

# Building Digital Repositories – Apple iTunes U platform

Heart of England International Academy

[www.heia.ac.uk](http://www.heia.ac.uk)



Stratford-upon-Avon College

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# Introduction

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# The Journey

- Background.  
Why a central digital repository and why iTunes U.
- Project Deliverables.  
LSIS.
- Technical Architecture for iTunes U Platform.
- Lessons Learnt.
-



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# The HEIA Team





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# HEIA – iTunes U

- Unique collaborative business development partnership.
- Recruiting >1000 students from over >50 countries.
- iTunes U – digital platform = global appeal.
- In-Country delivery.
- Enhanced flexible platform.





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# Background

- Multiple in-house digital repositories.
- No cohesive approach.
- No audit of content.
- Non-sustainable in-house podcast system.





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# Key Strategy/Goal

Central repository of digital content with global appeal





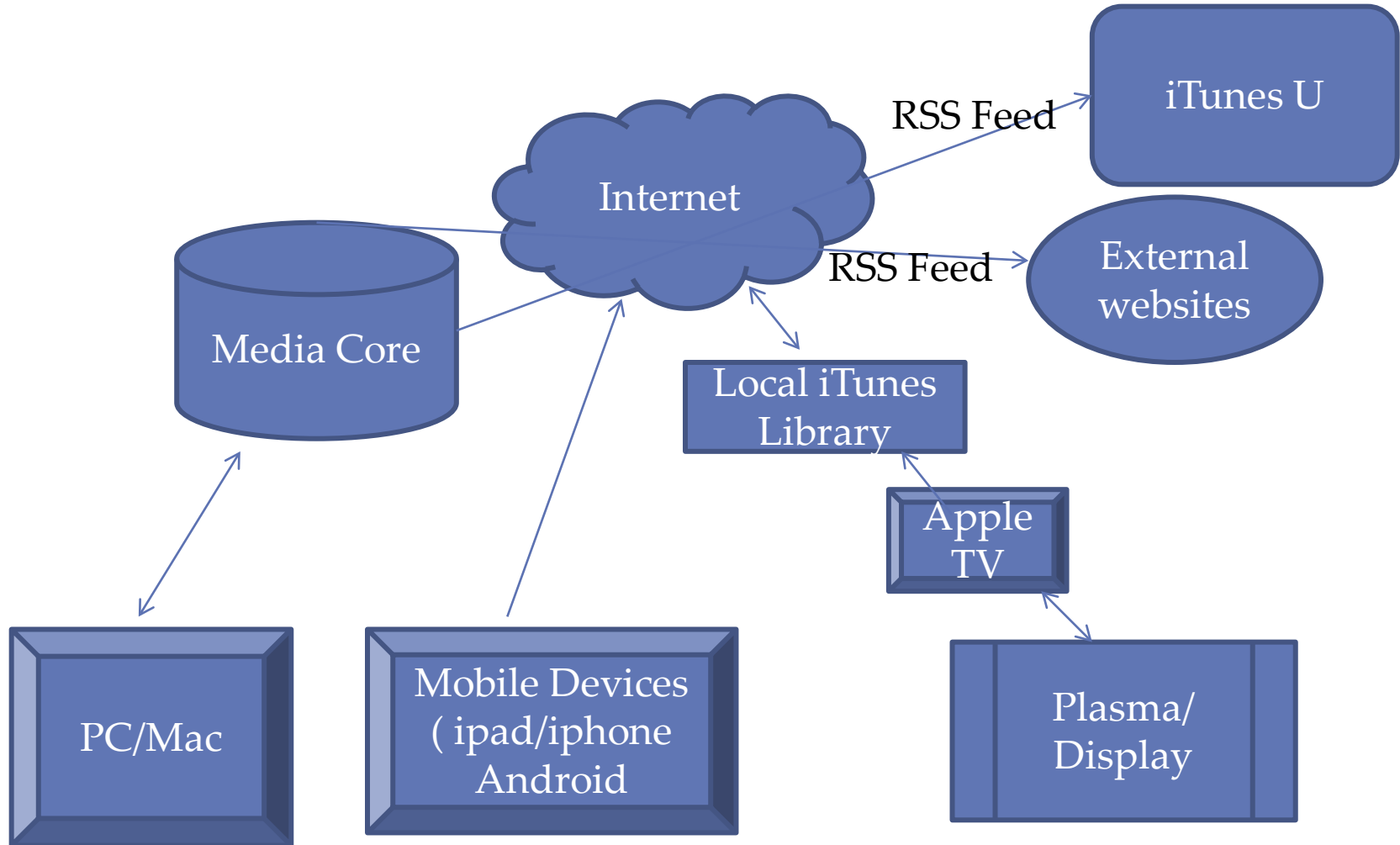
# Project Deliverables

- Develop project plan.
- Identify key staff engagement.
- Employ communications strategy.
- Workshop with Head of Apple iTunes U - UK , LSIS, Senior Management Team, academics and marketing team to outline best practice, resources implications, and agree an action plan.
- Identify technical resource requirement resulting in action plan.
- Locate and evaluate existing materials suitable for transference to iTunes U architecture.





# Technical Architecture





# Media Core

- MediaCore is an open source online video platform for managing, encoding and delivering video to mobile and desktop devices.
- Users can publish the content for review and encoding.
- Create Podcasts - Feed URL (RSS XML Feed), feed required by iTunes platform can be generated. Each podcasts will have multiple episodes.
- All the criteria required for generating iTunes URL is met.

[Media Core](#)



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iTunes



[HEIA on iTunes](#)



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# iTunes U Platform

- Minimum 150 audio/video content.
- Strategic lead from executive management team.
- High level curriculum commitment.
- Normal split of content is 80% Teaching and 20% marketing.
- Implement content "Refresh" strategy.
- Up-skill IT Technical staff.





# Lessons Learnt

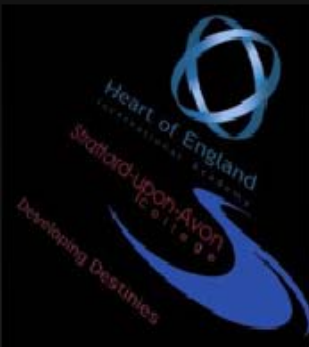
- Robust ongoing framework for generating and supporting creation of audio and video content.
- No quick fix for content creation – demanding resource implications.
- Organisation-wide staff development implications.
- No need to reinvent the wheel. Speak to universities and colleges who already implemented this platform.





# Questions

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



































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Meet each of the staff that contribute to or make up our HEIA team at Stratford-upon-Avon College

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