



Life Long Learning/Leonardo da Vinci Partnership Grant project 2010-2012:

**EVP-Digital Resources Training: *Website Development:
Training Session A:
for LEO partner board members
& non-professional web masters.***

Friday 28th to Sunday 30th January 2011
in Hamburg, Germany

Conclusions Addressed to:

LEO Partners, EVTA Executive and EVTA Councillors:

- I. **Consensus reached by the participants**
- II. **Questions to national associations**
- III. **Time-table forward for the project**

Condensed Report of Hamburg Training Session

- IV. **Quick overview of presentations and workshops**
- V. **List of attached Documents**
- VI. **Information on presenters and participants**

A short informal report written for the EVTA Council Feb. 2011 Newsletter has already been sent to EVTA councillors.

I. Consensus reached by the participants: LEO Partners: *Evta-austria; FINATS-Finland; BDG-Germany; HUVOP-Croatia; DSPP-Slovenia; A.I.C.I.-Italy; PSPS-Poland, AFPC-France / other EVTA member countries represented:* *Evta-ch-Switzerland; FIS-Iceland; VOTS-Sweden;*

A consensus was reached that a Content Management System (CMS) solution offered EVTA and its members the most viable solution for their current and future needs. In addition, all felt that using a central hosting server for EVTA and all member associations could offer some savings to the yearly costs of hosting a website. Concept papers for both a CMS solution and for sharing a host server have been written by Catherine Heyvaerts and are to be found in the PDF Files sent with this report.

FREESN software presentation was rejected as a solution by the participants because it was too new and untried, that webmaster and administrator training would be necessary to learn how to use it and that its' small base of technical support made users too dependent. Its networking community-based concept had some appealing features, including user-generated content with Auto-update to all interlinked sites, but using a "community" –based structure as the basis for our web presence was considered of secondary importance to the upgrading of EVTAs and individual member associations websites and web designs.

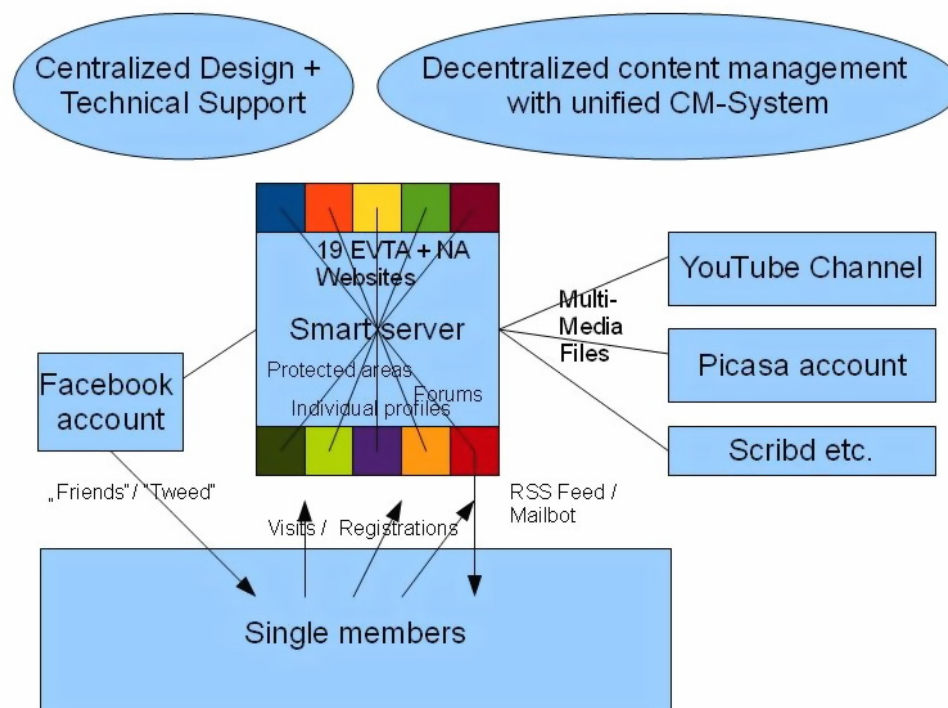
Advantages for National Associations:

- Professional web design/ attractive presentation
- Professional support
- Shared costs for
 - Design
 - Support
 - Web space
 - Shared host server, professional protection and backup service
- Balance between “national” identity and “corporate” identity
- Browser-based CMS:
 - No installation necessary on PCs
 - Easy access from everywhere/ online Back office
 - Easy transfer of web content to website
 - No need for learning complicated web coding language
 - Ease of use: templates
- Organized “community oriented marketing”
- Sub-domains (afpc.fr, fisis.is, etc.) connected but separate over main domain: Evta-online.eu
- Current web address could still be used or linked to any new association address
- Improved traffic and higher ranking over search engines
- Serves the ideas of unified Europe and increased use of online digital resources

Several weeks after the Hamburg session Ms. Heyvaerts prepared two professional detailed analyses of a CMS based solution and costs. This first file contains important information and should be read by councillors and national association executives before making a decision to participate in the CMS project.

See Attached File Nr.1: [After_evta-hamburg-lecture-def.pdf](#)

A graphic overview of the structure of the proposed website created by Sebastian Bielicke from a sketch by Catherine Heyvaerts:



Possible solutions for training for national associations' current and future webmasters

CMS Classes:

Content:

- a. Video step by step could be prepared (webinars)
- b. Seminars could be set up by EVTA or national associations

Technical Support:

- a. Software developer
- b. Mutual help from other association webmasters using same CMS
- c. CMS software internet forums

Costs of updating EVTA/ national websites are divided into three basic areas:

1. Organisational set-up costs of the sites
2. Costs of set-up of Hosting service, including CMS adaptation and compatibility
3. Costs of Web Design: this would cost the most, but is not immediately important

What we would be buying:

1. actual web design/ graphics from a web designer
2. adjusting open-source software templates if needed
3. technical costs of making open source software compatible with Hosting Service
4. on-going technical support for the Hosting Service
5. preparing online training sessions/videos for webmasters/administrators on how to use and maintain open source templates
6. yearly cost of Domain Name registration and Hosting Service fee

The total estimated cost from inception through to website re-launch: **Minimum: 3.000 EUR to 5.000 EUR** (my small camping wagon!) This is the cheapest possible solution WITH basic web design and graphic adjustments to the open-source templates as needed. **Maximum: 10.000 EUR** (my very nice wood house) *(Refer to Heyvaert Graphic on page 9)* All costs would be divided amongst ALL participating EVTA associations. An idea to use the final tranche of 20% of LEO funding to fund the CMS project was proposed by Dr. Swope.

The second file prepared by Catherine Heyvaerts describes the advantages and cost analysis of pooling CMS + templates and national association sites together.

See Attached File Nr.2: **evta-pooling-def.pdf**

II. Questions to National Associations: Target date for answer to EVTA: 01. June 2011

1. Does the national association wish to participate in the CMS website project?

I. Participating in the project can mean

- a. paying for and using the newly developed web design, or
- b. just transferring current national website to the central EVTA server.

2. How much money is your association willing to contribute to the project, either in LEO funds or out of your yearly national budget?

II. We want our small associations to participate in the project. They have the most to gain from updating EVTAs and their own websites. Financial and technical help can come from larger national associations. We will discuss this at the next EVTA Council meeting 16.-18. Sept. 2011 in Lichfield, England.

3. Consider the following points in your discussion:

- Specify the main value you see in this project for your organisation and for EVTA.
- We would like to support our small associations by making it possible for them to participate in this project. They have the most to gain from updating EVTAs and their own websites. Financial and technical assistance from larger organisations and a contribution of project money will be important factors in enabling us to do this.
- What does your website currently cost?
- Have you already been considering setting up a new website or re-doing your current site? If so, what would it cost on your own?
- Anything else you consider relevant or important to this issue.

4. This will be an important point for discussion and a decision at the Council Meeting in Lichfield in September 2010.

Since proceeding with this project depends on our co-operation and a Council decision, there has been no discussion so far as to how we would divide a total cost between member countries.

III. A Timetable forward for the project

End Mar. 2011	Webmaster session reports from all participants (English versions)
Mar. – Apr. 2011	Research financing options/prepare examples different CMS solutions
01. June 2011	<u>Target date for decision</u> from nat. associations to participate in project
June--Sept. 2011	Development phase of CMS with Web Designer and nat. webmasters
30. July 2011	Interim LEO Report due at national agencies (Online Form!)
Oct. -- Nov. 2011	Test phase of new website / technical set up of Host Service
15. Dec. 2011	Target Launch date of new EVTA and national websites
Mar. 2012	Eurovox "Live Streaming" of selected LEO events over EVTA website
Sept. 2012	LEO End Report due at national agencies
Nov. 2012	Final tranche of 20% Leo funds after final reports approved by NA

Condensed Report of Hamburg Training Session

IV. Quick overview of presentations and workshops

The weekend session was held at the computer center of the University of Hamburg. We had use of a computer schooling room with 13 computer work stations + teacher console with Internet access. Beamer and flip charts were also made available. Our group represented 11 different countries so the working language was English. A packet of handouts in English with general EVTA and LEO information, web and internet terms and a list of participants was given to all participants. Dr. Scott Swope and Sebastian Bielicke of EVTA were responsible for the organisation and running of the weekend session.

Friday, 28.Jan. 2011, 16:00 to 17:30

A: Introduction: Training Session Nr. 1:

Internet use concept and EVTA Forum results: Dr. Swope

An historical overview of the evolution of the “Website development and web masters training session” was presented by Dr. Swope. It began with the original concept presented in LEO grant proposal, followed with changes to the content and focus based on the discussions held at the EVTA Forum in Riga, Latvia at the end of Sept. 2010, and ended with most recent changes based on participant and presenter suggestions made prior to the Hamburg session.

See Attached File Nr.3: **EVP-Digital Resources Training_HAM_Fr28JAN11_Intro_Swope.pdf**

Participants then introduced themselves and gave short explanations of their reasons for attending and what measure of importance their own associations’ gave the website development idea and the training session. The reasons ranged from wanting to actively update associations’ websites to being sent by the association because no one else wanted to come. Previous experience of working with websites and web design ranged from none to extensive. The diversity of personal and collective interests and needs was broad and presented a realistic mix of the voice teachers represented by EVTA’s member associations.

Friday, 28.Jan.2011, 18:00 to 19:30

B: Evening session I:

Current Internet use & Digital resources on associations’ websites: all participants

Friday evening focused on analyzing current EVTA and national association member websites strong and weak points regarding design, content, relevance to members, as well as current and long-term goals. Participants from each of the attending member associations gave a quick overview of both the positive and negative aspects of their current websites:

Germany -BDG - Bundesverband Deutscher Gesangspädagogen e.V.:

<http://www.gesangspaedagogik.de>

Positive:

- Offers a job bourse about current job openings
- Offers a logo “Mitglied im BDG” for its members use

- Archive of past “Vox Humana” available as PDF files to members
- Teacher search available

Negative:

- ❖ *There are publication/ copyright concerns about files that members might download in a password-protected members-only section. They are concerned about content protection and keeping the files restricted to members-only use.*

Poland- PSPS - Polskie Stowarzyszenie Pedagogów Śpiewu: <http://www.psp.com.pl>

Negative:

- ❖ *The English translation of the original Polish site does not work*
- ❖ *The current web administrator isn't doing a professional job*
- ❖ *No one visits the website/ hardly any hits or traffic*
- ❖ *Very few of the current members are interested in technology (even the younger members)*
- ❖ *Mr. Wojtczak expressed the opinion that it can be dangerous to use the internet without professional competence*

Sweden- VoTS - Svenska sång-och talpedagogförbundet: <http://www.sstpf.se>

Positive:

- The association has a brand-new updated website
- **LifeLine** an open-source software template was used to build new site: <http://www.lifelinesdesign.ca>
- Assoc. has contract with an online-shop – link on the website / discount prices for members
- Has a magazine archive
- Uses Google-analytics to document visitors

Negative:

- ❖ *Wishes better connection between national websites*

Austria- EVTA-austria - Bund Österreichischer Gesangspädagogen: <http://www.evta.at>

Positive:

- membership registration online available
- photos on an external server, integrated in macromedia contribute

Neutral:

- no current teacher search or job bourse on the site – this is done in the newsletter

Negative:

- ❖ *here is no restricted members-only area*
- ❖ *the forum was not a success*

Italy- A.I.C.I. – Associazione Insegnati di Canto Italiana: <http://www.aici-associazioneinsegnanticanto.it>

Positive:

- new website in progress, new design for 500,00 EUR set up by board member and friend
- New website being set up: notice board, picture gallery, cascading heads, archives, cleaner design
- discount for online stores

Negative:

- ❖ *old website was insufficient and hadn't been updated in years*
- ❖ *new design still looks old fashion to some*

Finland -FINATS – Laulupedagogit Ry : <http://laulupedagogit.suntuubi.com>

Positive :

- New updated web design using simple template
- Hit counter
- Links to discounted sites for members

Negative:

- ❖ *Guestbook and forum – not a success*
- ❖ *No teachers list because of technical and organisational problems*
- ❖ *English introduction webpage is too short and not up-to-date*

HUVOP – Hrvatska Udruga Vokalnih Pedagoga – **Croatia**

Negative:

- ❖ *No official association website*
- ❖ *Current web address has a portrait + c.v. of president*
- ❖ *almost no info about the association*

DSPP -- Društvo slovenskih pevskih pedagogov – **Slovenia:** <http://www.dspp.si>

Positive:

- ethic codex, pictures, basic membership and association information
- future wish for site: be able to “sell your stuff”; appealing image sells, esp. for young generation

Negative:

- ❖ *web design not updated since 2001*
- ❖ *no responsible person for website*

FIS - Félag istenskra söngkennara – **Iceland:** <http://www.fisis.is>

Positive:

- has new look using **Joomla** basic version, free open-source software & templates
- 80,00 EUR per year for maintenance of web site
- President Hlin wants to change website using **WordPress** for about 457,00 EUR in cost

Negative:

- ❖ *Direct links to other EVTA associations needs to be better*

AFPC- Association Française des Professeurs de Chant – **France:** <http://zeddap.club.fr/afpc/index.html>

Positive:

- New concept is being developed using CMS, open-source web templates and free tools
- AFPC Demands: simple, efficient website, dynamic, should increase public, documentary databank
- Unified design templates for download
- Documents, registration forms for projects
- Large databank and archives of vocal pedagogical material and publications

Negative:

- ❖ *Old website: used Frames and HTML code. Cluttered structure, clumsy to use.*

evta-ch – Evta-Switzerland/ Schweizer Verband der Gesangslehrenden /Association Suisse des Professeurs de Chant – **Switzerland:** [http:// www.evta.ch](http://www.evta.ch)

Positive: current website structure

- Pictures via **Picasa**
- Newsletter-articles as pdf-files
- Online registration for congresses, online form php-system
- Looking at CMS solution for association website (based on Olten, CH model)

Negative:

- ❖ *Microsoft-FrontPage / Frames*

All participants complained about lacks of “hits” or visitors to their sites and the consensus was that almost all association websites, including EVTA’s, were unattractive and therefore in dire need of updating and redesign. Many were also aware that they need to offer visitors English versions of their sites, but that it has not been a high priority to date.

Saturday, 29.Jan. 2011 was a long and busy day. It began in the morning with two presentations offering two philosophically different approaches to web design and use.

Saturday, 29.Feb. 2011, 9:00-10:45

C: Morning Session I:

Web Design Content: Content Management System: Catherine Heyvaerts, Paris

Catherine Heyvaerts from France, who is by profession a web designer, gave an excellent expert and detailed presentation arguing for a Content Management System (CMS) solution using

- open-source software (e.g.: TYPO3/SPIP/DRUPAL) and
- free tools (e.g.: Google Forms/ YouTube Channel/Picasa/SCRIBD), with
- graded web design options based on available funding and desired website functions.

She argued that a CMS solution offered several positive factors for a unified website of EVTA and its members: Low cost, ease and flexibility of design creation and maintenance (easy to use, no coding required, templates), and support. Her two attached PDF documents present her arguments and analysis in great professional detail.

See Attached File Nr.1: **After_evta-hamburg-lecture-def.pdf**

See Attached File Nr.2: **evta-pooling-def.pdf**

Ms. Heyvaerts has created an EVTA test CMS website in French using the CMS functions she describes below. The test website shows how CMS structure and CMS free templates would look. It specifically does NOT show any web design content!

Web address: **<http://catherine.heyvaerts.free.fr/Test-CMS/>**

GRAPHIC from Catherine Heyvaerts presentation on Sat. 29 Jan. 2011 in Hamburg

Website Design Metaphor "What do I get for my money?"

My powerful Building

Everything designed by web designer

With individual graphics and user- need integrated tools

Price estimate: €30.000



My very nice wood house

Good Graphics from web designer

Using Default Tools and/
or Free Tools: Google, YouTube, etc.

Price estimate: €10.000



Later Add-ons/Templates individually adjusted to user needs:

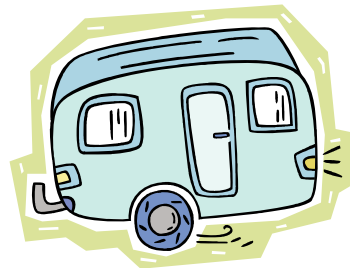
e.g. **Plug-ins / Apps approx. €2.000 Euros each**

My camping Car

CMS (Default one) e.g. TYPO 3, SPIP, DRUPAL

Tools from outside (Google, YouTube, etc....)

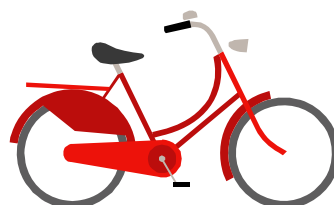
Price estimate: €3.000



My sweet Bicycle

Current Static Websites

Walking No website!



Sat. , 29.01.2011, 11:15-12:45

D. Morning Session II:

Free SN Community: Introduction to a community based Web Portal concept.

Presenters: Steffen Neumann and Ulf Meier from Mensch.coop e.G., Osnabrück.

Steffen Neumann and Ulf Meier then gave a presentation of their newly developed software: FREESN (developed at the Hochschule Osnabrück and subsidized by EU monies under the EFRE program for start-up companies).

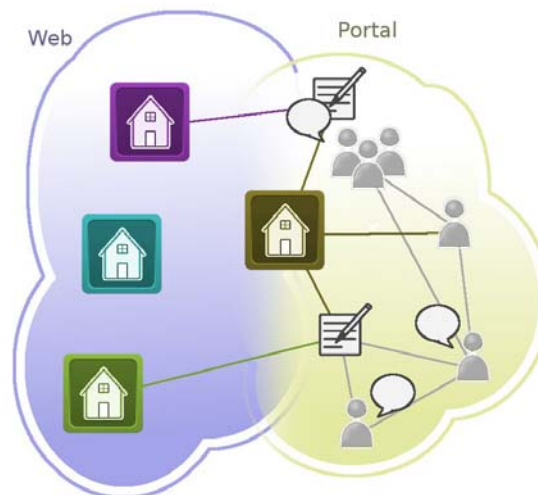
I. Problems with established portals like: Flickr, Facebook, MySpace, and YouTube:

- Who owns the content: after uploading your file to the site, it can do whatever it wants with your content
- **Walled garden:** you have to register to gain access, personal data required
- Presentations are from a personal standpoint
- Arranged as *Specific Topics* like chats and forums

II. Problems of existing CMS solutions

- Only a few people can change the content or the format
- Organizing a community: here contacts, members, organisations have to be organised into a community. This requires time and effort.
- Different web presences or CMS solutions have to be integrated and technically made to work with each other. Requires time, effort and money!

III: Motivation of FREE SN



- Offers a central connection point between Web/Internet and the Community Portal.
 1. Personally between two people
 2. Inside a group
 3. Indirect over a contact list

IV. Offers different kinds of communication in a social network:

A. You publish your own data:

1. my public homepage: everyone has access
2. my protected space: only those you allow have access
3. my network pages: only those you allow can edit or change content
4. my private space: password protected and only I have access

They argued for a Community/ Social Network based system emphasizing user-created content that continually forms and updates the web portal through user input and use (similar to Facebook, YouTube, Twitter, Blogs).

B: General Data Export (I)

1. my public homepage in the portal is viewable as a website on the web
2. my network pages in the portal are viewable over an external website

The attractiveness of this solution lies in interconnecting the content on all websites; and that even member-created content immediately updates on all interconnected websites.

C. Data Export (II)



V: Your DATA:

- Rights Management: remains with content creator and web publisher
- Who is the owner of content: clear and transparent, traceable
- Who has the data: remains inside the portal, protected and not corrupted

VI: Vision for EVTA:

A community based network organized around fluid and adaptable “Tools” that allow for internal/external user-controlled exchange of all ideas and media content relating to Vocal Pedagogy. It is multi-leveled, multi-lingual, and with continual real-time cross-site updating through user-generated content and interest. It grows organically and its basic structure allows user-created functions to constantly adapt websites to member use.

See Attached File Nr. 4: **FREESN_website_Proposal.pdf**

Saturday, 29. Jan. 2011, 14:15-15:45

E: Afternoon Session I:

Video Techniques: Trainer: Alexander Tscheulin, Hamburg;

Alexander Tscheulin gave a short but intense little workshop in how to edit and upload short videos using Internet based software. All the participants really got into this session and had a great time trying out their skills!

Mr. Tscheulin recommended using either a good proprietary video editing software like **Pinnacle Studio** or using the free editing software that comes with different operating systems like **MovieMaker (Windows) or iMovie (Mac)**; or a free online Video Editor Tool like **JayCut**. He said most short videos from iPhones or other smart phones were okay, but that good quality videos should be made video cameras. He recommended the **FLIP HD** as a smaller inexpensive alternative. This is a small hand-held video camera using Flash Card storage with excellent picture quality for under 200 Euros.

Mr. Tscheulin's step-by-step tutorial on how to edit and upload your small videos to the internet can be found at <http://mindshake.de/evta/>

Once you have edited, added sound and text, and rendered your video it is ready to be uploaded to the Internet. You can publish it to public video sites like **YouTube** (which also has rudimentary video editor), **FLICKR, PICASA** or you can publish it to your own hosted server, where your web site is located. He also recommended using a free Online Cloud Server service like **Drop Box**, which allows you to access the same set of data or media files regardless of where you are and any changes to the files can be automatically updated and synchronized with your home pc, laptop and smart phone. The first 2 Gigabytes of storage space at **Drop Box** doesn't cost anything, but you have to register to use the service.

Saturday, 29. Jan. 2011, 16:15-17:00

E: Afternoon Session II:

Blogs: Trainer: Ralf Appelt, Hamburg;

Ralf Applet followed with an interesting and very informative introduction to Blogs and Blogging. He was an enthusiastic presenter passionate about the different uses of Blogs and their potential for communication of ideas and content between students and teachers. At the end of his presentation I think we were all converted!

After a general introduction to blogs including definitions of *weblog*, *mesoblog* and *microblogs*, he also recommended several open source softwares for creating blogs including **Wordpress, Drupal, Blogger** and **Tumblr**.

A discussion about uses of blogs for Vocal Pedagogy ensued. It was suggested that blogs could be a useful tool in targeting:

- One's own students: keeping them informed, offering learning units
- Potential students: get new students, present portfolio, a showroom for your work
- Other teachers: exchanging ideas on teaching, inspiration
- Presenting oneself to potential employers: CV, portfolio, might be good for getting jobs
- Improving knowledge about specific topics and ideas, like Vocal Pedagogy
- A general interested public: cultural meaning, ideas about singing
- Yourself: sort own thoughts, self-reflection, feedback from outside, inviting discussion

In order to show different uses of Blogs for singing and vocal pedagogy, Mr. Appelt presented several examples of blogs that he culled from the internet including:

<http://Blog.VocalCoach.com> ; www.singingcoach.blogspot.com and Outi Kähkönen from Finland has set up a blog about singing and vocal pedagogy: <http://wonderofvoice.wordpress.com/about/>

Mr. Appelt has a sample blog he set up for EVTA at the following website:

<http://loveitorchangeit.com/2011/01/29/blogs-for-the-european-voice-teachers-association-evta/>

This is an outline of his presentation and includes many links to further information about blogs. A great resource tool for all! I highly recommended this link!

Sunday, 30.Jan.2011; 09:00-10:45

F: Morning session III: EVTA Website AG

Sunday morning began with an internal meeting of the EVTA Website workgroup: members are currently Dr. Scott Swope, Sebastian Bielicke, Georges Regner and Bjorgulv Børgundvaag (excused). Guests at the meeting were Martin Vacha and Catherine Heyvaerts.

Discussion points were:

1. Establishing work group
2. How to proceed
3. Plus/Minus factors in Web Design presentations CMS vs FREESN
4. other possible solutions
5. Financing
6. Set up Timeline for development, testing and implementation
7. Deadline March 2012

Sunday, 30.Jan. 2011, 11:15-13:00,

Morning session IV:

Question and planning session: "Quo Vadis, EVTA Web presence?" All participants

The final session on Sunday morning centered on the pros and cons of the web sites presentations from Saturday morning. Questions of ease of use, maintenance, support, and especially costs were intensively posed and discussed. A consensus was reached that a CMS solution offered EVTA and its members a viable solution for their current and future needs. In addition, all felt that using a central hosting server for EVTA and all member associations could offer some savings to the yearly costs of hosting a website.

A detailed overview was presented under Point I. Consensus reached by participants.

All in all, the weekend proved to be an important and necessary step towards bettering the communication and networking between our members, associations and an interested public. Both Sebastian Bielicke and I will be happy to answer any questions you may have. It is a complicated subject and I recommend that you carefully read all of the attached documents and visit all of the links and websites mentioned in this report.

Dr. Scott Swope
Vice-President, EVTA e.V.
Email: sswope@evta-online.org

Sebastian Bielicke
Treasurer, EVTA e.V.
Email: bielicke@evta-online.org

V. List of attached PDF documents

1. After_evta-hamburg-lecture-def.pdf
2. evta-pooling-def.pdf
3. EVP-Digital Resources Training_HAM_Fr28JAN11_Intro_Swope.pdf
4. FREESN_website_proposal.pdf
5. Hamburg-Participants Email only.pdf

IV. Information of presenters and list of participants

Presenters:

Neumann, Steffen (Assisted by Ulf Meier)	FREESN	Osnabrück	neumann@mensch.coop
Heyvaerts, Catherine	CMS Solution	Paris	catherine.heyvaerts@free.fr
Tscheulin, Alexander	Video Editing	Hamburg	alextscheulin@mindshake.de
Appelt, Ralf	Blogs	Hamburg	ralf@appelt.net

See Attached File Nr. 5: **Hamburg-Participants Email only.pdf**

Participants:

Vacha, Martin	Evta-austria	LEO Partner
Gerzabek, Michael	Evta-austria	LEO Partner
Häkkinen, Vikke	FINATS- Finland	LEO Partner
Kähnonen, Outi	FINATS	LEO Partner
Denis-Aldin, Hélène	AFPC-Evta France	LEO Partner
Basa, Sibrand	BDG-Germany	LEO Partner
Aubry, Elizabeth	A.I.C.I.-Italy	LEO Partner
Pétursdóttir-Behrens, Hlin	FIS-Iceland	EVTA Assoc.
Petković, Tonči	HUVOP-Croatia	LEO Partner
Wojtczak, Zeimowit	PSPŚ-Poland	LEO Partner
Korošec, Boštjan	DSPP-Slovenia	LEO Partner
Sörenseon von Gertten, Iwa	VoTS-Sweden	EVTA Assoc.
Regner, Georges	evta-ch, Switzerland	EVTA Assoc.