

Understanding and Planning Digitization Programmes

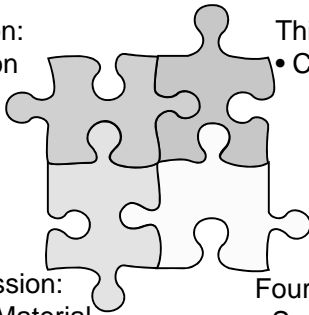
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November 2009

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Agenda

First Session:

- Introduction
- Trends
- Scope



Third Session:

- Conversion

Second Session:

- Project & Material Selection

Fourth Session:

- Sustainability
- Q&A



9.15 – 11.00

INTRODUCTION & FIRST SESSION: TRENDS & SCOPE

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Introductions

- Who am I?
- Who are you?
 - Are you already involved in a program or planning a program?
 - What do you need to learn today?
- *Tip – keep track of ideas, words, programs, people that interest you...*

Learning Objectives

- Explain in general terms the areas included in a digitization program
- Apply information to his/her organization's plans to create a digitization program
- Use workshop resources to provide specific information to the organization
- Interpret an organization's ideas into a scenario for further development
- Provide information – pro and con – on pursuing a digitization program

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What Is Digitization? Why Digitize?

- Digitization is a process
- Analog to digital
- Not yet a commodity service
- The goal is to improve access
 - Broader audience
- Preserve content not containers
- Support research and education

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- No longer projects with limited vision and resources.
 - Programs not projects.
- Concerned with cost/value, sustainability, interoperability, reusability, persistence, and trust.

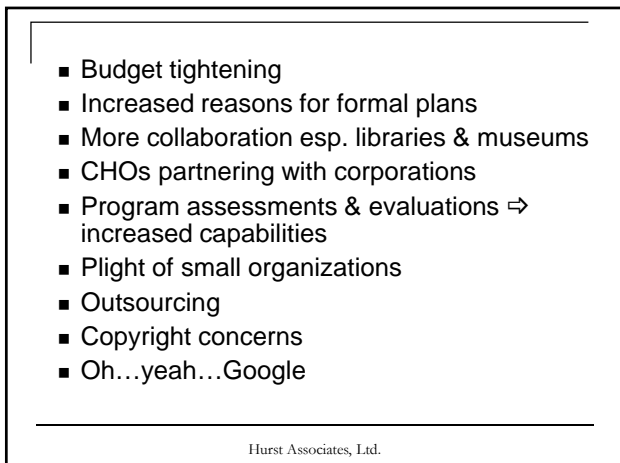
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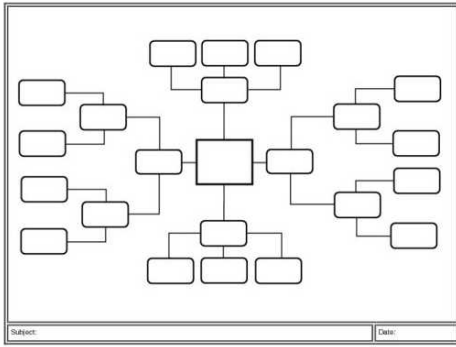






Scope

Overview & Planning



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Organizational Mandate

- A digitization program must relate to the organization's mission, vision and goals.
- In addition, an audience should be identified for the program.
 - Needs assessment

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Funding & Resources

- Self-funding
 - Operating budget
 - Reallocate funds
 - Normalized activity
 - Valued & supported
 - Budget justification

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- External funding
 - Grant funds
 - Government agencies
 - Earmarked funds
 - Private foundations
 - Application requirements

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Partners & Collaborators

- The most successful programs are collaborative
 - Play to each partner's strengths
- Each contributes necessary resources to ensure all tasks are completed
- Training
- Quality control

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11:15 - 12:45




Photo by Helen Black

SECOND SESSION: PROJECT & MATERIAL SELECTION

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Defining the Criteria

- What warrants increased access?
- What is difficult to access?
- Which items are popular?
 - Popular vs. exceptional (80-20)
- What materials are of value?
- Has the collection been described?

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Copyright & Other Rights

- Which materials can easily be cleared of copyright and other concerns?




Photo by PugnoM

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Privacy, Publicity & Moral Rights

- Privacy – The right to be left alone.
 - Invasion includes intrusion, appropriation of name or likeness, unreasonable publicity and false light.
- Publicity
 - Prevents the unauthorized commercial use of an individual's name, likeness, or other recognizable aspects of one's persona.

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- Moral rights
 - Personal
 - Inalienable
 - Include the rights to:
 - Be identified as the author of a work



Photo by K. Ringold

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Copyright Analysis Process

- Is the work copyrightable?
- Is the work copyrighted?
- Who owns or controls the copyright?
- What rights does the owner control?
- What rights are involved in the project?
- What limitations apply?
- What is your exposure?

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Terms & Conditions

- Terms of Use
- Conditions of Use

- How you expect materials to be used.
 - Don't make it a secret.

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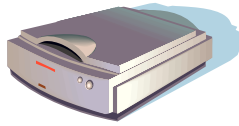
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14.00 – 15.15

THIRD SESSION: CONVERSION

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- Conversion
- Metadata
- Software

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[Kirtas Technologies](#)

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- What is being converted?
- What equipment is needed?
- How will the conversion occur?
- Who will do the conversion?
- Where will the conversion be done?
- How will the digital assets be described, stored and accessed?

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Let's Talk Through Your Perspective Programs

- What types of materials are you considering?
- How many items of each type?
- Who might do the conversion?
- What concerns or issues do you have?

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- This can be done in separate steps and separate locations
 - Scanning
 - Clean-up and OCR
 - Quality control

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- Best Practices
- Guidelines
- Standards

- Conversion is not creative, but routine.

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Metadata

- The “M” word
- MARC
- Dublin Core
 - interoperable online metadata standards that support a broad range of purposes and business models
 - Simple/Unqualified – 15 elements
 - Qualified – 18 elements & element refinements

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- Encoded Archival Description (EAD)
 - nonproprietary encoding standard for machine-readable finding aids such as inventories, registers, indexes, and other documents

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Software

- Integrated Library System (ILS)
- Digital Asset Management (DAM)

- Proprietary vs. open source

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Features May Include

- Ingest
- Metadata management
- Customizable interface/display options
- Administration tools
- Scalable
- Compatibility with other systems
- Open Archives Initiative (OAI) harvesting
- *Can you integrate Web 2.0 tools?*

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15.30 – 17.00

Photo by Stan Wiechers

SUSTAINABILITY AND Q&A

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We are not creating graveyards, but organisms that require constant care in order to survive.

Integration

- Job descriptions & departments
- Budgets
- Daily services

*Not an exception, but the rule.
It is what the organization does.*

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Maintenance

- Updating hardware & software
- Acquiring new equipment
- Modifying or correcting text
- Updating links
- Adding digital assets or knowledge
- Updating metadata
- Continued marketing

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Long Term Accessibility
(Digital Preservation)

- Methods of keeping digital materials alive into the future.
- Active process, not passive.
- Need to preserve ALL of our digital objects.
 - A bigger problem than just our digitized materials.

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Howard Besser (2000)

- The Viewing Problem
- The Scrambling Problem
- The Inter-Relation Problem
- The Custodial Problem
- The Translation Problem

Strategies Have Included...

- Open Archival Information System (OAIS)
- Lots of Copies Keeps Stuff Safe (LOCKSS)
- Trusted repositories

- Ignoring the problem until it truly is a problem.

For Now, Keep in Mind...

- Your digital objects are assets
- The goal - keep the files viable for many years
- Use intelligent filenames & directory structures
- Do not rely on CDs/DVDs
- Use magnetic media
- Use the rule of three
- Refresh your files regularly

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Q&A