

UC Shared Images
Discussion Notes for July 16, 2009
Visual Resources Group Summer Meeting at UCSD

1) Updates

- Planning for web conference-based faculty panel discussion; cross-campus representation? Identify a good target date for this -- February 2010 was determined to be a good target date, vis-à-vis campus academic calendars.
 - **ACTION: CDL to take next step on planning for this**
- Introduction of CDL-hosted UCSI wiki: <http://wiki.ucop.edu/display/UCSharedImages/Home>
All UCSI Collection Liaisons have accounts to access and use the wiki. Please contact Sherri Berger (sherri.berger@ucop.edu) if you would like an account.
- A UCSI 2008-2009 Fact Sheet was circulated (see attached); the document summarizes collections added and usage statistics. Noted that spike in UCI usage was due to incorporation of ARTstor content into Humanities Core Course curriculum.
- We were able to license the Archivision base collection and modules 1-2, using end-of-year CDL funds.
- Broader questions raised during discussion:
 - Exporting to ARTstor: how can we facilitate this process and make it less painful?
 - Building licensed collections -- how can we add additional Archivision modules? Can UCSB make their module available to other UCs?

2) Small Breakout Group Session

I. MARKETING/OUTREACH

Definitions: do we use the word outreach or marketing? Marketing seems too corporate. PR is a better word

Lessons from a VRA session:

- Needs brands
- Improve or develop "ambiance"
- Communicate often

PROBLEMS

- Departmental resources being used for campus-wide programs
- How does it tie into campus/college strategic plans
- User challenges: resistance of intensive image users; erroneous search results (google preferred); registration as a barrier (120 day limitation)
- Anti-licensing attitude; why is it not all free
- Silo; do-it-yourselfers; they want to control it
- Not enough depth; too much art
- No VR support for disciplines beyond art and art history
- How do we reach 4 different groups: faculty; students; administrators; support staff

Negative perceptions about ARTstor

- Too hard to use
- Not understanding the tools
- There are easier alternatives
- Potential for losing ARTstor access when they move to another campus or their campus could lose its license
- Irrational digital fears

SOLUTIONS

- Partnering with libraries, IT, etc.

- Partner on a strategic plan to become a campus resource; acknowledge political benefits of sharing resources and expertise
- Create a marketing plan
- Bookmarks, hand outs, newsletters
- In-person options: orientations and workshops; classes, brown bag lunches, TA training, campus portals
- Social networking
- Customized announcements
- Website promotions, blogs, RSS feeds, listservs
- Webinars
- Create UC Youtube
- ARTstor needs to create a "What is ARTstor" Youtube

How do we prioritize with our current workload?

- Share resources and success stories on the wiki
- Tie marketing plan to strategic plan

II. COLLECTION MANAGEMENT TOOLS

| POINTS OF PAIN | SOLUTIONS |
|---|---|
| 1. Duplicate images | <ul style="list-style-type: none"> ▪ Database of what was sent and what is in the queue ▪ Searching of what's in the queue ▪ ARTstor clustering |
| 2. Turn around time from when you send the images to ARTstor; there is no mechanism to deal with last minute request; Daily requests (easy to digitize; cataloging is slow); Personal Collection has been used as a solution but then the image never gets migrated to the UCSI. | <ul style="list-style-type: none"> ▪ Flickr as a transit station for images to ARTstor ▪ Temporary solution: Host Collection Workspace, upload images here for immediate viewing, then when you load it into UCSI, ARTstor checks the id number here and removes it from the Workspace ▪ Send minimal metadata to ARTstor ▪ Shared Shelf (as your local system and/or as transit system to ARTstor) |
| 3. There is no easy/fast way to edit/delete | <ul style="list-style-type: none"> ▪ OAI ▪ Shared Shelf (as your local system and/or as transit system to ARTstor) ▪ OAI Harvest daily (it occurs monthly now) |
| 4. Normalizing the data (subjects, dates); ARTstor classification not sufficient; need to allow multiple authorities; moving metadata to MSG; The excel spreadsheets are painful (data massage) | <ul style="list-style-type: none"> ▪ Send minimal metadata to ARTstor ▪ Giant concordance is needed ▪ Shared Shelf (as your local system and/or as transit system to ARTstor) |
| 5. Old systems (e.g., rediscovery at UCI) or no system at all | <ul style="list-style-type: none"> ▪ Shared Shelf (as your local system and/or as transit system to ARTstor) ▪ Contentdm: OAI is only Dublin core??? |

III. COPYRIGHT

PROBLEM

- Tools to determine rights status

- Once we know rights, where do we go?
- Documentation; how much is needed
- Copyright materials or unknown copyright; what are the options?
- Level of access: ARTstor core; campus only, UCSI

SOLUTIONS

- Pathfinder document
 - **ACTION:** Dan and Adrian will take a first pass, in consultation with Kathleen; will circulate draft to broader group for refinement
- Tools/principles are needed; define types of collections; objects
- Examples: Plus System; VRA Digital Image Computator
- Keep in mind the scenario of a donor meeting and having to explain to them the access options

3) Lev Manovich/Jeremy Douglass presentation

- For more information on Manovich and Douglass' research, including use of the Cultural Analytics software and HIPerSpace wall, see <http://lab.softwarystudies.com/>

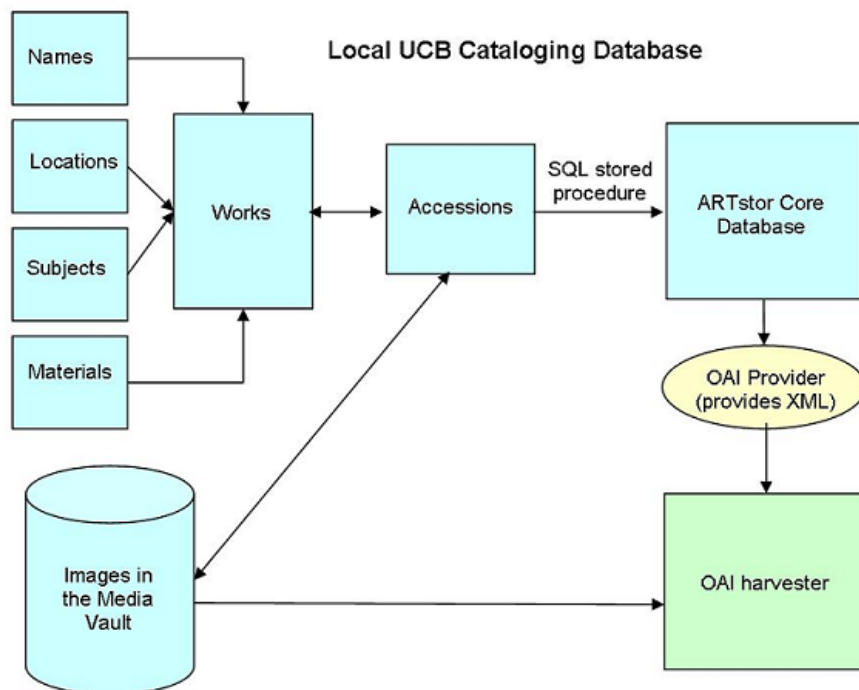
4) ARTstor update

- Megan Marler provided an update on new ARTstor features and enhancements, and the Shared Shelf project. For more information, see the attached PowerPoint slides.

5) OAI harvesting update from UCB

- Jan Eklund provided an overview of how the UCB History of Art Dept. and College of Environmental Design is implementing the Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH), to expose metadata and TIFFs for harvesting by ARTstor. The OAI-PMH records are generated into a file, which is updated daily; ARTstor harvests the file on a monthly basis. Schematic provided by Jan, below:

OAI for Mere Mortals



6) Next steps

- Pick up Small Breakout Group discussions, specifically, next steps on marketing/outreach and collection management tools.
- Pick up discussion on reducing redundant collection building -- need for a methodology and/or tool (continue using spreadsheet? Investigate Zotero?) for this.
 - **ACTION: CDL to schedule next UCSI Collection Liaisons call**
- Broader questions raised during discussion:
 - Investigate grant opportunities to support UCSI initiatives. Any UCOP funds available? NEH possibilities?