



Nevada Statewide Digital Plan 2009-2014

Nevada Statewide Digital Advisory Committee and the
Nevada State Library and Archives

Prepared with the assistance of
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people.
action.
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Nevada Statewide Digital Action Plan, 2009-2014

*“There is general agreement that digital information is fundamental to the conduct of modern research, education, business, commerce, and government. Future accomplishments are accelerated through persistent access to data and digital materials, and their use, re-use and re-purposing in ways both known and as yet unanticipated.”*¹

For more than a decade, Nevada’s libraries and information providers have been digitizing selections from their collections and providing access via the Internet. As of 2009, 61 of the 110 Nevada cultural heritage organizations have created digital resources. To meet the future educational, informational, research, and business needs of the people of Nevada, the amount of digital content must be substantially increased, and access to the digital collections expanded.

Realizing the goal of expanded access and increased content, the Nevada State Library and Archives (NSLA) established as one of its goals, that “the people, governments and associated cultural heritage organizations of Nevada will share responsibility to preserve, protect and make the state’s unique heritage available.”² A Statewide Digital Advisory Committee (SDAC), representing Nevada’s cultural heritage community was established to explore how this goal could be realized. This committee recommended development of a digital action plan. Under the combined leadership of the NSLA and the SDAC, the plan was developed over an eight month period beginning in the fall, 2008 and completed in the spring, 2009.

Digital Action Plan Purpose:

The purpose of the digital plan is to assist Nevada’s cultural heritage organizations and allied information providers to:

- preserve and provide access to the greatest amount of materials possible documenting Nevada’s history and development;
- further the services of libraries, archives, museums, information centers and educational systems to meet expanding educational needs of students and residents;
- develop their digital collections on a statewide basis; and
- develop a digital governance structure.

This action plan guides development of Nevada’s digital collections on a statewide basis. The key stakeholders required to implement the plan include Nevada’s academic, public,

¹ *Sustaining the digital investment: issues and challenges of economically sustainable digital preservation.* interim report of the Blue Ribbon Task Force on Sustainable Digital Preservation and Access (December, 2008). (<http://www.brtf.sdsc.edu>.) Accessed March 15, 2009.

² *LSTA five year plan 2008-2012 for the Institute for Libraries and Museum Services.* Nevada State Library and Archives, (http://nevadaculture.org/nsla/dmdocuments/LSTAPlan20082012_posting.pdf.) Accessed April 13, 2009.

school and special libraries; archives; history museums and historical societies; educational institutions; arts and science museums; state and local government, and tribal governments.

For the purposes of this plan, libraries, archives, museums, and historical societies are collectively referred to as cultural heritage organizations. Allied information providers include state, local and tribal governments and educational institutions.

Nevada's digital landscape:

To inform the decision making, the Nevada State Library and Archives conducted a statewide digitization survey in October-November 2008. The focus of the survey was to establish a baseline measurement of digital activity in Nevada's libraries, archives, museums and historical societies. From this study, an overview of digitization activities within the state was created by project consultants. (<http://nevadaculture.org/nsla/dmdocuments/NVDigPlanningSurveyReportFinal-0315.pdf>).

The survey, distributed to 110 Nevada organizations, with 61 organizations responding realized a 55% response rate. Thirty-two of the 61 respondents reported that they are creating digital content. Nevada organizations have been creating digital content since 1989, with many starting between 1994-96 and another group beginning 1999-2001. As early as 1998, Nevada organizations began collecting digital resources, including reformatted and born digital resources. Most reported that they began acquiring digital collections between 1998-2001.

Digital collections:

Nevada cultural heritage organizations are creating content from a range of original formats. The top material types for digitization include:

- flat works on paper/photographic prints – 18% of the content by 21 institutions
- maps, architectural drawings and posters – 12% of the content by 14 institutions
- film materials (negatives or glass plate negatives) – 10% of the content by 13 institutions

Twenty organizations reported creating or acquiring born-digital resources:

- photography or other still images – 17 institutions
- simple text – 14 institutions
- encoded text (including blogs, websites, listservs and PDF documents) – 10 institutions
- digital audio – 9 institutions
- digital video—9 institutions

The survey respondents indicated image materials (69%) and text materials (54%) would be most valuable to Nevada residents, based on their experience working with the public and knowing the types of resources requested.

Nevada Statewide Digital Initiative Mission:

To support Nevada residents and scholars and researchers interested in Nevada's culture and history, by providing increased access to collections held by Nevada's cultural heritage organizations and allied information providers through digital access to the collections in a statewide collaborative initiative.

Digital collection markets:

Nevada's cultural heritage organizations serve more than 2.7 million Nevadans. In 2001, the Nevada Electronic Records Committee defined user categories, three of which applied to this statewide digital initiative. Using that information, the Statewide Digital Advisory Committee identified the digital initiative segments to assist in guiding the development of digital products and services to support the needs of Nevadans.

- General users/visitors: a library or archive patron; or museum visitor seeking general information, recreational reading, viewing of material or access a new exhibit or experience.
- Learners/K-16 students: individuals seeking information that supports their learning environment including K-16 learners or the lifelong learner exploring topics to advance his/her career or for general enrichment.
- Scholars/researchers, including graduate students: individuals who desire in-depth information in support of his/her research
- Donor/funder: individuals and organizations who support the mission of a cultural heritage organization through financial donations, donation of collections, and through sponsorships.
- Staff of cultural heritage organizations, including boards, volunteers, etc.: individuals who are responsible for creating and implementing the mission, goals, and activities of cultural heritage organizations.

Goals and Activities:

Goal I: Provide online access to digital collections held by Nevada cultural heritage organizations and allied information providers distributed throughout Nevada.

❖ Activities:

- Expand implementation of Google search to include additional content management platforms—Summer, 2009
- Create digital collection development policy for collaborative work—Winter, 2009/2010
- Explore options for enhanced search capabilities beyond those offered by Google search—Winter, 2009/2010
- Propose digital rights management policy for collaborative work—Winter, 2009/2010

- Increase access to all collections through a Nevada shared web presence—Spring, 2010
- Identify subject areas for collaborative digitization—Spring, 2010
- Support digitization of additional collections—Spring, 2010
- Explore interest in statewide digitization initiatives, e.g. oral history, newspaper digitization, including funding strategies—Fall, 2012
- In collaboration with the standards working group, evaluate impact of the metadata best practices on collaborative statewide initiative—Fall, 2013
- Submit grant for long term preservation solution, i.e. National Endowment for the Humanities—Summer, 2013

Goal II. Develop and implement standards/best practices that will improve access to Nevada's digital collections

❖ Activities

- Establish working groups to adopt best practices/standards for metadata, digital imaging, collection development—Summer, 2009
- Recommend adoption of best practices/standards for metadata, digital imaging, digital audio, rights management to improve access to online collections.—Winter, 2009 - Spring 2010
- Develop a strategy to train cultural heritage organization practitioners and volunteers in Nevada's best practices/standards—Winter, 2009/2010
- Establish a long term digital preservation working group that will explore and recommend a digital preservation program for Nevada.—Spring, 2010
- Implement ongoing training program—Summer, 2010 - Summer, 2014
- Recommend options for long term digital preservation program for digital content in Nevada—Spring, 2011

Goal III: Develop a leadership/governance structure that will support the growth and sustainability of a standards-compliant digital initiative created by Nevada's cultural heritage organizations and allied information providers.

❖ Activities:

- Expand statewide digital advisory to represent all stakeholders—Summer, 2009
- Develop Nevada statewide digitization initiative promotional program—Summer, 2009

- Develop task force to explore governance structure for the program—
Summer, 2009
- Initiate a pilot digitization project addressing curatorial traditions—Summer,
2009
- Implement project management structure—Fall, 2009
- Develop task force to explore funding options—Winter, 2010
- Recommend governance structure—Spring, 2010
- Recommend funding options—Summer, 2010
- Initiate 3rd digital initiative LSTA grant—Summer, 2010
- Implement promotional program for statewide initiative—Fall, 2009
- Implement governance structure—Winter, 2010
- Evaluate effectiveness of promotional program—Winter, 2011
- Design and implement Phase II promotional program—Winter, 2011
- Evaluate governance structure—Winter, 2012
- Work with the collaboration working group on promotion, and program
evaluation—annual

Goal IV: Establish a collaborative digitization model where the full range of types and sizes of Nevada cultural heritage organizations and allied information providers can participate

❖ Activities

- Develop a centralized website with links to the digital collections, existing standards/best practices, expertise, training, funding sources, etc.—
COMPLETED 3/09
- Establish task force on collaboration—Summer, 2009
- Review 2008 survey to identify needs of smaller organizations—Summer,
2009
- Identify opportunities for partnerships between large and small
organizations—Fall, 2009
- Initiate a pilot digitization project demonstrating large/small organization
partnership—Spring, 2010

- Develop white paper on benefits of digitization for Nevada cultural heritage organizations—Winter, 2009/Spring 2010
- Promote & publish white paper on benefits of digitization—Spring, 2010
- Develop Nevada digital collaborative promotional program—Spring, 2010
- Recommend model for collaboration in Nevada—Summer, 2010
- Implement model for collaboration as appropriate—Fall, 2010
- In collaboration with governance and collaboration working groups, develop promotional materials on benefits of collaboration—Winter, 2010
- With the collaboration working group, explore opportunity for mentor/mentee clearinghouse—Winter, 2010
- Establish a working group to explore impact of digital content on on-site visits—Winter, 2010
- Report results of pilot collaborative project—Winter, 2011
- In collaboration with the governance working group establish participation criteria—Spring, 2012
- Demonstrate statewide multi-cultural heritage organization initiative creating a model project, for example an online oral history collection, an online historic newspaper collection or some statewide collection—Spring, 2013

Evaluation and Monitoring:

The Nevada State Library and Archives and the Nevada Statewide Digitization Advisory Committee are responsible for monitoring and evaluating progress on the Nevada Statewide Digital Action Plan. Working together, the plan includes annual program review to assure that it meets the needs of Nevadans.

The measurable outcomes for this plan are:

- Nevada’s cultural heritage organizations and allied information providers share a common vision and set of goals in the development of the Nevada Digital Heritage Initiative.
- Nevada’s cultural heritage organizations and allied information providers develop a statewide network based on the best set of solutions for Nevada’s statewide digitization.
- Nevada’s cultural heritage organizations and allied information providers have established a shared web presence.

Additional outputs which will be collected and reported as part of the plan include:

- The number of institutions agreeing to participate in a statewide digital network initiative;
- The number of funded projects that result from grant applications and which utilize goals and activities in the plan's identified focus areas for implementation of the projects;
- The number of institutions that adopt the metadata best practices;
- The number of institutions that adopt the collection development policy;
- The number of local partnerships that are formed; and
- The number of visits to a shared web presence

Timeline

Annual
3.15. Work with the collaboration working group on promotion, and program evaluation—Annual
Spring 2009
4.1. Develop a centralized website with links to the digital collections, existing standards/best practices, expertise, training, funding sources, etc.—COMPLETED 3/09
Summer 2009
1.1. Expand implementation of Google search to include additional content management platforms—Summer, 2009
2.1. Establish working groups to adopt best practices/standards for metadata, digital imaging, collection development—Summer, 2009
3.1. Expand statewide digital advisory committee to represent all stakeholders—Summer, 2009
3.2. Develop Nevada statewide digitization initiative promotional program—Summer, 2009
3.3. Develop task force to explore governance structure for the program—Summer, 2009
3.4. Initiate a pilot digitization project addressing curatorial traditions—Summer, 2009
4.2. Establish task force on collaboration—Summer, 2009
4.3. Review 2008 survey to identify needs of smaller organizations—Summer, 2009
Fall 2009
3.5. Implement project management structure—Fall, 2009
3.10. Implement promotional program for statewide initiative—Fall, 2009
4.4. Identify opportunities for partnerships between large and small organizations—Fall, 2009
Winter 2009/2010
1.2. Create digital collection development policy for collaborative work—Winter, 2009/2010
1.3. Explore options for enhanced search capabilities beyond those offered by Google search—Winter, 2009/2010

1.4. Propose digital rights management policy for collaborative work—Winter, 2009/2010
2.3. Develop a strategy to train cultural heritage organization practitioners and volunteers in Nevada’s best practices/standards—Winter, 2009/2010
Winter 2009 – Spring 2010
2.2. Recommend adoption of best practices/standards for metadata, digital imaging, digital audio, rights management to support access to online collections—Winter, 2009 - Spring 2010
4.4. Develop white paper on benefits of digitization for Nevada cultural heritage organizations—Winter, 2009/Spring 2010
Spring 2010
1.5. Increase access to all collections through a Nevada shared web presence—Spring, 2010
1.6. Identify subject areas for collaborative digitization development—Spring, 2010
1.7. Support digitization of additional collections—Spring, 2010
2.4. Establish a long term digital preservation working group that will explore and recommend a digital preservation program for Nevada.—Spring, 2010
3.7. Recommend governance structure—Spring, 2010
4.5. Initiate a pilot digitization project demonstrating large/small organization partnership—Spring, 2010
4.7. Promote & publish white paper on benefits of digitization—Spring, 2010
4.8. Develop Nevada digital collaborative promotional program—Spring, 2010
4.9. In collaboration with governance and collaboration working groups, develop promotional materials on benefits of collaboration—Spring, 2010
Summer 2010
3.8. Recommend funding options—Summer, 2010
3.9. Initiate 3 rd digital initiative LSTA grant—Summer, 2010
4.10. Recommend model for collaboration in Nevada—Summer, 2010
Summer 2010 – Summer 2014
2.5. Implement ongoing training program—Summer, 2010 - Summer, 2014

Fall 2010
4.11. Implement model for collaboration as appropriate—Fall, 2010
Winter 2010
3.6. Develop task force to explore funding options—Winter, 2010
3.11. Implement governance structure—Winter, 2010
4.12. With collaboration working group, explore opportunity for mentor/mentee clearinghouse—Winter, 2010
4.13. Establish a working group to explore impact of digital content on on-site visits—Winter, 2010
Spring 2011
2.6. Recommend options for long term digital preservation program for digital content in Nevada—Spring, 2011
Winter 2011
3.12. Evaluate effectiveness of promotional program—Winter, 2011
3.13. Design and implement Phase II promotional program—Winter, 2011
4.14. Report results of pilot collaborative project—Winter, 2011
Fall 2012
1.8. Explore interest in statewide digitization initiatives, e.g. oral history, newspaper digitization, including funding strategies—Fall, 2012
Winter 2012
3.14. Evaluate governance structure—Winter, 2012
Spring 2012
4.15 With the governance working group establish participation criteria—Spring, 2012
Spring 2013
4.16. Demonstrate statewide multi-cultural heritage initiative creating a model project, for example an online oral history collection, an online historic newspaper collection or some other statewide collection—Spring, 2013
Summer 2013
1.10. Submit grant for long term preservation solution, i.e. National Endowment for the

Humanities—Summer, 2013
Fall 2013
1.9. In collaboration with standards working group evaluate impact on metadata best practices on statewide collaborative initiative—Fall, 2013