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CONTENTdm @ UNLV: New Capabilities, New Opportunities

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CONTENTdm @ UNLV: New Capabilities, New Opportunities

Cory Lampert, Digitization Projects Librarian

University of Nevada, Las Vegas

ACRL National Conference, Seattle, WA

March 14, 2009

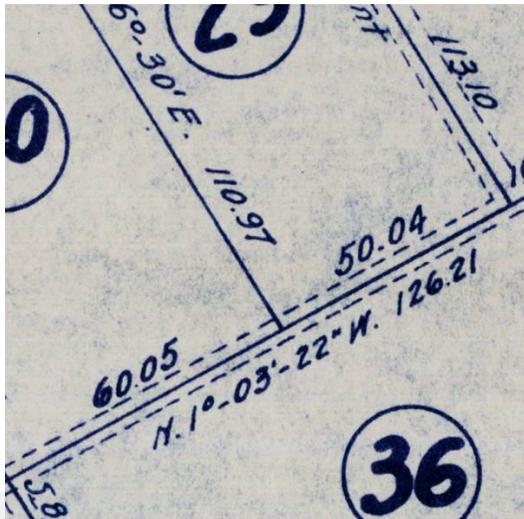
Why digitize?

- Access
- Preservation (sort of...)
- Collaboration
- New forum for publishing



But what if...?

You started a digitization program...
...and NOBODY cared??



Choosing the right software isn't enough...

- Internal challenges
 - Lack of mandate from organizational leadership
 - Poorly-defined roles
 - Long-term sustainability of the program
- **Solutions**
 - Get it in the strategic plan, and educate staff
 - Project management and delegation
 - Work isn't over when the project launches

Case study

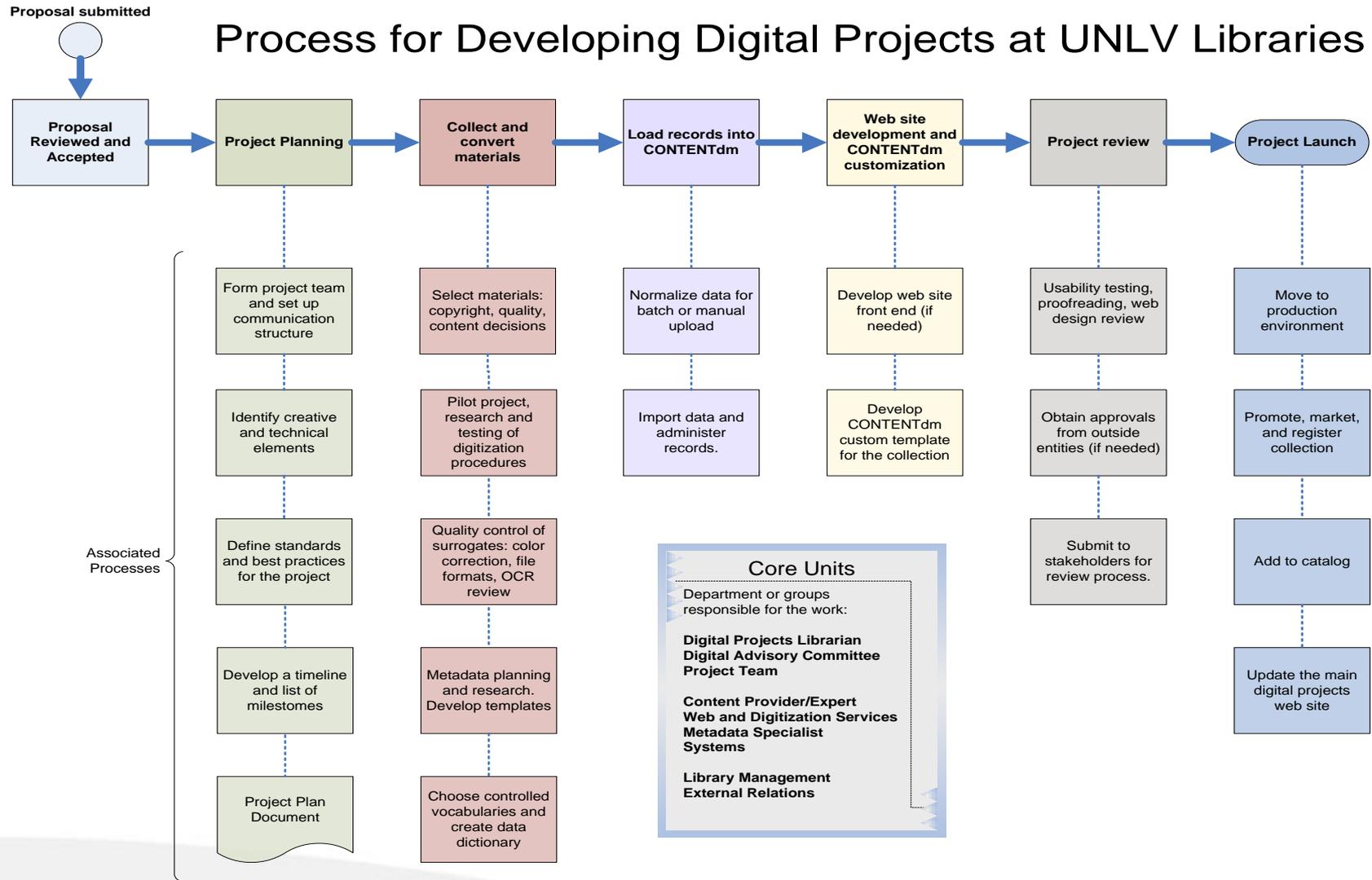
Pre-Strategic Planning

- Groups working in isolation
- No clear timelines/tasks
- Lack of articulated direction/ formal planning
- Low visibility unit in library
- Not connected to community

Post-Strategic Planning

- Leadership group and Project Teams established
- Position hired
- Digitization white paper
- New focus on highlighting technical roles in library
- Publicity/marketing built into projects, outreach

Process for Developing Digital Projects at UNLV Libraries



The Nevada Test Site Oral History Project



<http://digital.library.unlv.edu/ntsohp/>

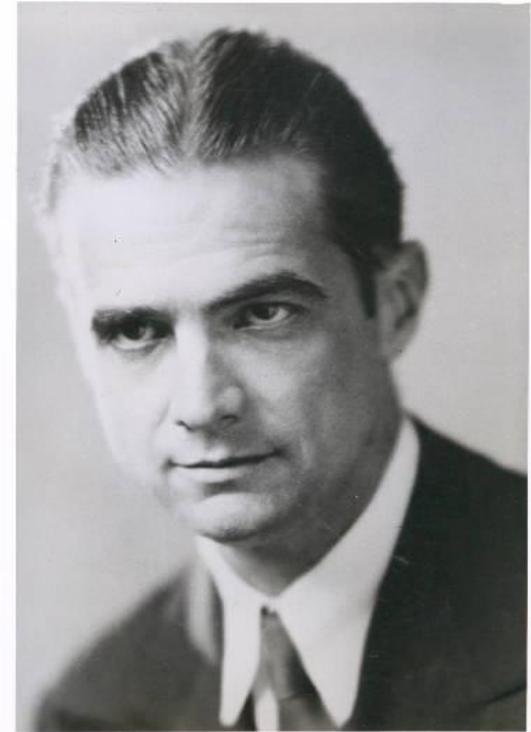
- Collaboration with History and Sociology Departments
- Transfer of large-scale oral history project (5 years)
- Organize and present online: transcripts, audio clips, images, and video
- Targeted publicity campaign with print pieces, media, online promotion, and launch event

Publicity expands possibilities

- Market the right projects; it's worth it:
 - 3 newsletter articles (library, donor, campus)
 - 3 print pieces in local newspapers (daily and weekly)
 - Launch event attended by over 100 project participants, government officials, campus dignitaries, researchers, and media
 - Online promotion: CONTENTdm featured collection, Oral History Association, library web site, campus web site, local state history sites
 - Presentations (5) at national library, history, and oral history conferences
 - Outreach to local groups/teachers/oral history course

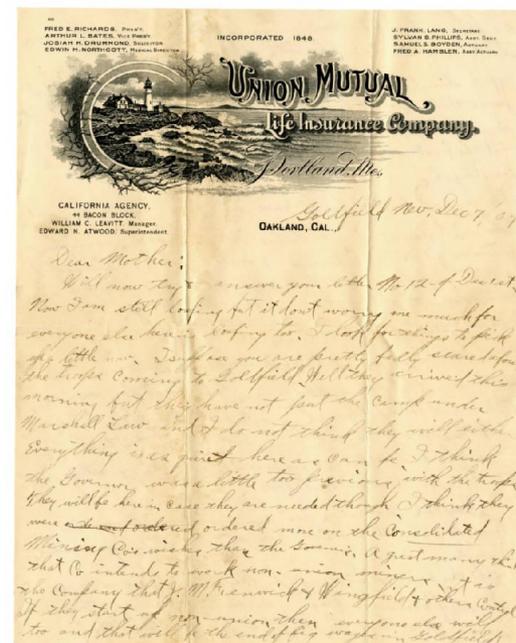
Building momentum

- Learn from each collection; feature requests, feedback, suggestions
- High impact; low risk: Wikipedia (Howard Hughes collection)
- Active testing keeps ideas moving through the pipeline



Campus partnerships: promoting capabilities of digitization staff

- Management of large image collections
- Library value-added (metadata)
- Institutional content
- Research and new forms of publishing
- Copyright
- Technical expertise in long-term storage and maintenance of data



Collaborations: New opportunities



- CONTENTdm common platform (NV)
- Nevada academic libraries (UNR & UNLV)
- LSTA grant-funded project: “Southern Nevada: The Boomtown Years”
- Open source tools that aggregate resources (spatial search portal)
- Nevada statewide digitization planning
- Consortial relationships:
 - Mountain West Digital Library
<http://mwdl.org/>
 - Greater Western Library Alliance, Western Waters Digital Library
<http://www.gwla.org/>

In Summary

Digital collections need to be:

- where the user is when they need them
- in the strategic plan, in hallway conversations, in brainstorming meetings
- on the Web and in multiple places
- ...used to leverage current capabilities to meet future opportunities!

Questions? Ideas?



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