

Created Content Committee
Annual Report: 2015-2016
Submitted: May 26, 2016

Members:

Ian Collins (2015-2018), University of Illinois at Chicago
Ellen Corrigan (2014-2017), Eastern Illinois University
Alice Creason (2014-2017), Lewis University, **chair**
Margaret Heller (2013-2017), Loyola University Chicago
Sarah Prindle (2015-2018), Southern Illinois University Carbondale
Mary Rose (2013-2016), Southern Illinois University Edwardsville (resigned)
Anne Shelley (2013-2016), Illinois State University
Adam Strohm (2013-2016), Illinois Institute of Technology
Jennifer Wolfe (2015-2016), Newberry Library

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 2015. 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.

Completed Project:

Updated Procedures for Google Analytics Usage Reports for CARLI Digital Collections: In Fall 2015 the Created Content Committee decided to switch methods for collecting Google Analytics Traffic Sources and Keywords. The committee decided to no longer release written reports for Traffic Sources and Keywords, and will instead release the entire dataset in Excel with some initial cleanup and formatting. This will allow institutions to create their own reports out of the data.

Keyword and Traffic reports using the new Google Analytics data presentation were produced for the first three quarters of 2015-2016 (July 2015 – March 2016). These are posted on the CARLI website: <http://www.carli.illinois.edu/products-services/contentdm/google-analytics-usage-reports-carli-digital-collections>.

CARLI Digital Collections Homepage Changes: The committee suggested changes to the way users navigate some pages of CARLI Digital Collections. Prior to the change, navigating the site using the predefined “by topic,” “by media,” “by institutions,” or “by collection” browsing

options would take users to a collection's information page (example: http://collections.carli.illinois.edu/cdm/singleitem/collection/carli_colls/id/32/rec/8). This page featured a prominent link near the top of the page to "Browse the collection" and would take users directly to a collection's browse page (example: http://collections.carli.illinois.edu/cdm/search/collection/sie_kmox).

The committee decided to change the link to take users to a collection's home page (example: http://collections.carli.illinois.edu/cdm/landingpage/collection/sie_kmox) instead, since home pages contain additional information about the collection that might be useful to users. A direct link to the browse pages is still present on the collection information pages, but not in such a prominent location.

CARLI Digital Collections Tagging Pilot Project: In anticipation of the 20th anniversary of the Million Man March, committee member Mary Rose requested the committee do a pilot project of CONTENTdm's tagging function for Southern Illinois University at Edwardsville's EBR Million Man March collection (http://collections.carli.illinois.edu/cdm/landingpage/collection/sie_mmmarch). The committee was interested to see if tagging function would be used by visitors to the site.

CARLI staff turned the tagging function on for only the EBR Million Man March collection and Mary Rose added many tags to the collection's images. The feature was promoted as being available for use, and CARLI staff monitored tagging activity for several weeks. At the end of the pilot, only one additional tag had been added to the collection.

The tagging function was turned off for the collection at the end of November 2015. The committee reviewed the pilot and decided that tagging was not a feature users were interested in, and it would not be used for CARLI Digital Collections at this time.

Continued Projects:

The Created Content Committee continued work on several on-going projects:

CARLI Digital Collections Featured Image: Every two weeks a committee member 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.

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 Content Alliance and available on the Internet Archive. This featured book is posted on the CARLI website monthly.

Podcasts: 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>.

Three podcasts were produced this year: A discussion between committee members about their new Tumblr initiative (see "Current Projects" for more information); an interview with Sandra Fritz and Andrew Bullen about the Illinois' Digital Public Library of America participation; and an interview with Eric Kurt, the Media Commons Coordinator at University of Illinois at Urbana-Champaign's Undergraduate Library.

Current Project:

Building on the digital collection use and marketing survey the committee did last year, the Created Content Committee proposed to investigate ways to assist CARLI institutions with promotion and marketing of the digital collections.

The committee decided to expand the marketing work they are currently doing and chose to start a Tumblr blog for promoting CARLI digital collections. It can be found at: <http://carlidigcoll.tumblr.com/>

The Tumblr page was created to compliment the the "featured images" and "featured books" which are posted only to the CARLI website and, therefore, don't see as big of an audience as could be gained from non-consortium-specific exposure.

Future Projects:

Nearly all the continued committee projects will continue into the future. In addition, the committee plans to hopefully work with CARLI management to expand the numbers of collections that can be posted to the Tumblr page.

The committee will also review the digitization resources that were part of the CARLI wiki (https://wiki.carli.illinois.edu/index.php/Main_Page) to edit them and create a list of useful resources that can be added to the CARLI website.