DPLAOhio Advocacy Working Group Final Report—April, 2016

Summary Report Recommendations

Date Submitted: Wednesday, March 2, 2016
Revised:

Working Group members
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Members: **Marcia Addison**, Stark State College; **Devhra BennettJones**, Lloyd Library & Museum; **Jessica Maiberger**, Milan-Berlin Library; **Megan Malone**, Lillian E. Jones Museum; **William Modrow**, Miami University; **Arline Radden**, NORWELD; **Rachel Senese**, Cleveland Public Library

Executive Summary
The Advocacy Working Group was formed to develop an advocacy and outreach strategy for the DPLAOhio project.

Working Group Charge
The Advocacy Working Group charge was as follows:

"Develop a strategy for the DPLA promotion/advocacy and outreach program, how Ohio DPLA will engage partners, and over time grow partnership in the Service Center; how Ohio will implement the DPLA community partner education program; determine education needs of potential Ohio DPLA partners; near term this working group will develop promotion for the symposium. Work with the co-chairs to manage external communications."

Summary of Group Activities
The primary activities of the Advocacy Working Group included:

➢ *Digital collections survey*
Working group members assisted with the distribution of the first digital collections survey to public libraries, archives, historical societies, and museums.
➢ *DPLA Symposium*
Working group members were responsible for promoting the symposium to cultural organizations. Save-the-Date and symposium registration email blasts were sent to organizations identified through the digital collections survey; ultimately, more than 80% of invitees attended the event. On the day of the symposium, working group members created

symposium packets for attendees, staffed the registration desk and compiled notes for each of the sessions.

➢ *DPLAOhio logo*
In January 2016 the Advocacy Working Group contracted with a graphic designer to create a logo for the DPLAOhio hub. The design will have a similar color scheme as DPLA. To see current drafts of the logo, please see the "DraftLogo" document in the appendix.

Key Findings from Symposium
The DPLA Symposium provided the following insight into the needs of potential participants:

➢ *Talking Points*
Attendees to the symposium indicated that they needed an elevator speech or talking points to aid them in discussing participation in DPLA with their library directors and/or boards.
➢ *Education*
A common theme of the symposium was the need to provide educational workshops/training on the various aspects of DPLA.
➢ *Responsibility for DPLA going forward*
A frequent question heard throughout the symposium was "who will do the work?"

Research
A cursory review of current service hubs provided minimal information regarding DPLA-focused educational opportunities. Most hubs only appear to provide digitization and digital preservation focused training. DPLA also recently released a workshop curriculum based on documented best practices for digitization. This curriculum is available in a self-guided version intended for digitization beginners.

> **Commented [1]:** Shannon - I did a quick review of each of the hubs and did not find much of anything. Do you think we need to add anything here or just leave it pretty basic?

Key Recommendations
➢ *Project Name*
  ○ We recommend that the project be named DPLA - Ohio, or Digital Public Library of America - Ohio.
➢ *Education - Participating Organizations*
  ○ Active working groups should act in conjunction with Community Engagement Centers to plan and organize training and education.
  ○ To accommodate different learning styles, a variety of formats should be provided, including:
    ■ in-person workshops
    ■ webinars
    ■ how-to documents featuring screen captures
  ○ Frequency of training sessions is dependent upon the topic. The following guideline should be considered:

- After acceptance to DPLA but prior to first metadata harvest:
  - Metadata standards
  - Copyright
  - Collection development
  - Legal agreements and partnerships
  - Licensing
  - Technology basics (i.e. how metadata is harvested and ingested into the DPLA)
- Annually
  - Revisions to DPLA functionality
  - Reviews of metadata standards
  - Other topics as needed

- *Education - DPLA User Community*
  - Community Engagement Centers should work in conjunction with Ohio's DPLA Community Representatives (Jillian Carney, Katy Klettlinger and Shannon Kupfer as of this writing) for outreach activities that involve the public's use of Ohio's DPLA collections. DPLA Community Reps Organize engage in activities that promote DPLA as a portal, platform, or public option using DPLA materials, and are well-suited to partner with Community Engagement Centers in tasks that promote Ohio's DPLA collections.
- *Activities for Community Engagement Centers*
  - Outreach and Advocacy
    - Develop relationships with current and potential DPLAOhio contributors
    - Introduce organizations to the DPLA to garner interest and increase participation
  - Education
    - Plan and conduct training sessions as specified in guidelines above
  - Interactions with other Working Groups
    - Report to standing working groups and provide feedback from contributing organizations
  - Interactions with DPLA Community Representatives
    - Community Engagement Centers should work in conjunction with DPLA Community Representatives to increase interest in the DPLA within participating organizations' user groups
- *Challenges and Barriers to Participation*
  - Varied experience levels of participants
    - Education will need to be tailored to the participant's level of understanding; terminology that is familiar to some will not be so for others, despite being in the same organizational community
  - Geographical challenges

- For some smaller institutions, traveling for training is prohibitive. We recommend easily-accessed webinars, both recorded and live, to accommodate all potential participants.
- *Future of Advocacy Working Group*
  - Due to the redundancy of the responsibilities of the Advocacy Working Group and the Community Engagement Centers, we recommend that the Advocacy Working Group be disbanded at the end of the planning period.

Appendices
I. Talking points
II. Draft logo

Appendix I. - Talking Points

<u>DPLA Overview</u>

- **What is DPLA?**
  - The Digital Public Library of America brings together the riches of America's libraries, archives, and museums, and makes them freely available to the world. It strives to contain the full breadth of human expression, from the written word, to works of art and culture, to records of America's heritage, to the efforts and data of science. DPLA aims to expand this crucial realm of openly available materials, and make those riches more easily discovered and more widely usable and used, through its three main elements: a *portal* that delivers students, teachers, scholars, and the public to incredible resources, wherever they may be in America; a *platform* that enables new and transformative uses of our digitized cultural heritage; and an advocate for a strong *public option* in the twenty-first century.
- **Why does it matter?**
  - For most of American history, the ability to access materials for free through public libraries has been a central part of our culture, producing generations of avid readers and a knowledgeable, engaged citizenry. DPLA works, along with like-minded organizations and individuals, to ensure that this critical, open intellectual landscape remains vibrant and broad in the face of increasingly restrictive digital options. DPLA seeks to multiply openly accessible materials to strengthen the public option that libraries represent in their communities. The materials found in the DPLA are authoritative and are vetted prior to contribution by experts in their field, making searches productive and efficient.
- **What kinds of resources can I find on DPLA?**
  - DPLA contains metadata records—information describing an item—for millions of photographs, manuscripts, books, sounds, moving images, and more from libraries, archives, and museums around the United States. Each record links to the original object on the content provider's website.
- **How do items end up in DPLA?**

- DPLA content staff works with [content and service hubs](#) to add records to the collection. Ohio is in the process of establishing a statewide hub.

- **Do you have physical copies of the items in DPLA?**
  - DPLA is an all-digital library that aggregates metadata about digital objects held by libraries, museums, and archives around the country. DPLA does not hold physical copies of objects in its database. You can think of the DPLA as operating in a fashion similar to Google or other search engines: it simply finds the items you seek and points you to their location utilizing descriptive information provided by your organization.

- **How much does DPLA cost to use?**
  - The content found through the DPLA is, and always will be, free to access; no authentication or membership is needed. For contributor costs, see below under the section on metadata.

DPLAOhio

- **How will Ohio participate in DPLA?**
  - Submit application to join DPLA in [INSERT DATE]. Hope to begin pilot [INSERT DATE].

- **Who will manage the program?**
  - State Library of Ohio will manage the program during its three-year pilot. Future governance of the program is still under discussion, but we anticipate that the State Library of Ohio will continue to partner with other organizations in Ohio to ensure the sustainability of the program.

- **How will DPLAOhio benefit my organization?**
  - Small institutions:
    - Through education: participation in the DPLA will provide educational opportunities to your staff, particularly where metadata and legal issues (for example, copyright and licensing) are concerned;
    - Through access: the DPLA will provide a new access point to your collections which, until now, may be difficult for your users to find

- ■ Through tools and apps: the DPLA gives users numerous ways to find and save content, allowing for creativity that individual institutions, particularly those with limited resources, just can't provide.
  - ○ Large institutions:
    - ■ Through ease of research: the DPLA's metadata aggregation allows Individuals to search across institutional collections to find materials held by multiple institutions, all of which may be needed to serve their research needs
    - ■ Through publicity: participation in the DPLA provides a new access point to your materials but sends users to your institution's branded digital repository
    - ■ Through decreased cost: the Ohio DPLA project will be free for contributors for the first three years, providing you with the opportunity to grow your user base without any additional cost to you. Future costs for participation are currently being discussed by the Steering Committee and will be communicated to participating organizations as soon as possible.
- **What do I have to do to get my organization prepared to participate?**
  - ○ You can begin by contacting your local Community Engagement Center (to be established; contact information should be placed here). They will provide you with the additional information that you need to get started.
- **How will metadata be harvested?**
  - ○ Who will do the work?
    - ■ Metadata will be prepared at the institutional level based upon the recommendations provided by the DPLA Ohio Metadata Working Group, which can be found [on the website]. You will need to provide access to your metadata using the Open Archives Initiative - Protocol for Metadata Harvesting (OAI-PMH); if you would like more information on how this will work, please contact your local Community Engagement Center or the Metadata staff at the State Library of Ohio.
  - ○ What will the cost be?

- ■ For the first three years of the program, there will be no costs to participating organizations. Startup and all costs for the pilot period will be paid by the State Library of Ohio. This period, during which the project will be implemented and technological infrastructures will be established, will be more expensive than subsequent years. Costs to contributing organizations will be kept as low as possible to encourage participation but, at this time, the DPLA Ohio team does not have a cost model. Future costs for participation are under discussion and will be shared by the Steering Committee as soon as possible.
- ○ What standards must be met and where can I find them?
  - ■ Metadata standards will be made available to interested organizations and will also be available on the Ohio DPLA website. Training will take place on a regular basis to establish the easiest entry possible into the DPLA.

Appendix II. - Draft logo

Logo 1

Logo 2