

Content Curation

Definition: Source, evaluate, select, organise, and store existing content to meet learning and performance support requirements. Maintain curated content to ensure ongoing quality and relevance.

Why Important: Purposeful, effective curation of relevant, high quality content helps to realise the impact of digital learning and performance support. It promotes the efficient utilisation of existing resources, reduces need to create new content, and supports self-directed learning.

Level Descriptors

Competent Effectively sets up and maintains curated content collections to meet specified requirements.

Sources relevant content from internal and external sources to meet defined collection requirements
Works with SMEs to evaluate content for quality, relevance and authenticity
Annotates content to provide meaning and context
Organises content to facilitate searching, learning and productivity
Communicates content availability to expected users
Maintains curated content, archiving and deleting as required
Trains others on using curated content

Strong Defines requirements for curated content, manages storage locations and assists others to curate content

Defines purpose and requirements for curated content collections
Develops plans to communicate content availability to expected users
Sets up, configures and administers storage locations for curated content applying user-centric design techniques and information architecture principles
Advises others in Training function on the use of curated content as part of formal learning solutions
Assists teams and communities to identify relevant content sources and streams that meet their needs, and to devise curation strategies
Trains and coaches others on content curation

Role Model Establishes enterprise curation strategy and platforms.

Develops and advises on enterprise curation strategy, including navigation, storage and organisation schema, and evaluation of content
Selects and manages implementation of platforms / tools to be used for curation
Promotes the implementation of best practices for content curation across the organisation

Red Flags Incoherent, poorly organised content collections
Low quality, irrelevant or out of data content in collections
Expected users not aware that collection exists
Low utilisation of curated collections
Collections difficult for users to access and/or search
Low rate of curation in communities of practice