Vision Quest: Maturing Digital Object Management Practices at GVSU

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VISION

QUEST

Maturing Digital Object Management Practices at GVSU
Who We Are

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Outline

• Background
• Challenges
• The Visioning Process
• Preliminary Results
• Takeaways
BACKGROUND
Grand Valley State University

- 4-year, public institution
- Student population: 24,408
- Master’s Large
- Focus is on teaching
- State appropriation/FYES
  - 1988-1989: $4,917
  - 2013-2014: $4,776
University Libraries

Libraries Mission
The Grand Valley State University Libraries enrich the educational mission of the university by advancing intellectual growth and discovery. Through the acquisition, application, dissemination and preservation of knowledge we promote teaching, learning and active scholarship.
Early Successes

- Providing new educational opportunities
- Wider, more open access to our collections
- Preserving institutional memory
- Exploring new areas of digital stewardship
Things were going pretty well...
...until they weren’t.
CHALLENGES
Challenges

- Staffing and infrastructure
- Preservation
- Definition of scope/role/planning

CHALLENGE ACCEPTED
Staffing and Infrastructure

Focused too much on processing
Outreach and education
Other value-added services
Growing, growing, growing
Knowledge gap

Metadata
and human!

Lack of technical infrastructure

Workload issues
Preservation

No long-term preservation of access
No backup of IR content
No file format preservation actions

Collection was getting...
Bigger and bigger
More complex

No sense of urgency
No life-cycle orientation
We were *too* informal about all of this.
So we created a committee.
THE VISIONING PROCESS
Strategic Planning

- What are we doing?
- For whom or why are we doing it?
- What do we want to be doing?
Importance to DOM

- Resource intensive
- Changes Rapidly
- Variety of audiences/Types of object
Deliberate vs. Emergent Strategy
Digital Object Management Committee

• Digital Initiatives Librarian
• Archivist
• Head of Collection Development
• Liaison Librarian
• Asst. Dean of Technology
• Metadata and Digital Curation
The Charge

• Clarify priorities
• Clarify Role
• Discuss challenges
CONFUSION

Yeah, I don't understand it either.
Frameworks for Strategic Planning

- SWOT
- Balanced Scorecard
- Scenario Planning
- PEST analysis
Balanced Scorecard

• Developed by Business prof. and consultant
• Maps objectives to specific measurements
• Metric-heavy
• Top-Down strategy
• Result-oriented
GVSU Objectives

• How do disparate areas relate?
• What are our challenges?
• Why are they important?
• How do we address them?

Clarity and Communication
Our Framework

- Scholarly & Creative Output
- Learning Objects
- Institutional Records
- Commercial Content
- Research Data
- Digital Projects

http://digobj.wordpress.com
Our Framework

- Scope
- Why
- Audience
- Challenges
Learning Objects
Process for creating final document

• Group challenges into thematic groups
• Agree on structure
• Focus on audience
• Rewrite, rewrite, rewrite
PRELIMINARY RESULTS
Challenges

• Staffing and Infrastructure
• Definition of scope/role/planning
• Preservation
Outcomes

• Hired two new staff
• More planning for software/hardware (outsourcing)
• Collection development policies revisions
• Creation of a comprehensive Preservation Plan
• Research on data management needs
• Engage with external stakeholders (campus IT)
TAKEAWAYS
Takeaways

• Learn a little about strategic planning/thinking
• Short term efforts have to be formalized eventually
• Communication, Communication, Communication
• Institutional values
• Technology is not just about technology
• Storytelling
The End

Questions?