Strategic Digitization Goals
Part 1: Digitization Purpose Statement Worksheet

This worksheet is a step-by-step guide to creating a Digitization Purpose Statement. A Digitization Purpose Statement clearly communicates the reasons why your institution has a digitization program. A concise and thoughtful statement will help others understand the value of your digitization program and how it fits in with larger goals in your department, institution, or community.

For more information about digitization planning, view related items connected to this resource on the Sustainable Heritage Network in the "Digitization Planning" category.
- Strategic Digitization Goals Part 2: Digitization Selection Criteria Worksheet
- Strategic Digitization Goals Part 3: Digitization Policy Worksheet

Creating a Digitization Purpose Statement is the first step to formalize and communicate the purpose of digitization at your institution. The suggested steps in this worksheet are recommendations, and you can reorder and combine as needed to create a useful statement for your institution.

1. Discuss Goals
Before creating your digitization goals, discuss the following questions with your department/unit/team:
- Why do we want to digitize?
  - Be as specific as possible when defining "why."
    - For example, if providing access is one reason you want to digitize your collections, list specific access goals such as: community member access, public access or access to educators. Define how each of these types of access will be determined.
  - Create a list including many answers to the question of "Why Digitize?".
- How does digitization fit into your organization's mission and strategic plan?
  - Look at the concepts, keywords and phrases that define core values and needs in your department or program, and align your goals to them.
  - Create a list of goals that are mission driven.

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2. Review Organization's Existing Goals and Strategic Directions
Review your larger community or organization's strategic directions and objectives to determine how your strategic goals can align with both short and long-term support and sustainability.

- Many Indigenous communities, councils, libraries, and other organizations develop specific strategic goals. Your digitization goals should align with these larger strategic priorities as well as your own department's mission.
- Examples of strategic directions or goals could include:
  - Advance our knowledge and understanding of our tribal history.
  - Improve cultural awareness and traditional knowledge.
  - Increase the number of tribal members speaking our language.
  - Support the development and creation of oral histories.
- Review these goals, strategic directions, and objectives. Make sure you and your team understand them, and discuss how to align your work with them.

3. Tie in Digitization Goals to Larger Organizational Goals
Develop your department's strategic directions and objectives for digitization by aligning them with those of the larger organization.

- For example, most tribal councils or cultural committees will have a strategic direction that is tied to cultural awareness, education, history, or traditional knowledge, of which much of your strategic directions and objectives should align. Thus, the top down strategic directions and objectives would be as follows:
  - Tribal Council or Cultural Committee
    - Strategic Direction: Improve cultural awareness, education, and traditional knowledge
  - Tribal Cultural Resources, Library, Archive or Museum
    - Strategic Objectives
      - Identify and address priorities for digitization
      - Develop systems and resources to capture traditional knowledge of digital resources.
- Using organization and department goals as a foundation for your strategic digitization goals will ensure your work supports the larger organization and provides sustainability and consistency.

4. Establish a Digitization Purpose Statement
A Digitization Purpose Statement is concise and focused on the larger goals and framework for digitization. This statement should be no longer than a few sentences. More specifics about digitization will follow in your policies and procedures. A

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Digitization Purpose Statement should:

- Link to your tribe, nation, community, unit or department's overall mission, values and goals.
- Define general values for digitization.
- Define overall goals for digitization.
- For example: "To identify and digitize a variety of materials to be added to our larger database for use by tribal community members to increase cultural awareness, history, and traditional knowledge."

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