



UNIVERSITY OF OREGON

# Developing Strategic Goals for Digitization

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Sustainable Heritage Network  
Workshop  
Washington State University  
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- Thank Kim and all the SHN staff for putting this workshop together and for all of the participants for coming
- Provide a bit of my background and why I'm here (over 10 years experience, DOS, NMAI, UO); Previous co-chair NAAR; Focus of my research; empowering and giving back to Native American communities
- Goal of session: help you to identify effective approaches for aligning digitization projects with the strategic goals of the larger institution and tribal community to ensure support, funding, and sustainability.
- Strategic planning, mission, visioning is key
- Provides tangible examples, suggestions for digitization purpose, selection, criteria, key elements for a strong Strategic Digitization Plan.



## Key Questions

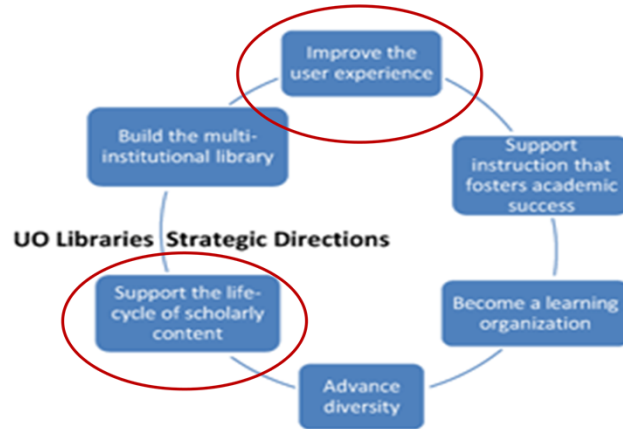
- Why Digitize?
- How does digitization fit in your organizations mission and strategic plan?

Why Digitize? Talk to the person next to you and find out why they digitize? Report back to group.

Access, outreach, preservation, convenience, audience, space, expectation, increase usability, legal requirements, remix reuse,



## Example: UO Libraries Strategic Directions





# Strategic Directions and Objectives

		<i>Strategic Directions</i>					
		<i>Support the life-cycle of scholarly content</i>	<i>Build the multi-institutional library</i>	<i>Improve the user experience</i>	<i>Support instruction that fosters academic success</i>	<i>Become a learning organization</i>	<i>Advance diversity</i>
<i>Strategic Objectives</i>	Accelerate the creation of digital resources	Identify and engage in new areas of collaboration	Improve mobile interfaces to library services	Deploy new educational technologies based on user demand	Focus staff forums on big topics in higher education	Identify and address priorities for access to global resources	
	Develop new services to help users manage their digital content	Implement the Orbis Cascade Alliance strategic initiatives	Create and re-design physical spaces based on campus priorities	Increase instructional opportunities for upper division courses	Promote continuous professional development for library managers	Increase diversity of staff	
	Identify and address priorities for digital preservation	Minimize duplication with collections in trusted repositories	Assess and improve services for graduate students	Invest in training opportunities for library instructors	Provide deeper training and mentoring for student employees	Expand programs and partnerships that contribute to an inclusive campus environment	



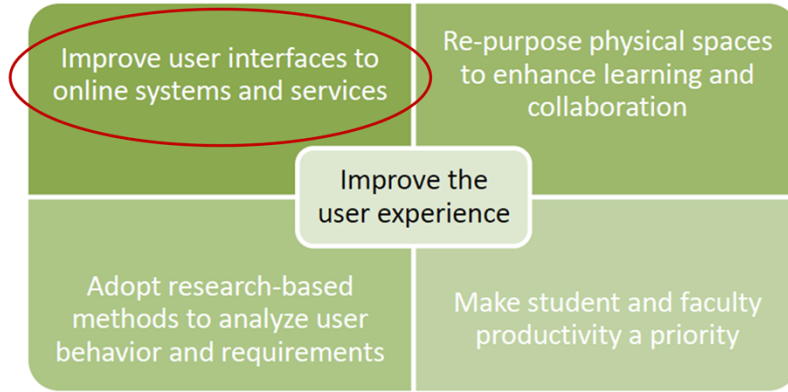
## Direction: “Supporting the Life-Cycle of Scholarly Content”

→Objective:

Accelerate the Creation of Digital Resources



## Direction: Improve the User Experience





## UO Digitization Purpose

- To identify and digitize materials to be added to UO digital collections.
- The collection curator and Electronic Records Archivist identify single items, series, subseries, or entire collections for digitization.



## Digitization Selection Questions

- Research use of collections
- Teaching use of the collections
- Preservation issues with a collection for which digitization is a viable solution
- Use of material in a future exhibition (either physical or digital)
- Addition of material to an existing digital collection





## Basic Criteria Questions

- Is it legal/ethical? (e.g. copyright, privacy, cultural sensitivity)
- Is it technologically feasible? (e.g. Do we have the right equipment? Do we have the storage? Is the format viable?)
- How does it fit with the mission / scope?
  - Does it directly support UO research or instruction?
  - Is there a preservation need?
  - Does it support the people of Oregon?
- Do we have funding, infrastructure (including space), and staffing to process?



## Digital Collection Development Worksheet

### About the Collection

<b>Collection/Grouping Description:</b>	Southwest Oregon Research Project (SWORP)
<b>Date Range of Originals:</b>	1850-1950
<b>Location:</b>	Special Collections & Univ. Archives <u>Coll 268</u>
<b>Collection Size:</b>	32.25 linear feet
<b>Will the collection grow? If so, at what rate?</b>	No
<b>Format of items and number/length (e.g. 20 photographs; 3 one-hour videos, 2,000 1-15 page documents):</b>	Digitize only: series 1,2,6, & 8, approx. 4,000documents
<b>Collection Evaluator:</b>	Linda Long
<b>Evaluation Dates:</b>	Evaluated for digitization September 2011
<b>Project Timeline:</b>	October 2011 - December 2011



### Fitness for Digitization

<b>Mission/Fit :</b>	Document the peoples of Oregon
<b>Demand and Audience:</b>	Highest used Finding Aid
<b>Uniqueness of Materials:</b>	Duplicated in National Archives but inaccessible
<b>Condition for Digitization:</b>	Modern sturdy documents
<b>Legal Requirements:</b>	Some items need to be cleared with the tribes
<b>Commitment from Curator and Organization:</b>	Linda Long will commit 20% of her time for four weeks to describe the collection
<b>Ability to describe materials:</b>	Information is known about the materials; finding aid available
<b>Funding Available:</b>	Funding for 10 hours of a week of student labor fall term

### Technology Requirements

<b>Conservation Needed:</b>	None
<b>Equipment for Digitization:</b>	High-speed sheet-feed scanner
<b>Digitization Software Needed (e.g. Photoshop, Acrobat Pro, OCR Software):</b>	Acrobat Pro with OCR
<b>Approx. Space for Preservation Files and Location:</b>	35 GB on <a href="#">libarchive/tribal legacies</a>
<b>Access Mechanism:</b>	<a href="#">CONTENTdm</a>
<b>Access Restrictions:</b>	None



## Digital Collection Examples University of Oregon Libraries



## Key Elements: Strategic Digitization Plan

- Identify Organizations Missions, Directions, and Objectives
- Digitization Program Purpose
  - Connect to larger organizations strategic directions and goals
- Goals/Objectives for Digitization
  - Both short-term and long-term
- Selection Questions
  - Possible criteria questions



# Thank You!

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