

Digitization 2015

National Trends

“Like, Link, Share: How Cultural Institutions are Embracing Digital Technology”



Like, Link Share

Theme One: “Strategy: Know The Game Plan”

- Leaders have an articulated digital strategy.
- Strategy informs what measurements used.
- Overall strategy is the basis for digital strategy.
- Organizations’ strategies will be different.

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Theme Two: “Build Capabilities Not Projects”

- Leaders are building capabilities not just projects.
- Projects are designed with learning in mind.
- Grantmaking practices with a project orientation can make capacity-building more difficult.
- Sustaining capabilities post-project often comes from expense reduction in other areas.

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Theme Three: “Shake Up the Org Chart”

- Organizational structure is in flux as institutions search for efficient ways to organize around digital.
- A flexible org chart in an established enterprise is challenging to manage.

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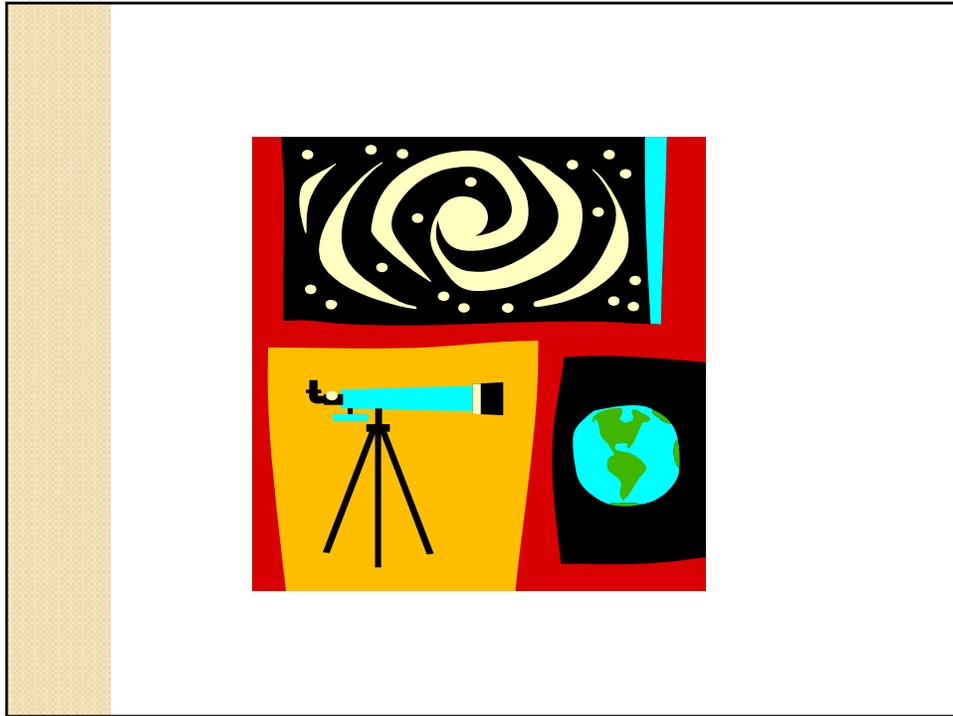
Theme Four: “Audiences First.”

- Audience expectations are driving the urgency for digital fluency.
- Digital platforms provide tools for organizations to be participatory from concept to final presentation of artistic programming.
- Not all institutions can feed the audience appetite due to rights and work rule restrictions.
- Organizations are working to change rights and contracts that inhibit digital sharing.

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Theme Five: “Toward New Business Models”

- Organizations are actively experimenting with new business models.
- For now, revenue from new models remains small relative to the flows generated by traditional models.
- Experimentation is needed because traditional revenue sources are eroding.



“Recommendations for Oregon’s Digital Collections”

A September 2013 report
prepared for the Oregon
State Library.

Task Force on LSTA Funding

- Recommend revisions to LSTA guidelines, including specific standards requirements for digital collections project grant proposals, including standards for metadata, digitization capture, and outcome-based evaluation.
- Propose areas of focus for digital collection project grant proposals.
- Propose three-year plan for incorporating report's recommendations.

LSTA Task Force key recommendations

- All grant proposals involving the creation and preservation of digital objects should consult the ALCTS Minimum Digitization Capture Recommendations.
- Encourage grant proposals that encourage collaboration around specific Oregon places or themes relating to Oregon's heritage.

LSTA Task Force Key Recommendations

- Metadata created should have, at a minimum, the following elements:
 - Unique identifier.
 - Rights Statement. (Must use established statements.)
 - Description or Title.
 - Creator.
 - Date.
 - Place.

LSTA Task Force Key Recommendations

- All funded digital projects should publicize their project via Libs-OR and Oregon Heritage listserv.
- Participation in an Oregon summit on digital collections.

