



# Digitization Purpose Statement

Digital Stewardship Lifecycle

# Digitization Purpose Statement

- **Identify** your organization's mission, goals, values, and objectives
- **Define** goals and objectives for **digitization projects** - both short and long term
- **Connect** goals to larger mission and values

- These slides reference the: Strategic Digitization Goals Part 1: Digitization Purpose Statement Worksheet
- The process of creating a digitization purpose statement begins the work of drafting a digitization policy
  - One, IDENTIFY your mission statement(s)
  - Two, DEFINE goals and objectives for digitization (discussed this earlier this morning...)
  - Three, CONNECT the two
- The next slides include examples from the Tribal Digital Stewardship Cohort Program Program



- Logo: <http://www.pokagonband-nsn.gov/>
- Image: taken by Lotus Norton-Wisla in Dowagiac, MI

## Example: Pokagon Band of Potawatomi Dept. of Language and Culture

### *Tribal Mission Statement:*

*"The Pokégnek Bodéwadmik / Pokagon Band of Potawatomi will respectfully promote and protect the culture, dignity, education, health, welfare and self-sufficiency of our elders, our youth, our families and our future generations, while preserving Mother Earth. We will strive to give Pokagon Citizens a better quality of life. The Band will also strive for successful economic strength thus ensuring the sovereignty of the Pokagon Potawatomi."*

- Marcus Winchester and Jason Wesaw from the Pokagon Band of Potawatomi— started with their already existing tribal mission statement:
  - "The Pokégnek Bodéwadmik / Pokagon Band of Potawatomi will respectfully promote and protect the culture, dignity, education, health, welfare and self-sufficiency of our elders, our youth, our families and our future generations, while preserving Mother Earth. We will strive to give Pokagon Citizens a better quality of life. The Band will also strive for successful economic strength thus ensuring the sovereignty of the Pokagon Potawatomi."

Next -- their dept statement

Example: Pokagon Band of Potawatomi  
Dept. of Language and Culture

*Department Mission Statement:*

*“The Department of Language and Culture will serve to actively and holistically promote and sustain community wellness through Potawatomi ways of being.”*

- Department Mission Statement:
  - “The Department of Language and Culture will serve to actively and holistically promote and sustain community wellness through Potawatomi ways of being.”

Example: Pokagon Band of Potawatomi  
Dept. of Language and Culture

*Digitization Purpose Statement:*

*“The Pekéqen Band seeks to digitize tribal collections to maintain the history, language and culture of our Nation to benefit tribal and local communities for generations to come.”*

- Then looking at both of these guiding mission statements, they crafted their Digitization Purpose Statement:
  - “The Pekéqen Band seeks to digitize tribal collections to maintain the history, language and culture of our Nation to benefit tribal and local communities for generations to come.”



- Logo: <https://www.hunaheritage.org/library>
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## Example: Huna Heritage Foundation

*Huna Heritage Foundation Mission:*

*“Working to perpetuate the Huna Tlingit culture and promoting education for future generations.”*



## Example: Huna Heritage Foundation

### *HHF Library and Archives Mission:*

*“Preserving material of historical and cultural value of the Xúna Kaawu for the education and enjoyment of current and future generations.”*

## Example: Huna Heritage Foundation

### *Digitization Purpose Statement:*

*"The Tlingit cultural concepts of Haa Shaagoon, Haa Kusteeyí, and Lingít yoo x'atángi are foundational for our desire and need to digitize our collection. Haa Shaagoon is a concept that refers to our ancestors as they relate to past and future generations. By providing digital access to the photographs of those that came before us, we will be building intergenerational connections."*

## Example: Huna Heritage Foundation

*Digitization Purpose Statement, continued:*

*“Haa Kusteeyí refers to our way of life. We will be able to better share our way of life with our people by increasing accessibility to historical and cultural photographs and other materials through digitization. Lingít yoo x’atángi means our Tlingit language. Language preservation and use will be enhanced by making historical and cultural recordings available through digitization.”*

## Digitization Purpose Statement Worksheet Steps

- Discuss and Define Goals (Why Digitize?)
- Review Tribal/organization and department mission statements and other strategic goals
- Align digitization goals with tribal or organization goals and values
- Create statement first draft

- Why Digitize discussion activity is a great place to start for considering your goals around digitization
- Starting from the broader mission statement of your tribe, then the goals and directions of your unit.

## Next steps

- Work through the Digitization Purpose Statement creation steps
- **Create first draft**
  - Use whiteboards, notes, etc.
  - Start with bullet points, then move into sentences/paragraphs

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