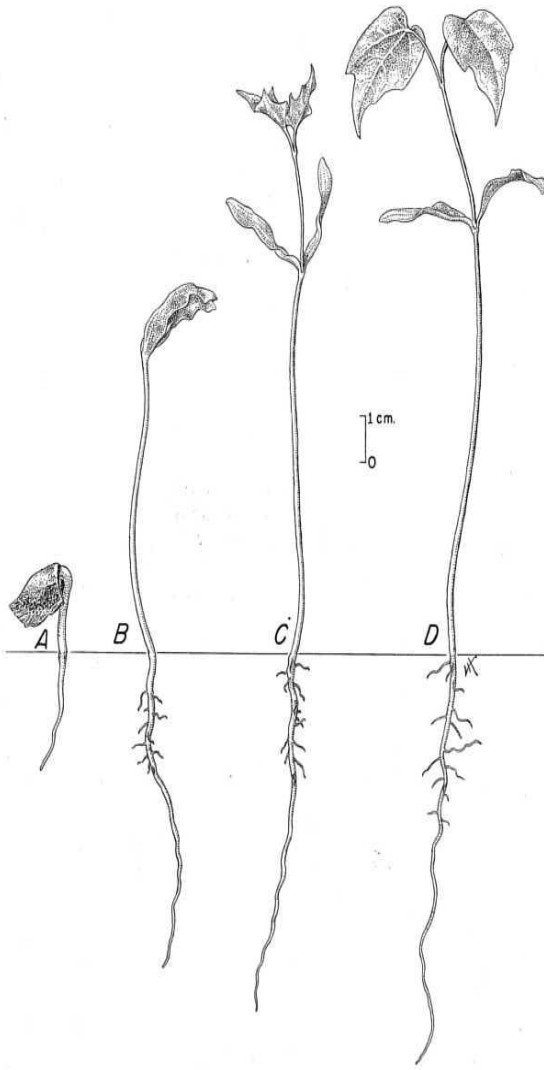


Gardening the Wiki, Growing the Web

Paul Joseph, UBC Library
Julie Mitchell, UBC Library
Will Engle, UBC CTLT



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**Do you deliver library web content to
non-library websites?**



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What is the frequency of your content updates? Who is responsible?



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**Do you know what a wiki is and
what it means?**



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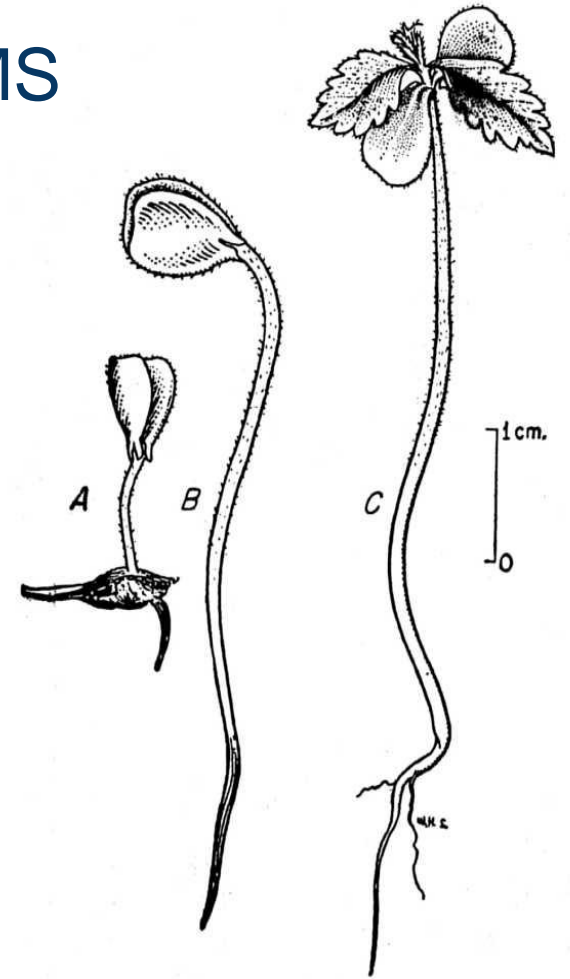
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Outline

Overview & origins of the UBC Wiki / UBC CMS

UBC Wiki / UBC CMS in action

Facilitating buy-in and collaboration



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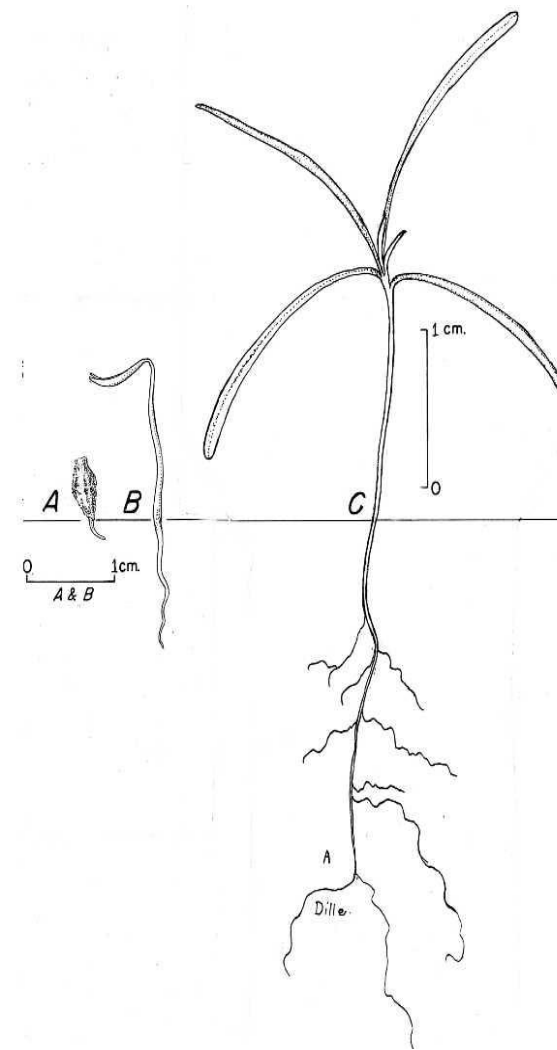
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Overview and Origins

The Community Garden

Planting the Seeds

Germination



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How To Find Articles: UBC Wiki



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Navigation

[Create a New Page](#)[Main Page](#)[Categories](#)[Contents](#)[Recent changes](#)[Help & Support](#)

Wiki Spaces

[Main](#)[Course](#)[Documentation](#)[Sandbox](#)[UBC Wiki Books](#)

Toolbox

[What links here](#)[Related changes](#)[Special pages](#)[Printable version](#)[Permanent link](#)[Cite this page](#)[Embed Page](#)

Library

Discussion

Read

View source

View history



Library:How to Find Articles

Contents [\[hide\]](#)

- 1 [List of Articles](#)
- 2 [On a Topic](#)
- 3 [Course Reserve](#)
- 4 [Interlibrary Loan](#)

List of Articles

Help! I've got a list of articles I need to read . . . what do I do next?

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1. Confirm that it is a citation to an article by making sure it includes:

- **Article Title:** Speaking as scientists: computer professionals in the star wars debate.
- **Journal Title:** History and Technology
- **Volume:** 99
- **Issue:** 4
- **Page:** 335-

2. If your citation has an abbreviated title (e.g., Bull at Sci, J. Appl. Econom), cut and paste the title into [Google](#) or consult the [Science & Engineering Journal Abbreviations](#) list to discover the complete title.

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Select a category for related questions and answers

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How to Find Articles

[List of Articles](#)[On a Topic](#)[Course Reserve](#)[Interlibrary Loan](#)

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Persistent URL: UBC Wiki



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Navigation

[Create a New Page](#)[Main Page](#)[Categories](#)[Contents](#)[Recent changes](#)[Help & Support](#)

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[What links here](#)[Related changes](#)[Special pages](#)[Printable version](#)[Permanent link](#)[Cite this page](#)[Embed Page](#)

Library

Discussion

Read

[View source](#)[View history](#)

Library:Creating persistent URLs to full-text journals in Web CT Vista

Contents [\[hide\]](#)

- 1 What is a PURL?
 - 1.1 Why should I use a PURL?
- 2 Off Campus and EZ Proxy
- 3 Finding PURLS
 - 3.1 Another Example
 - 3.2 PURLS for ebooks
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Creating Persistent URLs

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[Off Campus and EZ Proxy](#)[Finding PURLS](#)[More Information](#)

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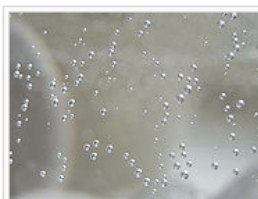
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CREATING PERSISTENT URLs TO FULL-TEXT JOURNALS IN WEB CT VISTA

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- For more information about authors' rights and how to retain them see the [Author's Page](#) at [Scholarly Communications at UBC](#).

source: http://wiki.ubc.ca/Library:Creating_persistent_URLs_to_full-text_journals_in_Web_CT_Vista

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< Your location: [Home Page](#) > [Instructors: Start Here](#) > **Creating Links to Readings**



CREATING LINKS TO READINGS

CONTENTS

- 1 What is a PURL?
 - 1.1 Why should I use a PURL?
- 2 Off Campus and EZ Proxy
- 3 Finding PURLS
 - 3.1 Another Example
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Planting the Seeds



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Planting the Seeds

UBC Wiki / UBC CMS Beginnings

- LEAP (now Learning Commons) website (MovableType)
- Use of RSS feeds on the site
- Migration to WordPress in 2007



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Planting the Seeds

Empowering Content Creators

- Artists not plumbers
 - Removing the technology overhead
- Fulfill teaching and learning needs:
 - Blogs
 - Sites
 - Wikis



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Germination



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Germination

CTLT Technology Mandate

- A transformative educational services partner
- Advances innovative approaches



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Germination

Initial Setup/Implementation

- CTLT (platform, integrations)
- Public Affairs (Common Look and Feel)
- IT (server hosting)

Germination

UBC Library comes on board

- Website redesign, migration from static html
- CMS: time, resource and workflow concerns
- Third party solution, scalable, partnership, library context, CWL, CLF



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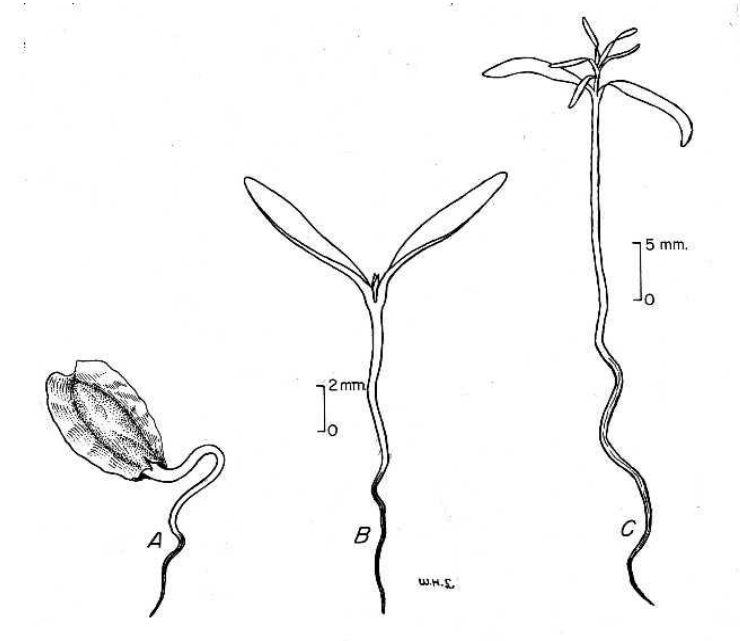
UBC CMS & UBC Wiki in Action

Choosing Your Greenhouse

Care and Maintenance

Organizing and Weeding

Cross-pollination



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Choosing Your Greenhouse



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Choosing Your Greenhouse

Key Ingredients

- CWL authentication, app based authorization
- CMS/Common look and feel (global templating)
- Open source software
- Committed team



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Care & Maintenance



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Care & Maintenance

Governance & Key Partners

- Ongoing maintenance (application upgrades): CTLT
- Continual Improvement (integration with other web apps, development): CTLT, Library, FSUs
- Sustainable approach



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Organizing & Weeding



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Organizing & Weeding

Wiki Gardening

Main	Course	Documentation	Sandbox
<p>The root of the wiki is open space reserved for articles relating to UBC. It is primarily a community area for knowledge sharing about all aspects of the University.</p> <ul style="list-style-type: none">■ No prefix	<p>Course-based content or activities should go into the Course space. See Using the UBC Wiki for Course Work for more information on how to add pages to this space.</p> <ul style="list-style-type: none">■ <i>Prefix:</i> Course:	<p>The Documentation space is provided for documentation, support guides, technical manuals, and other similar content. Here is an example of how it can be used.</p> <ul style="list-style-type: none">■ <i>Prefix:</i> Documentation:	<p>The Sandbox is a place to play, experiment, and to use the UBC Wiki as a personal and collaborative workspace. The Sandbox is your notebook and you can use it how you wish!</p> <ul style="list-style-type: none">■ <i>Prefix:</i> Sandbox:



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Cross-pollination



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Cross-pollination

Pollinating the Web

- Contextualize the content to multiple audiences
 - Easy to re-purpose
- Content contribution from multiple authors
- Interoperability between units
- Breaking down roles between writers and editors

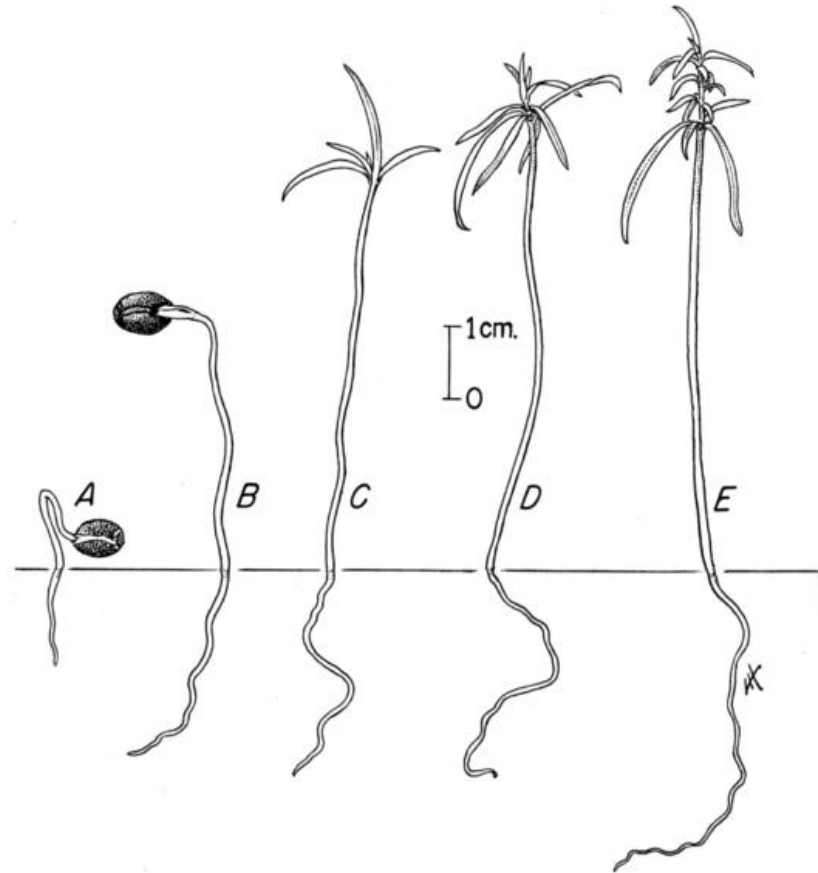


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Facilitating Collaboration & Success

Developing a Green Thumb



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Developing a Green Thumb



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Developing a Green Thumb

Issue/concern	Wiki solution?	Philosophical shift
Accuracy of content	Watchlists Many hands=light work	Trust in colleagues
Branding	Wiki embed. Consistent content & unique branding	Branding to represent collaboration or debranding
Control & ownership	Philosophical ownership through organization and namespace Watchlists	Shift away from silos Collaboration reduces duplication, which saves \$
Control over destination of content	N/A	Trust in colleagues



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Developing a Green Thumb

A Philosophical Shift

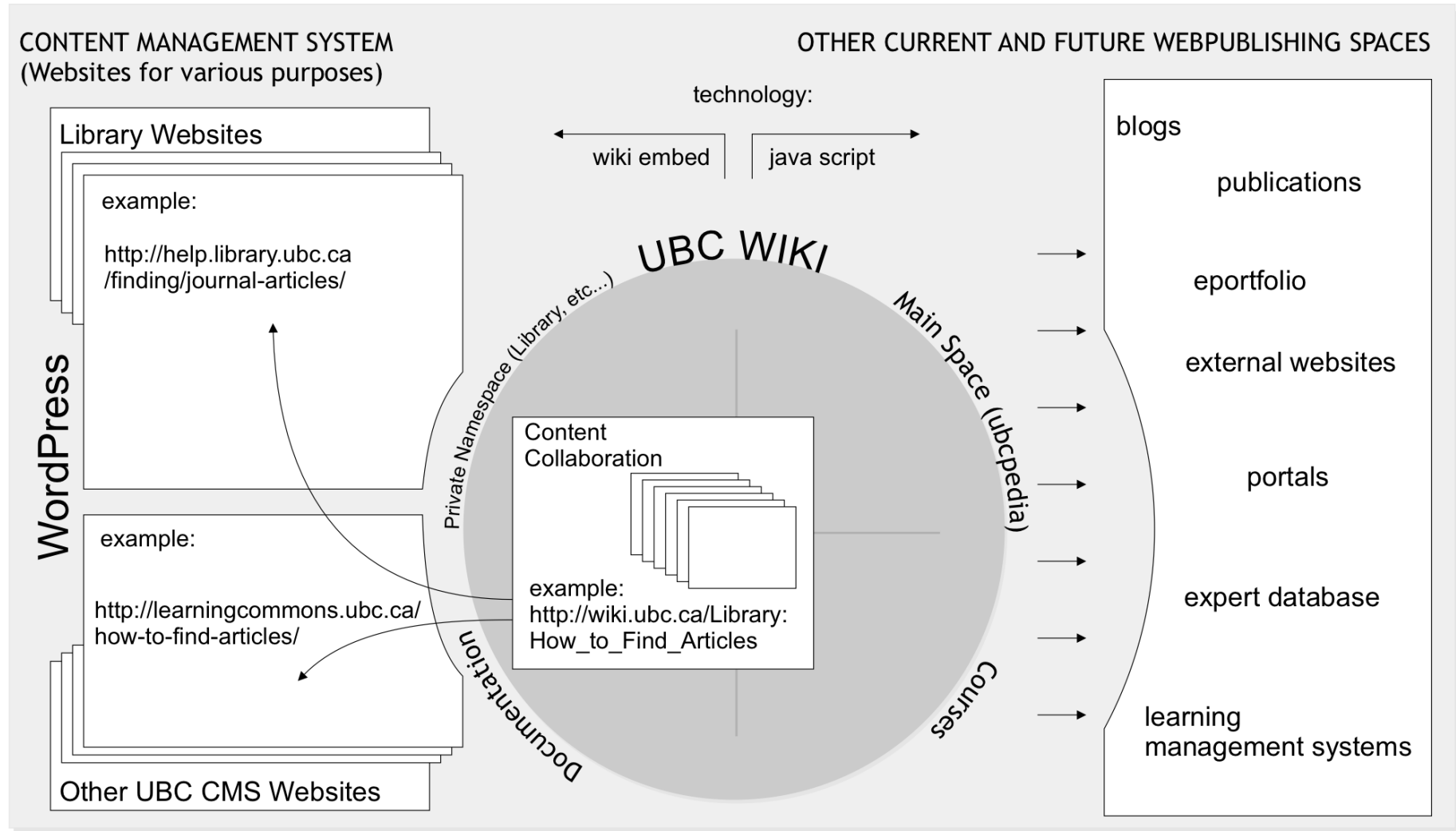
- How do you get partners to contribute and be involved?
- Relationship building
- Emphasis on reduction in workload and increased accuracy of content



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Unlocking the Library: Transforming UBC Library's approach to content management through UBC Wiki



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Questions?

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Julie Mitchell, Interim Coordinator,
Chapman Learning Commons

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Will Engle, Wiki Administrator,
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