2015 ATALM Pre-conference Workshop: Mukurtu CMS Site-Building and Community Engagement Workshop

September, Thursday 10, 2015

Morning
Introductions
Kim

- Welcome and logistics, agenda
- Mukurtu is a software, but we work with humans and human materials. The software facilitates our work, but does not replace the role of cultural and information professionals
- The time needs to be put in with elders, community groups, to develop and maintain social relationships. A single staff member working alone in a library without community engagement will not be successful

Group Introductions

- Rose Marie, Santa Fe, with the IAIA (http://www.iaia.edu). Works with archives, museums, and libraries. Tried unsuccessfully to implement a previous version of Mukurtu on her own in the past and moved on to other solutions
- Alicia, Santa Fe, with the IAIA (http://www.iaia.edu). Artist, writer, has a certificate in museum studies, is interested in the relation between archivist and artists, and creating dialogue between tribal bodies and "traditional" archives and open source options
- Raymond, Coastal Resource Specialist, with a tribal library and archive. Working with an existing AV archive – maybe could use mukurtu to provide access
- Susan, California state librarian (specializes in tribal and rural library disaster planning). Wants to be able to provide info about Mukurtu to interested tribes
- Sandy, Librarian with the Iowa tribe in Oklahoma. Recently received an NEH grant to have elders bring in photos to be scanned and recorded. Found 1500 photos, recordings, language materials from passed elders in archive. Interested in "archives outside the box". Does lots of community outreach with limited resources.
- Claire Maori archive in New Zealand. Using Mukurtu for ~2 years, currently migrating site to Mukurtu 2.0. WOrking with a collection of photos and oral history (active program). Interested in networking, getting familiar with Mukurtu 2.0
- Jennifer, University of Carleton, natural history. Works with the Reciprocal Research Network, uses websites to connect with tribes/communities, looking for a more repeatable option for creating community sites.

- Nora Hernandez, Seminole Florida. Looking for a web app for special exhibits, and for new technologies to involve harder to reach (younger, distant) community members
- Shobhana, documentary linguistics, University of North Texas. Interested in languages of Northeast India (wants to start a language archive). UNT is starting a new linguistics and library studies program
- Kathy, language teacher, no museum or library (but building one soon). Using PastPerfect currently, gave up on Mukurtu 1.0 previously
- Joy, Stonechild College librarian. Starting work digitizing a tribal archive, wants a platform to share with elders. Currently uses Nintendo DSi's with language software on them, looking for a better language platform
- Barbara, archivist at AMNH http://www.amnh.org/ Has a collection of 10,000-20,000 photos. Starting to digitize photos, but wants to be able to repatriate images, and to provide communities with meaningful collections for their own use
- Megan, works for CollectionSpace, wants to provide CS users with a public facing setup (which CS doesn't have)

Safe Keeping Place
- Mukurtu CMS grew out of Kim's work with a Warumungu community center development project, and was inspired/motivated by a missionary photos and history collection in Tennant Creek
- A lot of those collected photos were not meant to be seen/shared, since they contained sensitive content

Continuum of Access
- We talk about Open or Closed cultural protocols as if it was one or the other, but in reality, it is more of a continuum
- When you consider multiple protocols within a community (eg: death, gender, kin, country, ritual status…) all these combine to create unique protocols that represent each individual and their relation to the community. Much more complex than just Open or Closed
- But how can you represent these complex interactions between cultural protocols in a digital setting?
- Dilly Bag: in Warumungu culture, a holding place for sacred items, where access is controlled by elders. It is not a place to hide away items. Items are meant to be shared, but shared appropriately, as determined by the community and elders
- Mukurtu is a way to replicate and embed these complex relationships

Analog Permissions
- In a traditional cultural system, people respect the existing protocols
- This is a different type of "security", embedded more in values and respect than restricting physical access

Early Mukurtu
- The first version of Mukurtu was an offline archive created for Warumungu
- It originally operated on very simple, pre-set protocols (gender, sacred, family, country) that users would match to their profiles, and then have access to their "family items"
- Users could only see those items that they have permission to see
- This evolved over several iterations into the current Cultural Protocols, Communities, and other features built into Mukurtu CMS

Washington State University (WSU) and Plateau Peoples Web Portal (PWPP)
- There was a request by affiliated tribes to access WSU holdings in the library, archives, and museum that were relevant to the communities
- It was decided that they needed online access to WSU records and the ability to add to and enhance those records with their own information
- Started with physical objects, bringing elders to the university to view items, and to start building important relationships with communities

PPWP
- http://plateauportal.wsulibs.wsu.edu/html/ppp/index.php
- 6 of the 11 tribes with whom WSU has a Memorandum of Understanding are involved in the Portal
- The design was undertaken in conjunction with all the tribes, all of whom are united by their relationship with the Columbia River, but each requires different arrangement and access methods and restrictions
- There were no obvious arrangement systems to use that would respect each tribe (for example, think about the many issues with the Library of Congress Subject Headings)
- It took 6 months to identify the initial 9 categories, because had to be broad enough to cover the materials, but also narrow enough to be useful for browsing and searching
- Another 3 categories were added later
- The Portal allows communities to add their own knowledge and history to existing (often sparse) institutional records, and also allows tribes to share as much information as they want (if any) with WSU
- At this point, each instance of Mukurtu required a custom-built site and database

Mukurtu 2.0
- More flexible and customizable than earlier versions
- Much closer to being a true "out of the box" option for communities

Mukurtu 3 Cs
- **Communities**
  - The WHO of Mukurtu
  - There can be as many, as big or small, as needed

- **Cultural Protocols**
  - The HOW of Mukurtu
  - Definines sharing and access (**not** just restriction)
  - Mediated by the site managers as needed
  - Eg: seasonal access, gender, sacred
- **Categories**
  - The WHAT of Mukurtu
  - Defined by site builders community
  - We recommend 12-15 categories for ease of use
  - Facilitate browsing and searching items
- Community, Cultural Protocol, and Category are required for EACH item in Mukurtu

- We have now added separate pages for multiple types records or informational sources (eg: institutional, community records, different types of records)

Activity: Mukurtu Bags
Wrap up and discussion
- Community records and information provide a capacity to reframe institutional narratives
  - Eg: LOC items about "opening the west" may not be suitable for community use
- There is a challenge when facing internal politics
  - What if multiple people want different types of access for an item?
  - Consider using family (or other narrowly defined) communities to allow fine-grained access, or only sharing metadata or record of an item, but not image
- Consider using "Under Review" as a strict protocol to protect items that need further community input or assessment

Metadata & Mukurtu Metadata
Lotus
- Metadata: "data about data" – information that describes a resource
- It is constructed information. Constructed by humans, for a purpose
  - Eg: latitude and longitude
- Often serves as a surrogate for searching and browsing
- Should be created to serve the needs of the user, not just the needs of the cataloguer

Example: Library Catalog Card
Example: MARC Record
Example: iTunes Record
Example: ArtStor Records

Purpose of metadata
- Description: allows for effective management of content
- Ownership: facilitates proper credit, rights statements, publishing information
- Sharing: allows users to search for and find items
- Preservation: keeps contextual information with the item throughout its lifespan
- What types of metadata do you work with?
    - IPTC https://iptc.org/standards/photo-metadata/
    - MARC http://www.loc.gov/marc/
    - VRA Core http://www.loc.gov/standards/vracore/
    - Spectrum
      http://www.dcc.ac.uk/resources/standards/diffuse/show?standard_id=160
    - Dublin Core http://www.dublincore.org/
    - Darwin Core http://rs.tdwg.org/dwc/
    - EAD http://www.loc.gov/ead/
    - ReDiscovery http://www.rediscoverysoftware.com/default.aspx

Makeup of a Digital Heritage Item in Mukurtu 2.0
Kelley
- A Digital Heritage Item (DH) is a combination of metadata and media atoms
- Good: a minimally viable DH that represents the media
- Better: the representation of media, along with metadata
- Best: embedded metadata in the media item

Good
- Consider three things: Who, How, What
- A minimally viable DH record has a Title, Community, Cultural Protocol, and Category
- Mukurtu Core: a series of descriptive metadata fields
- Rights: administrative metadata
    - Eg: TK labels, Creative Commons License
- Additional: location, other information

Better
- All of the above, and also show a representation of the media (photo, audio recording, video, scan of a document)

Best

- Standalone media item that can still tell a story without a full DH record
- This is accomplished through embedded metadata
- Consider the effect of embedding different types of metadata
  - Eg: embedded right in the media item compared to publicly displaying it, or not displaying it at all

Afternoon

Activity: Login to meet.mukurtu.net

Kelley: Mukurtu CMS Demo

Roles and Permissions

- All users are assigned a site-wide role which grants them differing levels of access to the structure and organization of their site
  - Mukurtu Admin, Community Admin, Curator, Other Users
- Site-wide roles do not affect how you interact with content, that is done by Community and Cultural Protocols

Activity: Add a DH Item

Extended Topics

- DH Batch Upload
  - Files > Atom metadata > DH metadata
  - Demo

- Related Items
  - Allow users to jump quickly between related DH Items
  - These are curated relations, not automatically generated
  - You Can relate DH Items, Collections, and Community Records to one another
  - **Mukurtu Admins cannot edit items in protocols that they are not a part of!**
  - Users can only relate items that they have access to (through Cultural Protocols)
  - Relating one item to another is automatically reciprocal
  - You can reorder the display of Related Items

- Collections
  - Using Collections allows for curation of items for a specific browsing experience
  - Collections Arrange selected items in a specific order
  - Can add a DH item to a collection from either the DH page or the Collection page, and can reorder the items in a collection at any time

- Collection Permissions
  - Collection pages are visible to any site visitor,
    - But the specific items within are only accessible as provided by the pre-existing Cultural Protocols
  - Can be created by a Mukurtu Admin
  - Contributors can add their DH items to existing collections
- Community Records
  - A DH item can have multiple community records attached, each of which can have their own protocol(s).
  - One way to share different content surrounding one item with different users
  - Cultural Protocol Stewards can create community records
- Merging Categories and Keywords
  - Great for cleaning up errors and misspellings
  - Merge unwanted category into wanted category
  - Can be done by a Mukurtu Admin

- Exhibits, Maps, Language
  - Examples of more involved customization
  - Musqueam: A time for mutual understanding (collection of local art exhibits) http://musqueam-fetzer.mukurtu.net/
  - Mira Canning Stock Route Project http://mira.canningstockrouteproject.com/
  - Paschal Sherman Indian School English/Salish Glossary

Mukurtu Mobile Demo

Getting Mukurtu (mukurtu.org)
- Download CMS via Github https://github.com/MukurtuCMS/mukurtucms
  - Free, open-source code repository
  - Great for developers and techies
  - Potentially substantial time and resource investment
- Hosted .net site through CoDA http://codifi.org/mukurtu/
  - Pay-for hosting
  - Good if you want to worry about content, not coding