SESSION: Introduction / Developing Strategic Goals for Digitization

SPEAKER: Kim Christen Withey, co-director SHN

DATE: Sunday, 9/13, 1:00pm-3:00pm

Digitization planning, digitization of images and audio
Today: Project planning, developing a framework for digitization, setting strategic goals for digitization

Review Agenda
1:30 – 2:00 – Participants Introduction
2:00 – 3:00 – Developing Strategic Goals for Digitization
3:00 – 4:30 – Digital Preservation
4:30 – 5:00 – Wrapping-up, Logistics

SHN Staff
Kim Christen Withey
Alex Merrill
Michael Ashley
Lotus Norton-Wisla
Michael Wynne
Maria Montenegro
Guha Shankar

Our workshop participants are the "network" - working together, sharing ideas. You are all experts in your own communities and institutions, and we can all learn from each other.

Introductions:

Florentina (Flower)	Ruelas	Archives Assistant	Ak-Chin Him-Dak EcoMuseum

Working with photography (took over 10,300 photos last year to document community changes. Also interested in audio, and conducting interviews with elders.

Susan	Rudolph	Graduate Student JFKU / Volunteer Docent California Indian museum/ Volunteer for Texas Band of Yaqui Indians / Grant Writer for the Pascua Yaqui Toemen Tekia Museum

New cultural center being developed. Working with a backlog of stories and photos from the community. Documentary film on baskets for state of California.

Sandy	Tharp-Thee	Library Director	Iowa Tribe of Oklahoma

Working on digitizing audio and photos, recently started managing the archives.

Rochelle	Vetter	Assistant Librarian	Iowa Tribe of Oklahoma

Passionate about "learning everything we can". Working on family history projects.

Nancy	Levenson	IT Director	Kanu o ka 'Aina Learning 'Ohana

Library has scanned images, and born digital images, learning more about organization and description.

Judie	Piner	Administrator of Preservation & Technology	Yavapai-Apache Nation

Inherited chaos in the form of someone else's archival collections. Interested in best practices for regular migration of materials. Wrestles with questions about what needs to be digitized? Some digital, some paper, how to measure value?

Trisha	Calabaza	Archives Photograph Manager	Reno-Sparks Indian Colony

Working with photo collections from 2005, has over 80,00 photos, half of which are digital. Working on a new oral history project with THPO department.

Claire	Hall	Kaiwhakahare Te PÅ«tÄ" Routiriata	Archive Manager	Te Reo o Taranaki

Many community members live outside region. Interested in language revitalization, digitization and sharing digital collections. Has a backlog of audio collections, and is also interested in using digitization to spur grant applications.

Erin	Fehr	Archivist	Sequoyah National Research Center

Has 1250 beta u-matic tapes (with more coming). Trying to manage the collection and decide whether to do in house or outsource.

Kimberlie	Gilliland	Executive Director Institutional Advancement/ Acting Director Ataloa Lodge Museum	Bacone College

Has an art collection of over 20,000 pieces. Has had preservation work done, now looking for a digitization plan.

Faye	Davis	Executive Director of Merritt D Betts Library & Archives	Bacone College

Works with documents and books mostly (their collection is 135 years old). Has done some training in cleaning textiles, beads, digitizing.

Rebecca	Elder	Principal	Rebecca Elder Cultural Heritage Preservation

Looking for more training in digital side of preservation, has an extensive background in traditional (physical) preservation.

Shannon	Kravitz	Archives Program Manager	Nisqually Indian Tribe

Has mostly photos, a relatively small collection. Developing digital preservation policy, and overall preservation policies. Basically starting from scratch.

Mary Jean	Robertson	Co-director	Ohlone profiles Project

Host of Voices of Native Nations radio show. Has cassette tapes in closet, decades long archives dating back to the 1970s. Especially interested in metadata.

Valerie	Switzler	Manager	The Confederated Tribes of Warm Springs

Works with language program, and archives - documents, audio, film, images. Working on inventorying and cataloging - all formats. Digitized 500 reel to reel, 1300 cassettes, 684 VHS, and more (in-house). Working with universities in WA and OR

Lisa	Dirks	Consultant

Works with Aleut Library and Archive in Alaska. Developing policies and procedures for library collections and digitization. Language, video, images… inventory is not yet complete.

Courtney	Cottrell	Tribal Historic Preservation Officer	Brothertown Indian Nation

Contract work and works with Brothertown Nation in Wisconsin

Jessie	Plueard	Cultural Programs Manager & Tribal Historic Preservation Officer	Cow Creek Band of Umpqua Tribe of Indians

No formal archives, a catch all for the community. Need to organize and make collections accessible - figure out how to get an archives started. Has many types of media. Has an ANA grant to do research at other repositories and participate in digital return. What to do with digitized content, how to digitize physical items?

Bob	Morris	Interim Director Heritage Programs	Chugachmiut

At the very start of the digitization planning and process.

Helen	Morris	Interim Director Heritage Programs	Chugachmiut

Collection is mostly items in cardboard boxes in a basement. Using Proficio/ReDiscovery database, but needs a new filing system. Information from museums worldwide about collections. Collection is at critical mass/critical risk. No in-house equipment for reel to reel media.

| Marni | Boynton | Otago University / Te Ropu Whakahau |

Doing graduate research with her Marae. Working with photographs, interested in preservation.

Notes
- In general, everyone here is either working solo, or has maybe two staff. This is a common reality for TALMs.

SHN Background
- The SHN was developed after ATALMs Sustaining Indigenous Cultures Report was released.
- The Report Identified several digitization needs:
  - TALM related strategies - these are different from the needs of "conventional" libraries, archives, museums
  - Need for hands-on training directed at TALMs
  - Need for online, long-term accessible resources and standards
- The SHN is making ATALM sessions available, and making a range of other documents and resources available. Some created by us, and some curated by us.
- In the US, NAGPRA stimulated interest and expectation of *physical* repatriation. TALMs started taking off, with a growing interest in digitization
- SHN pillars:
- Hands-on workshops (at least at the next 3 years of ATALM)
- Online Resources (many from the hands-on workshops, our Good, Better, Best documents. More and more documents are coming - they are driven by needs and requests from YOU)
- Digital Workbenches (Communities or institutions making their services available for other people to connect with, in the hope that there will be a network for local projects, resources, and support)

Lifecycle of Digital Stewardship
- "To actively care for, preserve, and make cultural heritage and knowledge accessible in responsible ways."
- Note: no mention of digital, focus is on the people and cultural materials

Why digitize
- What are the community needs?
  - eg: Physical objects that are far away
  - Likely some personal, specific reason

Group 1
- Access - the main goal of the archives
- Preservation, restoration
- Make space
- Make space
- Research

- Collection building
- Emotional engagement...magic (personal, emotional connection, materials as a tool of engagement)
- Exhibits and displays - can be used to protect the original materials
- To fund other core work - through digitization contracts
- Repatriation of digital files
- Storytelling digitally

Group 2
- Provide broader access - not all can travel
- Make institutional knowledge public - know what we did and why, documentation
- Preservation of obsolete and fragile materials
- Create foundation and framework of best practices - institutional memory
- Community outreach, exhibits, virtual exhibits, push it out to people, rather than have to drag them in the door
- Documentation of collections
- Money - get grants for digital projects

Group 3
- Access and availability
- Cost - expensive to move things from big cities to small towns to provide access
- Preserve original, keep off of display
- Community access - make information available
- Reduce travel time, weather issues, cost
- Disaster management and planning
- Preservation and access, partly through reduced handling
- Conservation and assessment

Group 4
- Access and preservation - big issues
- Hard to get info to communities - expensive, weather
- Donors - digital copy of items, still share information - retain ownership
- Use digital material to identify community members, share with greater community to apply knowledge - put online
- Community building - gets people talking
- Marketing - promote services, events
- Save obsolete media
- Discover relationships between objects - maps and stories
    - Try to digitize media while speakers are still alive

Group 5
- Streamline management
- Restore images
- User access copies
- Consolidate
- Sharing between institutions and departments
- Get information from donors of original material - get metadata

Group 6
- Preservation
- Access - large amounts of material, how do you make accessible? Digitization is not access.
- Where to draw the line - what to digitize and not? What is your reason?
- Get away from obsolete materials

Group 7
- Change narrative and ownership of story - for tribal members
- Transparency and security
- Manipulating data and info - old materials as sources for new creative projects
- Reach the next generation
- Spreading knowledge
- Language Preservation
- Weather/disasters
- Gets community members interested

Digitization Strategic Goals
We talked about the big picture Why.But what about How?
Does digitization equal access and preservation?
What can we do? What should we do?

What's your purpose?
- Your main reason for digitization
- It's about identifying and setting scope
- Library of Congress digitizes 5% of their collection!

First: identify your organization's missions and objectives
- This is going to be unique to your tribe/library/etc.…
Next: identify departmental strategic goals
Then: Connect the two above points into a Digitization Purpose Statement

Example: Pokagon Band of Potawatomi
- Started with existing Tribal Mission Statement
- Then their Department of Language and Culture Mission Statement
    - Which is narrower than the Tribal Mission Statement
- And crafted a Digitization Purpose Statement
    - Every word chosen VERY carefully
    - Maintain instead of preserve - not locked away,
    - "For generations to come" - for the future

Having a Purpose Statement helps you deal with lots of things, like donations - can become part of your collections decision workflow

Creating a Digitization Plan
- Digitization Lifecycle - many many models
- Basic questions to ask included in all models
- A process - may change, dynamic policies and plans - there is no real start or end

Our Digital Stewardship Lifecycle

Get it
Find materials, select materials, accept donations, make copies of state or federal records, create digital objects.

Check it
Make sure that materials are up to your standards for quality and description. Continually check that they stay intact.

Share it
Provide access to materials through exhibits, online collections, educational programs. Make available for research.

Save it
Have a secure, large enough place to save files, that can be systematically backed up with copies in multiple locations. Give your materials meaningful organization.

Get it
- Need to be selective
- Can be finding, selecting, donating, copying...
- Based on priorities, purpose statement, and needs
  - Priority Example: Paper is pretty stable, but AV material is volatile
- Who will gather materials?
- What is your chain of custody? Have procedures set, same process each time when collections come in

Check it
- Understand what you have
- Compare materials to your established standards for quality
- Description
- Continue checking item stability throughout lifecycle of the material

Save it
- You need a secure (physical and digital) place that has sufficient storage in multiple locations
- 3-2-1 Rule
  - Three copies, in two media formats, at least one of which is offsite
- Meaningful organization - Digitization does not equal access
- Inventory

Share it
- How to provide access to digitized collections
- Once things are digitized:
  - Who can see them?
  - Where can they see them?
  - How will they access them?

At the SHN, we emphasize the unique situations that TALMs respresent.

Cultural Checks
In addition to everything mentioned above
Get it
- Go out into the community
- Provide access to the equipment needed to digitize
- Meet community needs - do things that a State Archives wouldn't do
  - People may be unwilling to bring items to YOU, work with the wishes of your elders

- Uphold community values
- Assess community needs and desires - establish what community wants
  - Need for grant funding reports
  - Surveys, community forums
  - Add those to your priorities, to your Purpose Statement
- Community assessment is part of many grant applications
- Digitize what the tribe WANTS, even if you might come into conflict with other institutions
- Partner with non-native institutions who hold relevant materials

Check it
- What are the protections - how do you handle materials safely?
- Different kind of quality
- Define attribution - find creator and get their story, make sure the credit is going to the person/work depicted as well
- COnsider building sacred rooms, special storage requirements for physical items

Save it
- Organizing materials with cultural values in mind
- Complement the existing information
- Gather traditional knowledge
- Reach out to elders and others for support - they know more than you
- Yakama - got stories, added back into database

Share it
- Define accessibility, as informed by cultural protocols
- What are the different, layered types of access
- Digitization does NOT have to be open access for everybody
- Doesn't have to be just open or closed
- Create access policies
- Through online exhibits, apps, on-site access, local server set ups
- Community driven online exhibits
  - Our story
- Mobile Language Apps - mukurtu mobile
  - Mukurtu CMS
  - embed cultural values

Cultural Checks Activity - what are your cultural checks in your digitization plan?
How do we customize for our community?

Group 1
- Large Native American Population - but not all are from the same Nation - how do you decide who has access? All local natives or just tribal members?
- Family stories may require earned access
  - Need to officially record these as a policy

Group 2
- Spiritually sensitive materials
- Sacred sites shouldn't be recorded on maps for safety
  - Some photos with nudity, very very restricted
- Individual and family permissions
- Older collections might not have permissions recorded…
- How do you define "family"?

Group 3
- Saying the names of the dead is a strict protocol
- Specific tribal protocols, challenging with an inter-tribal archive where a range of different protocols are present
  - Need to identify protocols and chain of custody/origin
  - Knowing which tribes belong to which materials
- Holding area for items with unknown restrictions
- Seasonal-specific restrictions
  - Need good metadata about when and where materials were created
- Materials might not be labeled about what season it came from
- Age specific, children, elders… are all common protocols

Group 4
- Bring together an inter-tribal group to help develop protocols - people from each community
- Won't develop cultural checks in a vacuum

Group 5
- User intent and purpose - will someone use it in an educational program or for profit?
- Traditional ecological knowledge is a science
  - Flag important knowledge, protect from exploitation, possibly restrict outsiders

Group 6
- Public universities usually don't restrict collections
- Maybe don't accept collections with restrictions at all if you can't commit to them
  - Ensure copyright permissions are met with
  - Make sure to apply the correct tribal names, and good metadata in general
- Do not digitize culturally sensitive materials - if in public domain consider providing public access in person without putting up online

- May only be accessible to tribal members - only allow in building if they have letter from tribal council (Band Council Resolution)
- Example: Funeral recordings - get metadata into database, but not show image or video
  - o "Remove on demand" for metadata
  - o Family values embedded
- Donor may want open access, but that might not actually be appropriate for the content
  - o Donor might not really be the "owner" of the content
- Be aware of over-restriction and who is in charge of allowing access
  - o Is it just a personal decision, or is there clear documentation behind decisions?

Workflow for Strategic Digitization Goals
- 2 handouts included

Why Digitize it? Should We Digitize it? Can We Digitize It?
Workflow Planning a Digitization Project