

Created Content Committee
Annual Report: 2013-2014
Submitted: May 28, 2014

Members:

Howard Carter (2013-2015), Southern Illinois University Carbondale
Paul Go (2013-2016), Illinois Institute of Technology
Margaret Heller (2013-2014), Loyola University Chicago
Benn Joseph (2013-2015), Northwestern University
Mary Rose (2013-2015), Southern Illinois University Edwardsville
Anne Shelley (2013-2016), Illinois State University
Adam Strohm (2013-2016), Newberry Library, **Chair**
Julia Thompson (2013-2014), Western Illinois University
David Levinson (2013-2013), Lake Forest College (resigned)

CARLI Staff Liaisons: Amy Maroso and Elizabeth Clarage

Communication:

The Created Content Committee met monthly on one-hour conference calls. There was one in-person meeting of the committee held at the CARLI Office in August 2013. The committee uses an email list for group communication and maintains a wiki (http://wiki.carli.illinois.edu/dcug/index.php?title=Created_Content_Committee) as collaborative workspace.

Continued Projects:

The Created Content Committee continued work on several projects that were envisioned and started by its predecessor committee, the CARLI Digital Collections Users' Group. On-going projects include:

CARLI Digital Collections Featured Image: Every two weeks either a committee member or a guest writer selects an item from CARLI Digital Collections (<http://collections.carli.illinois.edu>) and posts information and commentary about the item on the CARLI Website as a news article.

Google Analytics Usage Reports for CARLI Digital Collections: Four new Google Analytics reports were produced this year, one for Quarter 4 of 2013, and three for the first three quarters of 2013-2014 (July 2013 – March 2014). These are posted on the CARLI website: <http://www.carli.illinois.edu/products-services/contentdm/google-analytics-usage-reports-carli-digital-collections>. Analysis of the top traffic sources and top keywords used to access items in CARLI Digital Collections is done for each quarter.

New projects:

CARLI Digitized Book of the Month: The same general procedures as followed for the Featured Image are now also being used for a book that has been digitized via the Open Archives Initiative and available on the Internet Archive. This featured book is posted on the CARLI website monthly.

CARLI IACRL Preconference: Members of the committee (Paul Go, Margaret Heller, Adam Strohm) participated in a CARLI-sponsored IACRL preconference on assessment. Their presentation was on using Google Analytics to assess the usage of digital collections, how to go beyond the basic statistics provided by Google Analytics, and using the provided statistics to assess the content in digital collections, how desirable it is for end users, and how users are directed to the content by other sites. Presentation title: *Web Analytics for Digital Collections: Appraising Collections and Assessing Impact*.

Other CARLI Collections Portal: The committee looked at ways to increase exposure to digital collections from CARLI member libraries that aren't in CONTENTdm or don't use CARLI Digital Collections portal. Working with the CARLI Office staff, the committee created a form (<http://www.carli.illinois.edu/digital-portal-information-form>) that non-CARLI Digital Collection libraries can fill out to describe their main digital collection "portal" pages. The information is then used to create an entry in a collection of "Other CARLI Collections" accessible from the CARLI Digital Collections site (http://collections.carli.illinois.edu/cdm4/browse.php?CISOROOT=/carli_other). Twelve entries have been added to this collection and the project will be on-going as other institutions contribute.

Newspaper and Yearbooks Digitization Project: The CARLI Board has provided funds for every CARLI Governing member library to digitize either their yearbooks or student newspapers. The committee is overseeing the process, and sent out a survey in Fall 2013 to determine how many libraries are interested in digitizing each option (results: 60% newspapers, 40% yearbooks). Since a digitization vendor contract between CARLI and the Internet Archive is already in place, the yearbook portion of the project started with a number of institutions already having their yearbooks digitized. The newspaper portion of the project will be more involved, as it may require an RFP due to the cost of the project. The committee created guidelines for alternative "student culture" collections a library would be allowed to digitize if newspapers and yearbooks either already had been digitized or do not exist. The committee is responsible for reviewing any of these alternative proposals. This project will continue in 2014-2015.

Podcasts: One of the major focuses of the committee was creating a series of podcasts on various topics related to digital projects. The podcasts are done by members of the committee and hosted on the University of Illinois at Urbana-Champaign's iTunes U account at: <https://itunes.apple.com/us/itunes-u/carli-created-content-committee/id863218315?mt=10>. Two podcasts have already been recorded and are available. In one, committee members Paul Go and Anne Shelley interview members of the Digital POWRR digital preservation grant team. In the second podcast, committee

members Margaret Heller and Adam Strohm reprise their IACRL presentation. Future podcasts are already being planned and the committee hopes to record one more before the end of their term.

White paper: The committee elected to create a guide that detailed their process of creating podcasts. The white paper includes sections on the planning process including the goals the committee had for the project, the technical aspects of how the podcasts are created and disseminated, and a “final thoughts” section reflecting on the whole project and what the committee learned—both the successes of the project and what the committee would change/do differently.

Future Projects:

Nearly all projects the committee has started or that have been carried over from the Digital Collections Users’ Group will continue into the future, with the exception being the IACRL preconference.

Web 2.0: During the year the committee discussed creating a guide to using Web 2.0 tactics to help libraries increase exposure to their collections. Although the discussion was tabled in favor of focusing on the other new projects the committee worked on, it is something the committee might consider for next year. It could be folded into the podcast project or done in another manner, such as a webinar. Web 2.0 topics include strategies for best use and promotion of existing collections, using websites such as Flickr, Tumblr, and others to promote collections, what materials would benefit from being exposed on the Web, copyright, and use issues.