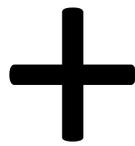


# CLARIAH DISSEMINATION PLAN



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# Dissemination plan CLARIAH



CLARIAH is the Dutch follow-up project to two earlier infrastructure projects, [CLARIN-NL](#) (2009-2015) and [DARIAH-NL](#) (2014-2020). Together these projects constitute the Netherlands' national contribution to the European infrastructures, CLARIN and DARIAH (which are governed by the CLARIN ERIC and the DARIAH ERIC respectively). This factor will be clearly reflected in the dissemination plan and also on the website.

This document will consist of 2 parts: a justification describing why and how we intend to approach various aspects of the dissemination, and a To-Do section listing the activities (where necessary with date and place).

## Motivation

Increasingly, researchers in the Humanities (Hs) are working with digital resources and tools. Often these are still their “own” tools/data that are kept somewhere on their own laptop or on the department computers. This cannot be totally avoided but it is important that researchers:

- a) recognise the risks involved (potential loss of data, tools that no longer work);
- b) realise that the same, or often greater, functionality can be realised with distributed infrastructure where the tools and the data “hang in the network”, and that they will then also receive better support and a greater guarantee of continuity.

Dissemination activities need to be developed in order to clarify the advantages of this sort of infrastructure for the Humanities research community. This is by no means a homogeneous group and there is not *one simple dissemination strategy* that will suffice. The degree to which these researchers are familiar with a digital infrastructure, tools and digital data varies considerably. At one end of the spectrum there are the techies (researchers who write their own computer programs and/or scripts, re-format their digital data for suitability, and store everything “in de cloud”). At the other end we find the “classical types” (researchers who make little or no use of any existing infrastructure and who mainly use their computer to edit texts and as a means of communication. The majority of the Humanities researchers actually fall somewhere between these two extremes. Our dissemination really must address all of the (potential) participants.

## Target groups

CLARIAH is intended as an infrastructure program for the Humanities and, indeed, the primary target group is the group of Humanities researchers who want to make use of the infrastructure that is to be built! The envisaged infrastructure will lead to other forms of research and, therefore, there will also have to be education covering these new forms of carrying out research. This education will have to be aimed at both the students and the lecturers who are not yet familiar with the new possibilities.

Other groups that can be considered as part of the CLARIAH-community are:

- the ICT researchers (research, development and prototyping);
- the software developers (build and maintain);
- researchers (and possibly students) from other disciplines such as social sciences, health sciences;
- “users in the field” such as archivists in heritage institutes, owners of collections and documentalists in libraries;
- ICT companies who want to do something with the CLARIAH tools and/or data;
- interested laymen such as journalists, policymakers and the like.

## Dissemination

The dissemination of the existing (CLARIN) and the new (CLARIAH) infrastructure will have a passive and an active component and will target different groups.

The dissemination should target all of these groups although the emphasis will be on Humanities researchers and students.

### Passive dissemination

Passive dissemination will consist of us collecting and creating information on paper (brochures, leaflets, possibly an survey publication) and electronically (website) so that people can easily see what CLARIAH envisages, how they can join in, which tools and resources are available or in development and the like. We will also report the CLARIAH success stories in layman’s terms (showcases with descriptions and explanations of the current projects). The website will also serve as a sort of repository where the necessary information for the more active dissemination can be easily found (logos, style sheets, templates, downloads, videos, etc.).

### Active dissemination

Representatives of CLARIAH will take the CLARIAH message to the people – anywhere where that is relevant or possible. The public relations work will include giving scientific presentations or general talks, distributing folders, showing CLARIAH/CLARIN-videos at gatherings, giving introductory lectures at the various Social Science/Humanities research institutes, holding informatory meetings and organising or contributing to summer or winter schools. The initiation of research proposals in which there is a clear role for the CLARIAH-infrastructure will also be a part of the active dissemination. The website will be the reference base at all times, as in: “as you can see on the website ...” , “please refer to the website ...”.

## Website

The current website runs on [Joomla! 3](#), a content management system (CMS) that is well suited to the purpose of the website. Joomla is relatively easy to use (much easier than DRUPAL, for instance), and can easily be used by those of us with a less technical bent. This has the advantage that the team can work jointly on the website and that there is no need to hire in someone to do the work as has sometimes been necessary in CLARIN. This means that the costs can be kept low while various different people can work on the content.

Initially it would be advisable to redevelop the site with the help of a professional in the spring of 2015. Once the site is up and running, the web-team should be able to do most of the work themselves. At most, a professional will have to be called in occasionally for het specific tasks.

### Hosting

The website will be hosted by the ICT department of the University of Utrecht's Faculty of Humanities (UU-HUM). We will continue as before as this does not cost anything and it is an extremely flexible solution. The domain owner is (and will continue to be) DANS.

### Aim

The website will mainly be used for the (passive) distribution of:

- General information about CLARIAH (aim, resources, results)
- Background information on CLARIAH
- Audio visual (AV) information (videos, TV/newspaper articles about or by CLARIAH)
- Pinpoint specific (background) information
- Specific information on Digital Humanities (DH) techniques
- Links to usable tools and data with manuals/screencasts (see [CLAPOP](#)<sup>1</sup>)
- Links ([DODH](#)) to DH courses and DH projects
- Links with short explanations to websites of CLARIAH-related projects (e.g. <http://www.verteldverleden.org> or <http://avresearcher.clariah.beeldengeluid.nl>)
- CLARIAH-glossaries
- Registration pages for CLARIAH events
- CLARIAH-repository: folders, leaflets and other PR material can be spread via the website.
- News
  - Interesting news for the CLARIAH-community
  - Events from/for/by the CLARIAH- community
  - Releases of tools and data
  - Releases of Videos/Screencasts/AV-Lectures
- Diary with DH / CLARIAH events (conferences, meetings, launches, etc.)
- Who's Who in CLARIAH, organograms, contact information

### *CLARIAH ↔ DARIAH*

While writing it has become clear that [www.clariah.nl](http://www.clariah.nl) will also be the DARIAH-NL website. We will have to look into how we can serve two masters. Should everything be the same or will there be specific CLARIAH and DARIAH sections?

### Social Media

The website as described above will be a fairly static website (compared to a newspaper website for example). It is therefore not likely that people will look at the website every day. Many people – including researchers – use Facebook or Twitter as well as their email. These are typically notification technologies that bring people awareness of something new. We can use these and possibly other social media to alert the community to new information on the website.

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<sup>1</sup> <http://dev.clarin.nl/>

## Activities per target group

The colours denote the intensity level of each dissemination activity.

Target group	Dissemination	
	Passive	Active
Humanities researchers	Very active	Very active
Humanities students	Very active	Very active
ICT researchers	Sporadically active	Sporadically active
Infrastructure technicians	Very active	Very active
Researchers/students outside the Humanities	Sporadically active	Slightly, opportunity driven
Users	Sporadically active	Sporadically active
(ICT) companies	Sporadically active	Slightly, opportunity driven
Interested laymen	Slightly, opportunity driven	Not at all or barely

Very active
Sporadically active
Slightly, opportunity driven
Not at all or barely

### Humanities researchers

Researchers from the Humanities who are working CLARIAH-related disciplines will be involved in CLARIAH as much as possible. This will be achieved via the website (explanations, showcases, blogs, screencasts, how-to documents), via presentations at relevant gatherings (CLIN, TIN, DH conferences, DH Benelux, etc.). Depending on demand, crash courses will be given in various locations for the “ICT-novice” researchers, like the one already being held at the University of Amsterdam UvA by Rens Bod, Marijn Koolen. The aim of these courses is to provide hands-on experience and to take away any reluctance to adopt so that researchers can more easily start to use the CLARIAH tools and CLARIAH data.

An up-to-date overview of European Digital Humanities projects and courses will be put on the website. This is as one of the results of the CLARIAH-seed-money project, [DODH](#), and was originally initiated by DARIAH-EU.

### Humanities students

Together with Humanities lecturers in the various institutes we will see whether the CLARIAH-technology can be included in the curriculum. If necessary, for example if there is not enough local expertise, we will try to arrange for researchers or technicians with good knowledge of (parts of) the CLARIAH-technologies to give guest lectures. Education initiatives like those set up in CLARIN by Gerrit Bloothoof and Stef Scagliola will be built on. If possible we will make a series internet-lessons: a mix of text, films, PPT, screencasts and exercises. Students (and others as well) should be able to follow the lessons, do the exercises and, ideally, gain credits for this. Students will also find the overview of European DH courses relevant (see above).

### ICT researchers

The three main themes each have their own ICT researchers who are all well informed on the possibilities and impossibilities of modern Human Language Technology (HLT). What is actually often a bit of a problem is that the lack of understanding on the part of the ICT people as to what the Humanities researchers actually want, what is important in their disciplines, and, how they actually want to make use of the available technology. To address this we intend to give “reverse crash courses” in which the Humanities researchers will explain exactly what it is they want to the ICT researchers. This is already being done in some places, such as Huygens-ING, and the reactions are, on the whole, positive.

### Infrastructure Technicians

We make a distinction between ICT'ers oriented towards academic research and infrastructure technicians, the latter being people at the various institutes (mostly, KNAW - The Royal Netherlands Academy of Arts and Sciences - institutes). These people usually build the infrastructure and keep it up and running: unlike the ICT researchers they do not have their own research agenda but fulfil more of a support role.

These infrastructure technicians are also well aware of the available technology but it would also be beneficial for them to hear from the Humanities researchers what they are actually looking for in an infrastructure. The "reverse crash courses" will therefore be held for both groups of ICT'ers together.

### Researchers/students from outside the Humanities

Although the focus of CLARIAH is directed on the Humanities, it would not be sensible to exclude other disciplines from the outset. After all, interviews that have been digitized and transcribed could be relevant for media studies or history, but also for social sciences. During the program we will continue to consider where it makes sense to seek publicity and to give presentations to other disciplines than just the Humanities.

### Users

CLARIAH is especially important for research but there is no earthly reason why the tools, metadata structures and so on should not be used by people outside the academic world. CLARIAH workshops (AVresearcherXL, Talk-of-Europe, THATCamp-Utrecht) have already shown that there is plenty of interest and that people would at least like to use the tools. There will be a support link on the website for people with queries about forms of collaboration. At the moment we expect this to be mainly journalists, archivists, conservators and others, especially from the field of Cultural Heritage.

### (ICT) companies

Both during the preparatory phase and directly after the funding, it became clear that a lot of companies were interested. Now, it is not the case that these, usually Dutch, SMEs have a large amount of cash that they would like to hand over to CLARIAH! They are, however, interested in everything that is being developed and the way in which the scientific insights gained are being applied in the various main themes. They would also like to offer their services. Often they already have their own more or less ready to use off-the-shelf solutions, or so they think, that they are willing to make available under the right conditions. Many of these companies are fearful that taxpayers' money is going to be used within CLARIAH to make something that they can already provide. This fear, sometimes well founded, has to be alleviated, either by showing them what is being done or, where relevant, by setting up a collaboration.

Then again there is the matter of using companies to make and support tools. Within CLARIN it became obvious that academic ICT researchers are not the ideal service providers for the Humanities – they are, after all, busy with their own research agendas. Maybe working with companies would be a good solution.

During the life of the program we will, therefore, work intensively with companies to see where our interests lie and, where we find them we will explore collaboration.

### Interested laymen

It is obvious that interested laymen will also want to know about CLARIAH and its results. Their first source of information will be the website and only when there are interesting opportunities will

there be further action taken, for instance, to spread the word about CLARIAH more actively. In the meantime, this will not demand too much time or energy.

## To Do

Below you will find a summary of what we want to do in the 4 years. The list is not complete, obviously, as we do not yet know what the future will bring. It is intended to give an indication of the sort of activities we want to carry out and a timeframe.

### Passive dissemination

#### Website

##### *CLARIAH web team*

For the time being the web team are:

- Patricia Alkhoven
- Arwin vd Zwan
- Erica Renckens (external)
- Arjan van Hessen
- DANS/DARIAH-NL representative

##### *History*

At the moment the website [www.clariah.nl](http://www.clariah.nl) is up and running. It runs free of charge and to our complete satisfaction under the ICT department of the University of Utrecht's Faculty of Humanities (UU-HUM). The website uses the JOOMLA!-CMS unlike CLARIN.EU and CLARIN.NL which both use DRUPAL.

In my (=Arjan) experience, JOOMLA! is a lot easier and is more user-friendly for the writers. Apparently, Drupal is more suitable for large organisations and is better if one wishes to use groups; this was what swayed the balance for CLARIN website. However, it turns out that the groups are never used at all. People all have their own preferences for collaboration (Dropbox, Google Docs, etc.) and in spite of a lot of grumbling on our part, the groups were never used in CLARIN.

##### *Design*

The current website (19-02-2015) is a mix of the old website (now still the English language section) that was intended as promotion vehicle for the acquisition of CLARIAH and the new website (the Dutch language section) that is already more in the style of we think the website should become.

Certainly, now that the website is also going to be the website for DARIAH-NL, we need to look again to see how we are going to order the site. The design phase will be completed in March and April 2015.

##### *Building*

The current website will be kept but will probably be altered step-by-step. The aim is to have completed the website by the summer of 2015, all of the functionality should be present by then. The web team will carry out the actual construction in collaboration with a JOOMLA company (still to be named).

##### *Maintenance*

The majority of the technical maintenance will be carried out by web team. Where necessary, the JOOMLA company will be asked for assistance.

### *Content*

The content of the website will be updated by the web team once the first big push has been completed. Later there will be more external contributors.

### *Language*

The target group for the CLARIAH website is diverse. Initially they are the Humanities and computer researchers working in the CLARIAH domain in the Netherlands (TST, Search, etc.): these are not necessarily Dutch native speakers. We would, of course, also like to reach colleagues in other countries but also professionals from the heritage sector, policy makers, journalists and interested laymen. This all has repercussions for the language of the website. It is probably not sensible to write everything in English. In spite of the fact that the majority of researchers have a fairly good command of the English language, there is something comical about posting a report on a website in English when what is being reported is a typically Dutch gathering of Dutch people, quite apart from the fact that the quality of this sort of report in English is usually less than optimal. On the other hand, there is no point in making the whole website in both languages: it would take far too much time and would inevitably lead to discrepancies between the Dutch and English content.

During the design phase this matter will need to be given careful consideration.

### *Newsletters*

We will try to send a newsletter once a month – or more often if necessary. This will be posted on the website and announced via the mailing list. For the time being, the web team will be responsible for the newsletters.

The first newsletter should be published directly after the kick-off.

### *Folders*

General and more detailed folders and leaflets need to be produced, in both Dutch and English. This material can be used at conferences, workshops and other gatherings to introduce a new audience, quickly and easily, to what CLARIAH is exactly. The idea is to have a general folder (NL and EN) with different enclosures so that the information that is to be delivered can be determined for each new occasion. The folder will be the general information and the enclosures more specific and geared to the gathering.

### *Layout*

In March and April 2015 we will make the first version of the CLARIAH folder. Directly afterwards, the enclosures for the 3 main themes need to be made.

### *Videos*

Semi-professional videos of 4 or 5 minutes' duration are relatively expensive to produce ( $\pm$  € 1000 / min) but they can inform a lot of people very quickly. The videos that were made in CLARIN were a great success and were often screened at both general CLARIN gatherings and at gatherings on a specific subject or for a specific project. The videos reached a much wider international audience as they were subtitled in both Dutch and English, and, they can be used at international conferences.

The CLARIN videos and, to a lesser extent, the current CLARIAH videos that were made to gain funding for the project can still be used. At the moment there are about 25 in all.

The goal would be to produce 2 or 3 videos for each main theme, 2 or 3 general videos and 2 all-encompassing ones: 10 or 12 in total.

Within CLARIN we were very happy working with [Dyzlo-films](#) (Utrecht). Recently, [FASTFACTS](#), a video production company from Amsterdam also came into the picture.

It is probably not sensible to start producing videos too quickly, simply because, as yet, there is not enough to present. When the first infrastructure results from the 3 main themes are ready – in about a year – we can start: or perhaps earlier if one of seed money applications produces something suitable.

#### [Screencasts](#)

Screencasts are a cheap but useful method of promoting the results of a project. They can be used for dissemination of the project or tool, but also as a video-manual. If the screencast is subtitled (NL/EN) and there are supplementary manual documents then they can provide a sturdy contribution to publicizing the tool or app concerned. The [TRoVe-screencast](#) by Eva van Baaren, the screencast for Gabmap, for OpenSONAR and their experience is a really nice example.

CLARIAH will find out which tools are the most suitable and will make a number of screencasts in the coming months (beginning of 2015).

#### [Software](#)

During the next few years a lot of software will be developed within CLARIAH. Some of this will be our own software that will only be used for our own project but there will definitely also be some software developed that is more enduring and more widely applicable. It would be a great pity if the various technicians were not aware of each other's work. We will set up a CLARIAH repository on [stackexchange.com](#) that can be used to share source code.

#### [Lecture repository](#)

We intend to hold a monthly lecture session for technicians, via Google Hangout or Skype, in which they can inform each other about all sorts of technical, CLARIAH related matters. These sessions will be recorded, annotated with key words and made available via the site.

#### [E-Data & Research](#)

For the time being, CLARIAH will support E-Data & Research and therefore we can also use it as a dissemination channel. The costs are about € 5000/year per for membership and about € 3000/year for editing.

## Active dissemination

Active and passive dissemination are of course closely connected but there is a great deal of difference. In principal, once developed, passive channels will remain in place and available for the duration. Active dissemination entails continual efforts. Results of the more dissemination will, where relevant, appear on the website passive dissemination.

## Education

The education program is part of the active dissemination. Here we are thinking of education for students, for lecturers, and, for those interested from, for example, the support side. In order to promote the use of digital research resources and, therefore, to promote CLARIAH and to give it a place within the research community, it is necessary to involve the next generations of researchers. Courses are already being given at the various universities and it is advisable to join in. Rather than organising something separate it is sensible to link up with existing education initiatives and to add to them with CLARIAH ingredients.

## Starting points

- Link up to what already exists
- Develop courses/workshops within the institutes
- Develop our own: Summer School, Master Class
- Yearly CLARIAH Congress / event
- We co-ordinate, give advice and deploy.
- We take care of distribution of information.
- Masters' in Digital Humanities: develop a research Masters' – via research schools
- Develop, deploy and carry out training activities via research schools and Task Force

## Deliverables

- Establish CLARIAH Course Task Force
- Reader
- Develop courses at the institutes and have them included in the curricula
- Summer/Winter Schools, once or twice a year
- Engineer hangout
- Master Class once a year

## Target groups for Education & Training

The target groups for education and training are not the same as those mentioned for dissemination. The groups do overlap but the focus is different. For purposes of education and training, we are looking at groups who will directly or indirectly make use of the infrastructure and who can learn from it.

We do not only want to help the top researchers and potential top researchers who are already using the techniques and tools anyway to work more efficiently, nor do we want to facilitate the tool developers even better, but we want to enable more Humanities researchers to benefit from CLARIAH. We will concentrate, amongst other things, on low-level techniques for the various target groups (bachelors' students/ masters' students/ PhD students/ lecturers/ engineers).

Young researchers are the most important target group: they, after all, will be responsible for the 'digital turn'.

Basically, we can identify four target groups:

Target group	activities
<b>Beginners/general</b>	Crash, in-depth, workshops
<b>Lecturers</b>	Crash, in-depth, Master Class, Summer/Winter School, workshops
<b>Masters' students/PhD students/BA</b>	In-depth, Master Class, Summer School, workshops per pillar
<b>Engineers</b>	Workshops per pillar

**General beginners courses** can be given for each discipline, explaining the benefits. Workshops should not only be organized to allow the participants to listen to the theoretical story but also to let them take ownership of the information via hands-on experience. Groups that do not fall directly under the three pillars, such as art historians, for example, should also be able to follow the courses.

It will be partly representation work with an emphasis on information and personal contact. We will visit groups and explain to them the benefits of CLARIAH for them and try to appeal to them through their own interests and try to connect to their level and interests by encouraging the use of their own case studies, or by organizing workshops using their own material. We will also spend time on the preparation of proposals.

At first this could, for example, be approached per pillar.

**Spread:** the intention is that course should be available at any university and preferably that they should be open to outsiders. In this way we hope that researchers and lecturers will get to know each other and that there will be cross-pollination.

The **courses** will be organized for and by the various research institutes, after consultation so that the spread of topics can be taken into consideration, can be recorded in the course registry and can then be included in the regular curriculum of the institute.

A **FAQ** or **helpdesk** will be set up for each section/tool.

### CLARIAH Course Task Force

A group of representatives of institutes teaching digital humanities courses will be set up. After EUR (Stef Scagliola, within the CLARIAH – Seed and DARIAH-EU framework) has given the initiative for this, CLARIAH will take over and will organize the first meeting for the beginning of April 2015. This plan will be presented with details of educational activities. Further realisation and development of the program of courses, Master Classes, Summer/Winter schools, and guest lectures will be realised in collaboration with the members of the Task Force. The members will give their own feedback and take others' feedback to their own institutes after which agreements can be made as to which activities will be set up.

### Task Force Tasks

The Task Force will have an important function in spreading knowledge about CLARIAH, the data, tools and services.

- set up program of courses / engage in the process
- contribute to: crash courses, in-depth workshops, Master Classes and Summer Schools (in the form of organisation, given lectures, looking for speakers)
- disseminate information to other members of the Task Force and to their own institutes/research groups

- identify young researchers with innovative ideas, identify projects suitable to include as case-study in the program
- act as contact person to research institutes
- introduce courses to their own research institute, adapting these to requirements
- ensure that courses are included in the regular curriculum of the research institute.

#### Profile for members of the Task Force

- involved with Digital Humanities education within research institute
- able to represent the research institute
- mandated to make decisions or able to lay their decisions before the head of the research institute
- preferably has a PhD or is writing their dissertation
- networker

#### (Proposed) Members of the CLARIAH Course Task Force

(Long list, people still need to be invited)

Name	City
<b>T. Timan</b>	
<b>Jan Simons</b>	Amsterdam (UvA)
<b>Marijn Koolen</b>	Amsterdam (UvA)
<b>Fernie Maas</b>	Amsterdam (VU)
<b>Piek Vossen</b>	Amsterdam (VU)
<b>Thomas Crombez</b>	Antwerpen (BE)
<b>Fien Danniau</b>	Gent (BE)
<b>Marcel Broersma</b>	Groningen (RUG)
<b>Helen Westgeest</b>	Leiden (UL)
<b>Peter Verhaar</b>	Leiden (UL)
<b>Danny Deschreye</b>	Leuven (BE)
<b>Karin Wenz</b>	Maastricht
<b>Sally Wyatt</b>	Maastricht
<b>Anneke Smelik</b>	Nijmegen (Radboud)
<b>Antal van den Bosch</b>	Nijmegen (Radboud)
<b>I. Hendrickx</b>	Nijmegen (Radboud)
<b>Stef Scagliola</b>	Rotterdam (EUR)
<b>Els Stronks</b>	Utrecht (UU)
<b>Gerrit Bloothoof</b>	Utrecht (UU)
<b>Pim Huijnen</b>	Utrecht (UU)

#### Where can CLARIAH link up

- Overview Digital Humanities' courses and projects.
- Overview of names/places where DH courses are being given in the regular curriculum.
- Minor Digital Humanities (UvA)
- Centre for Digital Humanities (UvA, VU, KNAW)
- New trends in eHumanities (eHumanities Group, KNAW)
- Logos already has a series of courses reeds

Under the heading [DODH](#) on the website is an overview of all of the DH courses that are being given in the Netherlands at the moment.

On a European level, special DH courses are being developed within DARIAH. It would make sense to get involved in this as long as the costs are manageable.

New Trends in eHumanities is an afternoon of lectures on *Digital Humanities Projects* that is held every Thursday afternoon at the Meertens Institute by the eHumanities Group (KNAW). It offers a varied program with (international) speakers on eHumanities projects (research problems that use DH methods, development and use of digital tools, methods and resources, DH policy issues, and the like). Here, the eHg and New Trends are, basically, broader than CLARIAH. There is, however, a large overlap and the target group is more or less identical. Instead of setting up our own series of lectures we would be better – for the time being, until there is more certainty eHg and CHAT) to try and link up with New Trends, to seek publicity and to ensure that CLARIAH has a platform there now and then. The plan is to organize a CLARIAH session some time in the Spring (of 2015).

The eHumanities Group also has an interesting news letter that appears 4 times a year and is sent to a large mailing list. This offers another opportunity for publication and announcements of CLARIAH activities/education.

The basis for all of the courses is a general reader that we plan to develop (for example, via Rens/Marijn) with the article by José van Dijck ([Ketelaarlezing](#)) as introduction. The Digital Method is different for each discipline. It is our intention that this general reader can be implemented by each faculty in their own way.

### Research Schools

The Research Schools will be explicitly involved in the education program: Hermes Nika; Soc Huizinga Posthumus, Landelijke Onderzoeksschool Taalkunde, Onderzoeksschool voor Media Studies, and so on.

### Definitions

To avoid confusion we will first define what our exact intentions with the various courses that we want to set up within CLARIAH.

Name	Explanation
<b>THATCamp</b>	A “spontaneous” meeting that everyone can attend and where everyone can decide for himself or herself if they wish to relate or present something, or, if they only wish to gain knowledge. As long as the sessions are about “the humanities and technology” then, basically, anything is suitable.
<b>Crash Course</b>	A course (usually lasting several days) to teach participants the <b>basic principles</b> of a subject in a very short period. This will usually involve hands-on programming and working with data.
<b>Workshop</b>	<b>Thematic in-depth study</b> of a specific subject. One or more days. Hands-on is definitely part of a workshop or a tutorial!
<b>Master Class</b>	A lecture given by a (renowned) <b>expert</b> from a field <b>his or her expertise</b> . Interaction between the Master and the student(s) may be used to delve even deeper into the subject matter.
<b>Summer/Winter schools</b>	A gathering lasting several days - up to two weeks – usually at an out of the ordinary location, for people at roughly the same stage in their study. The subject matter will be broader than that of a workshop and will cover <b>introduction through to in-depth work</b> .

<b>Virtual Events</b>	A virtual event (VE) is an electronic interactive lecture (via Google Hangout, for example) for and by CLARIAH engineers. The purpose is to inform each other and to collect feedback. The VEs will be archived on the CLARIAH website and will therefore serve as a source of reference.
<b>Guest lectures</b>	These are lectures given outside one's own institute introducing what CLARIAH is exactly and what it aims to achieve in the coming years. A guest lecture may cover a lot more, but a CLARIAH guest lecture should at least present the CLARIAH data and tools and explain their influence on research and the opportunities they bring.

### THATcamps

We will try to organize a two day CLARIAH THATCamp every January, in a different university town each time. The first two THATCamps were held in 2014 and 2015 (Huygens-ING and Utrecht). We will always organize the camps in collaboration with the local research institute. A THATCamp is for the Humanities but need not necessarily be organized by a humanities department so the Technical Universities are also suitable. The first two THATCamps have clearly shown that the meetings need to be more structured than is usual to avoid too many vague and irrelevant subjects being introduced. (Evernote for the Humanities was presented at the first two THATCamps).

We are looking at the following cities:

When	Where	With whom
2016	Maastricht	Sally Wyatt
2017	Groningen	Gertjan van Noord and Gosse Bouwma
2018	Nijmegen	Antal vd Bosch and Nicoline vd Sijs
2019	Amsterdam	Rens Bod and Jose van Dijck

### Crash Courses

We intend to organize a more thematic Crash Course (CC) - machine learning in the Humanities - twice a year throughout the lifetime of CLARIAH. Although the CCs will be open for anyone interested, we will aim at a specific target group each time, for example, Masters' and PhD students. If the CCs prove to be too popular we will maintain a more restricted invitation policy. For the time being we envisage a maximum of 40 participants.

These are our plans at the moment:

When	Where	With whom	About
2015-09	UvA	Marijn Koolen	Using digital research data
2016-03	Radboud	Antal vd Bosch	Machine Learning in the Humanities
2016-09	Groningen	Gertjan van Noord	
2017-03	Leiden	Peter Verhaar	
2017-09	Twente	Dirk Heylen	
2018-03	Tilburg	Eric Postma	
2018-09	Maastricht	Sally Wyatt	
2019-03	Rotterdam	Stef Scagliola	
2019-09	Utrecht	Jan Odijk	

It is certainly not our intention that any subject will only be covered once. We hope that the CCs will be a great success – like the one at the UvA/UU - and that they will be repeated locally. We cannot organize or facilitate this on our own. The idea is that the CCs will become part of the regular curriculum with the various studies.

### Workshop

We aim to give a two-day workshop about a pre-defined subject twice a year. It seems obvious that a workshop should be organized in collaboration with one of the main themes. Furthermore, CLARIAH is willing to lend support to workshops on request – as in the case of the workshop given by Els Stronks.

### Master Class

During the lifetime of CLARIAH we would like to give a Master Class at least once a year. These will be given by a renowned expert and on a specific subject. The Master Classes will be organized together with the CLARIAH Course Taskforce<sup>2</sup> (see the document on Education). It is obvious that many of the experts will come from abroad. The travel and accommodation costs will be somewhat higher as a result of this. Suggestions for speakers are ore than welcome!

When	Where	By whom
2016	?	?
2017	?	?
2018	?	?
2019	?	?

### Summer and Winter Schools

It takes a great deal of work to organize a Season School and so it is not realistic to decide now that we are going to do a certain number. The CLARIAH community can certainly help with the program of an existing season school – for example, the LOT Winter School. We will join in with existing activities and Summer/Winter Schools wherever possible. We can give advice, help to find speakers and possibly even give some financial support.

Nevertheless, we aim to organize at least 2 Summer Schools, possibly together with DH organisations, for example, the ADHO. One example is the [Summer School in Leipzig](#).

### Virtual Events

We intend to organize 9 or 10 virtual meetings for and by the technicians working within CLARIAH. These will be held once a month except at Christmas time and during the summer. These interactive sessions will always be organized by a group of technicians and will deal with a specific subject – for example, federated login: how does that work? The meetings will be archived and made available on the CLARIAH website. The meetings will be held in English so that as many people as possible can take part.

### Guest Lectures

It is highly likely that the CLARIAH board members will be asked to give some sort of guest lecture at various different gatherings. At the beginning of 2015 we will therefor prepare 2 **presentations** – a shorter and a longer version – to be used for these guest lectures, either to give the exact presentation, or, to use as a basis for a more personal presentation. During the CLARIAH program

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<sup>2</sup> These are the representatives of the research institutions that provide DH-courses.

these presentations will both be regularly updated so that it is always possible to present CLARIAH's *newest* insights and results.

We will try to keep an overview of who is giving one of these guest lectures and where so that we can keep track of these dissemination activities.

### International connections

Although CLARIAH is a national program, it is best to ground CLARIAH in a more international context. Of course, this will occur naturally as CLARIAH is part of two European Research Infrastructure Consortia (ERICs): CLARIN and DARIAH. As well as that, it would be good to try and link up to organisations such as [ADHO](#)<sup>3</sup> and [EADH](#)<sup>4</sup> and possibly to organize activities like summer schools together. Informal discussions during the DH conference in Lausanne showed that our mutual interest is strong.

### DH conference

Although we (CLARIN) have already tried unsuccessfully to bring the DH conference to the Netherlands (for 2014 and for 2016), it would still be interesting to try again for DH2019. The ADHO said in Lausanne that next time they would give us a clear indication beforehand of whether we have any chance of success: that will potentially save a lot of time, money and later frustration.

## Communication

Although it is not strictly a dissemination activity, a good communication strategy is certainly very important for dissemination.

### Mailing lists

If everyone agrees we will set up 2 (green) or 5 (green and yellow) CLARIAH mailing lists. For the other groups (grey) we will make lists with the email addresses that can be used by the core team to mail everyone at once.

CLARIAH mailing lists

Mail address	Sends to
<a href="mailto:info@clariah.nl">info@clariah.nl</a>	Arwin
<a href="mailto:webmaster@clariah.nl">webmaster@clariah.nl</a>	Arjan/Patricia/Gertjan
<a href="mailto:bestuur@clariah.nl">bestuur@clariah.nl</a>	CLARIAH Board + core team
<a href="mailto:kern@clariah.nl">kern@clariah.nl</a>	Core team
<a href="mailto:rvt@clariah.nl">rvt@clariah.nl</a>	Board of Directors
<a href="mailto:centra@clariah.nl">centra@clariah.nl</a>	To all centres
<a href="mailto:consortium@clariah.nl">consortium@clariah.nl</a>	Signatories (partners)
<a href="mailto:Partners-W@clariah.nl">Partners-W@clariah.nl</a>	Scientific partners
<a href="mailto:Partners-B@clariah.nl">Partners-B@clariah.nl</a>	SME partners
<a href="mailto:Partners-E@clariah.nl">Partners-E@clariah.nl</a>	Heritage partners
<a href="mailto:algemeen@clariah.nl">algemeen@clariah.nl</a>	Everyone who has anything to with CLARIAH

<sup>3</sup> <http://adho.org/>

<sup>4</sup> <http://eadh.org/>

## SurfDrive – Dropbox

It is probably not very practical to email meeting minutes, agendas and other relevant documents. At the moment there are better solutions such as SurfDrive. We can easily set up shared storage areas with access for different groups of people.

## Timeline and Costs

It is difficult to give a timeline for all activities in a manner that is readable. Therefore we will present this by sections.

### Passive dissemination

#### Website

Task	When	Who	What
<b>Formation web team</b>	March 2015	Arjan, Arwin, Erica, Patricia, DANS representative	Discuss joint strategy, learn to use Joomla, design new website, etc.
<b>Technical restructure website</b>	March 2015	Arjan + a company	Ask for an estimate for a onetime restructuring of the website
<b>Design of the news letters</b>	March 2015	Web team	Make template and agreements for the news letter

#### PR material

Task	When	Who	What
<b>Make CLARIAH templates and style sheets</b>	Spring 2015	AvdZ/AvH	Ensure that there is a recognisable style for PowerPoint presentations and documents. Must relate to the website
<b>Design business cards</b>	March 2015	AvdZ/PA	Design cards and have them printed
<b>Design and purchase roll up banners</b>	March 2015	AvdZ/PA	Look for good quality roll up banners – design and order 4.
<b>Design folders</b>	March / April 2015	Web team	Design first version of bi-lingual folders
<b>Enclosures</b>	April 2015	Web team	Design the first enclosures and send to the main themes for approval
<b>Folders and enclosures to printer</b>	March 2015	Web team	Collect estimates - choose printers for folders and enclosures

#### Videos

Task	When	Who	what
<b>Main theme videos (I)</b>	Spring 2016	AvH/PA	Take first initiatives for the 3 main theme videos
<b>Main theme videos (Ii)</b>	Autumn 2017	AvH/PA	Make 3 main theme videos
<b>General CLARIAH video</b>	Spring 2016 / Summer 2018	AvH/PA	2 general CLARIAH videos
<b>Main theme videos (Iii)</b>	Autumn 2018	AvH/PA	Take first initiatives for the next 3 main theme videos

#### Screencasts

Task	when	who	what
<b>Select good Screencast software</b>	Spring 2016	AvH/PA	Find out which software is suitable for making good screencasts, test it and purchase if necessary.

<b>Make screencasts of all seed money projects</b>	Autumn 2015	AvH/PA	Make at least one good screencast of each of the seed money projects, have subtitles and translations made
<b>Make screencasts all SP-infra</b>	Autumn 2016	AvH/PA	Make at least one good screencast of each of the main theme projects, have subtitles and translations made
<b>Make screencasts of all projects</b>	Autumn 2017	AvH/PA	Make one or more good screencasts of each of the projects that have been realised, have subtitles and translations made

### Software

Task	When	Who	what
<b>Select platform for sharing software</b>	Spring 2015	AvH/GF	Find out which platform is most suitable for sharing the software.
<b>Set up share platform</b>	Spring 2015	AvH/GF	Set up the platform, upload the first software
<b>Maintenance of the shared software</b>	2015-2019	AvH/GF/all technicians	Ensure that it remains useable

### Lecture repository

Task	when	who	what
<b>Decide which platform to use</b>	Spring 2015	AvH/GF	Find out which platform is suitable to broadcast and archive the lectures
<b>First test lecture</b>	Spring 2015	AvH/GF	Give a first test lecture to ensure that everything works
<b>A lecture every month</b>	2015-2019	AvH/GF/all technicians	Ensure that it is used €100 per lecture x 10 x 4-year

### E-Data & Research

Task	when	who	what
<b>Select suitable content for E-Data Research</b>	2015-2019	AvH/PA/ER	Ensure that enough suitable articles are published by or about CLARIAH
<b>Select suitable content for E-Data Research</b>	2015-2019	AvH/PA/ER	Subsidize eData & Research

### Fees

<b>Fees for open access journals</b>	2015-2019	AvH/PA	8 x 5000
<b>Support travel (visits to workshops, conferences)</b>	2015-2019	AvH/PA	4 years x €10.000
<b>Support events (sponsoring etc.)</b>	2015-2019	AvH/PA	4 years x €10.000

## Active dissemination

We are considering three sorts of active dissemination. One involves at organizing events and then seeing who registers (Crash Courses, THATCamps, etc.), one involves providing education for more specific target groups and the last category is aimed at our own community: the CLARIAH days.

### CLARIAH days

It is probably a good idea to organize a gathering each year in which the participants report on their progress, just as we did in CLARIN. The first CLARIAH day will be the kick-off, of course, on March 13, 2015. We will aim to hold one CLARIAH day each year – sometime in March.

CLARIAH days	when	who	what	Costs/year
<b>Kick-Off</b>	13 March	AvH/PA		
<b>Catering</b>	2015	B&G		€5000
<b>Film</b>		Rays concept		€5000
<b>Demo's</b>		AvH		€1000
<b>CLARIAH day</b>	March 2016	AvH/PA	Share status of projects	€5000
<b>CLARIAH day</b>	March 2017	AvH/PA	Share status of projects	€5000
<b>CLARIAH day</b>	March 2018	AvH/PA	Share status of projects	€5000
<b>CLARIAH-Final</b>	March 2018	AvH/PA	Formal round off CLARIAH	€12000

### Dissemination events

These events are gatherings organized by us: they will target specific groups but will, in principal, be open for anyone who is interested.

Task	when	who	what
<b>Set up Task Force</b>		PA	
<b>Meeting Task Force</b>	2015-2019	PA	
<b>THATCamp</b>	Jan/feb 2016	AvH	Improved THATCamp
<b>Crash Course</b>		PA/Task Force	3/year x €500= 12 x €500
<b>Workshop</b>		Various lecturers	3 x 4 x €2000
<b>Master Class</b>		External experts	4 x €5000
<b>Summer/Winter School</b>		PA/Task Force	24 x €500
<b>Virtual events</b>		GJF	8 x €100
<b>Guest lectures</b>		Various lecturers	20 x €100
<b>Development educational packages</b>		Various lecturers	12 x €5000
<b>Editor representation eData</b>		Various lecturers	4x €2500
<b>Rental locations</b>		AvH/PA/AvdZ	4x €2000

### Education & Training

In contrast to the events, the education and training programs are intended for specific groups and invitations will be within restricted groups. A crash course for history researchers in Groningen will be open for that group of researchers. Obviously the reality will be less rigid. If there is interest from outside the group and there are still places then others will be able to register, but the focus will still be for the history researchers!

Target group	form	2015	2016	2017	2018	2019
<b>General</b>	Workshop	X	X	X	X	
<b>Humanities lecturers</b>	Crash course DH	X	X	X		
	In-depth			X	X	X
	Per pillar		X	X	X	X
<b>Bachelors' students</b>	Crash course DH	X	X	X		
<b>Masters' /PhD students</b>	In-depth			X	X	X
	Per pillar		X	X	X	X
<b>DH engineers</b>	Workshops/cases	X	X	X	X	X
<b>PhD/Postdocs</b>	Summer schools		X	X	X	X
<b>Humanities researchers</b>	Master Classes	X	X	X	X	X

## Budget

At the moment it is difficult to draw up a realistic budget as we still have fairly little experience of the costs of the many activities we wish to pursue. However, we will do our best here.