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Digital Collections Users' Group Annual Report Fiscal Year 2012

Consortium of Academic and Research Libraries in Illinois

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Digital Collections Users' Group Annual Report, 2011-2012

Submitted May 18, 2012

Members:

Ellen Corrigan (2011-2014), Eastern Illinois University
Christopher Day (2010-2013), School of the Art Institute of Chicago
Eben English (2009-2012), Loyola University Chicago
Ginger Frere (2010-2013), The Newberry Library
Peter Hepburn (2010-2013), University of Illinois at Chicago
David Levinson (2011-2014), Lake Forest College
Meg Miner (2010-2012), Illinois Wesleyan University
Laurie Sauer (2009-2012), Knox College, **Chair**
Julia Thompson (2011-2014), Western Illinois University

CARLI staff liaisons: Jessica Gibson and Amy Maroso

Meetings:

DCUG met monthly throughout the year via telephone conference call and met once in person in August, 2011 for a planning session. DCUG uses an internal wiki (wiki.carli.illinois.edu/dcug/index.php/Digital_Collection_Users_Group) as collaborative work space and to archive documents. DCUG formed three subcommittees to distribute work: Communications and Outreach, Documentation and Standards, and Usability, and participated in a joint subcommittee on digital preservation with the Preservation Working Group.

Accomplishments and Activities:

DCUG presented the "Anatomy of a Digital Project" series:

- *Copyright for Digital Projects*, an in-person forum held on September 28, 2011 featuring Dywane Buttler, University of Louisville.
- *Lightweight Project Management for Digital Collections* webinar on January 17, 2012. Presenter: H. Frank Cervone, Purdue University Calumet.
- *Selection of Materials for Digitization* webinar on February 21, 2012. Presenters: Julie Mosbo, Southern Illinois University Carbondale; Meg Miner, Illinois Wesleyan University; Peter Hepburn, University of Illinois at Chicago; and Laurie Sauer, Knox College.
- *Letting the World Know About Your Digital Collection: A Practical Approach to Promotion and Marketing* webinar on March 28, 2012. Presenters: Ginger Frere, The Newberry Library and Christopher Day, School of the Art Institute of Chicago.
- *Connecting Your Digital Collections to the Curricula at Your Institution* webinar on May 15, 2012. Presenters: Jane Darcovich, University of Illinois at Chicago, and Stephanie Davis-Kahl, Illinois Wesleyan University.

DCUG appointed members to serve on the Digital Preservation Joint Subcommittee (with members from the Preservation Working Group). This joint subcommittee presented the program *Digital Preservation: An Introduction to Technologies and Processes for the Care of Digital Collections*, an in-person forum in Champaign on April 10, 2012. Presenters included Lynne Thomas (Northern Illinois University); Chris Prom (University of Illinois Urbana-Champaign); and James A. Bradley (Ball State University).

Around 35 attendees registered for each of the webinars, and around 70-75 people attended each of the in-person forums. Evaluations for the webinars and forums were very positive.

Promotion of CARLI Digital Collections and the work of DCUG were given a renewed emphasis this year:

- CARLI Digital Collections Featured Image continues to appear regularly--at least twice per month--on the CARLI blog.
- A Twitter account (twitter.com/#!/carli_dcug) was created and is being used to post information about CARLI Digital Collections.
- Members of the Communications and Outreach subcommittee organized an informal meet-up of digital collections managers in the Chicago area. Approximately 12 people attended the February meet-up and another meeting is being planned for mid-June.
- A poster featuring information and analysis from the Spring 2011 survey of CARLI members about digitization at member libraries was displayed at the Illinois Association of College and Research Libraries annual conference, March 16, 2012.

Google Analytics tracking code was added to the CARLI Digital Collections site in May 2011. Data generated from the tracking was analyzed to determine if it could be of benefit to CARLI and to collection managers. Two Google Analytics reports were deemed useful:

- "Traffic sources" details the sites or methods users employ to find and get to CARLI Digital Collections content, whether the method is a search engine or a web site.
- "Keywords" lists the terms users use to search for and find CARLI Digital Collections content.

Quarterly data from each of these reports is now presented on the CARLI web site (<http://www.carli.illinois.edu/mem-prod/contentdm/cdm-ga.html>), along with other usage data for CARLI Digital Collections, in a form available for downloading. Further, DCUG performed data analysis on each of the quarterly reports and produced summary reports for CARLI members who wish to see only an overview of traffic sources and keywords. Summary reports will be produced on a quarterly basis and posted to the CARLI web site. A link to the usage reports web page also appears on the CARLI public wiki.

Google Analytics data produced a third useful report detailing where users clicked on the CARLI Digital Collections home page. The data indicated that users frequently navigated the CARLI Digital Collections site by clicking on one of the "Topics" links. As a result of reviewing these data, DCUG reviewed the existing list of "Topics" and made changes to the wording of some of the topics and added one new topic to improve the usability of the site.

Efforts to improve and enhance documentation for CARLI Digital Collections and digitization in general continued:

- *Guidelines for the Creation of Digital Collections: Digitization Best Practices for Images* and *Guidelines for the Creation of Digital Collections: Digitization Best Practices for Text* now exist as two separate documents, and both components were revised in January, 2012.
- The new document *Digitization Best Practices for 3-D Objects* is in process.
- A new document for promoting digital collections is in process.
- A document outlining options for customizing CARLI Digital Collections collection home pages is being developed.
- Enhancements to the set of documentation and resources about digitization on the CARLI public wiki (<http://wiki.carli.illinois.edu/index.php/Portal:CONTENTdm>) continue.

Potential Future Plans

- Continue to develop documentation on digitization and best practices.
- Develop specific training modules and/or documentation for digitization in general and specifically for use with CARLI Digital Collections.
- Perform a review of the CARLI Digital Collections Collection Development Policy.
- Continue to seek feedback from CARLI members about their needs for information and programming to help them with development of digital collections.
- Continue to work with the Preservation Working Group on digital preservation education.