

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

May 5, 2017

Memorial Library, UW-Madison

PRESENT: Matt Blessing (WHS), Ann Hanlon (UW-Milwaukee – by phone), Lee Konrad (UW-Madison), Scott Mandernack (Marquette), Cathy Markwiese (Milwaukee Public Library), Stef Morrill (WiLS), Gail Murray (DPI – for John DeBacher)

PROJECT MANAGER: Emily Pfothenauer (WiLS)

**Welcome & introductions**

The agenda was re-ordered to allow for A. Hanlon to join the meeting later. Gail Murray is sitting in for John DeBacher from DPI. Gail is on the Steering Committee and is a DPLA community rep.

**General updates**

*Refresh Harvest*

It went live in April, and it went smoothly and very fast. DPLA transitioned us back to the original ingest system. We were on the new ingest system that had a lot of issues, which slowed down our original ingest. UW-Madison will be doing the next refresh harvest in June to go live in July. For that refresh, we will be adding the Wisconsin Digital Archives collection from DPI and hopefully the Legislative Reference Bureau, which has their institutional history online. Each of those represent around 5,000 records.

Thinking back to when we launched the content in October, we had a robust plan for promoting it. We did send out a press release and a press release template. The institutional partners did a good job pushing it out, but we didn't get much media coverage. UW-La Crosse did have a one-minute segment recently on local news. WHS had it on the main page for at least a month and in various Facebook accounts. Are there better outlets? Is there an opportunity for us to promote a milestone number? In October, Paul Hedges talked to WPR and Emily talked to someone at the Isthmus, and they just weren't interested. Are there ways to do better messaging? We have done programs at WAAL and WLA in the past, but not much since it's launched. For WLA 2017, Gail and another Steering Committee member and Emily have proposed a session that is more educational about metadata.

The usage numbers are low. DPLA is not getting the use they expected. They are doing a number of different things to make content more discoverable from their site. They are doing a major redesign of their portal. 40% of the traffic to the portal is to the primary source sets, so they will be adding more of those.

The group talked about the community rep roles for DPLA. The form that it takes for most community reps is incorporating DPLA into the work that they are already doing. For Gail, she talked about DPLA in BadgerLink training sessions. She has also worked on the Wisconsin K12 open educational resources repository to ingest the primary source sets into it so others might find them. Some reps present at conferences or do more project-based things.

It may help to focus energy on educators. At WHS, Turning Points is 12-13 years old, and it's buried and it gets 100,000 unique visitors per month. It's most likely secondary level teachers that have discovered and use it. In a sense, those are primary source sets. Is there any way they could be tied into DPLA somehow? Minnesota has created 8-10 primary source sets

focusing on their content, using the same structure and branding from DPLA and those live on the Minnesota Digital Library website. DPLA has added people to create more primary source sets, and are focusing on undergraduates. If we could figure out some resources to add to the Turning Points, that might help. Reaching out to educators is a priority. If we could find a faculty member in public history or secondary social studies methods to see if we could get some students to help and mash up the content, that could be helpful. Kris McDaniel is interested in this concept, too, or perhaps WISELearn content collection people could help. Involving K12 educators in the process of creation would be crucial. The word of mouth from those individuals would be very helpful. G. Murray will check with Martha Berninger and Kurt Kiefer to see what might be possible.

With general media visibility, L. Konrad can check to see what connections the campus communications person might have to help with that.

### *Website*

There will be an update to the Recollection Wisconsin site. It's about 4 years old, in WordPress, and has some issues that need to be addressed. A freelance web designer in Madison is going to help refresh the site to give it a facelift and deal with the WordPress issues. If we create primary source sets, the website can be the landing place and be a draw to the site. E. Pfothauer will have updates and a proposal moving into Summer.

### *Steering Committee*

From a survey of the contributing partners, metadata has been identified as the area where people want the most help. The group is talking about doing some analysis of existing metadata to identify major issues that need remediation. Paul Hedges took part in a metadata analysis workshop at DPLAFest and discovered some tools that may be able to help, including one from North Carolina that can look at an OAI feed and identify if fields are missing and see facets so that data issues can be discovered before it is loaded. The tool could be customized to identify fields that we would want to investigate. The group is also looking at more education around metadata. Until there is a better picture of analysis, they won't be tackling this issue to a large extent, but there is a proposal for the Fall WLA conference around making metadata less intimidating.

Cat Phan has moved positions to UW-Madison Archives. She was on the metadata workgroup, which is inactive right now. There is a new person who has replaced Cat in her duties, Karen Rattunde, so she could serve on metadata workgroup if reconstituted.

Steering Committee members serve two year terms. Three at-large positions are up for renewal soon. They may do an open call, which the Steering Committee will discuss at their next meeting. The governing partners appoint Steering Committee members, too, and they can determine if those people remain on the committee or are replaced.

### *NEH planning grant*

The grant is wrapping up at the end of May. Dana Gerber-Margie will be done at that time. She has been refining the list of content. There are 24 institutions identified, with 1100 items that are at risk and in scope for project. They have put out an RFE to a number of vendors to get an idea of costs for reformatting. There are conversations with the Wisconsin Veterans Museum to be the long-term repository for the content, which is estimated to be 15 terabytes. The materials would still be owned by the institutions.

Going back to publicizing DPLA, a project like the NEH project or a major new harvest provides an opportunity for the institution to promote but also there should be a paragraph in DPLA and other places. One of the secondary goals of the NEH grant was to raise visibility of DPLA and Recollection Wisconsin among the institutions. One of the outcomes of the planning grant is to provide a tip sheet for dealing with AV collections. D. Gerber-Margie, Troy Reeves, and Ellen Brooks have been creating that sheet.

The implementation grant application to reformat the materials and create the metadata is due in mid-July and if we get the grant, it would start in May 2018.

### **Funding updates**

S. Morrill shared the latest budget via email. The IMLS grant is likely to come through for this fiscal year, which actually funds our next fiscal (2017-18), so that is good news for us. Bradley Foundation has not responded to funding requests. The Nicholas Family Foundation has informally been willing to contribute a \$10,000 pledge for the next fiscal year.

DPI is undertaking the development of their next five-year plan for LSTA. There have been virtual focus groups to talk about the next plan. It would run from 2018-2022. Cathy and Scott sat in on the Resource Sharing focus group session. The primary programs were presented, and those attending were asked to talk about the programs that touched them the most. Three attendees spoke enthusiastically about DPLA. There may be additional focus groups offered. The preliminary focus groups are all concluded.

E. Pfothner put in a pre-proposal to IMLS for their 21<sup>st</sup> Century Librarian program for students working hands-on with institutions on digital preservation and was asked to put in a full proposal. SLIS and, hopefully, SOIS, will be partners to offer practicum opportunities for graduate students to connect them to smaller institutions. The big part of the funding will go to a project coordinator to identify needs and a plan and to do an institute and boot camp with the students. A big part of the model is mentorship, and the mentor will be a key part with the student and institutions.

The group is encouraged to offer feedback and to identify any additional partnerships or potential mentors.

In 2001, the SHRAB had a mentorship program that linked archivists to historical societies for specific projects. After the grant ended, Josh Ranger from UW-Oshkosh continued the program as the Wisconsin Archives Mentoring Service. It didn't get traction after that, possibly due to travel funding and a general lack of applicants because it takes work on the part of the small institutions to get ready for the visit.

What is the desired end game for the grant and the training? What will happen with the content from the small institutions? The target may be already those participating in DPLA, but haven't gotten beyond that for preservation. The graduate students will need guidance, and that would be coming from the library school and through the training sessions and mentors. It will be important that there be some experience with digital preservation, beyond just academic knowledge, within those guiding the students. The real strength is in the expertise in the institutions. Calling out the entities that are obligated to do preservation in their own institutions and explaining what they could offer would be helpful. Of the three components (metadata, asset management, and long-term storage), the first two are handled, but the third piece is not clear right now. Figuring this out may be part of the grant process. It's an age-old problem of doing this at a scalable way, which IMLS is looking for. At the very least, it will move along the

content partners who have not been able to even think about digital preservation. Planning and thinking around the topic of storage could be added into the grant. UW-Madison may be able to commit to storing a certain amount from the project. Other partners might be able to do that, too. There is a spectrum of what can be done: can you at least make multiple copies and have metadata? The grant will at least address the first steps and can act as a stepping stone to more developed preservation plans. If there was an opportunity for students to get exposure to higher end preservation, that would be good.

An endorsement from the WLA smaller libraries roundtable might be beneficial to increase interest.

### **Report from DPLAFest**

DPLAFest was in late April in Chicago. Each attendee reported.

G. Murray talked about the themes she recognized: relationship building among partners, vendors, etc. She focused on K12 sessions, including one on doing trainings to K12 educators in using digital resources in the classroom. When doing trainings on online resources, the presenter tends to focus on the free ones because of the ease of access (no authentication necessary), which is surprising because the libraries are probably buying resources. The lightning rounds included a session from someone who gets sets of audio materials together for musicians to rework. Her notes are available [here](#). Some of the presentations are available on the [DPLAFest Sched](#). There was a lot of talk about the International Image Interoperability Framework (IIIF). Conceptually, it's like an API or OAI feed for image files, which would allow for full, zoomable images through a local image server. DPLA is testing an embedded IIIF image viewer – search for sample content at [iiifdemo.dp.la](#).

After the conference, she connected with Michael Della Bitta at DPLA to find out about integrating DPLA with a discovery layer. With the Public Library System Redesign project, there is a possibility of a statewide discovery layer. It is possible through the API to integrate DPLA through a discovery layer. Innovative Interfaces does have some functionality for doing this now. If people can more easily come across the resources, it would be good for visibility.

E. Pfotenhauer reported. A. Hanlon, Paul Hedges, and E. Pfotenhauer participated in the hub day. They did workshops in the afternoon about metadata analysis and fundraising. The Foundation Center, which led the fundraising workshop, emphasized building the personal relationships with foundations in your area and with those who have received funding from the foundations.

In the morning session, they discussed the membership fee and the goals for the membership model. Other updates included information about the issues with the ingest process and why they have migrated back to the original ingest process. They will be developing a new process in the future.

Dan Cohen will be leaving DPLA at the end of May. They are adding a front-end developer and have had some recent staff turnover, particularly the main technology lead. There are 12-14 total staff.

In general, the hub day was helpful because it was the most transparent DPLA has been about their plans for membership, the ingest, etc.

They are talking about incorporating larger thumbnails, which they are currently testing. There will be a standing metadata committee and there will be some other committees coming out of the hubs to get support for different initiatives.

E. Pfothenauer did a lightning round on the NEH project.

There was an update from Franky Abbott, who leads the curation efforts at DPLA. They are exploring topic-based way to get to broader topics that are not as curated as the primary source sets, but not as broad as searching all of the resources. DPLA recognizes the value-add of the curation. They don't currently have a system for adding content into the old primary source sets. They were curated by an individual person so they don't want to go back and modify their work.

There was a session about how hubs are implementing the rights statements. For the most part, hubs are not doing this yet. Some are analyzing their existing rights statements. The New York Public Library has implemented them and the information can be seen in the DPLA records. See <https://dp.la/item/743733ccc78d5292059512a4eb264be9> for an example of how this displays in the DPLA portal. An interest group for hubs working on rights statements has been formed. There will be regular monthly phone calls of this group. The Georgia Digital Library does a lot of metadata clean up and are assigning rights statements at the individual item level. Other hubs are making the preliminary decision on the rights statements at a collection level and then going back to the content providers to verify. DPLA has a grant application out to do more training on rights statements for contributors.

There was a work session related to the Umbra project and how the materials get discovered and not getting false hits with the metadata and searches. The conversation was around how metadata practices can be improved to surface the resources that are otherwise underrepresented.

A. Hanlon mentioned Hyku development, the Hydra-in-a-box platform DPLA is developing with Stanford and DuraSpace. They have identified institutions to use Hyku as a hosted service as a test. The beta version is coming out this month, and UW-Milwaukee will be participating. One of the benefits of DPLA right now is the development they are doing in these spaces.

#### **Discussion: DPLA membership fee**

The slide deck about the membership from DPLAfest is available [here](#). They got feedback from the hubs at hubs day and have had some focus groups at DPLAFest and via phone. E. Pfothenauer has talked with them, and A. Hanlon will be talking with them next week.

From the hubs, there is belief in the value and interest in participating more in governance. Few of the hubs have actual sustainable funding situations. DPLA also has the same issue with funding. Membership is their focus for fundraising at this time. \$2.9 million is their budget. 65% of that is staff.

The goal with the membership fee is to cover the costs of the hubs (\$600,000). There are three possible proposals: one based on levels, one flat fee, one scale. The specific benefits are still being developed.

There is a different value proposition for service hubs and content hubs. The models proposed are for service hubs. The content hubs will be on a case-by-case basis. Some of the content

hubs are joining service hubs. The tiered model is concerning: pay-to-play seems counter to the concept of DPLA.

There would be a network council, which would be every member. They would elect people to the network advisory council, participate in workgroups and committees, and weigh in on proposals from the network advisory council. The network advisory council would work on initiatives like a local front-end for the hub's content, more training, etc.

There is also a Board, and hubs would be represented by a member from each of the network advisory council and the network council.

The group discussed the benefits. For some, the membership benefits don't seem compelling. We are already contributing money and time and people. We are paying to support.

The goal is for DPLA to have a written model proposal by June 1. There would be a comment period and they would launch in July. The payment deadline is going to be very flexible in this initial year. It's okay to pay in installments and also do a multi-year. They will be accommodating.

The general take is that most hubs are willing to be a member, but they have to be able to justify it and see the value. There is no shortage of things that are wanting \$10,000 and participating in governance also carries a cost. It would be helpful to hear from DPLA about their plan for increasing discoverability: the web site, a marketing plan, etc. Having a marketing plan for the whole would be very valuable to us and to other hubs.

The group discussed an idea to create a screensaver slide that every governing partner would agree to have for a month on their computers. WILS is doing some social media, but have not systematized this process. Maybe there could be a subcommittee for this.

The idea brought up last time was dividing the membership fee by seven and each partner would pay a share. We will most likely be in the \$10,000 range so it would be \$1,428 per institution. It may be helpful to wait until there is a proposed model before the institutions go back to their leadership to make the case for funding. It would be helpful for DPLA to write something to provide to the funders who may not be familiar with DPLA and the value of the project to explain the benefits of membership clearly. The other thing that may come up in the membership conversation is a lack of growth in using the resources and the plan for developing more use.

### **CONTENTdm hosting**

*Update from UW-Milwaukee*

ContentDM is going to adopt the code UWM has developed for integrating OHMS, so they are going to move forward with implementation. One of the reasons to move to hosted is because they have adopted IIF and it could help with use via DPLA. They will be moving to hosted by Fall, ideally.

*Update from Milwaukee Public Library*

They renewed for locally hosted for this year. They are still concerned about ADA compliance. The city has some obligations that make this critical for them.

**Next meeting: August 11, Milwaukee**