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
Pokégnek Bodéwadmik
Department of Language and Culture

- 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
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.”
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.”
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 Kusteeyi, 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.”
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.

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
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
Credits

- Image on slide 3: © Lotus Norton-Wisla Washington State University Libraries
- Image on slide 7: GNU Free Documentation License James Crippen; Wikimedia Commons
  https://commons.wikimedia.org/wiki/File:Hoonah.jpg
  https://en.wikipedia.org/wiki/GNU_Free_Documentation_License
- Presentation template by SlidesCarnival.
- Minicons by Webalys
- This template is free to use under Creative Commons Attribution license.
- These slides contain changes to color scheme and content.
Using this Resource

The Digital Stewardship Curriculum is an Open Educational Resource created by the Center for Digital Scholarship and Curation.

All presentations and resources created by the CDSC are licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 license (CC BY-NC-SA). Please share, reuse, and adapt the resources and provide attribution to the Center for Digital Scholarship and Curation, Washington State University.