

# Planning a Community of Practice for Digital Readiness in Wisconsin

## WHITE PAPER

### PROJECT SUMMARY

Our goal for this project was to plan and seed a **Digital Readiness Community of Practice** to empower small, rural, under-resourced, and under-represented cultural heritage institutions in Wisconsin to provide online public access to their historical records. A **community of practice** is a group of people who share a common concern, set of problems, or passion about a topic and deepen their knowledge and expertise in this area by interacting on an ongoing basis.<sup>1</sup> What we describe as **digital readiness** means having adequate knowledge, tools, resources, and infrastructure to provide online public access to archives and historical records, and the confidence and commitment to contribute to the broader archives community focused on this work.

To develop a plan for this Digital Readiness Community of Practice (CoP), WiLS, the Wisconsin Historical Society, and Recollection Wisconsin collaborated to learn about digital collection development needs, goals, and gaps among the Society's more than 410 local history affiliates across the state. This planning work was informed and guided by public history practitioners and organizations most directly impacted by a lack of digital readiness, including local historical societies, county historical societies, historic house museums, and historic preservation organizations.

Between July and December 2019, we undertook information-gathering and planning activities including a web-based survey, five community conversations, and three strategic planning sessions. Leveraging existing relationships, local expertise, and regional events allowed us to quickly and successfully gather and distill the information necessary to plan our Digital Readiness Community of Practice.

### WEB SURVEY

With support from Wisconsin Historical Society interim director of outreach Janet Seymour and Milwaukee outreach coordinator Kristen Leffelman, along with independent data analyst consultant Shannon Harris, we developed and administered a web-based survey to Society affiliates to assess their current digital readiness status. 127 individuals representing over 90 different Wisconsin local history and historic preservation organizations responded to our survey in August 2019. The survey completion rate, 31%, exceeded our expectations and resulted in especially useful quantitative and qualitative data to inform our community conversations and strategic planning work.

Key takeaways from this initial information gathering activity include the following data points:

- **Respondents are already digitizing content, but without guidelines.** 75% of respondents indicated that *their organization does not have written guidelines or policies that inform your decisions to scan or create digital files (see Q10)*, but 87% *already scan or create digital files from items already in your collections (see Q11)*.

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<sup>1</sup> Etienne Wenger, Richard McDermott and William M. Snyder, [\*Cultivating Communities of Practice\*](#) (2002).

- **Where and how organizations are digitizing content.** 53% of respondents indicated *their organization scans or creates digital files from historical materials loaned for scanning by community members*; 38% said that they don't, and 9% were unsure (see Q12). 52% of respondents said that *their organization collects digitized or born-digital files created by community members (e.g., digital photos, video or audio recordings, PDFs or Word documents)*; 42% said that they don't, and 6% were unsure (see Q14).
- **Resources, funding and revenue generation.** Only 31% of organizations say that they digitize content to generate revenue when asked, *"What motivates your organization's digitization work?" (see Q16)*. Yet, lack of funding is a major barrier to digitizing content; 27% of respondents said that their *organization's BIGGEST obstacle to digitizing and sharing collections online was due to funding*, and 41% indicated *lack of time to be the biggest obstacle. (Q51)*.
- **Digital but not accessible online.** Nearly 50% of respondents already have digital content but are not providing online access to it. (see Q19).
- **Sustainability or interoperability of online platforms.** The most popular responses for how *organizations make digitized historical materials available online?* were "our website" (71%) and "social media" (56%) (see Q20).
- **Primary users of digital collections.** Internal use (staff/volunteers/board) were by far the highest percent of responses (71%) to the question, *"To the best of your knowledge, who are the primary users of your organization's digital collections?" (see Q24)*. This might point to digitization as a strategy for collections management/inventory and also a means for staff/volunteers to support researchers. It also reiterates the gap between digitizing content and providing access to it (see Q19).
- **User statistics and desire to understand audience.** 71% of respondents don't *track usage statistics for their online collections (see Q26)*.
- **Community partnerships.** 73% of respondents *partner with other organizations, such as their local public library or a local business, to digitize historic materials and/or make content available online (Q28)*.
- **Best practices and standards.** 25% of respondents don't know *"which standards or best practices they use in their digitization work? Check all that apply". (see Q30)*
- **Copyright education.** 67% of respondents do not research or are unsure if they *research copyright status before making digitized materials available online (see Q32)*. 45% of respondents *don't know if they contact the copyright holder for permission before making digitized materials that are in copyright available online (see Q33)*.
- **At-risk media and formats.** There are 282 total *"at risk" analog (see Q41)* and 218 total *"at risk" digital formats that respondents have in their collections (see Q42)*.
- **IT support for digital stewardship.** 54% of respondents do not have and *16% of respondents are unsure if they have any kind of IT support available to support digital collections management (see Q48)*. 48% of respondents rely on volunteers with IT expertise and only 31% have dedicated IT staff at their organization if it is even available (see Q49).
- **Community of practice for support.** 41% of respondents use peer organizations and/or other local history affiliates for *turning to support or assistance when they have a question related to digitization or digital collection development work (see Q50)*.
- **Staff funding.** 53% of respondents say that they need more funding for staff and 43% need more funding for equipment or software when asked, *"What services or support would be MOST helpful in getting your collections online and providing long-term access?" (see Q52)*.

Appendix A: List of Wisconsin Historical Society affiliates that responded to our web survey.

*Appendix B: Digital Readiness web survey questions*

*Appendix C: Digital Readiness web survey responses (summary data)*

## COMMUNITY CONVERSATIONS

In September 2019, we talked to 116 individuals representing 62 different local history organizations during five regional community conversations in Waukesha, Florence, Stanley, Bailey's Harbor, and Marshfield, Wisconsin. Our original plan called for six community conversations. We canceled one event due to low registration but offered those participants an opportunity to share their ideas via email.

Each two-hour discussion offered local history practitioners an opportunity to connect and share insight into their concerns and aspirations related to digital collections work including the need for digitization training and educational resources, help understanding copyright and privacy issues, ideas for planning and managing volunteer-based projects, and ongoing support for digitization work.

Conversation facilitators guided participants through a range of activities to spark discussion focused on goals and challenges related to digital readiness. Participants also reflected on the many benefits and barriers to having their historical materials digitized and publicly available online. Common themes included lack of time and resources to complete this work and a universal desire to improve access to collections and engage new audiences in local history. Participants were eager to share their ideas and learn from one another, and an overwhelming sense of pride in community history permeated the discussions.

Significant findings from this information-gathering process informed our strategic planning work. These included:

- the importance of in-person events for building relationships and sharing knowledge;
- a desire to improve access to collections, accompanied by anxiety about online access issues including copyright and content ownership, and concerns that sharing resources online will result in decreased interest in physical collections or decreased visits to physical sites;
- a concern that organizations have digitized an abundance of historic materials without any concrete plan to provide online access or preserve the digital files;
- a desire to better understand how their organization's digital work compares to peer organizations and whether they are "doing it right." This type of community validation often carries more weight than "expert advice;"
- profound pride in community history and a high value placed on local history practitioners' unique knowledge and expertise in collecting, researching, interpreting, and preserving historical resources;
- a desire to reach and engage new audiences, both visitors and volunteers; and
- an appreciation that volunteering for local history organizations is fun and social. For many individuals who volunteer with local affiliate groups, this IS their social community and they value the relationships and opportunities to connect around community memory work.

It was inspiring to facilitate these community conversations. Participants, many of whom were previously unknown to each other, were highly engaged in the process and eager to share their ideas with us and each other. This mutual appreciation and commitment to open discussion fostered a spirit of "we're all in this together" which, in general, boosted morale and generated excitement for a potential CoP. This process also provided us opportunity to meet and learn more about local history

organizations and practitioners who haven't yet worked with WiLS or Recollection Wisconsin. This relationship-building opportunity was invaluable for deeper understanding of a truly statewide demographic and their digital challenges and aspirations.

*Appendix D: Community Conversations structure and questions.*

## STRATEGIC PLANNING

In October and November 2019, 15 local history leaders from around the state volunteered their time to participate in two virtual meetings and one half-day in-person session to distill key ideas from the web survey and community conversations into a strategic plan. The strategic planning process was modeled on the Harwood Institute and ALA's **Libraries Transforming Communities** approach,<sup>2</sup> which emphasizes the value of community conversations to encourage engagement. Skillfully guided by WiLS Community Liaison and Service Specialist Bruce Smith, the discussions focused on both the logistics of launching the CoP and the work the CoP will undertake. Key themes that emerged from these strategic planning sessions included the following:

- **Strong leadership** to coordinate a cohesive and sustainable approach to digital collection development and online access.
- **Advocacy** to communicate organizations' needs (including resources) and importance of their work, and sustainability of their needs
- Better and easier **access** to information and collections to increase awareness and use.
- **Efficiency** to reduce duplication of efforts and provide common resources and information to increase equity of participation, time as a barrier to digital collection development.
- Respecting local expertise and valuing their contributions in the creation of **quality and accurate content**.
- **Capacity-building**. Connecting our community of local history practitioners may share, learn from each other and collaborate on resources, knowledge and expertise, improving and increasing training, and access to equipment or technology needs.

These themes reaffirmed the importance of strong leadership, organization, and communication to ensure the CoP's success and emphasized the need for skills, knowledge and capacity building through sharing best practices, guidelines and tools for practitioners engaged in all aspects of digitization work.

We worked iteratively with the strategic planning participants to draft, review, and revise a shared mission, vision, and values statement to articulate the CoP's purpose, goals, and core beliefs. We coordinated with the group to delineate strategic goals and objectives that defined very achievable and specific outcomes and outlined a strategy for incremental assessment, review and refinement of all activities and priorities.

The result was a four-page [Digital Readiness Community of Practice Strategic Plan](#), which is guided by the following **Statement of Purpose**:

*We are a supportive, inclusive, and connected community of public history practitioners that shares resources, expertise, and knowledge of the creation and management of digital collections in order to collect, preserve, and provide equitable*

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<sup>2</sup> [Getting started with the Harwood approach](#), American Library Association.

*access to diverse histories. We facilitate strong and responsive leadership and communication across our community and within our own organizations.*

*Our histories have the power to enrich and connect people and communities in new and meaningful ways. By coordinating our efforts, we can create a sustainable and relevant future for Wisconsin's local history organizations and historic preservation groups through more effective and efficient development of digital collections.*

All Wisconsin Historical Society affiliates that responded to our web survey or participated in a community conversation had the opportunity to review and comment on the draft strategic plan document via email. The final strategic plan is publicly available on the project web page at <https://recollectionwisconsin.org/cop>.

*Appendix E: Strategic planning participants.*

## OTHER PROJECT OUTPUTS

As outlined in our planning grant, we drafted a preliminary [Digital Readiness Levels](#) document to delineate potential benchmarks for digital stewardship activities in Wisconsin's local history and historic preservation organizations. The structure of this draft document is modeled on the National Digital Stewardship Alliance's *Levels of Digital Preservation*,<sup>3</sup> which defines four levels of preservation activities in five functional areas. Following the NDSA Levels, our preliminary Digital Readiness Levels outlines three levels of activities in eight functional areas covering all stages of the digital stewardship lifecycle, including policies, preservation, staffing, and evaluation.

Based on information gathered during our community conversations, we opted not to pursue one of the activities outlined in our project objectives: to develop proposals for collaborative multi-institutional digital projects centered on specific themes or content types. Participants indicated a preference for a more self-directed, and independent approach to digitization projects.

## IMPLEMENTATION GRANT PROPOSAL

In January 2020 we submitted an implementation grant proposal to the NHPRC to carry out the work outlined in our strategic plan. The proposed Digital Readiness Community of Practice aims to improve access to historical records in small Wisconsin repositories by facilitating peer-to-peer learning and mutual support around digital collection creation and management; increasing awareness of standards, tools and resources to support digital work; encouraging effective use of budgets and staffing; provide pathways to share archives and records with a broader public audience; and reinforcing and complementing instructor-led training and consultation offered by Recollection Wisconsin and the Wisconsin Historical Society.

## CONCLUSION

It was a pleasure to facilitate the community-led information-gathering and strategic planning work as part of this grant-funded project. Providing multiple opportunities for Wisconsin public history practitioners to share their ideas related to digital work resulted in a well-honed strategic plan and implementation grant proposal grounded in real-world needs and concerns, directly addressing the most common and persistent challenges faced by Wisconsin local history practitioners and providing

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<sup>3</sup> Levels of Digital Preservation, National Digital Stewardship Alliance. <https://ndsa.org/activities/levels-of-digital-preservation/>

support and community to accomplish their goals. We look forward to continuing this important work and strengthening the relationships that were built during this planning process.

## APPENDIX A: WEB SURVEY RESPONDENTS (AUGUST 2019)

Altoona Historical Society  
Ashland Historical Society Museum  
Bark River Woods Historical Society  
Belleville Public Library  
Birchwood Area Historical Society  
Brown County Library  
Calumet County Historical Society

Clintonville Area Historical Society  
De Pere Historical Society  
Ephraim Historical Foundation  
Fond du Lac County Historical Society  
Freedom Area Historical Society  
Green County Historical Society  
Historic Blooming Grove Historical Society  
Iowa County Historical society  
Juneau County Historical Society  
Kelch Aviation Museum, Inc.  
Lake Mills Aztalan Historical Society  
Langlade County Historical Society  
Little Chute Historical Society  
Madison Trust for Historic Preservation  
Mellen Area Historical Society  
Middleton Area Historical Society  
New Berlin Historical Society  
Oconto County Historical Society  
Osceola Historical Society  
Pioneer Village Museum  
Port Wing Area Historical Society & Heritage Hall  
Pulaski Area Historical Society  
Richfield Historical Society  
Rock River Threshere  
Sauk Prairie Conservation Alliance  
Shawano County Historical Society  
Stanley Area Historical Society  
Sturgeon Bay Historical Society Foundation  
Thorp Area Historical and Telephone Museum  
Tigerton Area Historical Society  
Viola Public Library  
Washington County Historical Society  
Waupaca Historical Society  
Whitewater Historical Society

Winneconne Historical Society  
Wisconsin Maritime Museum

Appleton Historical Society  
Baileys Harbor Historical Society  
Bayfield Heritage Association  
Beloit Historical Society  
Brillion Historical Society  
Cable/Namakagon Historical Museum  
Chippewa Falls Museum of Industry and Technology  
Crandon Area Historical Society  
Egg Harbor Historical Society  
Fitchburg Historical Society  
Forest History Assn of Wisconsin  
Green County Genealogical Society  
Hamilton Wood Type & Printing Museum  
Hoard Historical Museum  
Johnson Creek Historical Society  
Kaukauna Public Library  
Kenosha County Historical Society  
Lake States Railway Historical Association, Inc.  
Liberty Grove Historical Society  
Logan Museum of Anthropology  
McFarland Historical Society  
Mid Continent Railway Historical Society  
Monroe County Local History Room & Museum  
Norskedalen Nature & Heritage Center  
Omro Area Historical Society  
Oshkosh Public Museum  
Plymouth Historical Society  
Portage Historical Society  
Richard I. Bong Veterans Historical Center  
Rock County Historical Society  
Rosendale Historical Society  
Saukville Area Historical Society  
Sheboygan County Historical Research Center  
Stone Lake Area Historical Society  
Sussex-Lisbon Area Historical Society, Inc  
Three Lakes Historical Society  
Vilas Historical Museum  
Walworth County Historical Society  
Waukesha County Historical Society & Museum  
Wauwatosa Historical Society  
Winnebago Co. Historical & Archaeological Society  
Wisconsin Marine Historical Society

## **Appendix B: Digital Readiness web survey questions**

### Digital Readiness Survey

#### Introduction

Recollection Wisconsin, WiLS (Wisconsin Library Services) and the Wisconsin Historical Society are working together to learn more about local affiliates' capacity to digitize their collections and make them available online. This survey, along with community conversations and strategic planning sessions that will take place this fall, will be used to plan training, collaborative projects and other activities that support digital collection development in Wisconsin's historical societies and historic preservation groups.

This survey will take approximately 20 minutes to complete. You can preview all survey questions in a PDF at <https://recollectionwisconsin.org/cop>. Please coordinate with others at your organization to ensure only one response is submitted on behalf of your group. Contact Vicki Tobias at [vicki@wils.org](mailto:vicki@wils.org) with any questions.

We value your input and look forward to hearing about your organization and its digital work. Please complete this survey by **August 31, 2019**. Thank you for your time and support!

This work is supported by an Archives Collaboratives Planning Grant from the National Historical Publications and Records Commission (NHPRC). For more information about the planning project, visit <https://recollectionwisconsin.org/cop>.



## Digital Readiness Survey

### Participant Information

1. Your name

2. Your email address

\* 3. Your role in your organization. *Choose the most appropriate option.*

- Permanent staff
- Project or limited term staff
- Volunteer
- Intern or student
- Board member or leadership
- Community member
- Other (please specify)

4. Name of your organization

\* 5. Is your organization an affiliate of the Wisconsin Historical Society?

- Yes
- No
- Unsure

\* 6. Organization type. Choose the most appropriate option.

- Historical society
- Museum
- Historic preservation group
- Archives
- Library
- Community organization
- Other (please specify)

7. Your organization's location (city/town)

8. To the best of your ability, please indicate your organization's level of confidence with the following topics:

	Not at all confident	Somewhat confident	Confident	Very confident	Unsure
Planning a digital project <i>(How much will this project cost? How much time will it take?)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determining copyright status <i>(Can we put this online?)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scanning <i>(What resolution should we use when we scan? What types of files should we create?)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Describing content/creating metadata <i>(What standards should we use to describe our digital files?)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storing and managing digital content <i>(Where should we store our files? How much storage space do we need?)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Options for discovery and access <i>(What software should we use to bring our digital collections online?)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outsourcing digitization <i>(What information do we need to provide to get an estimate from a digitization vendor?)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustaining a digital project <i>(Where can we get help to continue our work?)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Digital Readiness Survey

### Digital Collection Development

9. Does your organization have a general collection development policy for digital and/or non-digital collections?

- Yes
- No
- Unsure

10. Does your organization have written guidelines or policies that inform your decisions to scan or create digital files?

- Yes
- No
- Unsure

11. Does your organization scan or create digital files from **items already in your collections**?

- Yes
- No
- Unsure

\* 12. Does your organization scan or create digital files from historical materials **loaned for scanning** by community members?

- Yes
- No
- Unsure

## Digital Readiness Survey

### Digital Collections Development

13. Does your organization use a deed of gift or release form for materials loaned for scanning?

- Yes
- No
- Unsure

\* 14. Does your organization collect digitized or born-digital files **created by community members** (e.g. digital photos, video or audio recordings, PDF or Word documents, etc.)?

- Yes
- No
- Unsure

## Digital Readiness Survey

### Digital Collections Development

15. Does your organization use a deed of gift or release form for digital content collected from community members?

- Yes
- No
- Unsure

16. What motivates your organization's digitization work? *Check all that apply.*

- |  |   |
|--|---|
| <input type="checkbox"/> Filling reference requests                              | <input type="checkbox"/> Supporting educational activities                          |
| <input type="checkbox"/> Creating physical or web-based exhibits                 | <input type="checkbox"/> Generating revenue for our organization                    |
| <input type="checkbox"/> Sharing on social media accounts                        | <input type="checkbox"/> Supporting genealogy or local history research             |
| <input type="checkbox"/> Creating content for our own website                    | <input type="checkbox"/> Supporting collections management (e.g. inventory control) |
| <input type="checkbox"/> Promoting our organization and its activities or events | <input type="checkbox"/> Improving general access to collections                    |
| <input type="checkbox"/> Other (please specify)                                  |   |

## Digital Readiness Survey

### Digital Collections Development

17. If your organization digitizes content to generate revenue, are you...?

*Check all that apply.*

- Selling digital files from your website or content management system
- Producing retail items from the scanned images (e.g. calendars, mugs, postcards, etc.)
- Selling or licensing digital files to another entity for sale (online or in person)
- We do not digitize content to generate revenue
- Selling prints or artwork
- Other (please specify)

18. How often does your organization scan or create digital files from items in your historical collections?

*Please select one option that is most applicable.*

- Daily
- Weekly
- Monthly
- A few times a year
- Only as needed or requested
- Only as part of a specific or focused digitization project
- Rarely. We're not actively digitizing content from our collections
- Never
- Unsure

\* 19. Does your organization make digitized historical materials available online?

- Yes
- No
- Unsure

## Digital Readiness Survey

### Online Access

20. How does your organization make digitized historical materials available online? *Check all that apply.*

- |   |  |
|---|--|
| <input type="checkbox"/> PastPerfect Online     | <input type="checkbox"/> Google Photos                 |
| <input type="checkbox"/> ArchivesSpace          | <input type="checkbox"/> Internet Archive              |
| <input type="checkbox"/> CONTENTdm              | <input type="checkbox"/> A blog (e.g. WordPress, etc.) |
| <input type="checkbox"/> ResCarta               | <input type="checkbox"/> Your organization's website   |
| <input type="checkbox"/> UW Digital Collections | <input type="checkbox"/> Locally-created database      |
| <input type="checkbox"/> Omeka                  | <input type="checkbox"/> Social media                  |
| <input type="checkbox"/> Flickr                 | <input type="checkbox"/> Unsure                        |
| <input type="checkbox"/> Other (please specify) |  |

## Digital Readiness Survey

### Online Access

21. If you use social media to share your collections online, what social media platforms do you use? *Check all that apply.*

- |   |  |
|---|--|
| <input type="checkbox"/> Facebook               | <input type="checkbox"/> Pinterest   |
| <input type="checkbox"/> Instagram              | <input type="checkbox"/> Tumblr  |
| <input type="checkbox"/> Twitter                | <input type="checkbox"/> We do not use social media to share collections online. |
| <input type="checkbox"/> YouTube                |  |
| <input type="checkbox"/> Other (please specify) |  |

22. Please provide a link or links to your online collections.

23. Do you use any of the following tools or systems to internally manage your digital collections information? *Check all that apply.*

- |   |   |
|---|---|
| <input type="checkbox"/> Microsoft Excel        | <input type="checkbox"/> ArchivesSpace            |
| <input type="checkbox"/> Microsoft Access       | <input type="checkbox"/> Locally-created database |
| <input type="checkbox"/> FileMaker Pro          | <input type="checkbox"/> Unsure                   |
| <input type="checkbox"/> PastPerfect            |   |
| <input type="checkbox"/> Other (please specify) |   |



## Digital Readiness Survey

### Digital Collections Use

24. To the best of your knowledge, who are the primary users of your organization's digital collections?

*Check all that apply.*

- |   |   |
|---|---|
| <input type="checkbox"/> My organization's staff or volunteers      | <input type="checkbox"/> Professional researchers |
| <input type="checkbox"/> My organization's board members/leadership | <input type="checkbox"/> Hobbyists or collectors  |
| <input type="checkbox"/> Students                                   | <input type="checkbox"/> Genealogists             |
| <input type="checkbox"/> Educators                                  | <input type="checkbox"/> Local media outlets      |
| <input type="checkbox"/> Current community members                  | <input type="checkbox"/> Unsure                   |
| <input type="checkbox"/> Former community members                   |   |
| <input type="checkbox"/> Other (please specify)                     |   |

25. How do you think that primary users use items from your organization's digital collections?*Check all that apply.*

- |  |   |
|--|---|
| <input type="checkbox"/> Student papers, presentations or projects | <input type="checkbox"/> Personal research or genealogy     |
| <input type="checkbox"/> Curriculum development or teaching        | <input type="checkbox"/> Publications                       |
| <input type="checkbox"/> Outreach or publicity                     | <input type="checkbox"/> Evidence                           |
| <input type="checkbox"/> Exhibits (physical or web-based)          | <input type="checkbox"/> Personal interest or entertainment |
| <input type="checkbox"/> Art or decorative imagery                 | <input type="checkbox"/> Unsure                             |
| <input type="checkbox"/> Academic research                         |   |
| <input type="checkbox"/> Other (please specify)                    |   |

26. Do you track usage statistics for your online collections?

- Yes
- No
- Unsure

## Digital Readiness Survey

### Scanning or Digital File Creation Work

27. Who is responsible for digitizing materials and/or making them available online? *Check all that apply.*

- |  |  |
|--|--|
| <input type="checkbox"/> Paid staff within my organization                 | <input type="checkbox"/> Commercial vendor                                       |
| <input type="checkbox"/> Temporary staff (e.g. grant-funded position, LTE) | <input type="checkbox"/> Partner organization (e.g. local library or university) |
| <input type="checkbox"/> Community volunteers                              | <input type="checkbox"/> Unsure  |
| <input type="checkbox"/> High school or college-aged interns or students   |  |
| <input type="checkbox"/> Other (please specify)                            |  |

\* 28. Do you partner with other organizations, such as your local public library or a local business, to digitize historic materials and/or make them available online?

- Yes
- No
- Unsure

## Digital Readiness Survey

### Scanning or Digital File Creation Work

29. Briefly describe your partnerships to digitize historic materials and/or make them available online.

30. Which standards or best practices do you use in your digitization work? *Check all that apply.*

- |   |   |
|---|---|
| <input type="checkbox"/> Recollection Wisconsin's Digital Project Toolkit | <input type="checkbox"/> FADGI  |
| <input type="checkbox"/> Wisconsin Historical Society                     | <input type="checkbox"/> Society of American Archivists (SAA)                     |
| <input type="checkbox"/> Library of Congress                              | <input type="checkbox"/> Digital Public Library of America (DPLA)                 |
| <input type="checkbox"/> National Archives                                | <input type="checkbox"/> Locally-created standards                                |
| <input type="checkbox"/> NEDCC  | <input type="checkbox"/> We do not use any particular standards or best practices |
| <input type="checkbox"/> Sustainable Heritage Network                     | <input type="checkbox"/> Unsure   |
| <input type="checkbox"/> Other (please specify)                           |   |

31. For items your organization digitizes and/or makes available online, do you record the following descriptive information? *Check all that apply.*

- |   |  |
|---|--|
| <input type="checkbox"/> Title  | <input type="checkbox"/> Creator                   |
| <input type="checkbox"/> Date   | <input type="checkbox"/> Subject terms or keywords |
| <input type="checkbox"/> Geographic location (e.g. city, county, state) | <input type="checkbox"/> Copyright status          |

32. Before you make digitized materials available online, do you research their copyright status?

- Yes
- No
- Unsure

33. Before you make digitized materials that are **in copyright** available online, do you contact the copyright holder for permission?

Yes

No

Unsure

## Digital Readiness Survey

### Digital File Storage and Management

34. Which types of digital file formats does your organization create? *Check all that apply.*

- |   |                                 |
|---|---------------------------------|
| <input type="checkbox"/> TIFF                   | <input type="checkbox"/> MP3    |
| <input type="checkbox"/> JPEG                   | <input type="checkbox"/> MOV    |
| <input type="checkbox"/> PDF                    | <input type="checkbox"/> MP4    |
| <input type="checkbox"/> WAV                    | <input type="checkbox"/> Unsure |
| <input type="checkbox"/> Other (please specify) |                                 |

35. Does your organization have a policy or plan for storing and/or backing up digital files?

- Yes
- No
- Unsure

36. Where do you store your digital files? *Check all that apply.*

- |  |  |
|--|--|
| <input type="checkbox"/> CDs                       | <input type="checkbox"/> Local server  |
| <input type="checkbox"/> DVDs                      | <input type="checkbox"/> External hard drive                                       |
| <input type="checkbox"/> Thumb drives/flash drives | <input type="checkbox"/> Cloud storage (e.g. Dropbox, Box, Amazon Glacier, Google) |
| <input type="checkbox"/> Local computer hard drive | <input type="checkbox"/> Off-site with a partner organization                      |
| <input type="checkbox"/> Networked computer        | <input type="checkbox"/> Unsure  |
| <input type="checkbox"/> Other (please specify)    |  |

37. How often does your organization move digital files to your storage location(s)? *Please select the option that is most applicable.*

- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- Other (please specify)
- When we create or acquire a critical mass of digitized content
- When we remember to do it
- Never
- Unsure

38. Approximately how much total storage space do all of your digital files take up?

- Less than 100GB
- 100-500GB
- 500GB-1TB
- Other (please specify)
- More than 1TB
- Unsure

## Digital Readiness Survey

### Digital Collections Content

39. Which of the following types of content has your organization digitized?*Check all that apply.*

- |  |   |
|--|---|
| <input type="checkbox"/> Photographs   | <input type="checkbox"/> Other audio or video recordings (e.g. speeches, performances, music, community events) |
| <input type="checkbox"/> Yearbooks   | <input type="checkbox"/> Newsletters  |
| <input type="checkbox"/> City or other community directories                                   | <input type="checkbox"/> Newspapers   |
| <input type="checkbox"/> Records (e.g. school, business, property, military, local government) | <input type="checkbox"/> Clippings files  |
| <input type="checkbox"/> Oral histories  | <input type="checkbox"/> Artifacts/three-dimensional objects  |

40. Which of these “challenging to digitize” formats do you have in your collection?*Check all that apply.*

- |   |   |
|---|---|
| <input type="checkbox"/> Scrapbooks or photo albums                                 | <input type="checkbox"/> Film negatives   |
| <input type="checkbox"/> Maps   | <input type="checkbox"/> Slides           |
| <input type="checkbox"/> Oversized two-dimensional items (e.g. blueprints, posters) | <input type="checkbox"/> Panoramic photos |
| <input type="checkbox"/> Artifacts or three-dimensional objects                     | <input type="checkbox"/> Textiles         |
| <input type="checkbox"/> Glass plate negatives                                      | <input type="checkbox"/> Unsure           |
| <input type="checkbox"/> Other (please specify)                                     |   |

41. Which of these “at risk” analog formats do you have in your collections?*Check all that apply.*

- |  |  |
|--|--|
| <input type="checkbox"/> Records or LPs          | <input type="checkbox"/> Betamax tape        |
| <input type="checkbox"/> Reel-to-reel audio tape | <input type="checkbox"/> 16mm film           |
| <input type="checkbox"/> Audio cassette tape     | <input type="checkbox"/> 8mm or Super 8 film |
| <input type="checkbox"/> U-matic video tape      | <input type="checkbox"/> Unsure              |
| <input type="checkbox"/> VHS tape                |  |
| <input type="checkbox"/> Other (please specify)  |  |

42. Which of these "at-risk" digital formats do you have in your collections? *Check all that apply.*

- |   |   |
|---|---|
| <input type="checkbox"/> CDs                    | <input type="checkbox"/> MiniDisc or MiniDV           |
| <input type="checkbox"/> DVDs                   | <input type="checkbox"/> Digital Audio Tape (DAT)     |
| <input type="checkbox"/> Floppy disks           | <input type="checkbox"/> Thumb drives or flash drives |
| <input type="checkbox"/> Zip disks              | <input type="checkbox"/> Unsure                       |
| <input type="checkbox"/> Other (please specify) |   |

43. If your collections include any of the "at-risk" analog or digital media formats listed above, what types of content do they contain? *Check all that apply.*

- |   |  |
|---|--|
| <input type="checkbox"/> Oral history interviews  | <input type="checkbox"/> Our organization's records  |
| <input type="checkbox"/> Recordings of our organization's events                                | <input type="checkbox"/> Other records (e.g. school, business, property, military)         |
| <input type="checkbox"/> Recordings of other community events (e.g. parades, graduations, etc.) | <input type="checkbox"/> Digitized historical materials in our collections                 |
| <input type="checkbox"/> Music or theater performances  | <input type="checkbox"/> Digitized historical materials donated to us by community members |
| <input type="checkbox"/> Documentary productions  | <input type="checkbox"/> Unsure  |
| <input type="checkbox"/> Local government records   |  |
| <input type="checkbox"/> Other (please specify)   |  |

44. If your collections include any of the "at-risk" formats listed above, have you digitized them for access or preservation?

- Yes
- No
- Unsure



## Digital Readiness Survey

### Resources and Support

45. Do you have any of the following resources dedicated to digital project work? *Check all that apply.*

- |  |  |
|--|--|
| <input type="checkbox"/> Funding -- part of our regular operating budget               | <input type="checkbox"/> Slide scanner                                 |
| <input type="checkbox"/> Funding -- a mini-grant from the Wisconsin Historical Society | <input type="checkbox"/> Large format or overhead scanner              |
| <input type="checkbox"/> Funding -- other grant or donation                            | <input type="checkbox"/> Digital SLR camera                            |
| <input type="checkbox"/> Paid staff  | <input type="checkbox"/> Color target charts                           |
| <input type="checkbox"/> Volunteer staff   | <input type="checkbox"/> Image editing software (e.g. Photoshop, GIMP) |
| <input type="checkbox"/> Dedicated work space  | <input type="checkbox"/> Content management system or database         |
| <input type="checkbox"/> Flatbed scanner   | <input type="checkbox"/> Unsure  |
| <input type="checkbox"/> Other (please specify)  |  |

\* 46. Have you ever written a grant or sought outside funding to support digitization work?

- Yes
- No
- Unsure

**Resources and Support**

47. Who or what entity was the funding agency?

\* 48. Do you have any kind of IT support available to support digital collections management?

- Yes
- No
- Unsure

## Digital Readiness Survey

### Resources and Support

49. If you do have IT support available, how is it provided? *Check all that apply.*

- |  |   |
|--|---|
| <input type="checkbox"/> IT staff at our organization      | <input type="checkbox"/> IT support donated by a partner organization |
| <input type="checkbox"/> Contract with outside IT provider | <input type="checkbox"/> Unsure                                       |
| <input type="checkbox"/> Volunteer with IT expertise       |   |
| <input type="checkbox"/> Other (please specify)            |   |

50. Where do you turn for support or assistance when you have a question related to digitization or digital collection development work? *Check all that apply.*

- |  |   |
|--|---|
| <input type="checkbox"/> Peer organizations (e.g. other local history affiliates)  | <input type="checkbox"/> Continuing education or training opportunities   |
| <input type="checkbox"/> Professional organizations (e.g. Midwest Archives Conference AASLH)                               | <input type="checkbox"/> Conferences or other meetings related to digitization work                                       |
| <input type="checkbox"/> Current or former colleagues  | <input type="checkbox"/> Best practices or professional standards published or shared by Recollection Wisconsin           |
| <input type="checkbox"/> IT staff  | <input type="checkbox"/> Best practices or professional standards published or shared by the Wisconsin Historical Society |
| <input type="checkbox"/> Printed books or published materials (e.g. "How to" materials)                                    | <input type="checkbox"/> Unsure   |
| <input type="checkbox"/> Web-based information including tutorials, guidelines, white papers, or best practices guidelines |   |
| <input type="checkbox"/> Other (please specify)  |   |

51. What is your organization's **BIGGEST** obstacle to digitizing and sharing collections online? *Choose only one.*

- |   |  |
|---|--|
| <input type="radio"/> Funding   | <input type="radio"/> Public access or privacy concerns        |
| <input type="radio"/> Equipment                                       | <input type="radio"/> Lack of storage space for digital files  |
| <input type="radio"/> Time  | <input type="radio"/> Competing priorities                     |
| <input type="radio"/> Expertise                                       | <input type="radio"/> Lack of support from board or leadership |
| <input type="radio"/> No access platform or content management system | <input type="radio"/> No obstacles                             |
| <input type="radio"/> Copyright concerns                              | <input type="radio"/> Unsure                                   |

\* 52. What services or support would be **MOST** helpful in getting your collections online and providing long-term access? *Choose up to three.*

- |   |  |
|---|--|
| <input type="checkbox"/> Funding for equipment and/or software  | <input type="checkbox"/> Trained professional to come in and complete a digitization project |
| <input type="checkbox"/> Funding for staff  | <input type="checkbox"/> Connecting with other organizations working on similar projects     |
| <input type="checkbox"/> In-person training (workshops or classes)                                    | <input type="checkbox"/> Consultation with digitization experts                              |
| <input type="checkbox"/> Distance or virtual training (webinars)                                      | <input type="checkbox"/> Storage solution for digital files                                  |
| <input type="checkbox"/> Digitization services (send materials off-site for scanning and description) | <input type="checkbox"/> Access platform or content management system                        |
| <input type="checkbox"/> Other (please specify)   |  |

\* 53. What training would be **MOST** helpful in getting your collections online and providing long-term access? *Choose up to three.*

- |   |   |
|---|---|
| <input type="checkbox"/> General introduction to using and building digital collections | <input type="checkbox"/> Grant writing                          |
| <input type="checkbox"/> Planning a digitization project                                | <input type="checkbox"/> Scanning                               |
| <input type="checkbox"/> Copyright education  | <input type="checkbox"/> Digital storage                        |
| <input type="checkbox"/> General project management                                     | <input type="checkbox"/> Describing digital content (metadata)  |
| <input type="checkbox"/> Volunteer management   | <input type="checkbox"/> Access options for digital collections |
| <input type="checkbox"/> Other (please specify)   |   |

54. Do you have any other thoughts you'd like to share about digital readiness or digitization work at your organization?

## Digital Readiness Survey

### Follow Up

\* 55. Are you interested in participating in a community conversation or strategic planning session about “digital readiness” in September, October or November 2019?

Yes

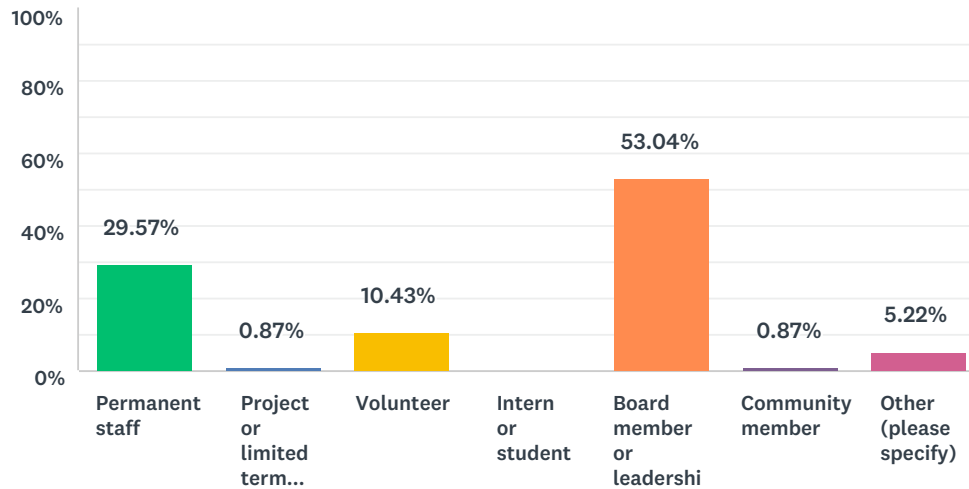
No

**Thank you for your time and support!**

This work is supported by an Archives Collaboratives Planning Grant from the National Historical Publications and Records Commission (NHPRC). For more information about the planning project, visit <https://recollectionwisconsin.org/cop>.

### Q3 Your role in your organization. Choose the most appropriate option.

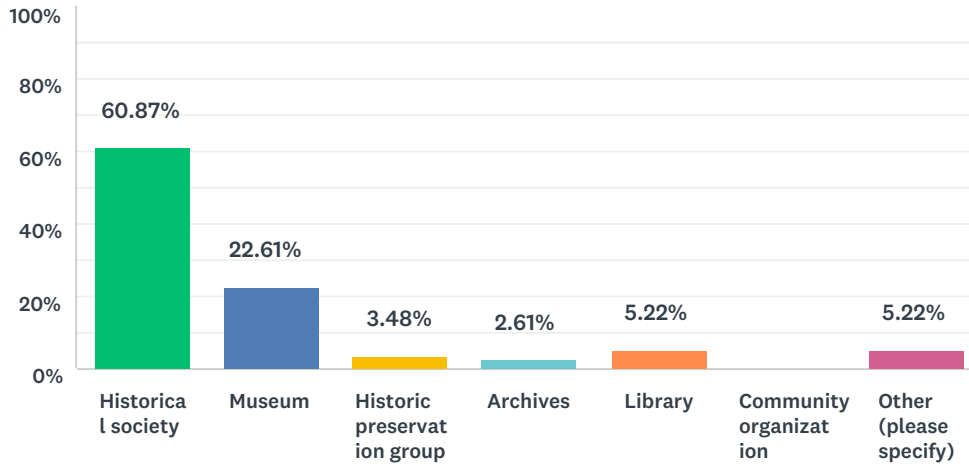
Answered: 115 Skipped: 0



ANSWER CHOICES	RESPONSES	
Permanent staff	29.57%	34
Project or limited term staff	0.87%	1
Volunteer	10.43%	12
Intern or student	0.00%	0
Board member or leadership	53.04%	61
Community member	0.87%	1
Other (please specify)	5.22%	6
<b>TOTAL</b>		<b>115</b>

## Q6 Organization type. Choose the most appropriate option.

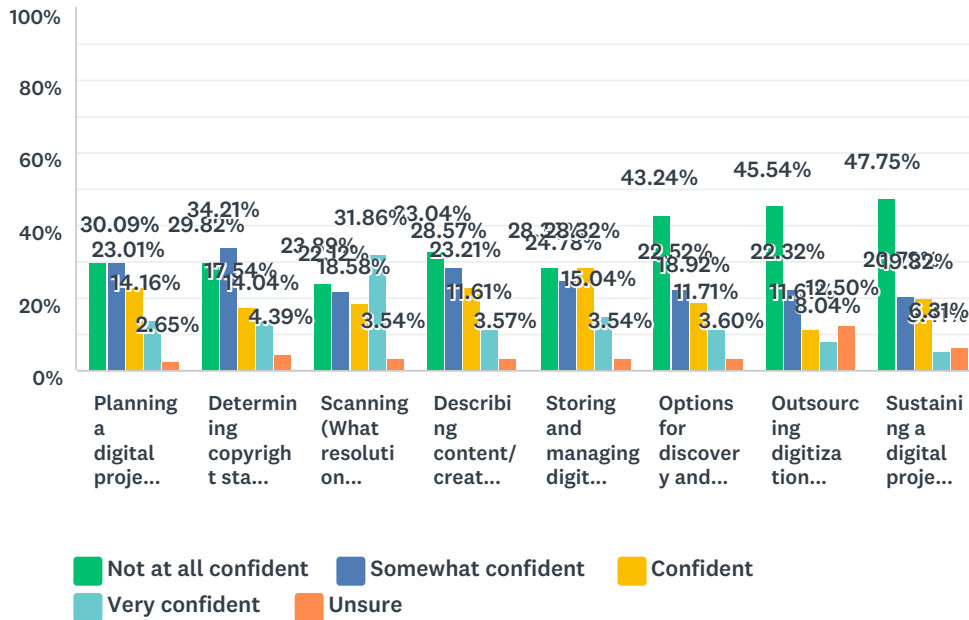
Answered: 115 Skipped: 0



ANSWER CHOICES	RESPONSES	
Historical society	60.87%	70
Museum	22.61%	26
Historic preservation group	3.48%	4
Archives	2.61%	3
Library	5.22%	6
Community organization	0.00%	0
Other (please specify)	5.22%	6
<b>TOTAL</b>		<b>115</b>

## Q8 To the best of your ability, please indicate your organization's level of confidence with the following topics:

Answered: 114 Skipped: 1

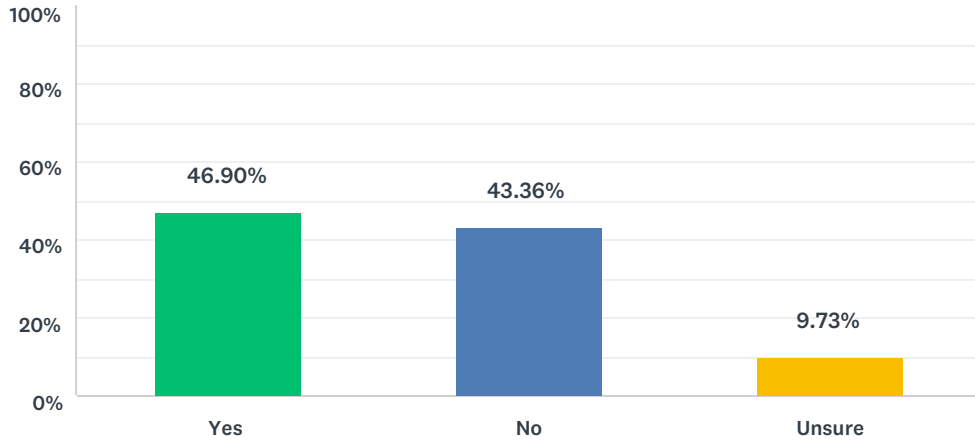


	NOT AT ALL CONFIDENT	SOMEWHAT CONFIDENT	CONFIDENT	VERY CONFIDENT	UNSURE	TOTAL
Planning a digital project (How much will this project cost? How much time will it take?)	30.09% 34	23.01% 34	14.16% 26	2.65% 16	29.82% 3	113
Determining copyright status (Can we put this online?)	29.82% 34	34.21% 39	17.54% 20	14.04% 16	4.39% 5	114
Scanning (What resolution should we use when we scan? What types of files should we create?)	23.89% 27	22.12% 25	18.58% 21	31.86% 36	3.54% 4	113
Describing content/creating metadata (What standards should we use to describe our digital files?)	33.04% 37	28.57% 32	23.21% 26	11.61% 13	3.57% 4	112
Storing and managing digital content (Where should we store our files? How much storage space do we need?)	28.32% 32	24.78% 28	28.32% 32	15.04% 17	3.54% 4	113
Options for discovery and access (What software should we use to bring our digital collections online?)	43.24% 48	22.52% 25	18.92% 21	11.71% 13	3.60% 4	111
Outsourcing digitization (What information do we need to provide to get an estimate from a digitization vendor?)	45.54% 51	22.32% 25	11.61% 13	8.04% 9	12.50% 14	112
Sustaining a digital project (Where can we get help to continue our work?)	47.75% 53	20.72% 23	19.82% 22	5.41% 6	6.31% 7	111



### Q9 Does your organization have a general collection development policy for digital and/or non-digital collections?

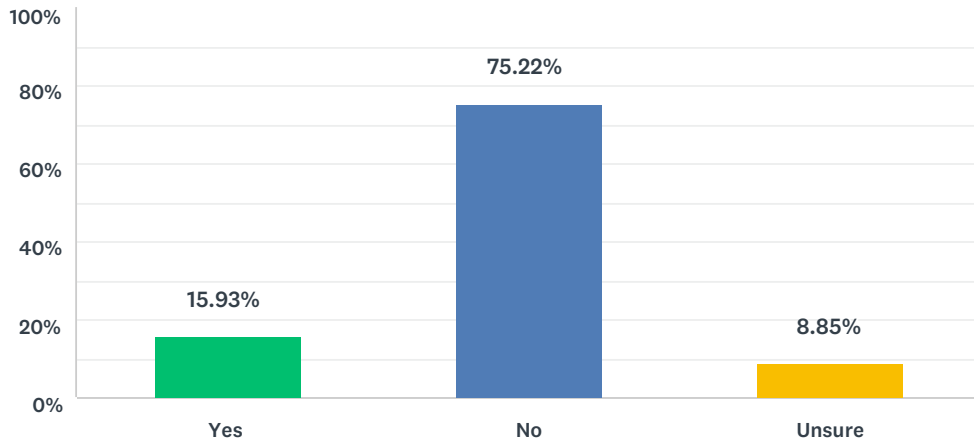
Answered: 113 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	46.90%	53
No	43.36%	49
Unsure	9.73%	11
TOTAL		113

### Q10 Does your organization have written guidelines or policies that inform your decisions to scan or create digital files?

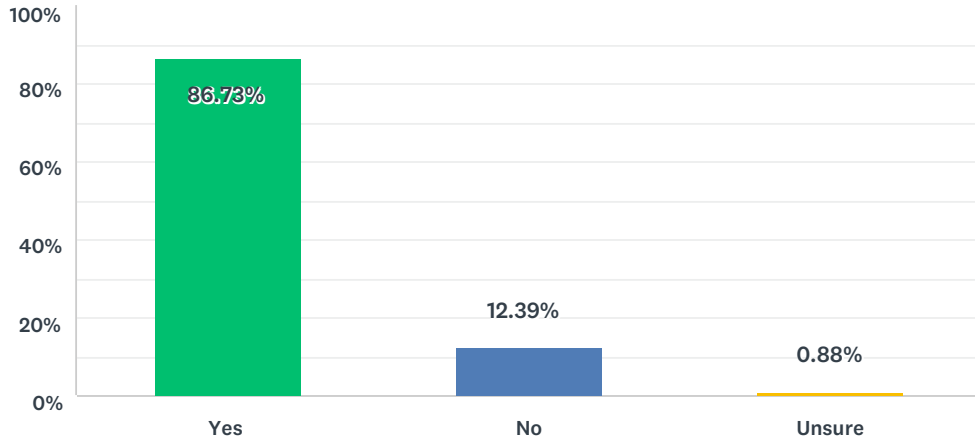
Answered: 113 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	15.93%	18
No	75.22%	85
Unsure	8.85%	10
TOTAL		113

### Q11 Does your organization scan or create digital files from items already in your collections?

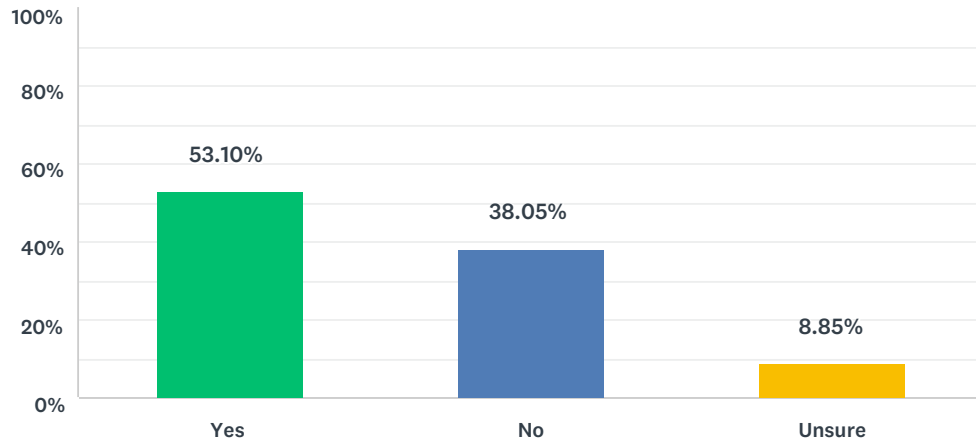
Answered: 113 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	86.73%	98
No	12.39%	14
Unsure	0.88%	1
TOTAL		113

### Q12 Does your organization scan or create digital files from historical materials loaned for scanning by community members?

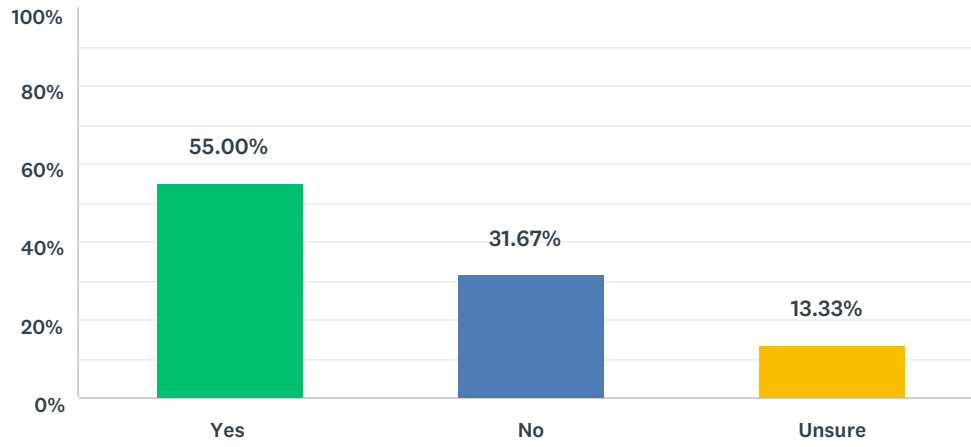
Answered: 113 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	53.10%	60
No	38.05%	43
Unsure	8.85%	10
TOTAL		113

### Q13 Does your organization use a deed of gift or release form for materials loaned for scanning?

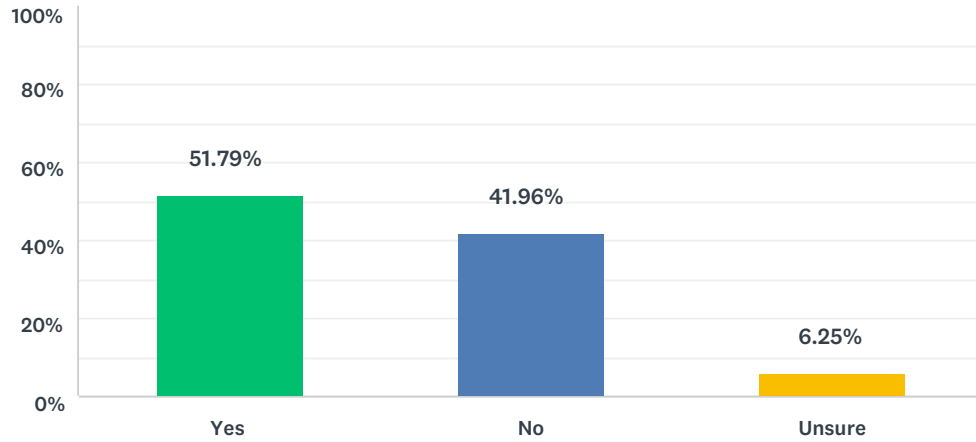
Answered: 60 Skipped: 55



ANSWER CHOICES	RESPONSES	
Yes	55.00%	33
No	31.67%	19
Unsure	13.33%	8
TOTAL		60

**Q14 Does your organization collect digitized or born-digital files created by community members (e.g. digital photos, video or audio recordings, PDF or Word documents, etc.)?**

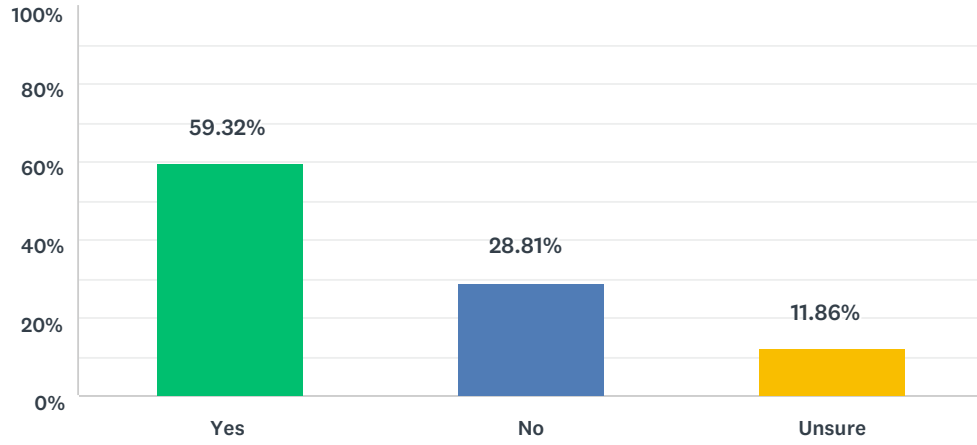
Answered: 112 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	51.79%	58
No	41.96%	47
Unsure	6.25%	7
<b>TOTAL</b>		<b>112</b>

### Q15 Does your organization use a deed of gift or release form for digital content collected from community members?

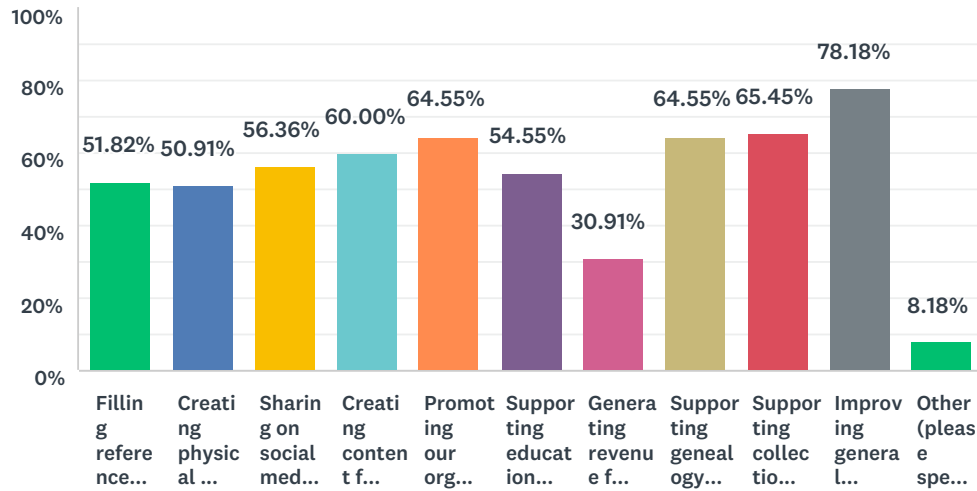
Answered: 59 Skipped: 56



ANSWER CHOICES	RESPONSES	
Yes	59.32%	35
No	28.81%	17
Unsure	11.86%	7
<b>TOTAL</b>		<b>59</b>

## Q16 What motivates your organization's digitization work? Check all that apply.

Answered: 110 Skipped: 5

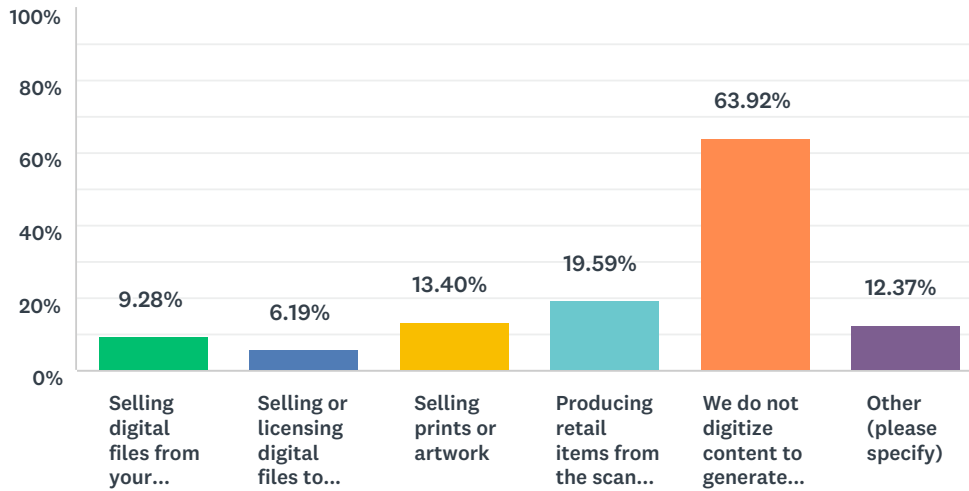


ANSWER CHOICES	RESPONSES	
Filling reference requests	51.82%	57
Creating physical or web-based exhibits	50.91%	56
Sharing on social media accounts	56.36%	62
Creating content for our own website	60.00%	66
Promoting our organization and its activities or events	64.55%	71
Supporting educational activities	54.55%	60
Generating revenue for our organization	30.91%	34
Supporting genealogy or local history research	64.55%	71
Supporting collections management (e.g. inventory control)	65.45%	72
Improving general access to collections	78.18%	86
Other (please specify)	8.18%	9
Total Respondents: 110		



### Q17 If your organization digitizes content to generate revenue, are you...? Check all that apply.

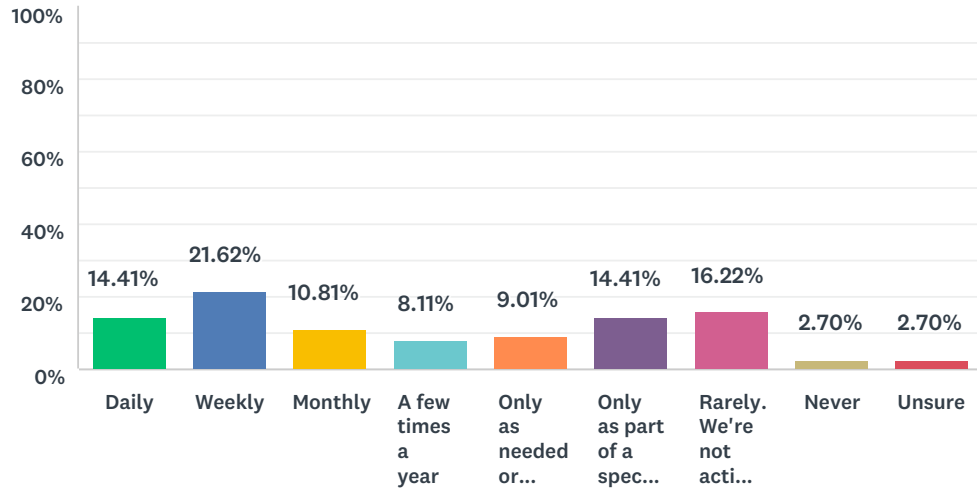
Answered: 97 Skipped: 18



ANSWER CHOICES	RESPONSES	
Selling digital files from your website or content management system	9.28%	9
Selling or licensing digital files to another entity for sale (online or in person)	6.19%	6
Selling prints or artwork	13.40%	13
Producing retail items from the scanned images (e.g. calendars, mugs, postcards, etc.)	19.59%	19
We do not digitize content to generate revenue	63.92%	62
Other (please specify)	12.37%	12
Total Respondents: 97		

**Q18 How often does your organization scan or create digital files from items in your historical collections? Please select one option that is most applicable.**

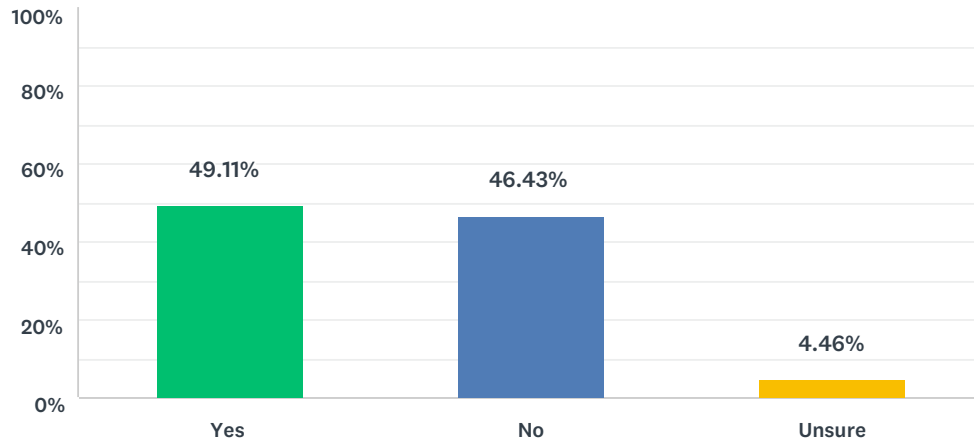
Answered: 111 Skipped: 4



ANSWER CHOICES	RESPONSES	
Daily	14.41%	16
Weekly	21.62%	24
Monthly	10.81%	12
A few times a year	8.11%	9
Only as needed or requested	9.01%	10
Only as part of a specific or focused digitization project	14.41%	16
Rarely. We're not actively digitizing content from our collections	16.22%	18
Never	2.70%	3
Unsure	2.70%	3
<b>TOTAL</b>		<b>111</b>

# Q19 Does your organization make digitized historical materials available online?

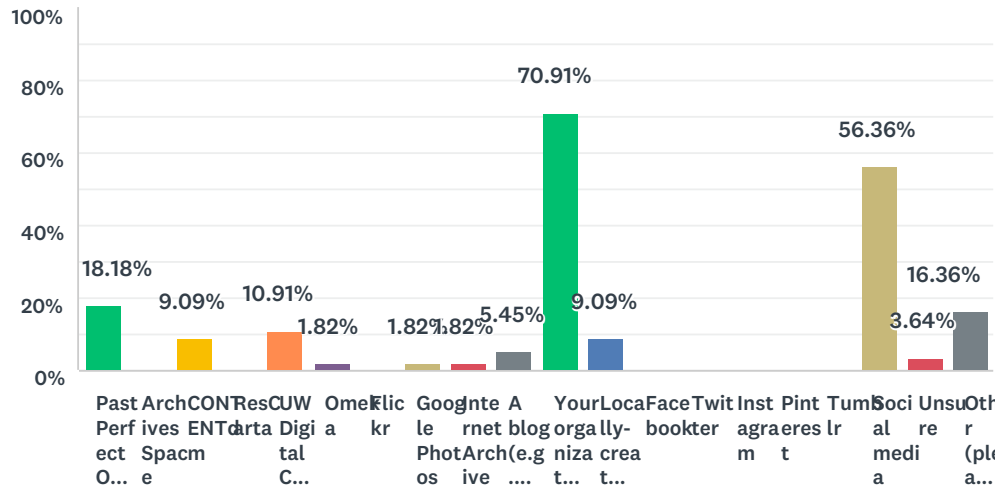
Answered: 112 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	49.11%	55
No	46.43%	52
Unsure	4.46%	5
TOTAL		112

## Q20 How does your organization make digitized historical materials available online? Check all that apply.

Answered: 55 Skipped: 60



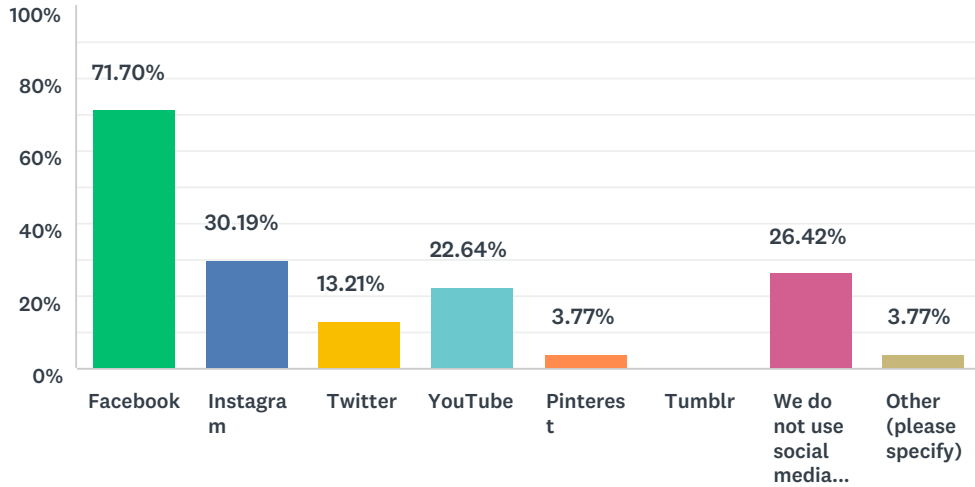
ANSWER CHOICES	RESPONSES	
PastPerfect Online	18.18%	10
ArchivesSpace	0.00%	0
CONTENTdm	9.09%	5
ResCarta	0.00%	0
UW Digital Collections	10.91%	6
Omeka	1.82%	1
Flickr	0.00%	0
Google Photos	1.82%	1
Internet Archive	1.82%	1
A blog (e.g. WordPress, etc.)	5.45%	3
Your organization's website	70.91%	39
Locally-created database	9.09%	5
Facebook	0.00%	0
Twitter	0.00%	0
Instagram	0.00%	0
Pinterest	0.00%	0
Tumblr	0.00%	0
Social media	56.36%	31
Unsure	3.64%	2
Other (please specify)	16.36%	9

# Digital Readiness Survey

Total Respondents: 55

Q21 If you use social media to share your collections online, what social media platforms do you use? Check all that apply.

Answered: 53 Skipped: 62



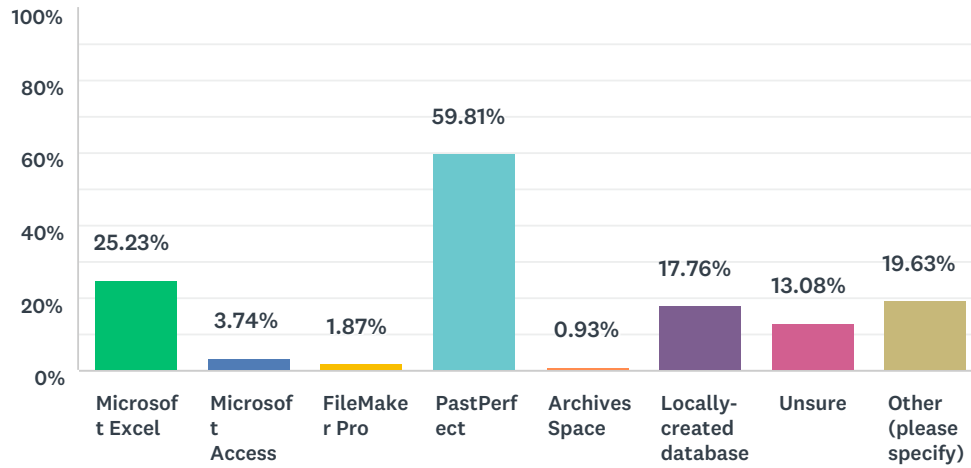
ANSWER CHOICES	RESPONSES	
Facebook	71.70%	38
Instagram	30.19%	16
Twitter	13.21%	7
YouTube	22.64%	12
Pinterest	3.77%	2
Tumblr	0.00%	0
We do not use social media to share collections online.	26.42%	14
Other (please specify)	3.77%	2
Total Respondents: 53		

**Q22 Please provide a link or links to your online collections.**

Answered: 42 Skipped: 73

### Q23 Do you use any of the following tools or systems to internally manage your digital collections information? Check all that apply.

Answered: 107 Skipped: 8

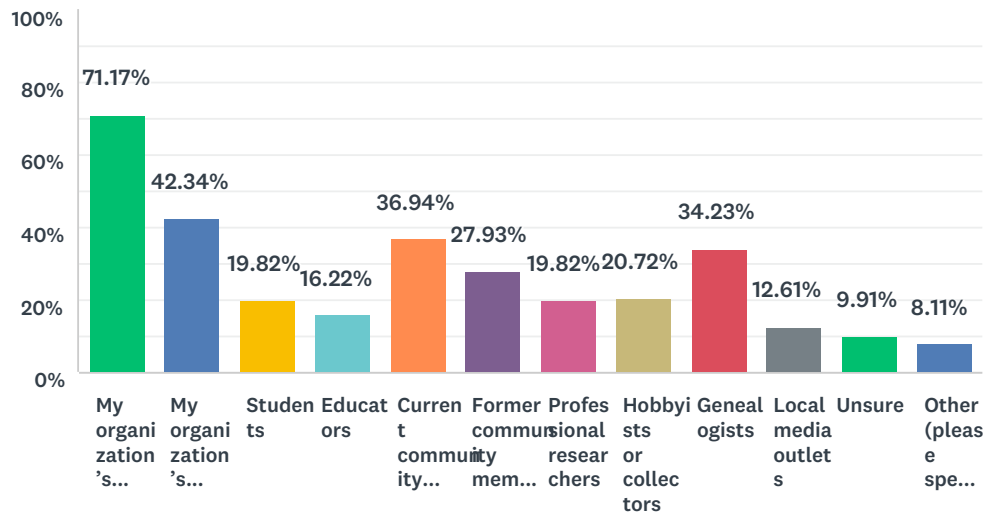


ANSWER CHOICES	RESPONSES	
Microsoft Excel	25.23%	27
Microsoft Access	3.74%	4
FileMaker Pro	1.87%	2
PastPerfect	59.81%	64
ArchivesSpace	0.93%	1
Locally-created database	17.76%	19
Unsure	13.08%	14
Other (please specify)	19.63%	21
Total Respondents: 107		



## Q24 To the best of your knowledge, who are the primary users of your organization's digital collections? Check all that apply.

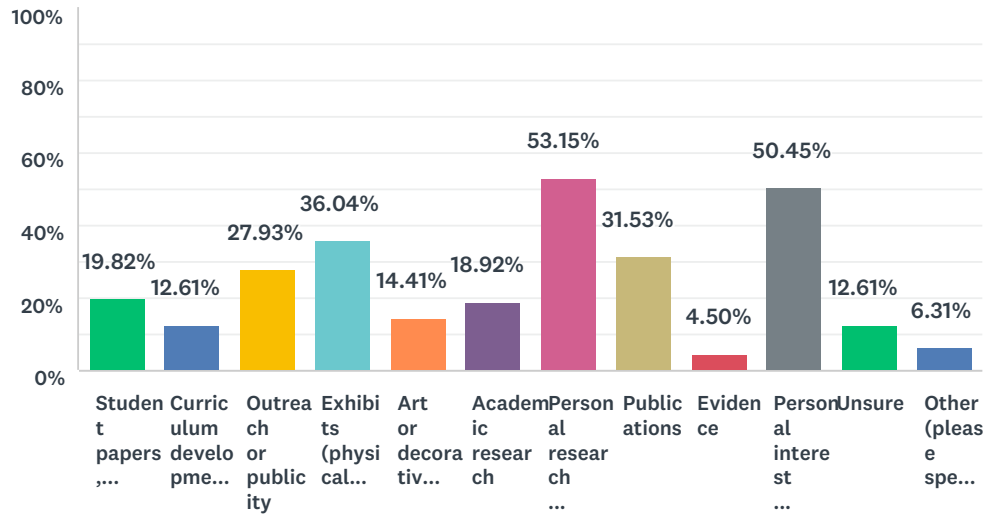
Answered: 111 Skipped: 4



ANSWER CHOICES	RESPONSES	
My organization's staff or volunteers	71.17%	79
My organization's board members/leadership	42.34%	47
Students	19.82%	22
Educators	16.22%	18
Current community members	36.94%	41
Former community members	27.93%	31
Professional researchers	19.82%	22
Hobbyists or collectors	20.72%	23
Genealogists	34.23%	38
Local media outlets	12.61%	14
Unsure	9.91%	11
Other (please specify)	8.11%	9
Total Respondents: 111		

## Q25 How do you think that primary users use items from your organization's digital collections? Check all that apply.

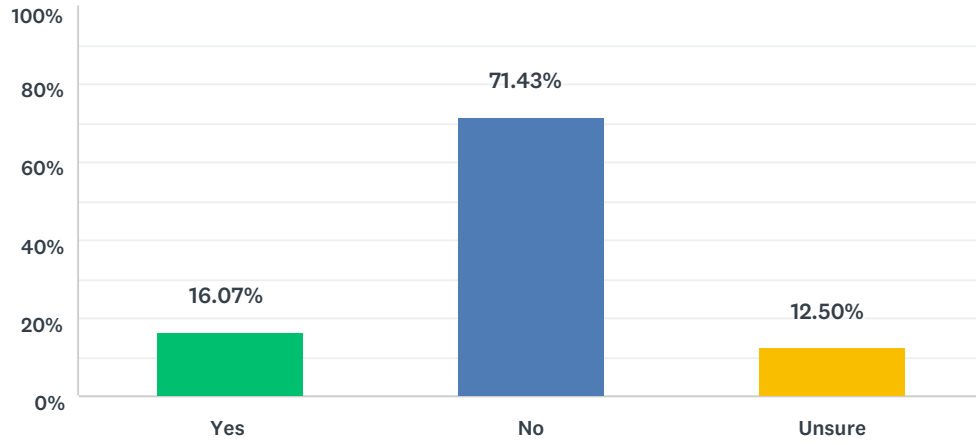
Answered: 111 Skipped: 4



ANSWER CHOICES	RESPONSES	
Student papers, presentations or projects	19.82%	22
Curriculum development or teaching	12.61%	14
Outreach or publicity	27.93%	31
Exhibits (physical or web-based)	36.04%	40
Art or decorative imagery	14.41%	16
Academic research	18.92%	21
Personal research or genealogy	53.15%	59
Publications	31.53%	35
Evidence	4.50%	5
Personal interest or entertainment	50.45%	56
Unsure	12.61%	14
Other (please specify)	6.31%	7
Total Respondents: 111		

## Q26 Do you track usage statistics for your online collections?

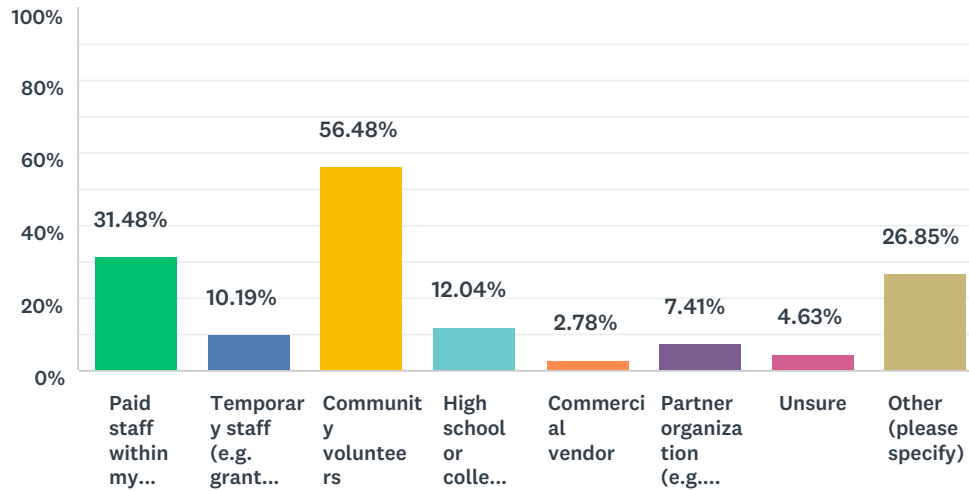
Answered: 112 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	16.07%	18
No	71.43%	80
Unsure	12.50%	14
TOTAL		112

## Q27 Who is responsible for digitizing materials and/or making them available online? Check all that apply.

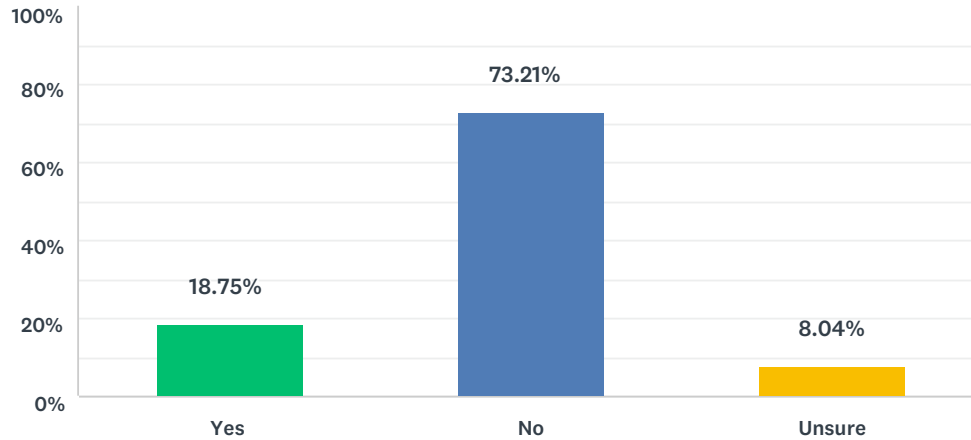
Answered: 108 Skipped: 7



ANSWER CHOICES	RESPONSES	
Paid staff within my organization	31.48%	34
Temporary staff (e.g. grant-funded position, LTE)	10.19%	11
Community volunteers	56.48%	61
High school or college-aged interns or students	12.04%	13
Commercial vendor	2.78%	3
Partner organization (e.g. local library or university)	7.41%	8
Unsure	4.63%	5
Other (please specify)	26.85%	29
Total Respondents: 108		

## Q28 Do you partner with other organizations, such as your local public library or a local business, to digitize historic materials and/or make them available online?

Answered: 112 Skipped: 3



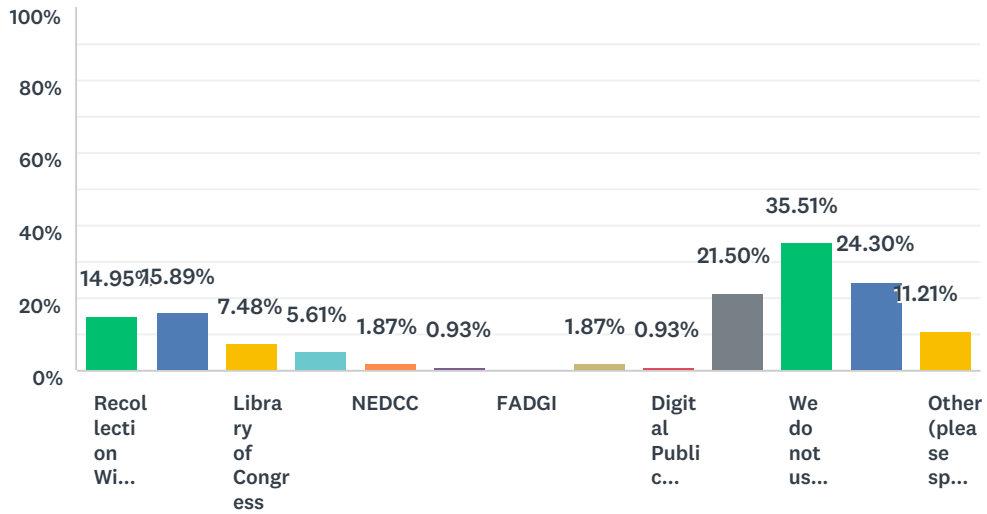
ANSWER CHOICES	RESPONSES	
Yes	18.75%	21
No	73.21%	82
Unsure	8.04%	9
<b>TOTAL</b>		<b>112</b>

**Q29 Briefly describe your partnerships to digitize historic materials and/or make them available online.**

Answered: 21 Skipped: 94

### Q30 Which standards or best practices do you use in your digitization work? Check all that apply.

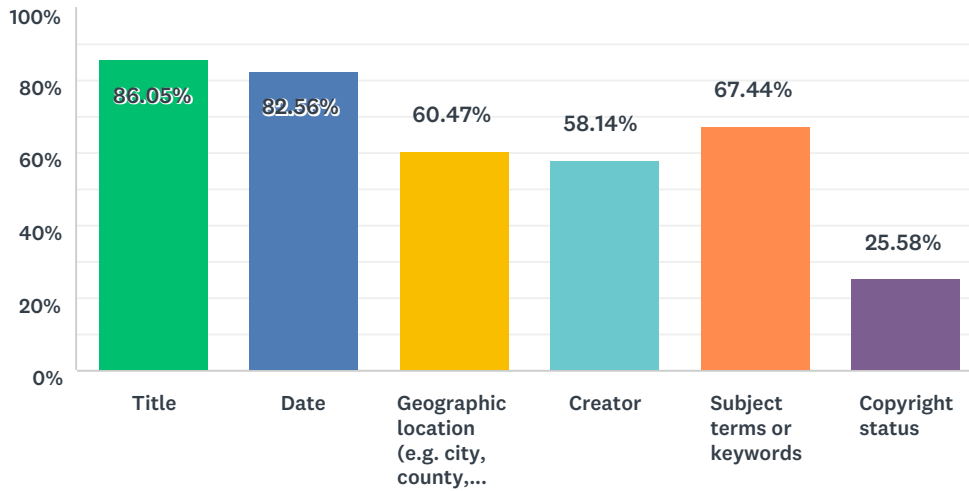
Answered: 107 Skipped: 8



ANSWER CHOICES	RESPONSES	
Recollection Wisconsin's Digital Project Toolkit	14.95%	16
Wisconsin Historical Society	15.89%	17
Library of Congress	7.48%	8
National Archives	5.61%	6
NEDCC	1.87%	2
Sustainable Heritage Network	0.93%	1
FADGI	0.00%	0
Society of American Archivists (SAA)	1.87%	2
Digital Public Library of America (DPLA)	0.93%	1
Locally-created standards	21.50%	23
We do not use any particular standards or best practices	35.51%	38
Unsure	24.30%	26
Other (please specify)	11.21%	12
Total Respondents: 107		

Q31 For items your organization digitizes and/or makes available online, do you record the following descriptive information? Check all that apply.

Answered: 86 Skipped: 29

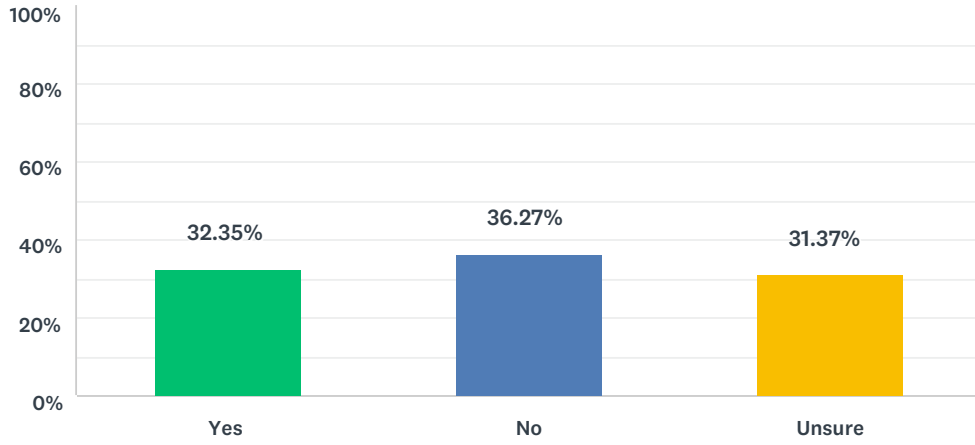


ANSWER CHOICES	RESPONSES	
Title	86.05%	74
Date	82.56%	71
Geographic location (e.g. city, county, state)	60.47%	52
Creator	58.14%	50
Subject terms or keywords	67.44%	58
Copyright status	25.58%	22
Total Respondents: 86		



### Q32 Before you make digitized materials available online, do you research their copyright status?

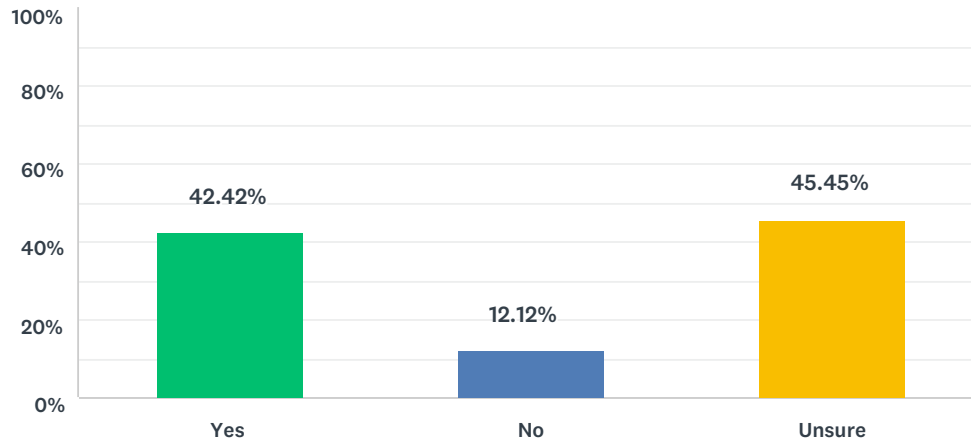
Answered: 102 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes	32.35%	33
No	36.27%	37
Unsure	31.37%	32
TOTAL		102

### Q33 Before you make digitized materials that are in copyright available online, do you contact the copyright holder for permission?

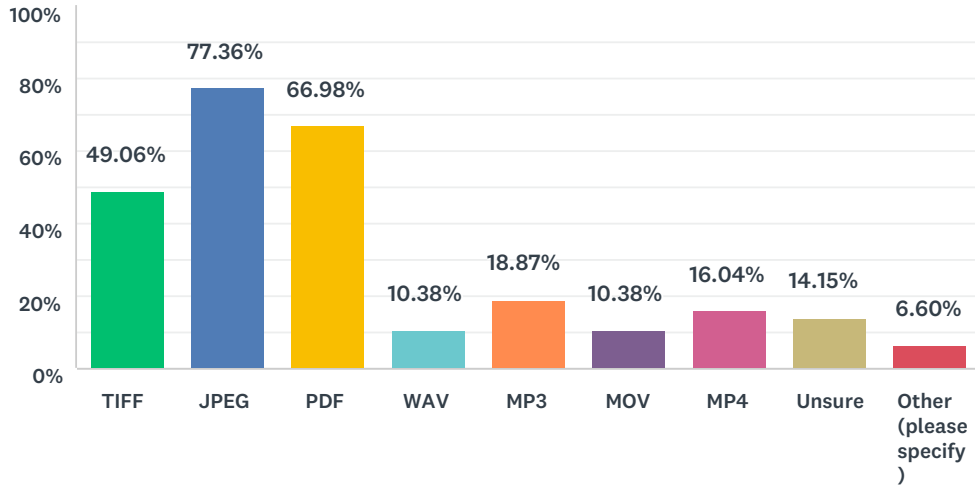
Answered: 99 Skipped: 16



ANSWER CHOICES	RESPONSES	
Yes	42.42%	42
No	12.12%	12
Unsure	45.45%	45
TOTAL		99

### Q34 Which types of digital file formats does your organization create? Check all that apply.

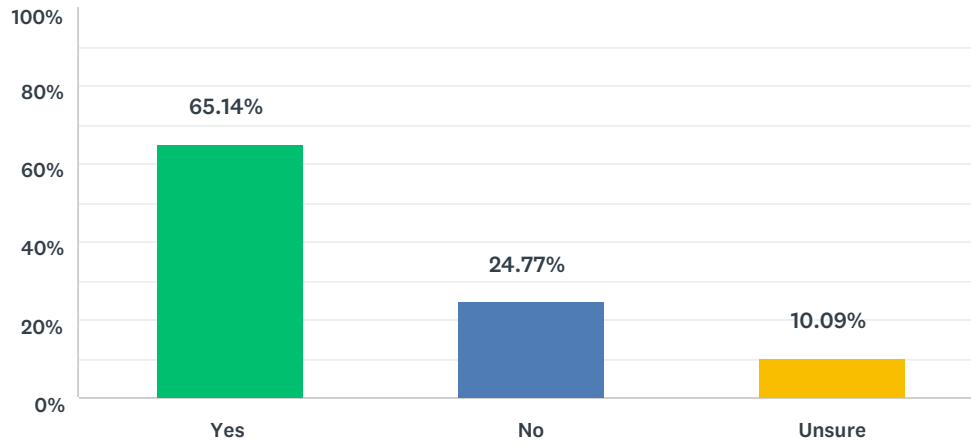
Answered: 106 Skipped: 9



ANSWER CHOICES	RESPONSES	
TIFF	49.06%	52
JPEG	77.36%	82
PDF	66.98%	71
WAV	10.38%	11
MP3	18.87%	20
MOV	10.38%	11
MP4	16.04%	17
Unsure	14.15%	15
Other (please specify)	6.60%	7
Total Respondents: 106		

### Q35 Does your organization have a policy or plan for storing and/or backing up digital files?

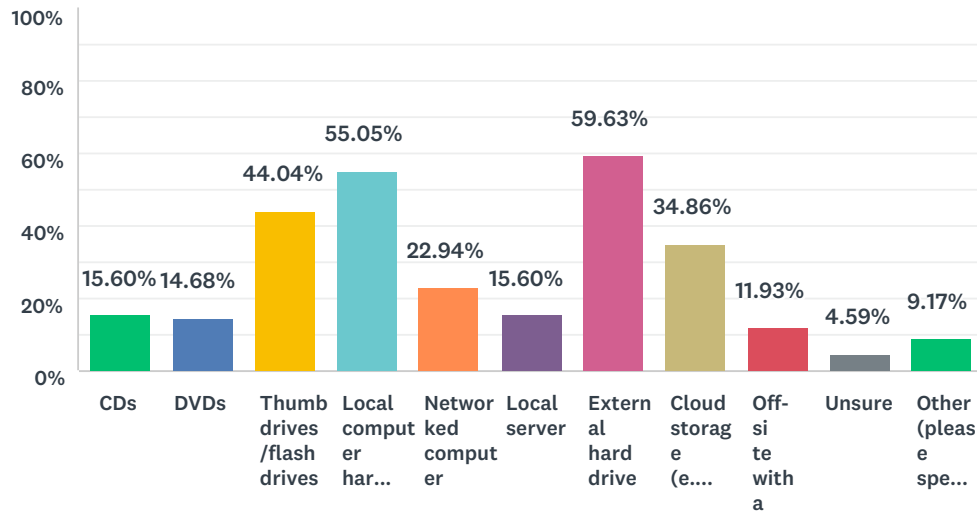
Answered: 109 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	65.14%	71
No	24.77%	27
Unsure	10.09%	11
TOTAL		109

### Q36 Where do you store your digital files? Check all that apply.

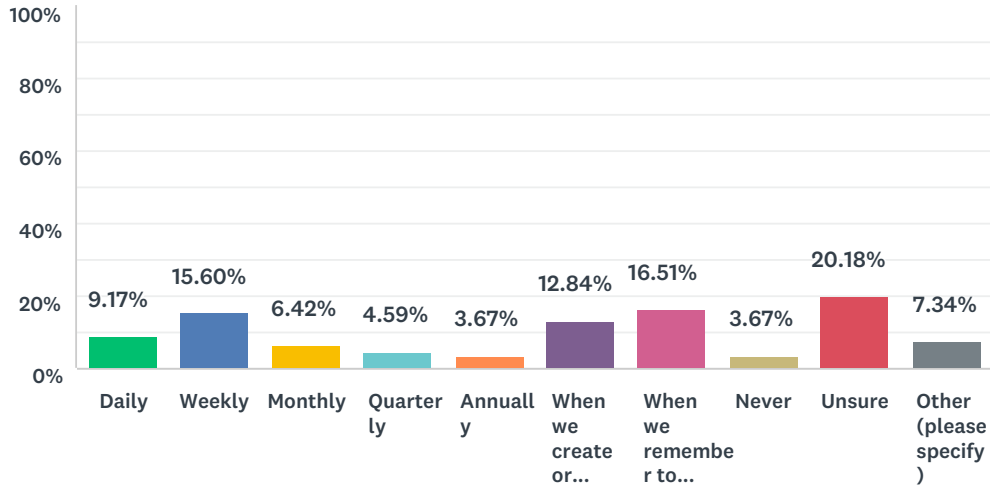
Answered: 109 Skipped: 6



ANSWER CHOICES	RESPONSES
CDs	15.60% 17
DVDs	14.68% 16
Thumb drives/flash drives	44.04% 48
Local computer hard drive	55.05% 60
Networked computer	22.94% 25
Local server	15.60% 17
External hard drive	59.63% 65
Cloud storage (e.g. Dropbox, Box, Amazon Glacier, Google)	34.86% 38
Off-site with a partner organization	11.93% 13
Unsure	4.59% 5
Other (please specify)	9.17% 10
Total Respondents: 109	

**Q37 How often does your organization move digital files to your storage location(s)? Please select the option that is most applicable.**

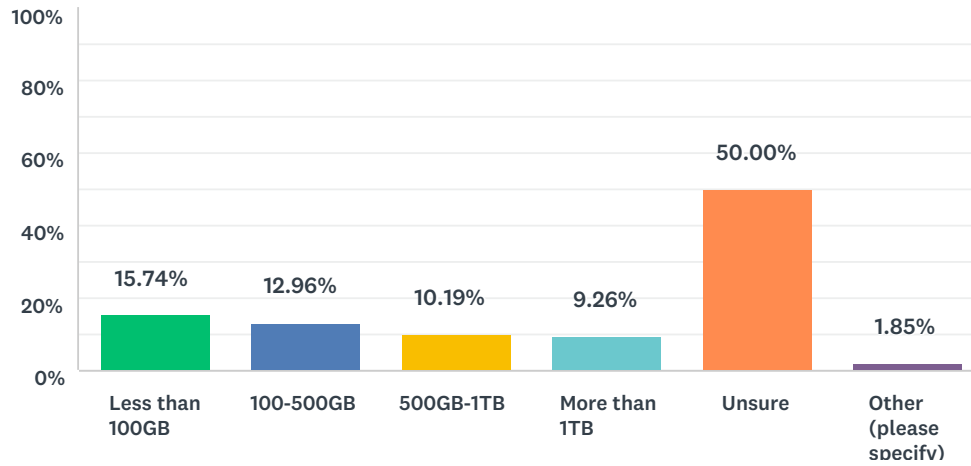
Answered: 109 Skipped: 6



ANSWER CHOICES	RESPONSES	
Daily	9.17%	10
Weekly	15.60%	17
Monthly	6.42%	7
Quarterly	4.59%	5
Annually	3.67%	4
When we create or acquire a critical mass of digitized content	12.84%	14
When we remember to do it	16.51%	18
Never	3.67%	4
Unsure	20.18%	22
Other (please specify)	7.34%	8
<b>TOTAL</b>		<b>109</b>

### Q38 Approximately how much total storage space do all of your digital files take up?

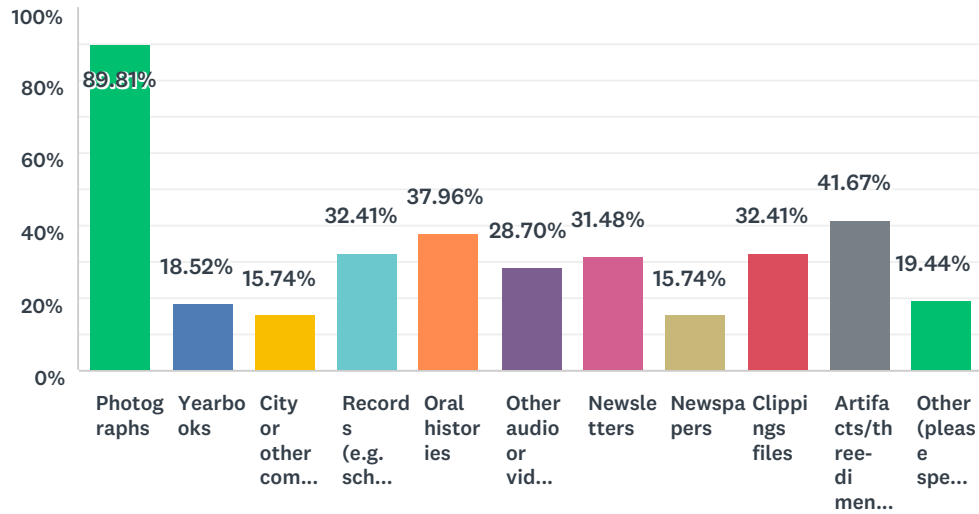
Answered: 108 Skipped: 7



ANSWER CHOICES	RESPONSES	
Less than 100GB	15.74%	17
100-500GB	12.96%	14
500GB-1TB	10.19%	11
More than 1TB	9.26%	10
Unsure	50.00%	54
Other (please specify)	1.85%	2
<b>TOTAL</b>		<b>108</b>

### Q39 Which of the following types of content has your organization digitized? Check all that apply.

Answered: 108 Skipped: 7

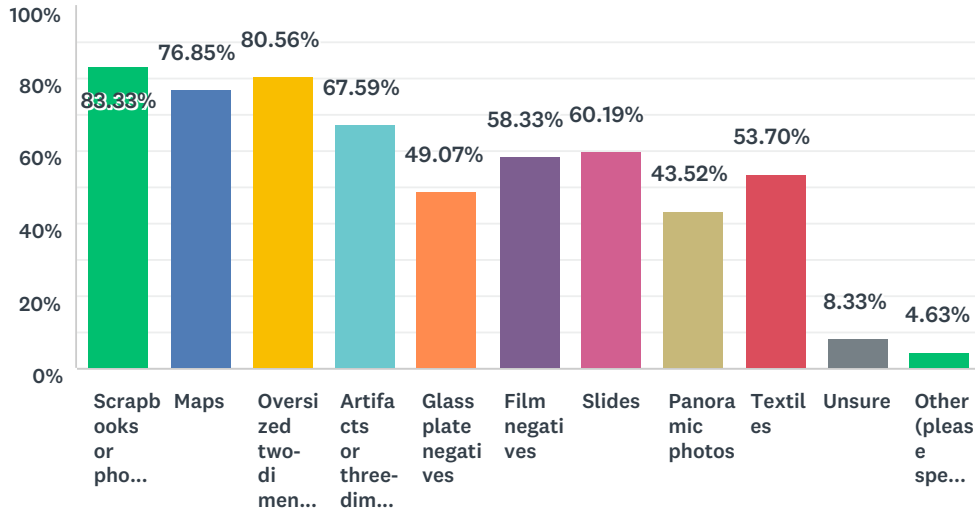


ANSWER CHOICES	RESPONSES	
Photographs	89.81%	97
Yearbooks	18.52%	20
City or other community directories	15.74%	17
Records (e.g. school, business, property, military, local government)	32.41%	35
Oral histories	37.96%	41
Other audio or video recordings (e.g. speeches, performances, music, community events)	28.70%	31
Newsletters	31.48%	34
Newspapers	15.74%	17
Clippings files	32.41%	35
Artifacts/three-dimensional objects	41.67%	45
Other (please specify)	19.44%	21
Total Respondents: 108		



### Q40 Which of these “challenging to digitize” formats do you have in your collection? Check all that apply.

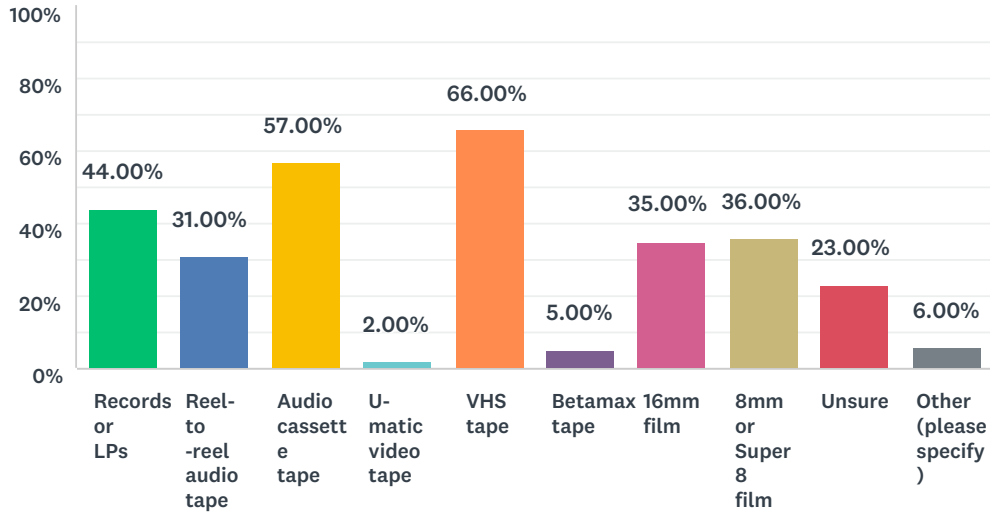
Answered: 108 Skipped: 7



ANSWER CHOICES	RESPONSES	
Scrapbooks or photo albums	83.33%	90
Maps	76.85%	83
Oversized two-dimensional items (e.g. blueprints, posters)	80.56%	87
Artifacts or three-dimensional objects	67.59%	73
Glass plate negatives	49.07%	53
Film negatives	58.33%	63
Slides	60.19%	65
Panoramic photos	43.52%	47
Textiles	53.70%	58
Unsure	8.33%	9
Other (please specify)	4.63%	5
Total Respondents: 108		

### Q41 Which of these “at risk” analog formats do you have in your collections? Check all that apply.

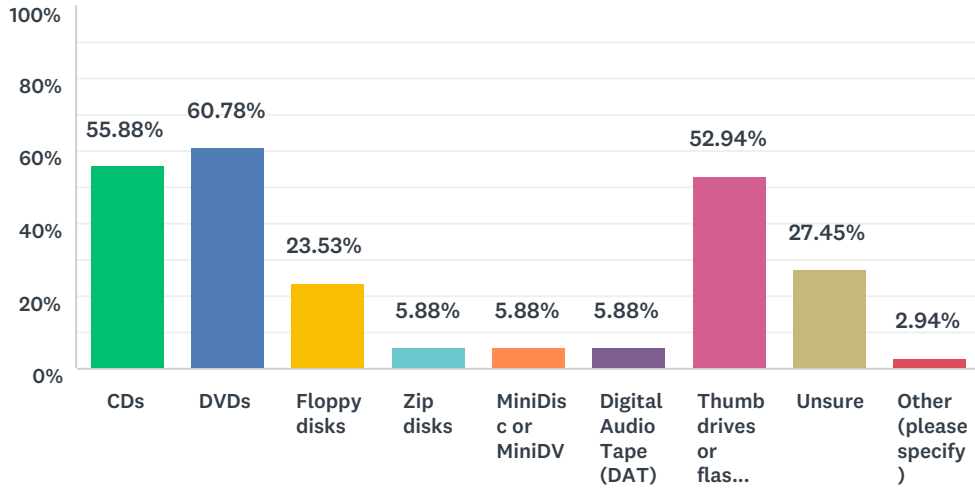
Answered: 100 Skipped: 15



ANSWER CHOICES	RESPONSES	
Records or LPs	44.00%	44
Reel-to-reel audio tape	31.00%	31
Audio cassette tape	57.00%	57
U-matic video tape	2.00%	2
VHS tape	66.00%	66
Betamax tape	5.00%	5
16mm film	35.00%	35
8mm or Super 8 film	36.00%	36
Unsure	23.00%	23
Other (please specify)	6.00%	6
Total Respondents: 100		

### Q42 Which of these “at-risk” digital formats do you have in your collections? Check all that apply.

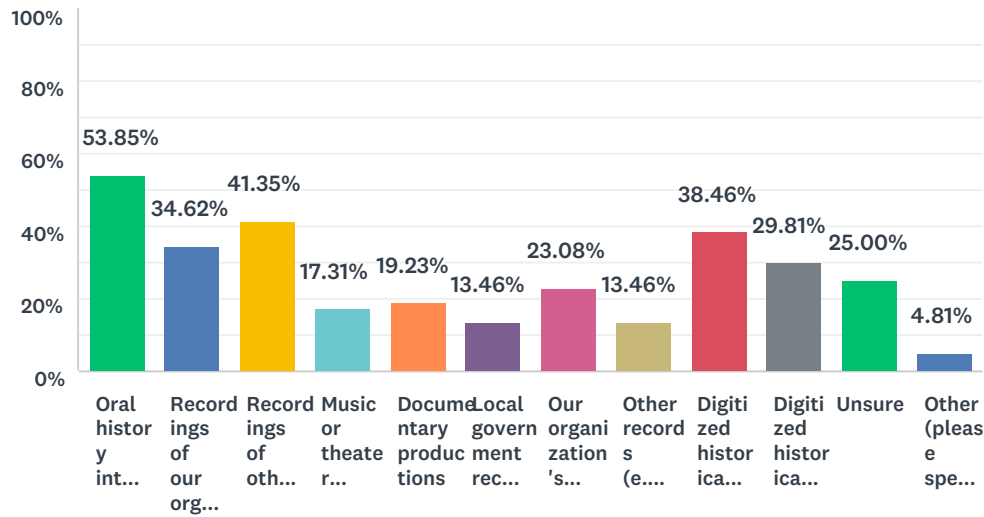
Answered: 102 Skipped: 13



ANSWER CHOICES	RESPONSES	
CDs	55.88%	57
DVDs	60.78%	62
Floppy disks	23.53%	24
Zip disks	5.88%	6
MiniDisc or MiniDV	5.88%	6
Digital Audio Tape (DAT)	5.88%	6
Thumb drives or flash drives	52.94%	54
Unsure	27.45%	28
Other (please specify)	2.94%	3
Total Respondents: 102		

Q43 If your collections include any of the “at-risk” analog or digital media formats listed above, what types of content do they contain? Check all that apply.

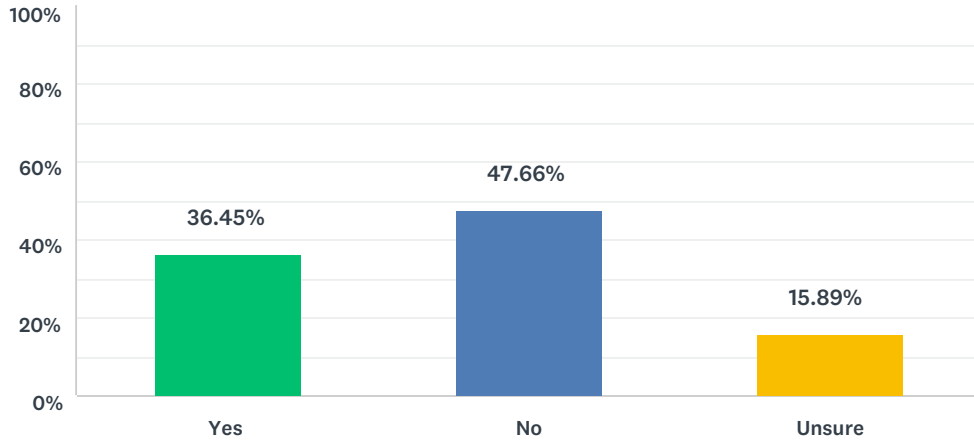
Answered: 104 Skipped: 11



ANSWER CHOICES	RESPONSES	
Oral history interviews	53.85%	56
Recordings of our organization's events	34.62%	36
Recordings of other community events (e.g. parades, graduations, etc.)	41.35%	43
Music or theater performances	17.31%	18
Documentary productions	19.23%	20
Local government records	13.46%	14
Our organization's records	23.08%	24
Other records (e.g. school, business, property, military)	13.46%	14
Digitized historical materials in our collections	38.46%	40
Digitized historical materials donated to us by community members	29.81%	31
Unsure	25.00%	26
Other (please specify)	4.81%	5
Total Respondents: 104		

### Q44 If your collections include any of the “at-risk” formats listed above, have you digitized them for access or preservation?

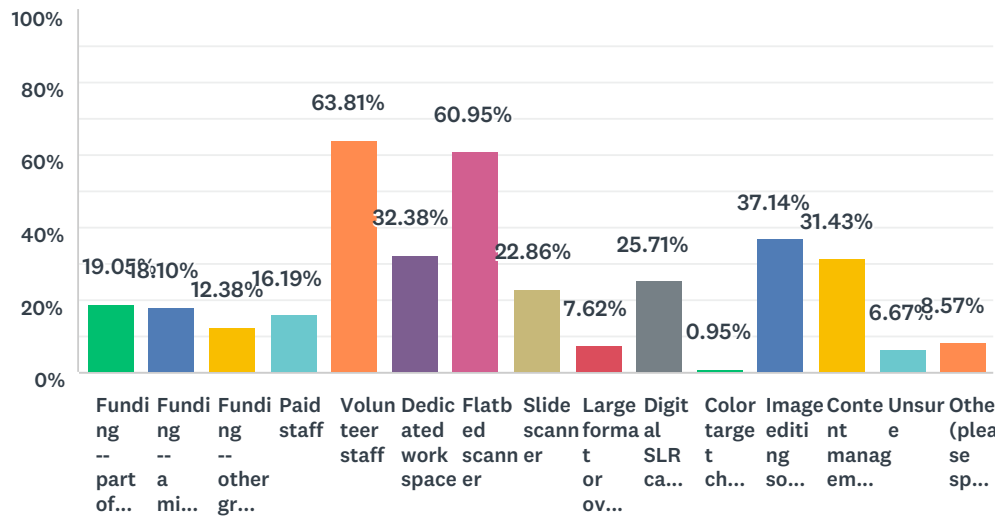
Answered: 107 Skipped: 8



ANSWER CHOICES	RESPONSES	
Yes	36.45%	39
No	47.66%	51
Unsure	15.89%	17
TOTAL		107

## Q45 Do you have any of the following resources dedicated to digital project work? Check all that apply.

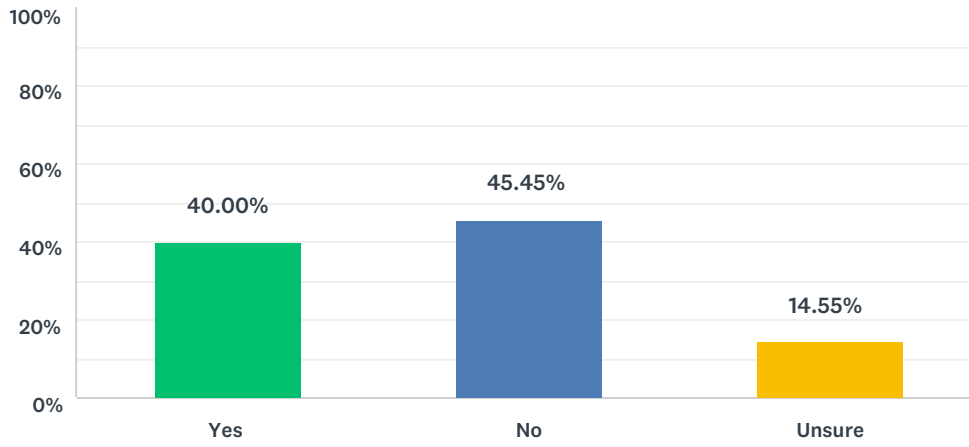
Answered: 105 Skipped: 10



ANSWER CHOICES	RESPONSES	
Funding -- part of our regular operating budget	19.05%	20
Funding -- a mini-grant from the Wisconsin Historical Society	18.10%	19
Funding -- other grant or donation	12.38%	13
Paid staff	16.19%	17
Volunteer staff	63.81%	67
Dedicated work space	32.38%	34
Flatbed scanner	60.95%	64
Slide scanner	22.86%	24
Large format or overhead scanner	7.62%	8
Digital SLR camera	25.71%	27
Color target charts	0.95%	1
Image editing software (e.g. Photoshop, GIMP)	37.14%	39
Content management system or database	31.43%	33
Unsure	6.67%	7
Other (please specify)	8.57%	9
Total Respondents: 105		

### Q46 Have you ever written a grant or sought outside funding to support digitization work?

Answered: 110 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	40.00%	44
No	45.45%	50
Unsure	14.55%	16
TOTAL		110

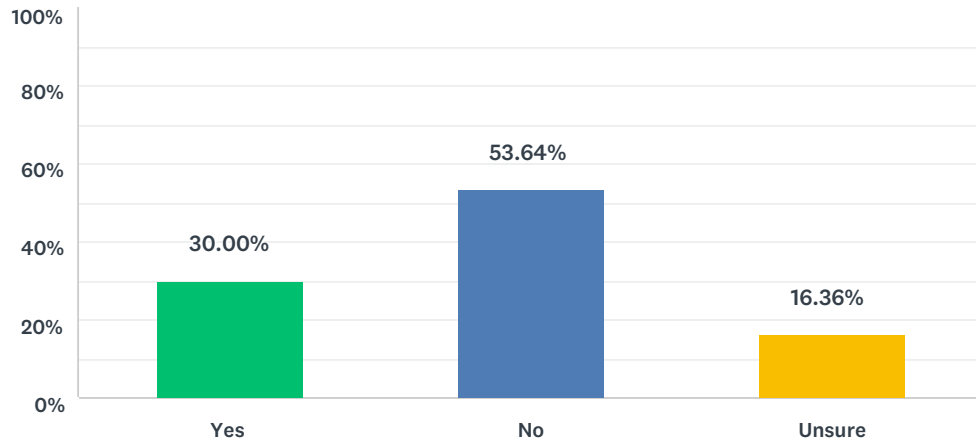
## Q47 Who or what entity was the funding agency?

Answered: 39 Skipped: 76



### Q48 Do you have any kind of IT support available to support digital collections management?

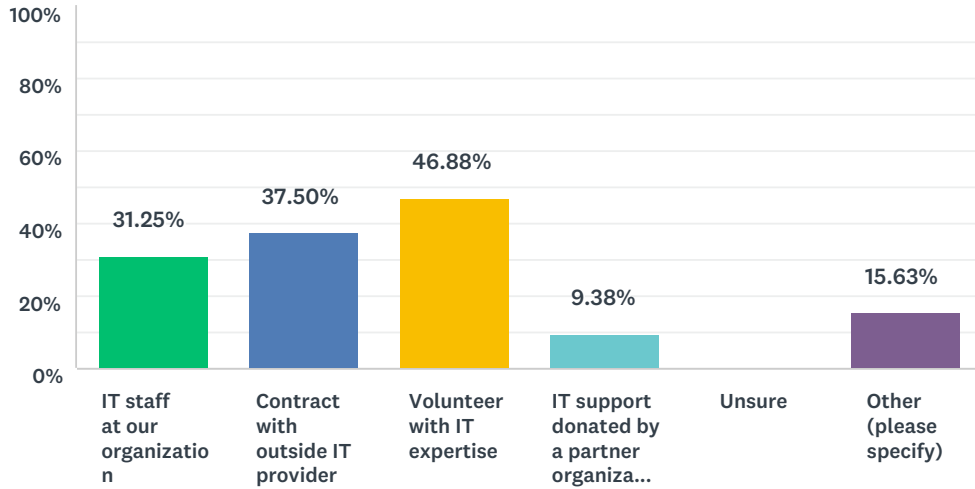
Answered: 110 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	30.00%	33
No	53.64%	59
Unsure	16.36%	18
TOTAL		110

Q49 If you do have IT support available, how is it provided? Check all that apply.

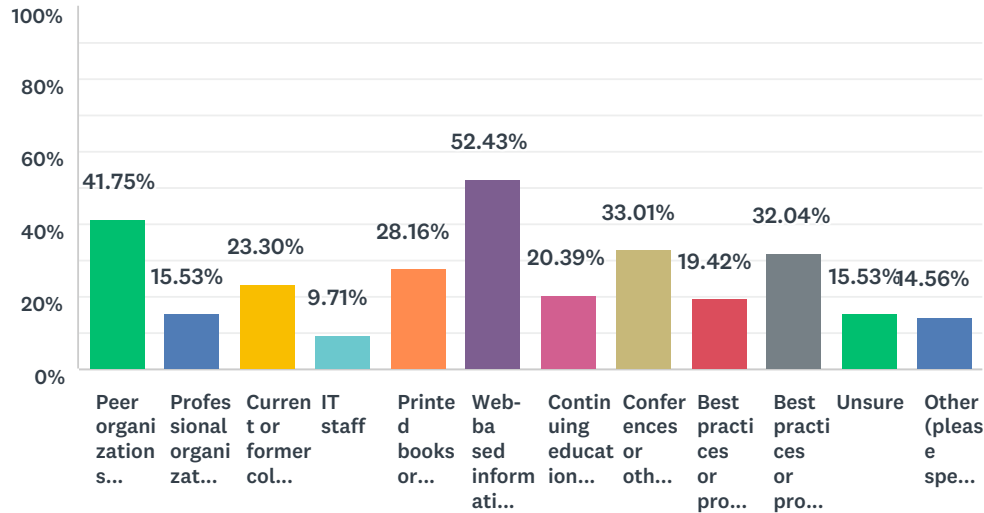
Answered: 32 Skipped: 83



ANSWER CHOICES	RESPONSES	
IT staff at our organization	31.25%	10
Contract with outside IT provider	37.50%	12
Volunteer with IT expertise	46.88%	15
IT support donated by a partner organization	9.38%	3
Unsure	0.00%	0
Other (please specify)	15.63%	5
Total Respondents: 32		

### Q50 Where do you turn for support or assistance when you have a question related to digitization or digital collection development work? Check all that apply.

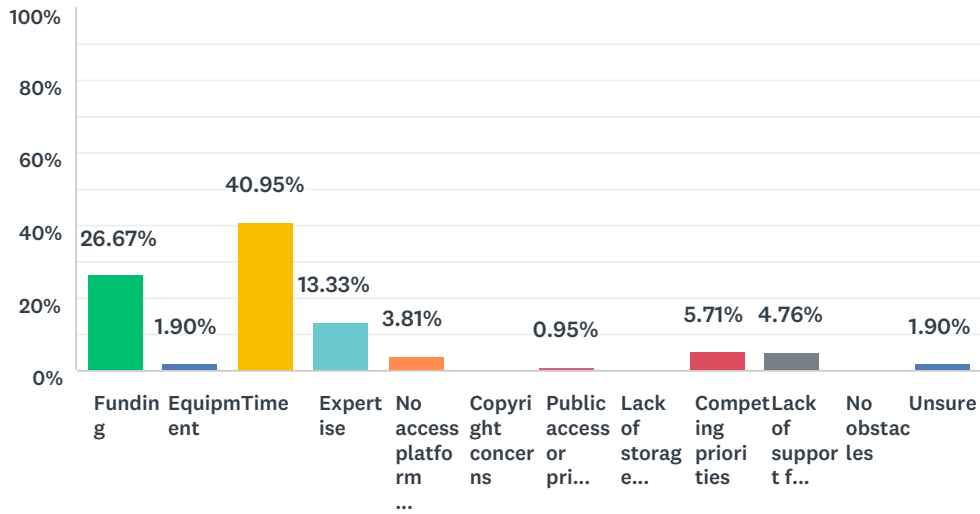
Answered: 103 Skipped: 12



ANSWER CHOICES	RESPONSES	
Peer organizations (e.g. other local history affiliates)	41.75%	43
Professional organizations (e.g. Midwest Archives Conference, AASLH)	15.53%	16
Current or former colleagues	23.30%	24
IT staff	9.71%	10
Printed books or published materials (e.g. "How to" materials)	28.16%	29
Web-based information including tutorials, guidelines, white papers, or best practices guidelines	52.43%	54
Continuing education or training opportunities	20.39%	21
Conferences or other meetings related to digitization work	33.01%	34
Best practices or professional standards published or shared by Recollection Wisconsin	19.42%	20
Best practices or professional standards published or shared by the Wisconsin Historical Society	32.04%	33
Unsure	15.53%	16
Other (please specify)	14.56%	15
Total Respondents: 103		

### Q51 What is your organization’s BIGGEST obstacle to digitizing and sharing collections online? Choose only one.

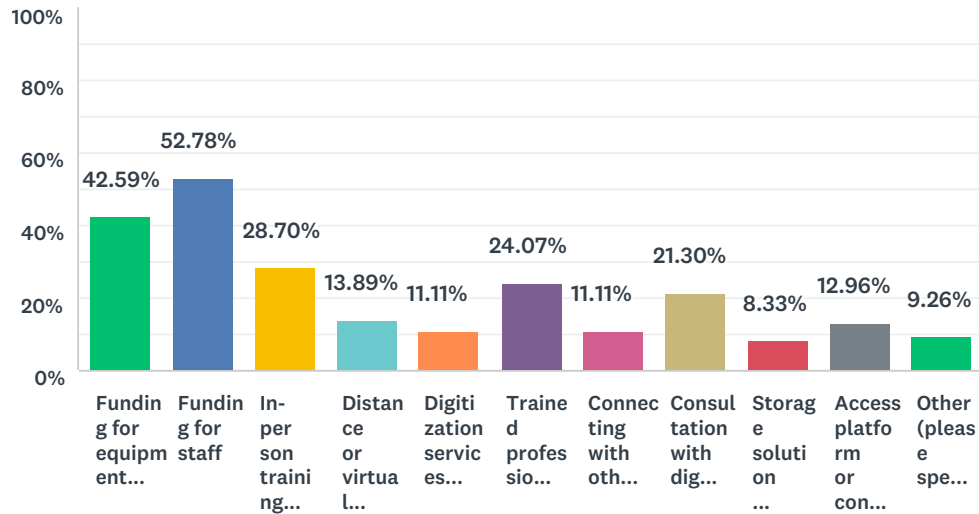
Answered: 105 Skipped: 10



ANSWER CHOICES	RESPONSES	
Funding	26.67%	28
Equipment	1.90%	2
Time	40.95%	43
Expertise	13.33%	14
No access platform or content management system	3.81%	4
Copyright concerns	0.00%	0
Public access or privacy concerns	0.95%	1
Lack of storage space for digital files	0.00%	0
Competing priorities	5.71%	6
Lack of support from board or leadership	4.76%	5
No obstacles	0.00%	0
Unsure	1.90%	2
<b>TOTAL</b>		<b>105</b>

### Q52 What services or support would be MOST helpful in getting your collections online and providing long-term access? Choose up to three.

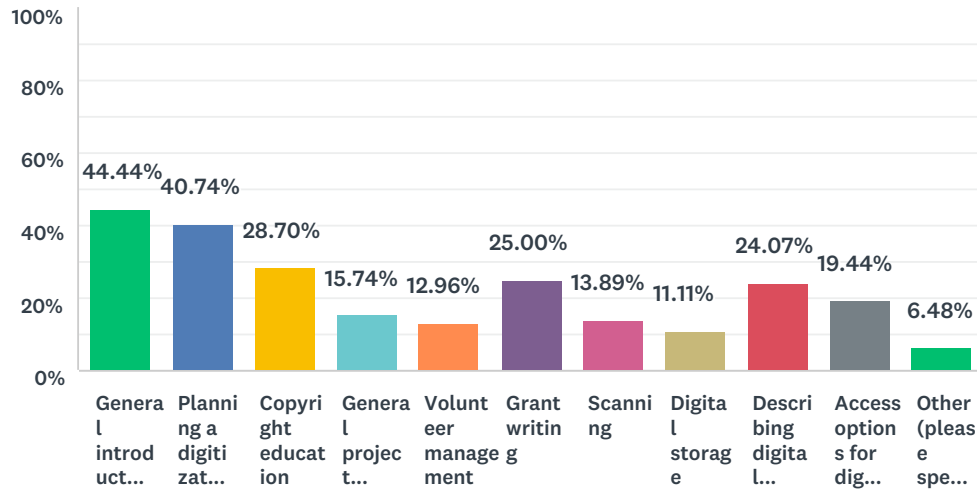
Answered: 108 Skipped: 7



ANSWER CHOICES	RESPONSES	
Funding for equipment and/or software	42.59%	46
Funding for staff	52.78%	57
In-person training (workshops or classes)	28.70%	31
Distance or virtual training (webinars)	13.89%	15
Digitization services (send materials off-site for scanning and description)	11.11%	12
Trained professional to come in and complete a digitization project	24.07%	26
Connecting with other organizations working on similar projects	11.11%	12
Consultation with digitization experts	21.30%	23
Storage solution for digital files	8.33%	9
Access platform or content management system	12.96%	14
Other (please specify)	9.26%	10
Total Respondents: 108		

### Q53 What training would be MOST helpful in getting your collections online and providing long-term access? Choose up to three.

Answered: 108 Skipped: 7



ANSWER CHOICES	RESPONSES	
General introduction to using and building digital collections	44.44%	48
Planning a digitization project	40.74%	44
Copyright education	28.70%	31
General project management	15.74%	17
Volunteer management	12.96%	14
Grant writing	25.00%	27
Scanning	13.89%	15
Digital storage	11.11%	12
Describing digital content (metadata)	24.07%	26
Access options for digital collections	19.44%	21
Other (please specify)	6.48%	7
Total Respondents: 108		

**Q54 Do you have any other thoughts you'd like to share about digital readiness or digitization work at your organization?**

Answered: 40 Skipped: 75

## Digital Readiness Survey – Open Ended Question

Q54: Do you have any other thoughts you'd like to share about digital readiness or digitization work at your organization?

1. A realization and renewal is slowly taking place within our society. In the last 20 years the priority was maintenance and repairs to the 100+ building our museum occupies.
2. As a small Historical Society with no paid staff or equipment yet have demands for digital content we need fundamental resources to get things started.
3. Despite stated organization priority, community feedback, and recent grant support towards digitization it remains an underfunded aspect of our annual work and lies outside our annual budget planning. It continues to be treated as an opportunity for limited-term funding based on perceived grant opportunities.
4. Do you have any other thoughts you'd like to share about digital readiness or digitization work at your organization?
5. FHAW organization leadership totally at point of beginning in this effort. Need to set Strategic Goal---then develop plan---recruit/organize workers for this effort
6. For an organization of our size and funding, I think we are above average. However, the greatest digitization project would be to get the newspaper online. The Kaukauna newspaper goes back to 1880 (and continues today) and is only on microfilm. It would be of much greater use and access improved if it was digitized. However, the best quote I've seen is 9 cents a page, which seems fair but would add up very quickly for 140 years of newspapers.
7. For our organization, the lack of computer comfortable volunteers is going to be our biggest hurdle to a shareable amount of digitation and future displays.
8. I am interested in learning more about digitizing newspaper microfilm and getting searchable data online.
9. I am tech savvy, but still feel overwhelmed by how to do everything right, and how to find the time/human power to get it all done, help!
10. I personally am the person doing most of the work. A major concern is to prepare a written manual and/or guidelines for others to carry on the work.
11. I think we're doing well for our small energetic volunteer group. We did have a paid college summer student the past two summers who helped considerably.
12. I want to say that although this survey makes it look like Omro is doing little to digitally archive, it is actually at the forefront of our minds. I came on board as the board president a little over three years ago and it was the first thing, I said we needed to do. However, we have very few active members/volunteers anymore and the other board members are at an age where I'm pleased simply to get emails from them. It would most definitely land on me. Which I am happy to do but can't do it for free. I started scanning in photos simply to share the collection and provide interesting tidbits to our little community when the opportunity presented itself. However, as I said before, I'm



also a wife and mom of four children. My time is very limited. I truly hope we can somehow fund a position, even a temporary one, in order to save our collection and put it out into the world.

13. It is an ongoing process as we update catalog records.
14. It is such an overwhelming process. Our organization neither has the volunteers, expertise, or the ability to start such a project. Many of the older members simply do not understand the technology that is involved.
15. It might be useful to help prepare organizations to answer the question "Why should we digitize?" Talking points for defending digitization to boards, grants committees and other funders, to be able to clearly articulate why digitization is important.
16. Need detailed "how to" not just general "this is what it is - now your hour is up - go do it" training!
17. No digital collection
18. OCHS sponsors Digitize Oconto County which is digitizing all county newspapers. Otherwise, archives are just being scanned and saved as used. We have just purchased PastPerfect but are unsure of how to proceed.
19. One aspect that's tricky for us is finding someone to help with the scanning. We don't have the funds to pay staff to do all of it but aren't sure how to find good assistance.
20. This is not a process that we have considered as a newly organized group. The funds for materials and equipment are limited as well as the knowledge of the volunteers involved.
21. This is our biggest & most important ongoing project. Small portions are placed online, but we also want to bring people in so what we share are teasers.
22. We are all volunteers, and we know it's going to take many years. Our biggest challenge is that the only inventory ever compiled for our items went missing two years before our previous curator died suddenly. So, we are re-creating EVERYTHING as we go along.
23. We are at the very beginnings of having some of these "readiness" questions solved or in the process of solving. Other issues we are finding to be more complicated.
24. We are beginning to digitize the most unique and fragile items in our collections.
25. We are currently moving from paper card catalogue to Past Perfect and renovating museum space. we will consider digitization when we complete these projects
26. We are finding it hard to get started. The learning curve seems steep, and time is limited. We could use consultation on how to prioritize where we start so we get the best return on our time investment and identify what is at most risk. Our local historical society has a small and aging membership. Much knowledge is at risk of being lost.
27. We are struggling as a small organization to get our photos and other resources digitally preserved. Any help would be greatly appreciated!
28. We have a large collection of local newspapers that should be digitized!
29. We have a lot of materials that should be online and available to the public, we just need some experts to come in and help us.

30. We have a number of volunteers who are interested but all have different levels of background knowledge and computer skills... Funding, time (or specific volunteer recruitment?!) and then trainings and resources would all be needed to succeed!
31. We have developed a good digital database and website that contains significant information. We just need resources to coordinate priorities and then do the digitation.
32. We have participated in the Curating Community Digital Collections program this year, organized by WiLS. Consequently, we have some work in progress, but I was unable to answer "yes" to several of the questions because we're not quite there yet.
33. We have the mini-grant to help with costs and we have an energized group of volunteers. We need some expertise and advice.
34. we lack professional staff to supervise projects much less volunteers.
35. We need space and time.
36. We purchased PastPerfect with the goals of making an inventory of our artifacts and digitizing our archival resources. We hope to do the digitization and make our archival materials available online, but the artifact portion of our collections.
37. We would love to eventually have online digital access for our artifacts, but we are all volunteer and basic knowledge, time and funding are some obstacles.
38. WHS should provide comprehensive support and guidelines for this effort.
39. Wish I had the volunteers with knowledge and desire to perform digitalization projects.
40. Wish we had more funds to buy postcards, maps, etc. but basically you can see its only us on FACEBOOK maintaining over 5 sites, so its limited but we do what we can with what we have as best as we can.

## APPENDIX D: COMMUNITY CONVERSATIONS STRUCTURE & QUESTIONS (SEPT. 2019)

### **Icebreaker**

*What if there was a magical digital wand you could wave to digitize every single item in your organization's collections? Every object, every photo, every page of every book would have a digital copy, and everything could be discovered online.*

1. What would be the benefits to your audience/visitors, broader community or organization?
2. What would be some of the concerns or unintended consequences to having everything online?
3. Common themes? How would you feel about this opportunity? Excited? Scared?
4. Additional comments or discussion?

### **Barriers**

*Ok, so now let's imagine all of us in this room are going to work together towards some type of a digitization or digital-focused project.*

1. What are some of the barriers that might be holding you back?
2. Which barrier(s) did they prioritize?
3. Additional comments or discussion?

### **Community Conversation**

1. What kind of community or network could be created that would make a difference, provide support in your work or help you break through this barrier?
2. Think about a community of organizations interested in digital collections -- to help each other and work together to achieve those aspirations. What would that look like?
3. What do you think that this community might accomplish as a group?
4. How about in terms of individuals: What are the kinds of things that people like us could do to make a difference?
5. What's important for us to keep in mind when we think about creating a group or network to support this work?
6. How is that different from the way things are now?
7. Additional comments or discussion?

### **Wrap up discussion**

1. What do you feel you'd like to know more about that would help you make better sense of what's going on and what should be done?
2. What new ideas do you have to share with your own organization?
3. What kind of follow-up would you like out of this discussion?
4. Additional questions, comments or discussion?

## APPENDIX E: STRATEGIC PLANNING PARTICIPANTS (OCTOBER-NOVEMBER 2019)

1. Chris Allen, Executive Director, Kenosha County Historical Society\*
2. Kristin Arnold, Archivist, Rock County Historical Society
3. Ben Barbera, Operations Manager and Curator, Milwaukee County Historical Society\*
4. Bonnie Byrd, Executive Director, Waukesha County Historical Society\*
5. Michelle Gobert, volunteer, Forest County Historical and Genealogical Society; Youth and Family Development Educator, University of Wisconsin-Extension\*
6. Travis Gross, Executive Director, Sheboygan County Historical Society
7. Jennifer Gurske, Administrative Manager, Madison Trust for Historic Preservation\*
8. Joe Hermolin, volunteer and Board of Directors President, Langlade County Historical Society\*
9. Emily Irwin, Interim Director/Outreach Director and Curator, Ephraim Historical Foundation
10. Cheryl Kern-Simirenko, volunteer, Stanley Area Historical Society; Dean of Libraries, University of Akron (retired)\*
11. Rhys Kuzdas, Curator and Exhibits Manager, Door County Maritime Museum
12. Dustin Mack, Chief Curator, History Museum at the Castle
13. Janean Mollet-Van Beckum, Curator of Collections and Exhibits, History Center of Washington County\*
14. Tammy Schutz, Executive Director, Barron County Historical Society\*
15. Katie Stilp, volunteer, Appleton Historical Society; Local History Librarian, Appleton Public Library\*
16. Robin Untz, volunteer and President, Lake Mills-Aztalan Historical Society\*

*\* Also committed to participating in the CoP Launch Committee outlined in our implementation grant proposal.*