

Library 2011-12

Digital Asset Management

Summary:

Explore a preliminary protocol for archiving "born digital" documents for the entire college.

Description

Lane needs a campus-wide digital asset management system to manage the preservation of digital materials and to provide access to digital content produced by the college. The Library/Archives commits to getting the conversation started, recognizing that this project properly resides under the auspices of the new CIO.

A digital asset management (DAM) system, sometimes called an Institutional Repository (IR), is an open access repository for the intellectual and informational work of an institution. A DAM typically contains publications, reports, documents, faculty and staff research, instructional resources, and archival material.

Background

Digital assets are created by faculty, staff, students, administrators, departments, projects, and programs; responsibility for storage, preservation, and accessibility varies. Digital assets are often lost due to poor management, inadequate storage, and lack of resources. Digital assets, including text, image, audio, video, databases, and online data, will continue to grow in quantity and complexity.

Advantages

A DAM program provides the following advantages:

- Provide access to digital assets and make them available in the workplace and to the broader community.
- Provide a user-friendly interface to make information retrieval, searching, and browsing more efficient. Make efficient use of space and make information sustainable over time.
- Add value to college products, increase institutional visibility, mitigate risk in case of disaster or emergency, and comply with state public records laws and regulations.

Challenges & Issues

Implementing a DAM will require examination of technological, collection management, and organizational issues. Analysis and decision-making will involve dealing with information created using multiple formats, platforms, hardware, and software. The DAM could be supported in-house using open source or commercially available software, or could be hosted off-site. We will need to begin thinking about how to organize, catalog, retrieve, preserve, share and distribute digital assets. We'll need to know what to keep, how long to keep it, how to keep it, how to assure accessibility, and who to preserve it for.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

1. How does it continue the achievement of those goals?
2. If this is a continuation of an initiative started last year, make sure that relationship is clear.

How is this initiative linked to the efficiencies and productivities plans you had last year?

- 1. How does it continue the achievement of these plans?**
- 2. If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.**

This initiative is appearing here for the first time. It is a campus-level concept that does not immediately impact typical library business.

Describe the resources needed:

Preservation planning involves forming a committee or advisory group to describe the rationale for long-term preservation and access, obtain organization and financial commitments, define the scope of a DAM system, make technological decisions, conduct needs assessment, and outline collection management policies, procedures, roles, and responsibilities.

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

The Library/Archives will produce a report to be shared with key players. The report will include input from further conversations and recommendations on next steps.

Department Priority:

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Unit Resources:

The archivist will be generally responsible for researching this initiative, and will consult with the Library Director and new CIO.

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee