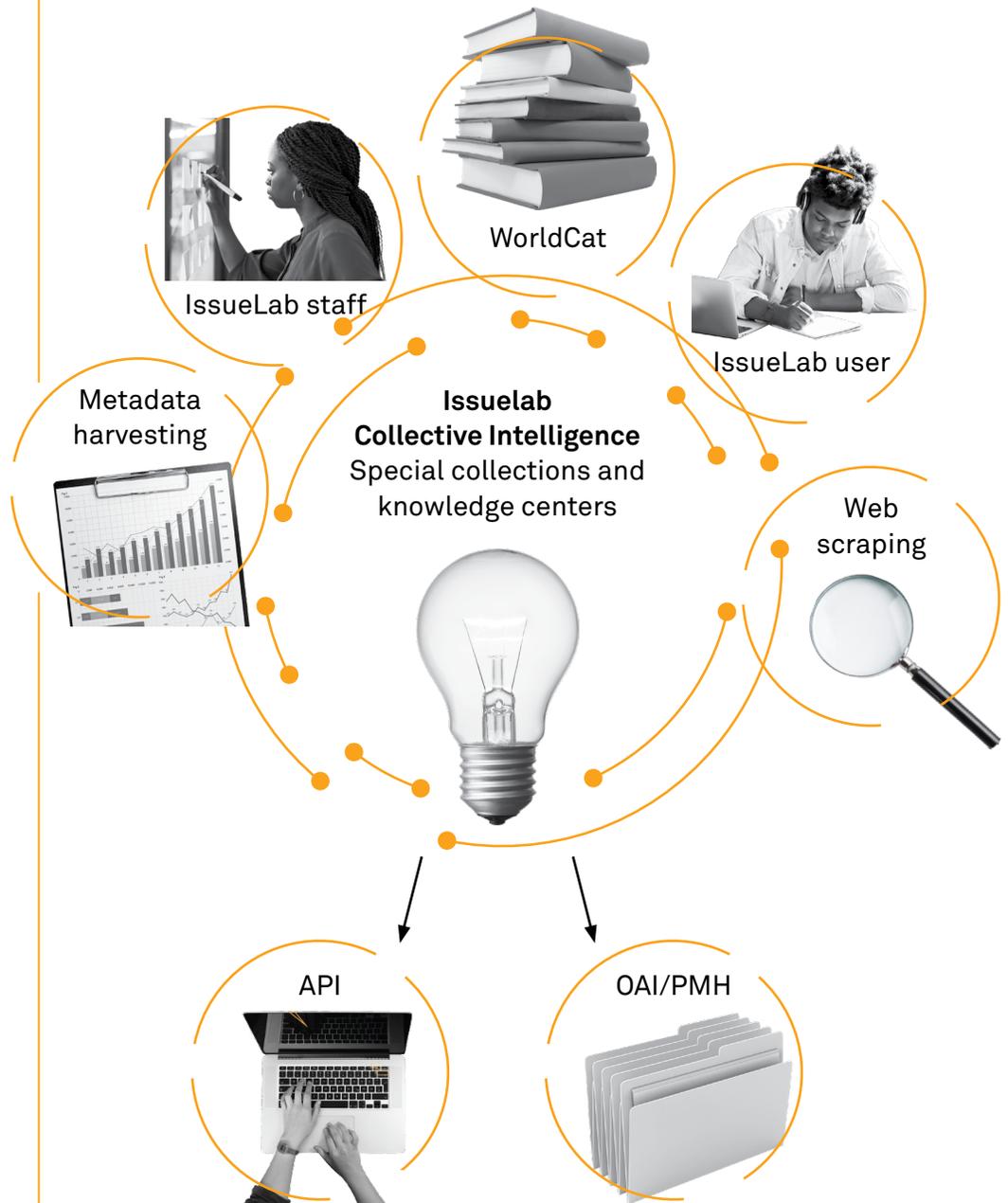


WKKF Shares Knowledge Afar with IssueLab— Candid’s Knowledge Management Platform

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“Our founder, Will Keith Kellogg, called us to ‘contribute to the advancement of human welfare by some method which would help people to help themselves,’” says Alicia Shaver, records management analyst at WKKF.

Established in 1930, W.K. Kellogg Foundation (WKKF) is celebrating its 90th anniversary this year. This important milestone coincides with the global pandemic caused by the coronavirus (COVID-19) and wreaking havoc on our individual and collective health and local and global economies.

Through its funding and its own publications, WKKF has created an extensive knowledge base. This body of work includes deep analysis by grantees and the foundation on many social issues, including health equity, employment equity, food systems, and racial equity. The insights and lessons it offers are particularly relevant and useful today as people and communities around the world navigate the fallout from the pandemic, the inequities it has exposed, and the resounding calls to address structural racism in follow-up to George Floyd’s death at the hands of law enforcement.

WKKF originally reached out to Candid in early 2019 to think through knowledge management approaches and possibilities. The Foundation wanted to do a better job of publicly sharing the body of knowledge it had funded and published. One of its primary goals was to enable change makers everywhere to learn from and build on past lessons. Fast forward 18 months, and the new WKKF Resource Directory is built to do just that. No one could have known it back then, but current events make the timing of the launch of this repository and its lessons in health, labor, agriculture, and racial equity more important than ever.

WKKF has made extensive and innovative use of Candid’s knowledge management platform, IssueLab. Here’s a behind-the-scenes look at the creation of this opportune knowledge hub.

Pushing knowledge beyond known networks

Nailing down requirements is the starting point of any large-scale technology project. WKKF’s list included using an open access repository system. Open access repositories exchange and share content across networks, which was one of WKKF’s central goals for sharing knowledge. Another requirement was a high level of customization, from content description to end user experience. The Knowledge Center Service component of Candid’s knowledge management platform, IssueLab, is a highly customizable hosted repository solution that can be deployed anywhere and distributes knowledge everywhere. The Knowledge Center Service today serves as the backbone of WKKF’s Resource Directory.

“The Kellogg Foundation recognizes the knowledge developed by communities as a public good and this partnership with Candid in launching the new Resource Directory—honors 90 years of learning from our grantees and communities,” says Alicia Shaver.

Describing content WKKF’s way

The Knowledge Center Service includes metadata description tools that make it easy for subscribers to organize and describe their knowledge assets. For example, WKKF uses the platform’s **custom categories** feature to tag every knowledge



asset in its collection with topical labels defined by the Foundation. WKKF’s “Special Topics” category tags align with the Foundation’s programmatic areas and are integral to the repository search experience. Visitors wanting to quickly delve into knowledge related to “food systems” or “health equity,” for example, can easily do so by selecting these subjects from the “Special Topics” drop-down menu in the search interface.

Helping others share WKKF content effortlessly

IssueLab’s Knowledge Center Service also makes it easy to share knowledge assets with other Knowledge Center Service subscribers. Using the platform’s **click-and-build** feature, subscribers can add quality content to their repositories with just a couple of clicks of the mouse while browsing IssueLab’s public collection and other Knowledge Centers. The platform’s **auto-curation** feature enables touchless repository building. Subscribers define the terms the platform should monitor, and the platform automatically adds this content to the respective Knowledge Centers. Both features move WKKF’s content out in front of audiences that may not know about or can’t directly access it. For example, WKKF content can be found in the Knowledge Centers curated by the [European Foundation Centre](#) and [Media Impact Funders](#).

Letting machines share WKKF content effortlessly, too

In addition to sharing content internally via the Knowledge Center Service, WKKF uses the platform to distribute knowledge far and wide over the Web. IssueLab syncs with digital libraries, repositories, and other systems so that WKKF’s content is available to such content aggregators as [Worldcat](#) and [CORE](#). The platform also integrates metadata standards such as Dublin Core and Schema.org into Knowledge Center content to improve resource discovery on the Web. And it applies Candid’s unique social-sector-specific taxonomy, the [Philanthropy Categorization System \(PCS\)](#), to content to enable tracking of philanthropic transactions between grantmakers and grantees.

“Someone using a terminal in any of the 10,000 Worldcat-equipped brick-and-mortar libraries around the globe will access WKKF content, along with journal articles, magazine content, books, videos, newspaper articles, and more,” says Lisa Brooks.

Have API, will travel: WKKF has it its way in its corner of the web

WKKF used another IssueLab feature, the Application Programming Interface (API), to provide access to metadata, object imagery, and other content in the Foundation's online space. WKKF has complete control over the look, feel, and functionality of its repository while leveraging the powerful capabilities of Candid's platform.

Let them learn from and build on past lessons

With more than 800 knowledge assets published by 630 or more organizations, the WKKF Resource Directory is one of the largest knowledge bases Candid hosts. It provides full-text access to reports, evaluations, policy briefs, fact sheets, and more. The collection includes works published as far back as the 1950s, giving today's change makers access to lessons from the past to build on.

As WKKF and its grantees continue to generate new insights and analysis, Candid is excited to do our part to undergird and broadly share this unique and important knowledge repository. Visit the WKKF Resource Directory at wkkf.org/resource-directory.

Candid's data tools on nonprofits, foundations, and grants are the most comprehensive in the world. Foundation Center and GuideStar joined forces to become Candid, a 501(c)(3) nonprofit organization. Find out more about Candid at candid.org. More information about Candid's knowledge management platform, IssueLab, and the Knowledge Center Service is available at issuelab.org/knowledge-center-service.

The **W.K. Kellogg Foundation** supports children, families, and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society. Find out more at wkkf.org.

