

**Recollection Wisconsin DPLA Service Hub  
Governing Board Quarterly Meeting**

February 3, 2017  
11:00am - 2:00pm

PRESENT: Matt Blessing (WHS), Ann Hanlon (UW-Milwaukee), Lee Konrad (UW-Madison), Scott Mandernack (Marquette), Cathy Markwiese (Milwaukee Public Library), Stef Morrill (WiLS)

ABSENT: Ryan Claringbole (DPI)

PROJECT MANAGERS: Emily Pfothenauer (WiLS)

Milwaukee Public Library Director Paula Kiely welcomed us and thanked the group for visiting the library and for their service in this work on behalf of the library and user community.

**Budget and funding updates**

The group reviewed the year-to-date budget through January 2017. There are no surprises.

We have submitted letters of inquiry and been rejected by three private foundations. For many foundations, education is the primary focus, and the program, while benefiting education, is often outside of the scope.

If we could learn a little more about the interests of individual foundations, we could develop curated collections around specific areas of interest for the foundation. We may want to create a structure to look at developing collections around specific foundations. It could be just building talking points around specific foundations and to provide time and help to develop the case and to do some analysis of the collection to look at content contributors. Ellen Jacks from UW-Madison might be able to help with some of this work.

In previous conversations, there has been a concern about the Board having overlapping effort with their own institutional grant requests and outreach and a reluctance to be too involved. Everyone expressed willingness to share ideas, to do research, and to help as appropriate. It would be helpful to have access to grant writers or fundraiser to review what WiLS is developing to improve skills on making the ask. UW-Milwaukee have a workshop coming up around this topic. It would be good to have someone review proposals who is outside of the DPLA/digital libraries realm.

E. Pfothenauer served as a stakeholder in the development of the five-year plan for the Wisconsin State Historical Records Advisory Board. At that retreat, a lot of the stakeholders emphasized the need for training on best practices related to digitization and preservation of digital materials. The SHRAB plan, which is almost done, aligns with the NHPRC strategic plan.

Our biggest source of funding right now is from IMLS, through LSTA, which is one of the federal funding programs that has been discussed for cuts. There is an LSTA five-year plan in the works, and there are intentions for a digitization strategy as part of it. There have been funds for digitization in the LSTA budget for a number of years, with part of the funds going to individual libraries for digitization and, recently, part of the funds going to Recollection Wisconsin.

We have put a donation button on the website, but have not received any contributions. We haven't marketed it at all, so this isn't surprising.

A question was asked about the money paid to Milwaukee Public Library for CONTENTdm hosting. The harvesting and hosting fees and the WPLC contribution offset most of it, but not all of it.

E. Pfothenauer presented some information about the DPLA membership fee structure, which came to us in November. This fee wasn't talked about when we were onboarding. It will be clarified by DPLAFest and it would go into effect by July 1 of this year. It would result in Hub representation on a network council, and people from the council would be elected to the DPLA Board. The model is \$10,000 per year or \$25,000 for three years. There is a one-year grace period. It's unclear about what would happen if we didn't pay the fee. At DPLAFest, there will be education on helping hubs fundraise.

The group discussed the fee. The usage statistics through the DPLA portal are not very high. How much has DPLA invested into marketing and developing usage? DPLA is one discovery service, and these collections are used significantly through other ways. Usage statistics are also not the best measures to judge value. DPLA should be more than just the technical platform. It's also marketing, how to move forward, use of API. If there is a network council, it could become more our vision than now. The group discussed who might pay the fee and how we might decide who would represent Recollection Wisconsin on the council. There is value for belonging beyond the discovery piece, and it buys us some connection to the larger community.

It would be helpful for us to have a bulleted list from the Steering Committee about the advantages of DPLA beyond usage. Preparing an elevator speech would be beneficial. At this time, DPLA is not producing talking points for funders or other similar materials we can use.

We have only had one harvest that has gone live in DPLA. They have had our refresh data for a long time and have been working through issues on their end. The new stuff should be live next week, and it was supposed to be before the end of the year.

There are some overall concerns with DPLA: there has been a lack of clarity around the business model, they haven't been able to complete a second harvest for us, they haven't helped us get funding. Perhaps we start with one year of membership and express these concerns. We'd also like to learn more about the network council, its role, when it would be started, costs to participate, etc. It's also unclear how/if they are planning to charge the content hubs as well as service hubs. E. Pfothenauer will follow up with questions. There is a hubs day before DPLAFest, and we can send up to three people. There is an email list that the hubs are all on. There are some informal networks. We also have an opportunity to build a Midwest network now that Michigan and Illinois have gone live.

They also seem to be missing the inspiring rhetoric they had back in the day, though DPLAFest did seem to have that spirit.

Once we learn more, we can figure out how we might fund it and how the representation could be established. If each partner could contribute \$1,200 each year, that would cover the \$25,000 for the three years. We are assuming we would need to pay to get on the council. The Governing Board institutions don't pay the harvesting/hosting fees other contributors currently pay.

### **Milwaukee Public Library Content Hosting**

Currently, MPL pays \$10,500 for the license for CONTENTdm. Hardware, staff time, etc. are paid through MPL. Recollection WI contributes \$7,000 a year. Many small Recollection Wisconsin partner collections (50,000 items in 45 collections) are housed in the MPL digital collections.

In August, OCLC notified MPL that there will be no more support for collections that are not hosted by OCLC. In October, there was a new release that is only available to hosted users. The cost to move to a hosted OCLC would be \$20,373 for the first year subscription, and the costs would go up each year. Features of the hosted solution include backup and restore and it is mobile-friendly.

Right now, Milwaukee Public Library has decided that the current features aren't attractive for the price increase, but accessibility is coming in a 2017 release, which is important to Milwaukee Public library, and will look for the money to move once those features are actually available. There may be costs that are offset locally: servers, technical time, troubleshooting time.

UW-Milwaukee is going through the same issue and is looking at DPLA's work with Stanford and Duraspace to develop a product, Hyku. Their product is a couple of years away. WHS and Marquette are already on the OCLC-hosted solution.

It may make sense for the collections to be housed with UW-System rather than Milwaukee Public Library if there isn't the interest on the part of MPL administration to continue in this role. There may be the possibility to move the whole to somewhere else, though those may not be free, either. There is still a strong desire from the local institutions that they want to be represented within the aggregation. There are potential concerns about how that might be handled.

MPL plans to remain self-hosted until March 2018. The group will continue to discuss, and A. Hanlon will share what UW-Milwaukee is looking at for platform at the next meeting. There is a lot to learn in order to make this transition to a different platform.

#### **NEH Planning Project Update from Dana Gerber-Margie (by video call)**

Dana is the project staff at WiLS for a one-year planning grant from NEH to identify at-risk oral history collections related to wartime and plan for preservation, digitization and access. Using free tools from AVPreserve to inventory collections: mediaSCORE measures "at risk-ness"; mediaRIVERS measures intellectual value.

17 institutions; 60 collections identified so far. Largest collection identified so far is the Bong Heritage Center in Superior. Size ranges from a single item to hundreds.

Map of sites surveyed so far:

[https://drive.google.com/open?id=1UqDS3JGP\\_3\\_FmcY53\\_386Rk8MbA&usp=sharing](https://drive.google.com/open?id=1UqDS3JGP_3_FmcY53_386Rk8MbA&usp=sharing)

Dana's blog posts about her visits: <http://recollectionwisconsin.org/author/dana>

Majority of findings have been audiocassettes, but surprising amount of born-digital content -- especially edited files on CD or DVD (not raw unedited interviews).

Most common subject is WWII veterans. A substantial number of interviews with Hmong refugees. It takes more work/conversation to turn up other areas, especially since most collections are minimally cataloged. Has done some work with Arnold Chevalier of the Menominee Nation to connect with collections of tribal veterans' oral histories.

Will be working with AVPreserve consultant to assess collections and develop cost model. Advisory Committee met Feb 1 to begin to define content themes and interpretive models. Grant period ends in May. Will be submitting a proposal to NEH in July for an implementation grant to actually digitize and

mount online selected content. Will share information with Board for input on next steps after costs for digitization, storage, etc. are quantified.

## **General updates**

### *Refresh harvest*

It's been a slower process. UW-Madison has done two refresh harvests: September and December. DPLA has ingested the metadata, but the geo-enrichment they had not done with the first harvest slowed it down. They are re-running the geo-enrichment now, and, once that's complete, the new data will be live. It may be done as early as next week. We had 400,000 in the initial ingest and will now have around 433,000. The new content includes non-Wisconsin content from Marquette, records from UW-La Crosse and UW-Parkside, new content from UW-Milwaukee, poster collection from Milwaukee Public Library. UW-Madison will do another re-harvest in March. Theoretically, we are on a quarterly harvest schedule with DPLA.

### *DPLA Analytics*

The report shared includes the Top 20 institutions with events in the first six months of our participation in DPLA. This includes viewing items in the DPLA portal, viewing item in online exhibit, and click-throughs. The use is lower than expected: approximately 25,000 total events.

In the Google Analytics dashboard, there is an overall upward trend. E. Pfothenauer can auto-generate a report to send to the Board and others. When in the dashboard, you can see other hubs' events, but DPLA discouraged us from doing so. We are on par with New York and others. While it's low, it's not the total use of the collection. It's difficult to know what these mean and how people are using it. There are other access points, and this is nuanced story that is only somewhat told by these analytics. Of the Top 10 items from Wisconsin accessed through DPLA in the past six months, 3 of them were steamboats from the UW-La Crosse collection via UWDC. One of the others was a photo of a basketball team from the Richland County History Room at Brewer Public Library. The "Top 10" could help DPLA be less abstract as we market it. It's also relatively early in the life of the Hub. DPLA has done a good job on their social media where they highlight pictures from different hubs. They do have a DPLA plugin for Wikipedia that is great. It would be super if they could talk to Wikipedia to add it directly to their site.

### *Steering Committee*

The big thing the Steering Committee is working on is a survey of all contributing partners to determine what is most valuable to them for training opportunities. Metadata came out on top in the rankings, and the Steering Committee brainstormed ideas on how to help with metadata. From that, there will be a second survey to find out what ideas are most valuable to contributing partners. Ideas include evaluation of metadata to identify weak spots, information on how to describe things, and a metadata clean-up day. The metadata workgroup created updated metadata guidelines, and that group has now been dissolved. They may be reconstituted to help with new metadata projects. Steering meets every other month and twice a year in person. There are new members on the Steering Committee: Michelle Gobert from Crandon Public Library and Briana Fiandt from the Richard Bong Veterans Heritage Center in Superior.

It might be beneficial for the board to meet with the Steering Committee once a year for brainstorming on larger topics. Planning for refreshing the website could be something the groups could work on, too.

It would be beneficial to use the DPLA APIs for our website after we get the baseline WordPress site refreshed.

#### *DPLAFest pre-conference day for Hubs, April 19<sup>th</sup> in Chicago*

There is a service hub day to which we can send three people. Topics will include DPLA sustainability plans, funding and sustainability workshop, analyzing metadata workshop, and a reception. The dates overlap with WAAL. The group discussed who should go. At the very least, it seems like at least one person should go from each body. E. Pfothenauer should go. A. Hanlon and L. Konrad are going to go to DPLAFest. People should register as soon as possible. E. Pfothenauer has an accepted proposal for a lightning talk about the NEH project.

#### *Umbra*

Our content went live in the Umbra Search African American History portal last week. Some of it does not seem relevant, so E. Pfothenauer will talk with them. It's unclear what they do with content reported as not appropriate for the collection. The program is based at University of Minnesota. They have also made all of their code available, and it may be able to be used to develop a portal for Wisconsin materials.

#### **Collection Policy**

The policy was approved at the February 2016 meeting and should be reviewed annually. There are no recommendations about things to change. The Board did not have any suggestions for changes.

Next meeting: May 5<sup>th</sup> in Madison

- Conversation about the membership fee
- Report from DPLAFest
- Rights statements
- CONTENTdm hosting and alternative information from UW-Milwaukee
- NEH grant update
- Funding update and grant and foundation work