



Project acronym: **EDSA**

Project full name: **European Data Science Academy**

Grant agreement no: **643937**

D4.1 Website

Deliverable Editor: **Alexander Mikroyannidis (The Open University)**

Deliverable Reviewers: **John Domingue (The Open University)**

Deliverable due date: **28/02/2015**

Submission date: **26/02/2015**

Distribution level: **P**

Version: **Final**

This document is part of a research project funded
by the Horizon 2020 Framework Programme of the European Union



Change Log

Version	Date	Amended by	Changes
0.1	16/02/2015	Alexander Mikroyannidis	Initial draft
0.2	20/02/2015	Alexander Mikroyannidis	Updated draft
0.3	23/02/2015	John Domingue	Reviewed draft
0.4	24/02/2015	Alexander Mikroyannidis	Updated draft incorporating the internal review comments
1.0	26/02/2015	Alexander Mikroyannidis	Final version

Table of Contents

Change Log.....	2
Table of Contents	3
List of Figures	3
1. Executive Summary	4
2. The EDSA web site.....	4
2.1 Introduction	4
2.2 Structure and content	6
2.3 Other dissemination channels.....	7

List of Figures

Figure 1: The homepage of the EDSA web site featuring the latest project highlights	5
Figure 2. The EDSA production process for learning resources	7

1. Executive Summary

This deliverable provides an overview of the EDSA project web site. As outlined in the Description of Action (DoA), the project website will provide project overviews and highlights; up-to-date information on intermediate and final project results, including public reports and publications as well as synthesis reports drawn from selected confidential material; project events, including e.g. factsheets, focus groups meetings, webinars, conferences and workshops; and contact details. The website will be cross-linked from/to other relevant EC and EC sponsored sites. The website will be maintained and updated for at least 5 years after the project has ended. Documentation manuals and screencasts shall be specifically identified as project deliverables and prominently published on the website. The curricula and learning resources published on the website will be marked up as Linked Data.

2. The EDSA web site

2.1 Introduction

The EDSA web site will serve as the main online point of reference for the project. It will offer the latest news about the project, its objectives, details about its consortium and participating partners, as well as various outputs of the project, such as deliverables, publications, and more. The EDSA web site will also offer access to the online learning materials and courses developed by the project.

The web site can be accessed at <http://edsa-project.eu>. It is hosted and maintained by the OU. However, all partners will receive editorial accounts for the web site, so that they can post news, edit existing pages, etc. The web site has been developed with the use of WordPress¹, a popular open source Content Management System (CMS), used for building blogs and other web sites. WordPress started in 2003 as a blogging system, but has now evolved to a complete CMS due to the thousands of open source plugins, widgets and themes developed by its active community of contributors.

Figure 1 shows a screenshot of the homepage of the EDSA web site. The scrolling header features highlights about the project, currently showing information about the project and its dashboard. This section will be regularly updated to feature the latest project outputs, such as new courses and training events.

¹ <http://wordpress.org>





Figure 1: The homepage of the EDSA web site featuring the latest project highlights

2.2 Structure and content

The web site is structured as follows:

- **Home:** This is the landing page when visiting the web site. It showcases the latest project highlights, a brief introduction to the project, as well as the latest news stories.
- **News:** This section lists the latest news about the project, e.g. events where the project is showcased, project meetings, updates about its courses and upcoming training events, etc. An RSS feed is available with all the project news, enabling visitors to subscribe and receive updates.
- **Overview**
 - *About EDSA:* This section offers information about the project background and its objectives.
 - *Consortium:* This page includes information about the project consortium and its partners. For each project partner, we list their logo, their profile, as well as the key personnel involved in the project.
 - *Project Fiche:* This page provides project details, including budget, duration, etc.
- **Resources**
 - *Dashboard:* This dashboard displays the current demand for data science skills in Europe, based on the conTEXT Text Analytics platform co-developed by FRAUNHOFER. It crawls all data science related job posts from job portals (currently LinkedIn) and analyses the job descriptions for data science related skills. As a result, we have obtained a database of how many jobs in a certain country at a certain time require a certain skill. For each country, the dashboard displays the percentage split between the different areas. During the EDSA project, we will be adapting this dashboard into a comprehensive data science skills monitoring platform, which will continuously extract information from a variety of platforms, thus allowing trend analysis and predictions.
 - *Curriculum:* This is the initial draft of the curriculum to be offered by the project. This page will be updated throughout the project's duration to reflect the latest updates in the project's curriculum. The curriculum will be updated based on the process model that will be adopted by the project for the production of learning resources (see Figure 2). This model is driven by a participatory approach that defines a series of iterations in the production of learning materials, with multiple revisions from internal and external stakeholders, in order to ensure that the produced materials are of high quality and relevant to the industry.
 - *Sectors:* This page lists the business sectors that will be targeted by the project.
 - *Courses:* This is an initial list of the courses that will be offered by the project. This page will be updated throughout the project's duration to list the latest courses offered by the project. The EDSA courses will be developed based on the production process of Figure 2.
- **Downloads**
 - *Deliverables:* This page will offer the public deliverables of the project.
 - *Publications:* This page will list all the scientific publications related to the project.
 - *Dissemination Materials:* This section will offer project dissemination materials, such as presentations, flyers, posters, etc.
- **Contact:** This page provides a contact form, with which visitors can ask questions about the project or submit their comments.



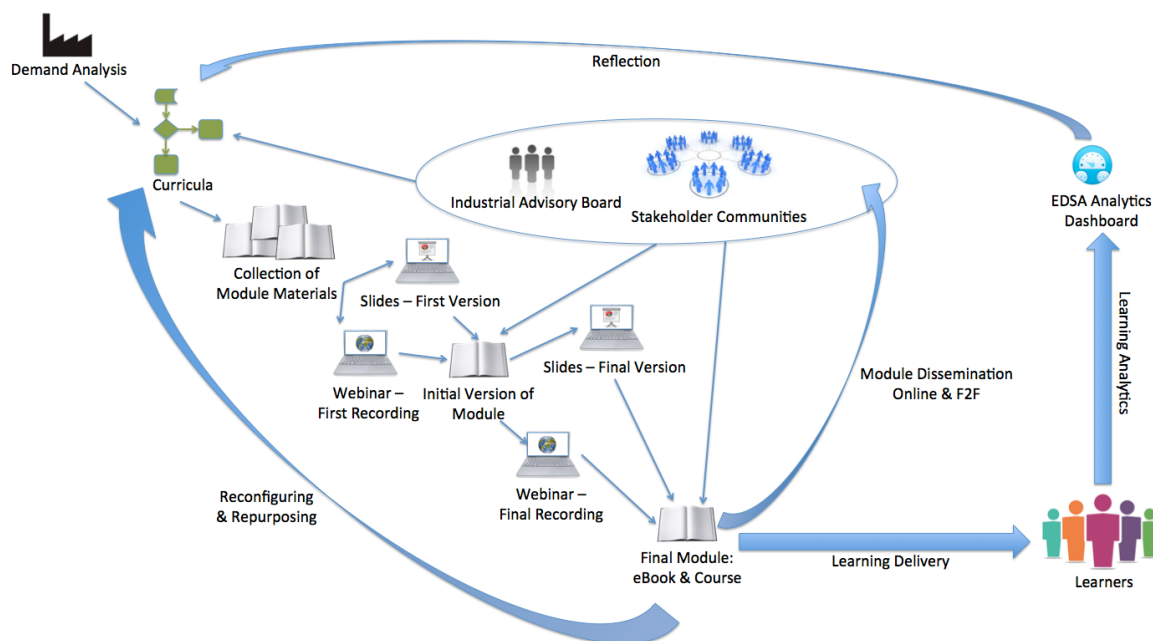


Figure 2. The EDSA production process for learning resources

2.3 Other dissemination channels

The EDSA web site will constitute the central access point of information for all involved stakeholders. As such, it will be regularly updated throughout the project's duration, in order to provide to stakeholders the latest project news and outputs, including learning materials and courses. The web site will also be an integral part of the dissemination strategy formulated by WP4, which will target a wide range of communication channels, including:

- Twitter: http://twitter.com/edsa_project
- SlideShare: <http://www.slideshare.net/edsa-project>
- Vimeo: <http://vimeo.com/edsa>

As described in the DoA, the dissemination and community-building model followed in the EUCLID² project will be reused and repurposed in EDSA. This model has proven extremely successful in attracting thousands, if not tens of thousands of people in engaging with the curriculum developed by the project, by participating in the training (around thousand people), downloading the materials (many thousands of users), or reusing them for their own training (in their hundreds). Our expectation is to build upon the combination of online media channels that worked extremely well in EUCLID, as the types of audiences we are addressing are similar in background and objectives.

The EDSA web site offers links to the dissemination channels used by the project. The content published in these channels will also be integrated in the project web site, including the latest tweets of the project's Twitter account, published at least twice a week to disseminate the latest progress of the project. Other types of content integrated in the project web site from the project's dissemination channels will include the latest instructional videos posted by project partners as part of their online and face-to-face training activities.

² <http://euclid-project.eu>