
**2017–2018 CARLI Created Content Committee:
Annual Report of Activities and Annual Project**

Members

Ian Collins (2015-2018), University of Illinois at Chicago
Ellen Corrigan (2014-2020), Eastern Illinois University, **chair**
Alice Creason (2014-2018), Lewis University
Marlee Graser (2017-2020), Southern Illinois University Edwardsville
Colin Koteles (2017-2018), College of DuPage
Tricia Lampron (2017-2020), University of Illinois at Urbana-Champaign
Greer Martin (2017-2018), Illinois Institute of Technology
Matthew Short (2016-2019), Northern Illinois University
Rebecca Skirvin (2016-2018), North Central College (resigned)
CARLI Staff Liaisons: Amy Maroso and Elizabeth Clarage

Introduction

Rather than focusing efforts on a single large project, members of the Created Content Committee (CCC) worked on several smaller projects over the course of the year. Most of these activities centered around two main themes: documentation and promotion of digital collections.

Committee members met by conference call each month to plan activities, discuss progress, and offer feedback, communicating by a group email list between meetings. The committee maintained collaborative workspace on the CARLI website and on Google Drive.

Documentation Activities

Committee members spent the first half of the year performing a review of committee-created documents on the CARLI website. Historically, CCC's predecessor, the Digital Collections Users' Group, had a documentation subcommittee responsible for creating and maintaining best practices documents (see: "Best Practices for Digital Collections" section of <https://www.carli.illinois.edu/products-services/contentdm/cdm-documentation>) and other documents. With the reorganization of committees and the advent of the annual project, the task of updating current documents and creating new ones fell by the wayside.

As part of this comprehensive review, all of the "Guidelines for the Creation of Digital Collections" best practices documents were reviewed and updated. The Guidelines for the Creation of Digital Collections: Best Practices for Metadata was revised into two separate documents, one dealing with best practices for descriptive metadata in CARLI Digital Collections (see: https://www.carli.illinois.edu/sites/files/digital_collections/documentation/guidelines_for_cdc_metadata.pdf) and the other addressing the broader topic of shareable metadata for use by all CARLI member libraries (see: https://www.carli.illinois.edu/sites/files/digital_collections/documentation/guidelines_for_shareable_metadata.pdf).

Also in connection with the documentation review, a new resource guide titled "Digital Projects 101: A Resource Guide" (see: https://www.carli.illinois.edu/products-services/contentdm/digital_projects_101) was created to assist member libraries in developing and maintaining digital collections. Initially based on the now-defunct public wiki, this guide covers aspects of the digital project process that fall outside the

scope of the best practices documents. The guide lists print and web resources on topics including creating digital objects, outsourcing digitization, digital asset management systems, copyright, digital preservation, grants and funding, and marketing. Committee member Alice Creason served as principal author of the guide.

Other resources generated by past committee endeavors, such as webinar presentations and podcasts, were also reviewed to ensure currency and relevance to the present-day audience. Links to outdated or superseded materials were removed and the materials archived (see: “CARLI Sponsored Digital Projects Webinars and Resources” section of <https://www.carli.illinois.edu/products-services/contentdm/cdm-documentation>).

Promotion of Digital Collections Activities

In the second half of the year, committee members’ attention turned to activities related to the promotion of digital collections. In previous years, the committee had participated in three ongoing promotional projects: “CARLI Digital Collections Featured Image,” a biweekly feature on the CARLI website highlighting items from CARLI Digital Collections; “Digitized Book of the Month,” a monthly feature on the CARLI website spotlighting member libraries’ digital materials hosted in the Internet Archive; CARLI Digital Collections Tumblr, daily posts (Monday-Friday) on the social media site featuring items from the collections of current committee members’ institutions.

Due to the inability to promote collections on Tumblr that were not collections created by members of the CCC, the committee inquired of CARLI administration as to whether all digital collections created by member libraries, regardless of hosting platform, could be included in promotional activities. As the CARLI Office worked with University of Illinois in Urbana-Champaign’s legal office to create a document that would allow social media promotion of collections in CARLI Digital Collections (<http://collections.carli.illinois.edu/>), committee members opted to suspend promotion efforts in favor of developing educational programs and documentation to aid member libraries in promoting their own collections.

The educational outreach CCC did in this area consisted of a webinar on how several CARLI member libraries are using social media and other means to promote their digital collections. An extensive guide to digital collection promotion was also created and posted to the CARLI website.

Webinar: “Promoting Your Digital Collections,” held on May 1, 2018

Presented by the panel of Rachel Cole (Northwestern University), Lindsay Harmon (Lewis University), and Sata Prescott (Northern Illinois University), this program offered insights into digital collections promotion based on the speakers’ real-world experiences. Topics discussed include using different strategies for different subjects and audiences, social media as well as non-digital marketing endeavors, developing partnerships, engaging in collaborative activities, tools for online exhibits and automation. Approximately 30 registrants attended the live session via Adobe Connect, with the session recording and slides subsequently made available on the CARLI website.

Document: “Guidelines for the Promotion of Digital Collections: Best Practices for Promoting and Marketing” (see: https://www.carli.illinois.edu/sites/files/digital_collections/documentation/guidelines_for_promotion.pdf)

Committee members created a new best practices document for promoting digital collections. The extensive guide covers the use and pros and cons of many social media platforms; aggregation and sharing of metadata and digital objects using options like the Digital Public Library of America (DPLA), OAIster, and local platforms like EXPLORE Chicago. Working with partners to create and

promote digital projects; creating both physical and digital exhibits (and software that can be used for the latter) are explored. Incorporating digital collections into curricula and assessing promotion efforts are also covered.

Other Activities

Copyright Webinars: CCC organized and sponsored two webinars looking at copyright issues related to digital collections. Session recordings and slides were subsequently made available on the CARLI website (see: “CARLI Sponsored Digital Projects Webinars and Resources” section of <https://www.carli.illinois.edu/products-services/contentdm/cdm-documentation>).

February 1, 2018: Hannah Stitzlein, Visiting Metadata Services Specialist for the Illinois Digital Heritage Hub, presented “Standardized Rights Statements in Digital Collections.” This program addressed RightsStatements.org, a joint initiative of Europeana and the Digital Public Library of America, and the application of rights statements developed by the initiative to communicate the copyright and re-use status of digital objects. Nearly 50 registrants attended the live session via Adobe Connect.

March 6, 2018: Sara Benson, Copyright Librarian at the University of Illinois at Urbana-Champaign University Library, presented “Librarian Superpowers.” Intended as a copyright Q&A program, Ms. Benson shared her legal expertise to shed light on copyright law in relation to interlibrary loan, preservation, digitization, fair use, and associated matters. Nearly 40 registrants attended the live session via Adobe Connect.

On-going Committee Work

Google Analytics Reports: CCC continued the long-term ongoing activity of issuing quarterly Google Analytics dataset reports, prepared by committee member Matt Short. Based on keywords and traffic sources for CARLI Digital Collections, the reports are intended to inform and assist digital collections managers with project planning and assessment (see: <https://www.carli.illinois.edu/products-services/contentdm/google-analytics-usage-reports-carli-digital-collections>).

Summary and Conclusion

- Reviewed and updated all publicly-available documents, webinars, and podcasts (23 resources in total)
- Created two new documents: “Digital Projects 101: A Resource Guide” and “Best Practices for Promotion and Marketing”
- Organized and sponsored three webinars
- Produced quarterly Google Analytics usage reports

As the Created Content Committee has accomplished all of its goals for this year, it will be up to committee members in the new term to determine how best to serve the digital collections-related needs of CARLI member libraries next year.

Complete List of Documentation and Webinar Information

CONTENTdm Documentation page on CARLI website

<https://www.carli.illinois.edu/products-services/contentdm/cdm-documentation>

See the following sections:

Best Practices for Digital Collections

CARLI-Sponsored Digital Projects Webinars and Resources

Digital Projects 101: A Resource Guide

https://www.carli.illinois.edu/products-services/contentdm/digital_projects_101

Guidelines for Promotion of Digital Collections: Best Practices for Promoting and Marketing

https://www.carli.illinois.edu/sites/files/digital_collections/documentation/guidelines_for_promotion.pdf

Promoting Your Digital Collections webinar

https://www.carli.illinois.edu/products-services/contentdm/promoting_digital_2018

Webinar recording:

https://www.youtube.com/embed/1B8_pUWlsGY?rel=0&autoplay=0&width=640&height=480&iframe=true

Cole slides:

https://www.carli.illinois.edu/sites/files/digital_collections/documentation/Cole_Presentation.pdf

Harmon slides:

https://www.carli.illinois.edu/sites/files/digital_collections/documentation/Harmon_Presentation.pdf

Prescott slides:

https://www.carli.illinois.edu/sites/files/digital_collections/documentation/Prescott_Presentation.pdf

Copyright webinars

<https://www.carli.illinois.edu/products-services/contentdm/copyright2018>

Stitzlein webinar recording:

<https://www.youtube.com/embed/BTfBklOjipw?rel=0&autoplay=0&width=560&height=315&iframe=true>

Stitzlein slides:

https://www.carli.illinois.edu/sites/files/digital_collections/documentation/StandardizedRightsStatements.pdf

Benson webinar recording:

<https://www.youtube.com/embed/1N1vITgavOY?rel=0&autoplay=0&width=560&height=315&iframe=true>

Benson slides:

https://www.carli.illinois.edu/sites/files/digital_collections/documentation/Benson_copyright_2018.pdf

Google Analytics Usage Reports for CARLI Digital Collections

<https://www.carli.illinois.edu/products-services/contentdm/google-analytics-usage-reports-carli-digital-collections>