-institutional cooperation
- Paradigm shift from silos to scholarly, Web-based Knowledge Centers
- Sustainability and financial prospects