

Extend. Expand. Exemplify.

The SGCI team continues to offer its services AND brings you a new Center of Excellence to Extend Access, Expand the Community, and Exemplify Good Practices for CI through Science Gateways.

Starting with a Firm Foundation: Building a Sustainability Program for the Australian Research Data Commons

IWSG 2023
Tübingen, Germany

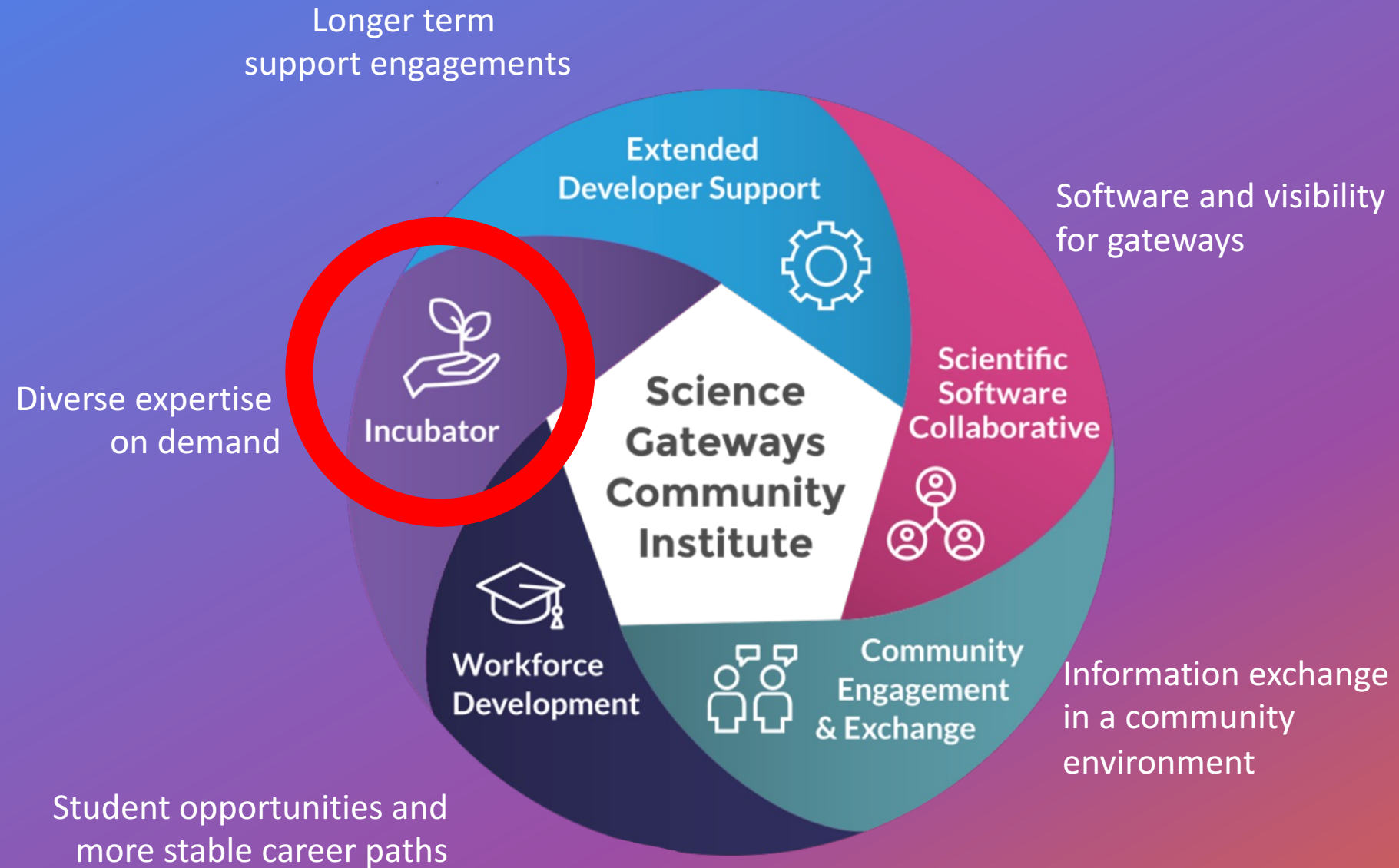
Claire Stirm, Kerry Levett, Nancy Maron,
Sandra Gesing, Andrew Treloar, Siobhann
McCafferty and Juliana Casavan
15.06.2023



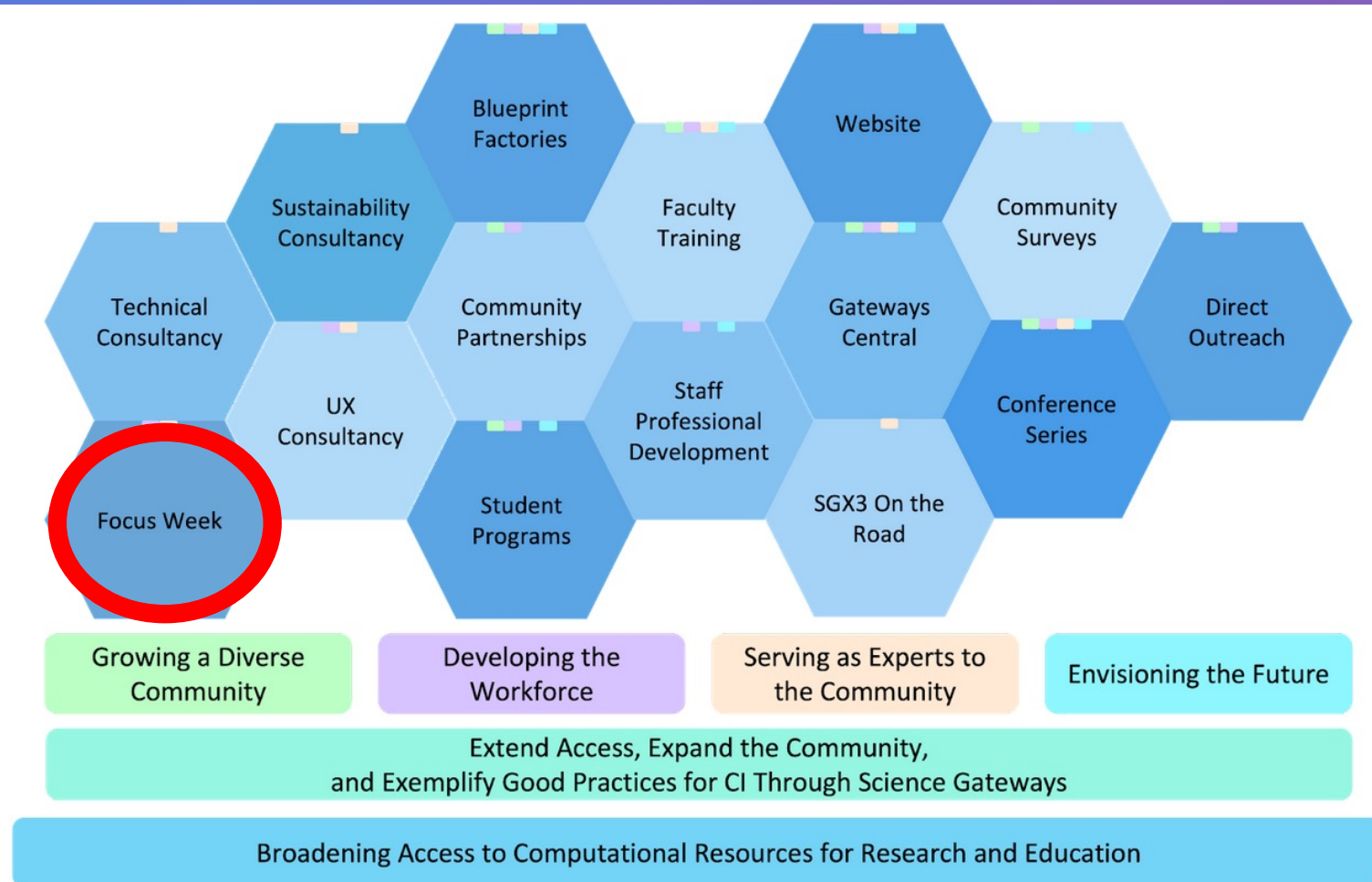
NSF awards
1547611
2231406

SGX3 | SGCI

Sustainability for Science Gateways



SGX3



SGX3 and SGCI

SGX3 funded

- UX evaluation and design engagements lasting up to 3 calendar months
- Technology evaluation and gap analysis
- Science Gateway architecture design
- Summer faculty and student internships
- Once annually Science Gateways Focus Week sustainability sessions
- Focus Week follow-on sustainability coaching
- Summer Coding Institutes
- Science Gateway Hackathons
- Young Professionals program

Client funded

- UX evaluation and design engagements beyond 3 calendar months
- Technology selection, expert science gateway software development, and expert science gateway hosting and operations
- Academic year intern placement
- Specially commissioned Focus Week sustainability sessions
- In-depth sustainability assessment and plan development

Bootcamp aka Focus Week

- Core business strategy skills
 - stakeholder and user needs
 - operations
 - finance
 - resource planning
 - marketing and project management.
- Technology best practices, e.g. usability and user-centered design
- Long-term sustainability strategies
 - Alternative funding models
 - case studies of successful gateway efforts
 - licensing choices and their impact

From Bootcamp to Focus Week

- First one April 2017
- 5 full days
- Teams on science gateways
- Knowledge dissemination
- Interactivity
- Community formation
- Putting away the normal daily routine
- Homework

I have an idea!



Articulate the value of your gateway and how it's distinctively different from what already exists.

Who benefits?



Identify audience and stakeholder groups and consider how they impact your success.

Where does it fit in?



Establish where your gateway solution fits within the existing market landscape of partners and competitors.

How do I make it happen?



Define measurable goals for success and sustainability. Consider multiple needs such as technology, security, project management, usability, and funding.

How do I sell it?



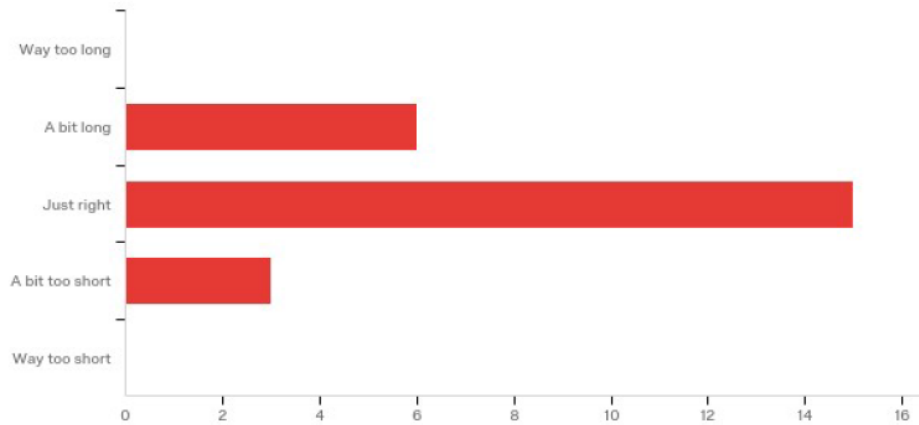
Spread the word!
Plan how to tell the unique story of your gateway.

COURSE PLAN 2017

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Your Audience(s) and Stakeholders	Technology, Open Source	Cybersecurity	Outreach
			On-Campus Support	Your Sustainability Model – Making Your Case
	Mapping the landscape	User Centered Design		Impact Measurement Case Study
Introductions			Funding Models	
Course Outline and Goals		Goal Setting		Next Steps
The “Napkin” Drawing	Going beyond your initial market		Marketing & Outreach	Closing
Defining Your Value Proposition		Budgeting		

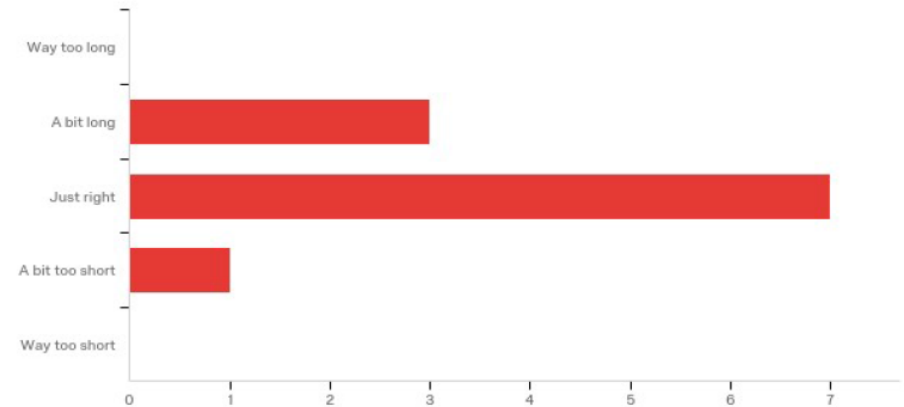
Feedback – Improvements

Q6 - How would you rate the length of the Bootcamp?



Bootcamp 1

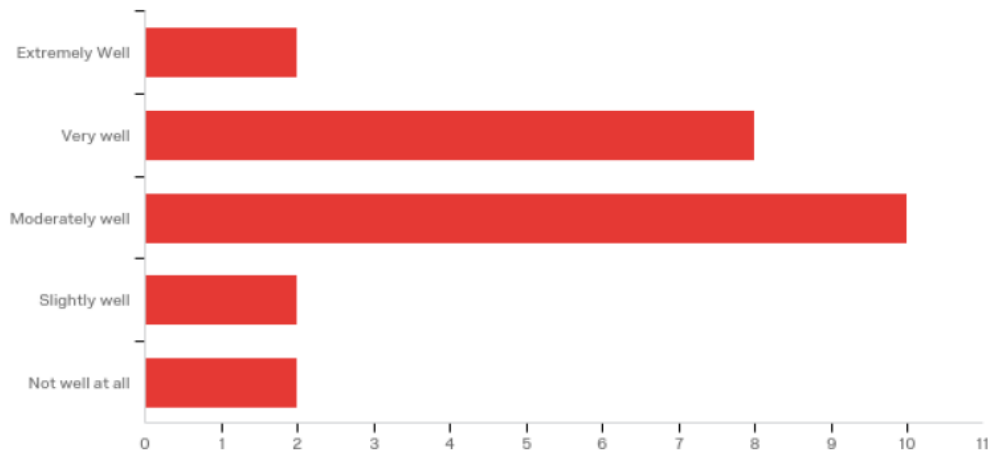
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Bootcamp 2

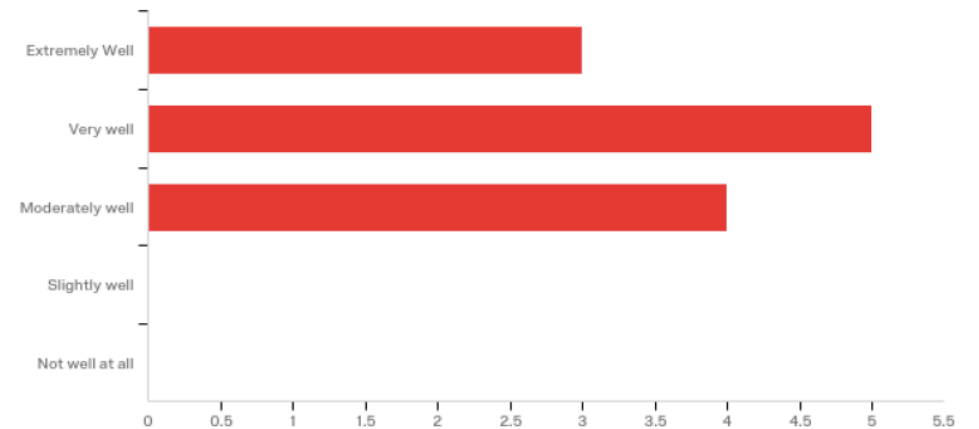
Feedback – Improvements

Q4 - How well did the information you received prior to the Bootcamp prepare you to participate?



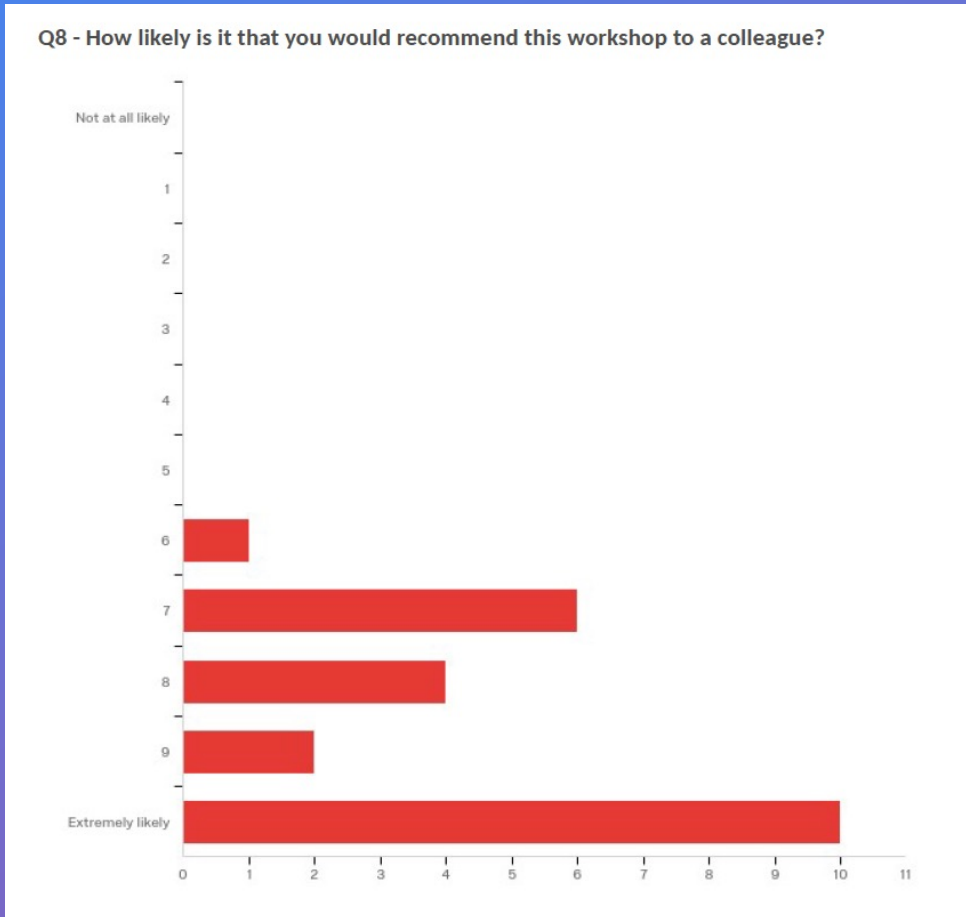
Bootcamp 1

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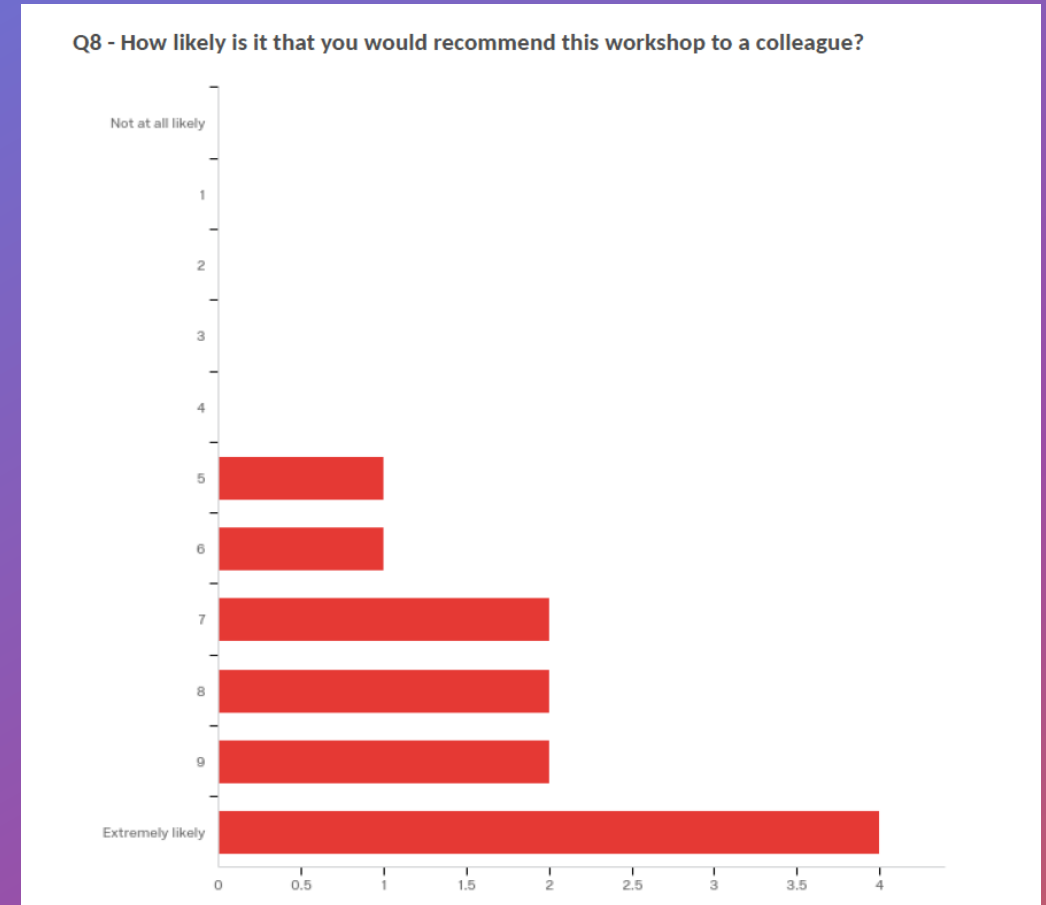


Bootcamp 2

Feedback – Improvements



Bootcamp 1



Bootcamp 2

Feedback to the First Bootcamps

"The Science Gateways Bootcamp is useful to people involved at any stage of their science gateway project, and in any role. Their experts have you consider all aspects of sustainability, from understanding your unique value proposition and audience, through to best practices and standards in software development. They cultivate a lively, active, hands-on environment. A great experience overall."

Steve Androulakis

Manager — Community Platforms, NeCTAR.org.au, ANDS.org.au, RDS.org.au (now at Amazon)

"The SGCI Bootcamp has fundamentally altered, in a constructive way, my view toward developing and implementing the projects on which I work. The work during the week helped me to generate a new approach to the gateway on which I'm working that has much greater potential to be successful, and I intend to apply the ideas and concepts from the Bootcamp to all project phases, from idea to implementation."

Christopher Lenhardt

Domain Scientist for Environmental Data Science & Systems, RENCi Data Observatory

Risk Analytics Discovery Environment (RADE) gateway

Australia's leading research data infrastructure facility

STRATEGY



PURPOSE

To provide Australian researchers with competitive advantage through data.



MISSION

To accelerate research and innovation by driving excellence in the creation, analysis and retention of high-quality data assets.



PEOPLE & POLICY

Connecting the ARDC

- Communications
- Engagements
- Skills & Workforce Development
- Data Policies



PLATFORMS & SOFTWARE

Accelerating research insights and supporting collaboration

- Platforms for Analysis & Curation
- Research Software



DATA & SERVICES

Maximising the value of Australia's data assets

- Data Assets
- Information Infrastructure
- Data Capability



STORAGE & COMPUTE

Providing foundation infrastructure

- Research Computing Cloud
- Data Retention

AUSTRALIA'S NATIONAL RESEARCH DATA COMMONS

25 research platforms aka science gateways

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AUSTRALIA'S NATIONAL RESEARCH DATA COMMONS

Focus Week Topics

- Napkin Drawing
- Understanding Your Audiences & Key Stakeholders
- Environment-Mapping the Landscape
- Marketing Tactics Tools
- Goal Setting
- Value Proposition
- Budgeting
- Market Development
- User-Centered Design

Focus Week Restructuring

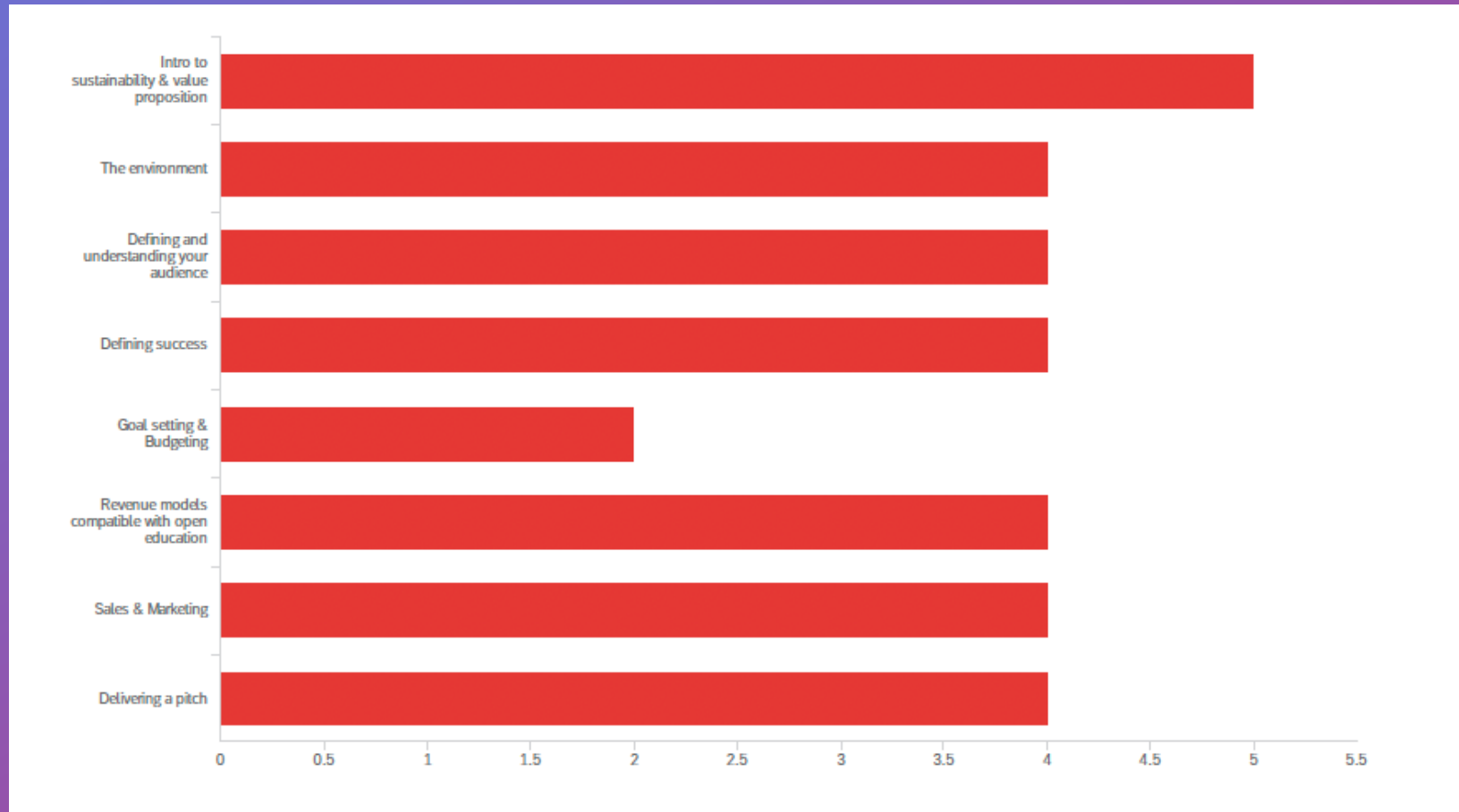
- No session longer than 90 minutes
- Online over 2 months (evening in the US, morning in Australia)
- SGCI instructors would present a core topic, in a virtual session, encouraging interactivity as much as possible.
- Each day's presentation was then immediately followed by an SGCI ARDC debriefing session, permitting the SGCI instructors to meet with ARDC program leads to review the material covered, and prepare for the work sessions to come
- A formal "work session" for participants was then led by ARDC staff to provide feedback to project teams and answer questions

Focus Week Agenda

	Product/Service - Definition of Value	
	<i>CORE TOPIC (90 minutes)</i>	<i>COHORT FEEDBACK (60 minutes)</i>
21 Feb	Introduction to Sustainability. Drawing: Effectively communicate the value of your project through verbal and visual communication.	<i>None</i>
22 Feb	Audience: Explore and assess your audiences and stakeholders to better engage them.	Team Breakouts, Feedback to teams from ARDC Platforms team
23 Feb	Landscape: Define who your competitors/potential collaborators are and how you differentiate your product from theirs	Team Breakouts, Feedback to teams from ARDC Platforms team
24 Feb	Value Proposition: Identify the primary value that your project brings to its users and community.	<i>None</i>
	Defining Your Funding Model	
	<i>CORE TOPIC (90 minutes)</i>	<i>COHORT FEEDBACK (60 minutes)</i>
3 Mar	Goal Setting & Budgeting (2h): Use impact-driven goals to begin developing a budget and financial forecast	<i>None</i>
9 Mar	Revenue Models: Exploration into different revenue types that can work within the academic world	Team Breakouts, Feedback to teams from ARDC Platforms team
17 Mar	Sales/Marketing: Learn principles of sales and marketing, and how to develop a plan to connect with your target audience and promote your gateway.	Team Breakouts, Feedback to teams from ARDC Platforms team
23 Mar	Sustainability Strategy “Pitch”: Each team presents the exercises they completed during the workshop in the form of a “pitch”	<i>None</i>

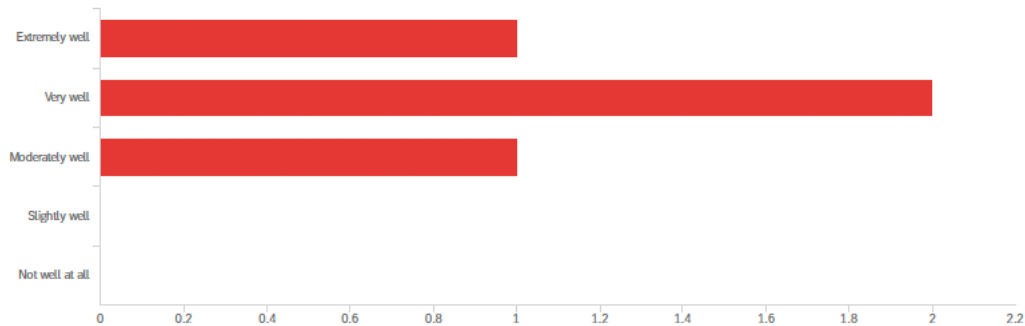
Focus Week

- 74 attendees
- 16 projects provided their pitch deck

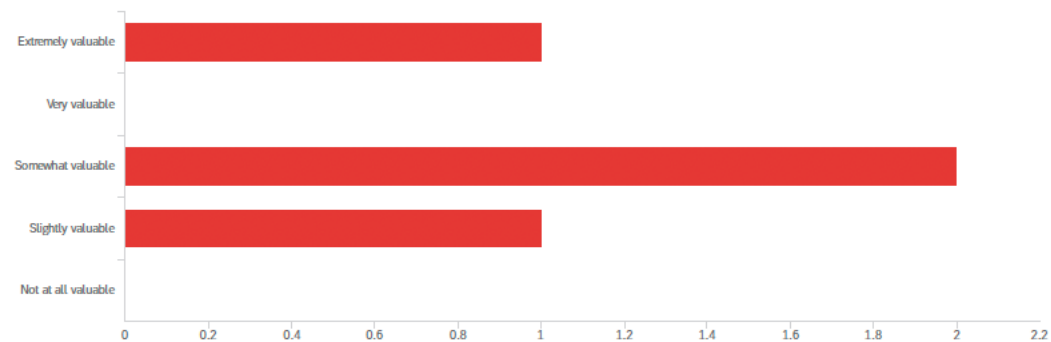


Feedback

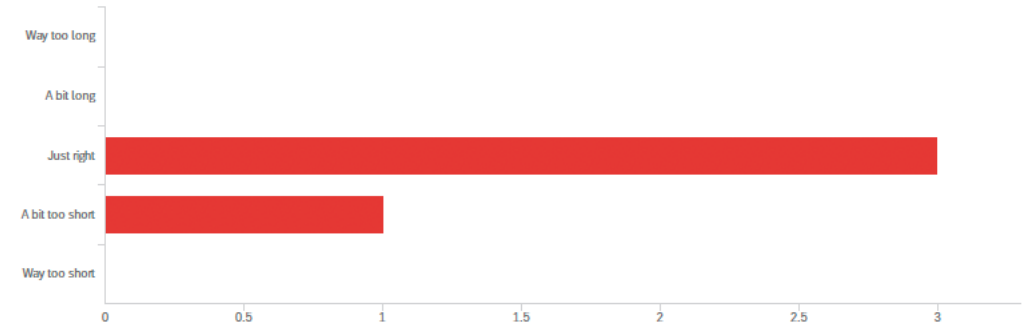
Q5 - How well did the session content match what you were expecting?



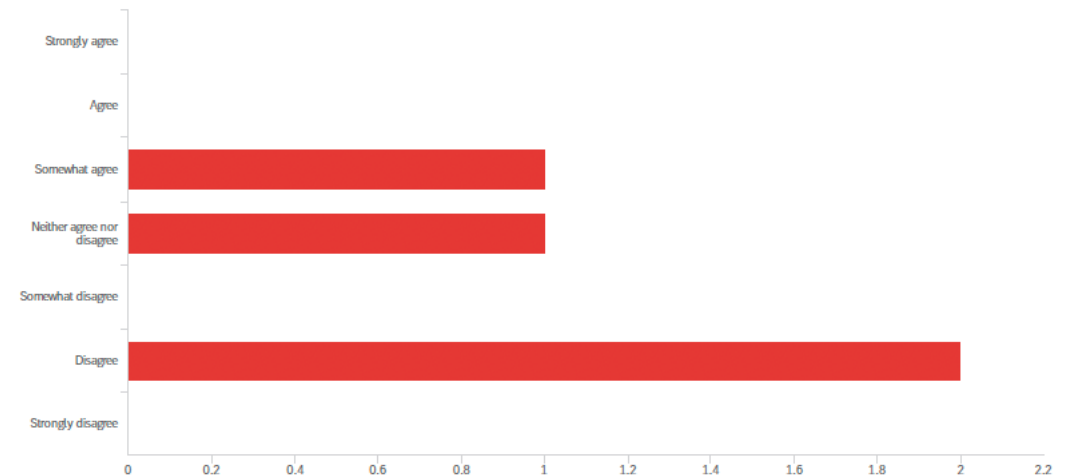
Q13 - How valuable do you think it would be for you to keep in touch with members of this cohort?



Q46 - How would you rate the length of the series?



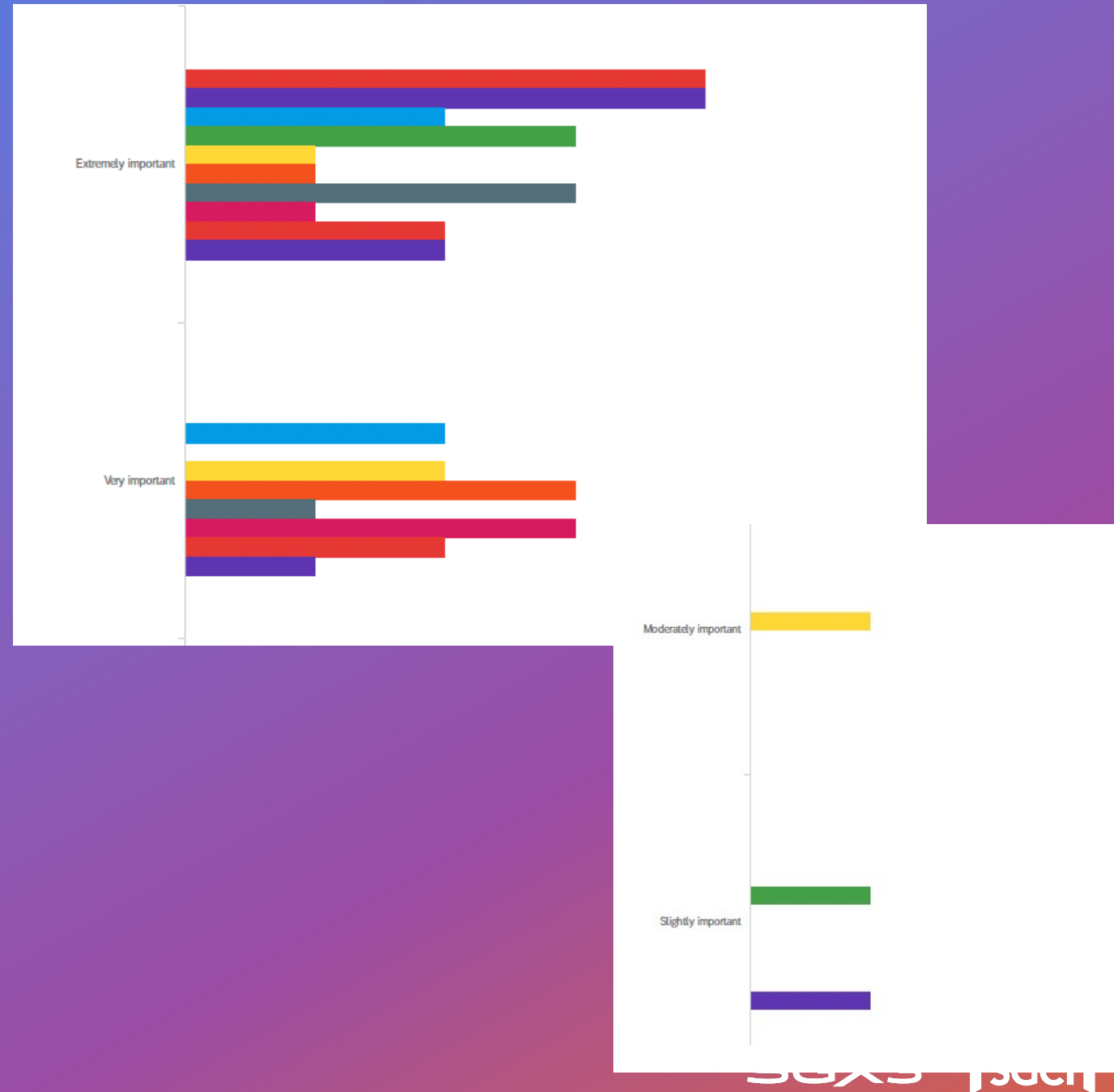
Q7 - I made social connections during the sessions that will be beneficial to my work with my project.



Feedback

How important do you think the following components are to the success of your project?

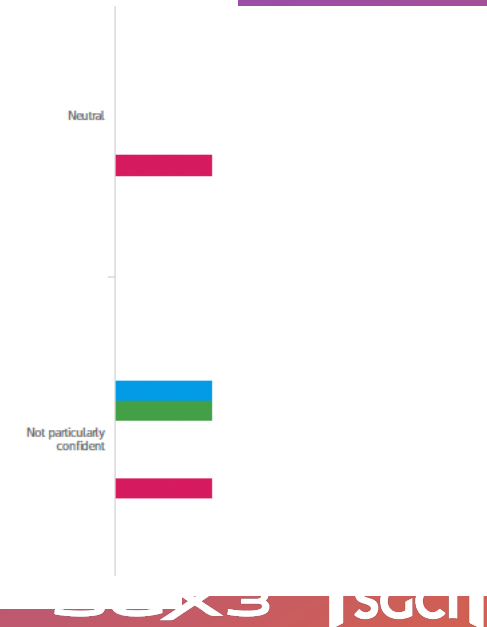
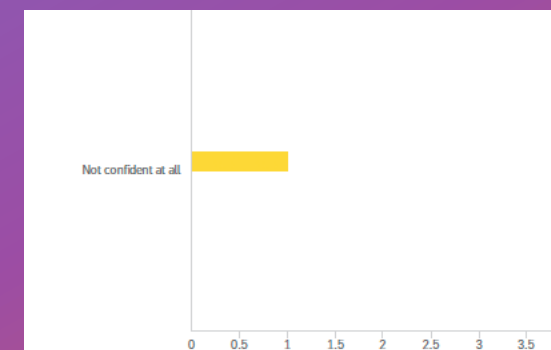
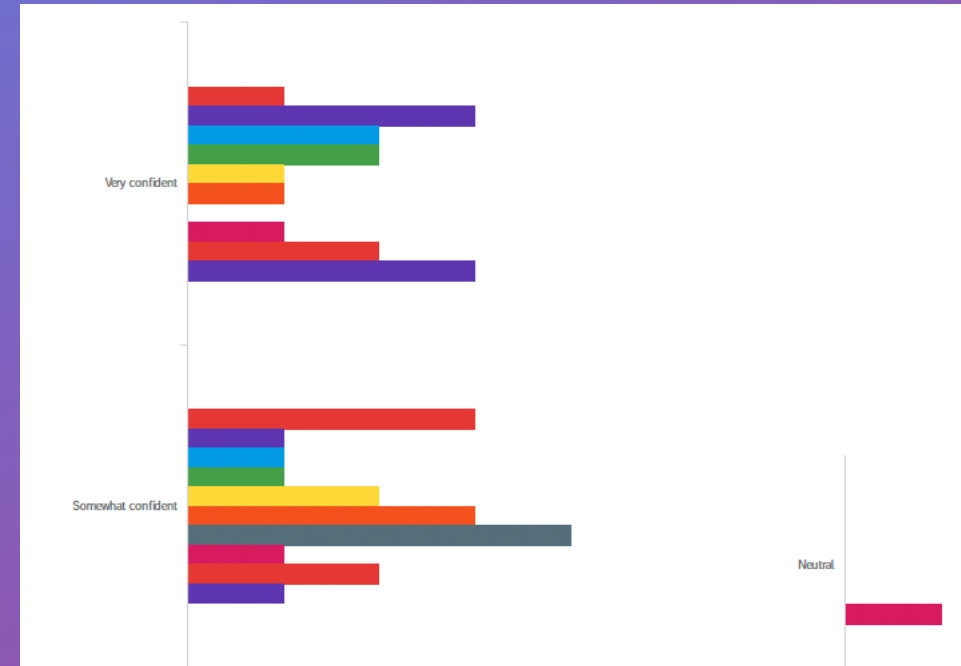
- Basics of sustainability strategy
- Understanding your audience
- Competitive landscape
- Value proposition
- Market development
- Goal setting
- Budgeting
- Revenue Models compatible with Open Education
- Sales & Marketing
- Delivering a pitch



Feedback

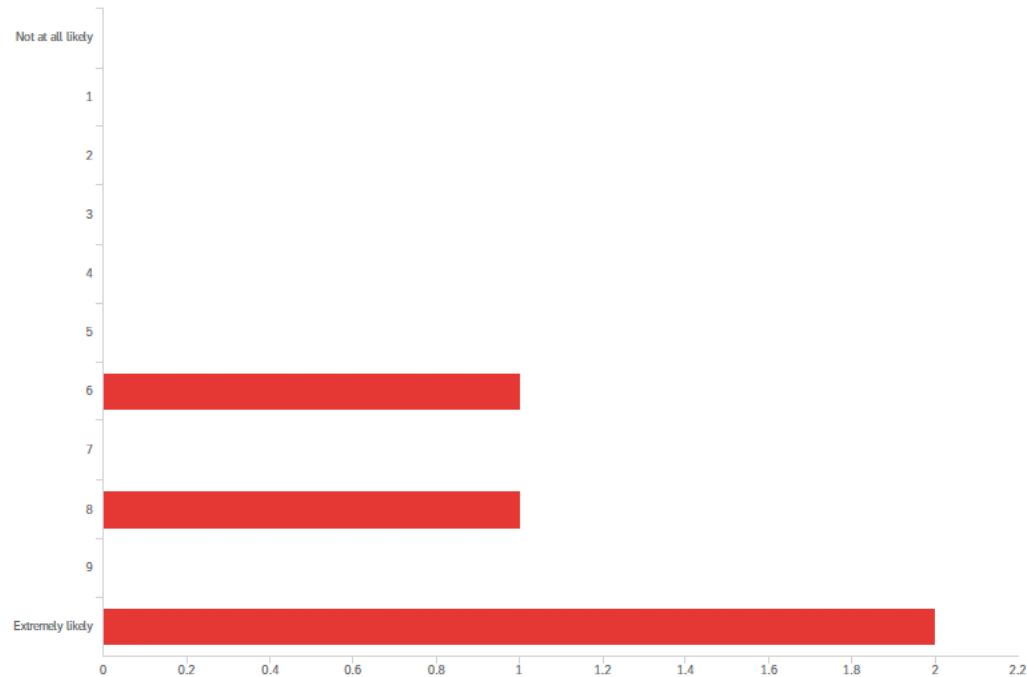
How confident do you feel today concerning your ability to successfully conduct the following activities?

- Identify the key factors that make a project sustainable
- Define a value proposition that captures how our project delivers value to ...
- Identify key audience segments
- Identify what motivates key audience segments to use our project
- Identify relevant direct and indirect competitors to our project
- Pinpoint measurable targets that will help our project attain its mission
- Develop a budget that will allow us to support the activities needed to rea...
- Design a funding model that includes multiple sources of reliable, renewabl...
- Employ marketing tools to reach and engage our project's target audience
- Effectively communicate what our project offers

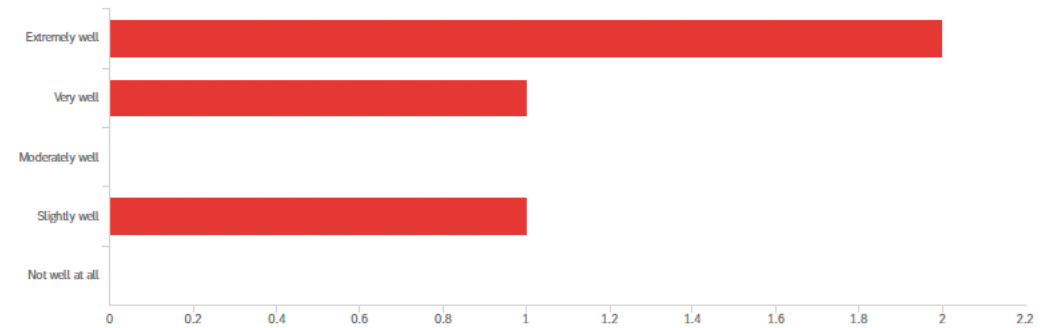


Feedback

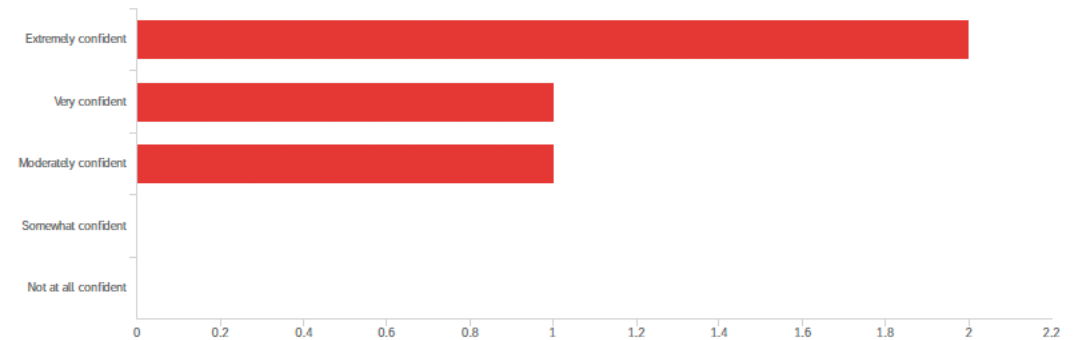
Q8 - How likely is it that you would recommend this series to a colleague?



Q9 - Overall, how well did the series meet your expectations?

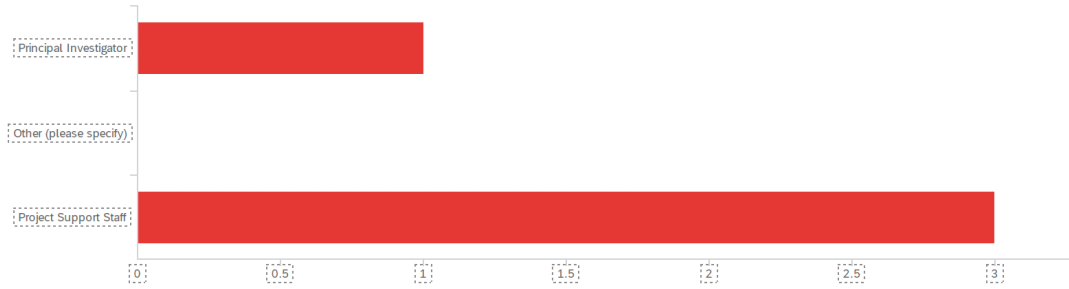


Q12 - How confident are you that you know who to contact if you need help after this series?

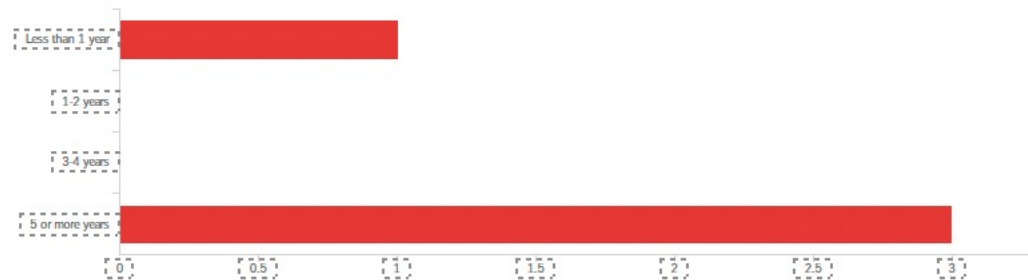


Feedback

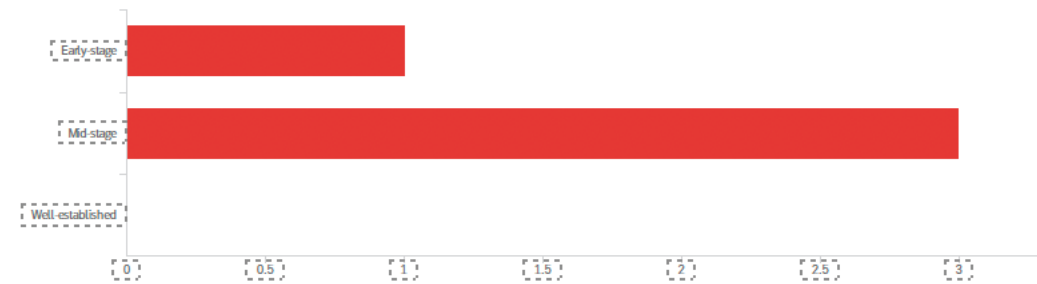
Q21 - What is your role in your project?



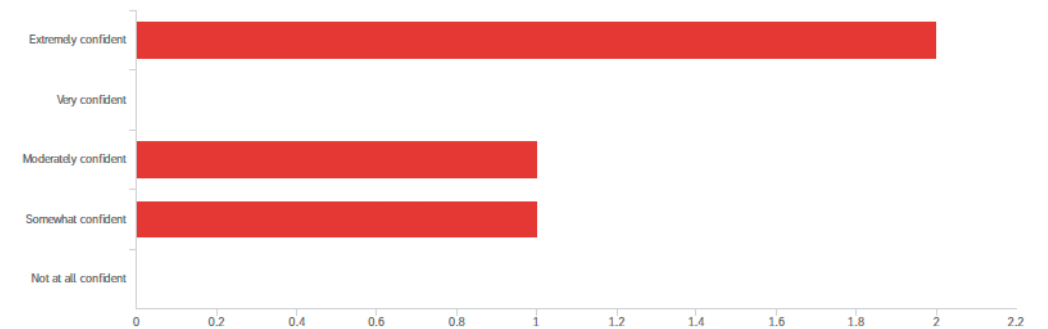
Q22 - How many years have you been working on your current or other projects?



Q20 - What best describes the stage of your open education content/project?



Q14 - How confident are you that you will be able to implement the action items you generated during the series?



Feedback

What would have improved the sustainability training for you?

“The only thing that could have improved my experience was if more members of my Platform team attended. I feel like there was real value in having technologists involved in the session as well as project managers.”

“One thing that would have been good to incorporate in the workshop is how to manage conflicts in the team around "sustainability" topics. Some people feel that commercialising our platform is not good and distributing the income from such a commercial entity causes friction in the team.”

“Some of the activities did not seem to translate to our use case. There was excessive mentioning of eBIRD as an exemplar. Not very many of our projects are of that scale or with that level of global appeal. It left me feeling like a lame duck.”

Feedback

“Our platform made a lot of valuable progress in these sessions and spent a lot of time outside of the sessions to work on the activities. We ended up with a better understanding of our platform. I feel like there should be more focused workshops like these for platforms in the future.”

“It was much more useful than I expected it to be. I think what our team has learnt will go a long way towards helping create a sustainable platform. Thanks very much!”

“Great initiative!”

“I think the afternoon sessions where teams were able to meet and work on the exercises were really valuable. We had a breakthrough in one session when we locked in our value propositions and another when we identified the two axes of our market landscape. We definitely needed the time in these sessions to have those discussions.”

Conclusion

- SGCI and ARDC consider the Focus Week a success
- Sustainability is part of the standard training for ARDC now

Are you interested to have something similar?



Thank You

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<https://sciencegateways.org/>

