**Techniques for successful management of a large-scale newspaper digitization project with outsourced digitization**

Effective collaboration, increased productivity and outstanding final product

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**Case study of the Nevada Digital Newspaper Project, an extension of the National Digital Newspaper Program**

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**GETTING STARTED**

- Self-driven people
- Thorough initial training
- On-going training
- Assign roles that fit person’s expertise
- Delegate tasks

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**PROJECT TEAM**

**STAKEHOLDERS**

- Know the stakeholders
- Communication channels
- Interests
- Areas of expertise
- Active engagement
- Assign appropriate tasks
- Updates, reports, stats

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**VENDORS**

- Select reputable vendor
- Define specifications
- Communication & scope
- Set goals | benchmarks
- Assign roles
- Set expectations
- Draft schedule
- Negotiate firm deadlines

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**WORKFLOWS**

- Outline project goals
- Multiple production lines
- Divide responsibilities: in-house vs. outsourced
- Know vendors’ workflows
- Develop in-house workflows, iterative approach
- Consider parallel workflows

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**TOOLS**

- Formal communication: vendors and stakeholders
  - Email
  - Conference calls
- Ongoing informal communication
  - Basecamp
  - Trello
  - Google cloud products

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**COMMUNICATION**

- Discuss | share | follow up
- Standing meetings
- On-demand meetings
- Reach out for help | offer help
- Articulate responsibilities
- Clear, specific expectations

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**HOW?**

- Work segmentation
- Adequate scheduling; remain flexible
- Time management
- Risk management
- Statistics for decision-making and assessment
- Iterative workflow development

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**INCREASED PRODUCTIVITY**

- Grant funding institutions do care about the product quality
- Strictly follow program guidelines—it guarantees success!
- Build a good reputation for future grants

**OUTSTANDING PRODUCT**

**WHY SO IMPORTANT?**

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**TECHNIQUES FOR RISK MANAGEMENT**

* Identify potentials risks
* Constantly monitor the project
* Develop response plan

**WORKFLOW EFFICIENCY AND WORK SEGMENTATION**

* Parallel workflows increase efficiency
* Dividing workload allows easy tracking
* Analysis, assessment, reprioritization and iteration lead to perfection

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**taken away**

- Strategies for communication with vendors
  * Remember you are the client!
  * Understand vendor’s structure, roles, workflows
  * Maintain written records of all communication
  * Double-check the invoices!

- Strategies for communication with stakeholders
  * Utilize stakeholders’ expertise!
  * Send memos, updates, work reports, statistics

- Team and time management
  * Adopt more liberal managerial style
  * Form skilled, collaborative, motivated team
  * Set deadlines and milestones
  * Adopt Scrum meetings and iterative approach

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**how?**

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Thanks for attending my poster session at ALA Annual 2018!

This handout is the abbreviated version of the poster.

- Visit [www.marina-expertise.com/posters](http://www.marina-expertise.com/posters) for the original (full) version of the poster.
- View my portfolio, resume and past presentations at [www.marina-expertise.com](http://www.marina-expertise.com)
- Visit [www.nvdnp.wordpress.com](http://www.nvdnp.wordpress.com) to learn more about the Nevada largest newspaper digitization project, subject of this presentation
- Visit [https://chroniclingamerica.loc.gov/newspapers/nevada](https://chroniclingamerica.loc.gov/newspapers/nevada) to browse through the project product - digitized historic newspapers from Nevada

Don’t hesitate to contact me - I’d be happy to chat with you and answer all your questions!

*Presenter’s contact details*

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