



Learning and Teaching Scotland

Content Collection Policy

Learning and Teaching Scotland Online Service

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1. Introduction

The content collection policy establishes the scope of the Learning and Teaching Scotland (LTS) Online Service and sets the boundaries for the content to be covered. It sets out clear principles and selection criteria against which resources are assessed for publication.

This policy covers the scope and quality criteria which must be met for content to be published on the Online Service. It also examines the content maintenance requirements, and provides a list of recommended documents to be read alongside this policy.

2. Scope of content

Any content that falls outside the following scope will not be published on the LTS Online Service.

Content (including resources, sharing practice articles, publications, videos and other media) may be published on the Online Service provided that it:

- is consistent with LTS's aims and principles
- enhances the value of the Online Service
- supports *Curriculum for Excellence*
- supports learning, teaching and continuing professional development.

2.1 Providers

Content may be provided by educational institutions, governments, non-profit organisations, community groups, teachers, students, pupils and other individuals, provided that they meet all other requirements.

Content from profit-making businesses may be procured by LTS if it meets all appropriate requirements.

2.2 Audience

Content should be targeted towards the primary audience for the Online Service, which is Scotland's:

- teaching professionals
- early years practitioners
- school managers
- non-teaching school staff (librarians, administrators, etc)
- children and young people aged 3–18 (and their parents and carers)
- educational specialists in local and national government
- other education non-departmental public bodies and agencies (for example SQA, HMIE)
- staff from other areas of children's services.

2.3 Language

Content will normally be in English or Gaelic; resources in other languages will be included to enhance learning of that language.

2.4 Registration/payment

Information on external services or resources that require registration or payment will only be included if such information would be specifically relevant to the audience and no free-access equivalent is available.

When procuring content, LTS will give preference to content that can be provided without the need for registration.

Content procured by LTS that requires registration must use the shibboleth authentication method as per Glow.

3. Standard of content

Content must meet the following standards before being delivered to the Content Team. The responsible officer must ensure that content meets these criteria. If content does not meet these standards, the Content Manager or Content Editor that receives the content will not permit it to begin the content publishing process and will return it to the responsible officer.

Items 3.1–3.7 are the responsibility of the responsible officer (guidance/support can be sought from the Content and Technical Team where required), and must be met before content is accepted into the content publishing process.

Items 3.8–3.9 are the responsibility of the Content and Technical Teams, and are undertaken as part of the content publishing process (except for commercially procured content, where these standards must be included in the procurement contract).

3.1 Quality

Content must be:

- current
- easily accessible
- factual (unless opinion, belief or fiction are relevant and are clearly stated as such)
- from a known source
- of proven educational value
- targeted towards a clearly defined audience.

3.2 Style

Text content should meet LTS's house style, which covers acceptable terminology, spelling and text formatting. The house style is available at

<http://www.LTScotland.org.uk/webstandards/writingandstyle/housestyleguidelines/introduction.asp>

(All content is proofread to ensure complete compliance with standards prior to online publication – see the Quality Assurance Policy.)

3.3 Permissions

Written permission to use photographs and video footage of adults, young people and children must be obtained and provided with the content. Permission forms and additional guidance are available at <http://www.LTScotland.org.uk/webstandards/ipr/permissions.asp>

3.4 Legal

All content on the Online Service must have the necessary copyright permissions for it to be published online and for reuse in Scottish education establishments. See <http://www.LTScotland.org.uk/webstandards/ipr/index.asp>

Internally developed content: All internally developed content must be developed with copyright for web and subsequent use in schools considered.

Commissioned content: LTS will usually request the intellectual property rights to commissioned content as part of the contract. Where commissioned content includes pre-existing elements, such as images or text, the contract must require the provider to ensure that such content can be reused as per LTS's requirements.

When commissioning work from individuals, such as teachers, LTS will verify copyrighted elements if necessary, and find alternatives where appropriate.

Externally developed content to be internally hosted: LTS will request clear copyright statements on the content and, where necessary, may take on the work to verify and replace any elements that do not meet the standard.

Procured pre-existing content: Copyright is negotiated on a case-by-case basis for commercially procured content.

Externally hosted and linked-to content: LTS prefers to link to material where the copyright holder and/or reproduction rights are clear. If linking to external content, a clear disclaimer should be provided: for example, 'Learning and Teaching Scotland cannot vouch for the quality, appropriateness, etc, of a third party's products and/or services.'

3.5 Format

Content must be provided in an acceptable format to meet specific requirements (for example optimised PDFs, image quality, video quality, etc). For more details, see

<http://www.LTScotland.org.uk/webstandards/multimedia/index.asp>

<http://www.LTScotland.org.uk/webstandards/technical/standards/imagesdocuments.asp>

When pre-existing content is procured, items that meet these requirements will be given preference. Where externally developed content is to be hosted, LTS will encourage the use of acceptable standards.

3.6 Technical development standards

Commissioned content must meet the technical standards detailed at

<http://www.LTScotland.org.uk/webstandards>

Internally developed content: All content must be developed to meet these standards.

Commissioned content: Responsible Officer must ensure compliance is included as part of contract.

Procured pre-existing or externally hosted content: Preference will be given to content that meets the standards.

3.7 Usability and accessibility

All content must meet LTS's usability standards: <http://www.LTScotland.org.uk/webstandards>

All content published on the Online Service must meet LTS's accessibility standards:

<http://www.LTScotland.org.uk/webstandards> and

<http://www.LTScotland.org.uk/accessibilitystatement.asp>

3.8 Metadata and tagging

All content must meet LTS's metadata standards: <http://www.LTScotland.org.uk/webstandards>

All content must be tagged using the LTS taxonomy.

Each content component should be tagged with as many tags as are necessary to cover the primary and secondary themes of the content to ensure that it can be found by users.

See the LTS Cataloguing Guidelines (currently under review).

3.9 Branding

All content on the LTS Online Service should be clearly branded as belonging to LTS, using the logo, standard design features and clear, concise language. See

<http://www.LTScotland.org.uk/webstandards>

4. Content maintenance

Content, once published, is maintained as agreed between the responsible officer and the relevant Content Manager. It must be clear who is responsible for maintaining every item of content.

Individual small items of content can simply be assigned to be handled in the ongoing quality assurance process.

Larger items, including commissioned and procured items, must have a review and maintenance plan.

4.1 Ongoing quality assurance

Sites within the Online Service are subject to a six-monthly educational and political review, and should be updated accordingly within six weeks of the review's completion. The resulting issues are dealt with by the responsible officer, in collaboration with the relevant Content Manager and Content Editor.

Key sites are reviewed under the ActiveStandards service on a weekly basis – this checks for editorial, brand, visual, accessibility and usability issues. The resulting issues are addressed within the Content Teams.

For more details on reviews and ActiveStandards, see the Quality Assurance Policy.

Content is checked for broken external links on a quarterly basis – the Content and Cataloguing Team then ensure that links are updated or removed appropriately.

Duplication of content components within the Content Management System is checked and resolved on a regular basis by the Content and Cataloguing Teams.

4.2 Archiving

Content should be removed from the site if it is not maintained. For more information, see the LTS Archiving Policy.

5. Related documentation

This document is part of a set of documentation related to Online Service Content, which currently includes:

- LTS Web Services for Partner Organisations – policy, terms and conditions
- Web Standards and Guidelines <http://www.LTScotland.org.uk/webstandards>

The following documentation (currently in development) will be added to the set:

- Quality Assurance Policy
- Archiving Policy
- Online Publishing Process
- Appropriate Use Policy