

# Building UC Shared Images

Moving a demonstration into  
a sustainable service



Berkeley  
Davis  
Irvine  
Los Angeles  
Merced  
Riverside  
San Diego  
Santa Barbara  
Santa Cruz  
CDL

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VRA 2008 March 16, 2008

# Overview

- What **players** have to be involved in the decisions?
- What are some of the **guiding principles** and requirements?
- What does it take to **sell the idea of a shared collection** to various stakeholder groups?
- How do you **enable communications** among large numbers of players?
- What are the **copyright** issues that have to be addressed?
- What are the **collection development issues** that have to be addressed?

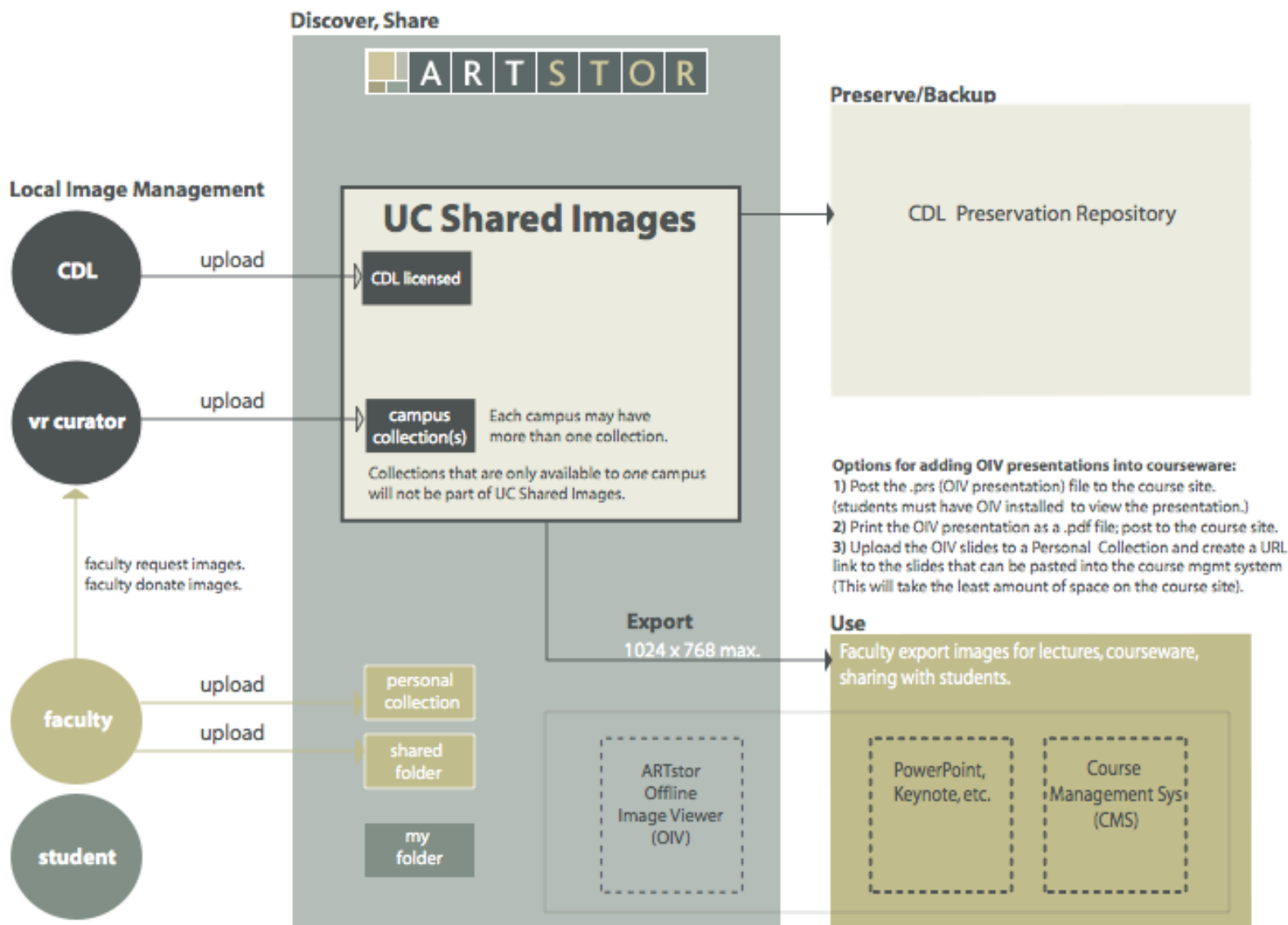
# Setting the context

- **What is UC Shared Images?**
  - shared collections hosted in ARTstor open to all UC; focus on collection building
- **How did it start?**
  - VRCs desire to share with each other and to provide access to images for teaching
- **Why do we need it?**

Sharing is a big deal!

  - Greater than the sum of its parts (greater selection, broader access)
  - Funding and political support for system-wide initiatives
  - Strategic collection development (not tossing images in a pile and creating an “image dump”) = less effort/cost

# Workflow: UC Shared Images



Students can group and save images in ARTstor, but they do not have privileges to upload images into ARTstor.

# Seeking understanding

- Guiding principles
  - consulted with VRCs and other stakeholders
  - Facilitate resource sharing and co-investment
  - Reduce redundant effort (e.g., digitizing the same image twice)
- Problems to solve (goals)
  - what **MUST** you do, what are your strengths
  - Provide access to licensed images when the vendor does not provide access
  - Provide an infrastructure for visual resources curators to contribute images to a shared institutional collection
- Assumptions, Trends, Risks
  - VR curators will **continue to reproduce “copy stand” digital images** at the request of faculty in the foreseeable future (digital copy stand equipment is in use or planned for most UC VR departments).
  - What are the significant factors of not having everyone on board? Are there ways to allow different levels of participation? Are there ways for campuses help each other?

# Key Players

- **CDL** (bring together players, manage implementation, co-invest along with campuses)
  - strategic planning, facilitation, licensing, policy, communication, direct access to advisory committees
- **Libraries**
  - principal **funders** of shared licensed collections; supporters of broad access
- **VRCs**
  - collection builders, cataloging/subject experts, **best group to begin shared collection development**
- **Educational technology**
  - supporting faculty personal collections and end-user tools
- **Faculty/students**
  - aggregators of images, end-users

# Selling it

*The single most important information we provided decision-making stakeholders was a clear argument for why UC Shared Images was needed, followed by a rationale for how it would be funded.*

- **Find a champion**
  - authority, influence and \$
- **Strategy Tips (why now, how will it be funded?)**
  - make a recommendation
  - ask each stakeholder group *specific* questions
  - keep reports brief, include exec summary, lots of bullet points, use an appendix for supplemental info, charts
- **Value of in-person demos**
  - Important questions were raised during visits
  - discussions brought together groups that infrequently or never have a chance to meet and share ideas

# Communications

*A communication plan is as critical as an implementation plan.*

- Create a **stakeholder community**
  - *Who?* Diverse and inclusive: libraries, vrcs, educational technology/IT support, experts
  - *Why?* Build consensus; surface issues; aid decision-makers
- Create a **collaborative support structure** (liaisons, advisors)
  - Put the right people in place to make decisions and adapt to changing needs
- Use **wikis, email lists** to enable communication among large numbers of players
- Use **champions** to deliver proposals and progress reports

# Facing the tough issues

*Principle: Enable local autonomy while providing system-wide structure - facilitate policy and standards creation*

- Campus Co-investment
- Collection Development
- Copyright
- Managing Collection Building and Access (Gatekeeping)
- Integration with Other Systems
- Metadata Model
- Preservation
- Relationship to Other UC Image Repositories
- Standards
- Transition Planning

# Managing Collection Building

- **Big issues**
  - Funding comes from many sources
  - Balancing politics with user needs
- **How are we doing it**
  - Phased committee building (local point person, system-wide steering committee)
  - Characteristics of a desirable collection (principles)
  - Source images: workflow, preserving the effort
  - Image quality standards (minimum)
  - Metadata submission guidelines

# Metadata Submission Guidelines

- Shared Metadata Working Group
- Using ARTstor Core
- Goals
  - Provide predictable level of documentation, context
  - Consistent integration and discoverability across campuses and within ARTstor
- 5 required fields; 15 recommended fields (includes 4 ARTstor advanced search fields)

# Why do we care about Metadata...

...because words find images

Italian

1987

Untitled

Painting

Abstract Expressionism

Renaissance

Willem de Kooning

ca. 1503-1505

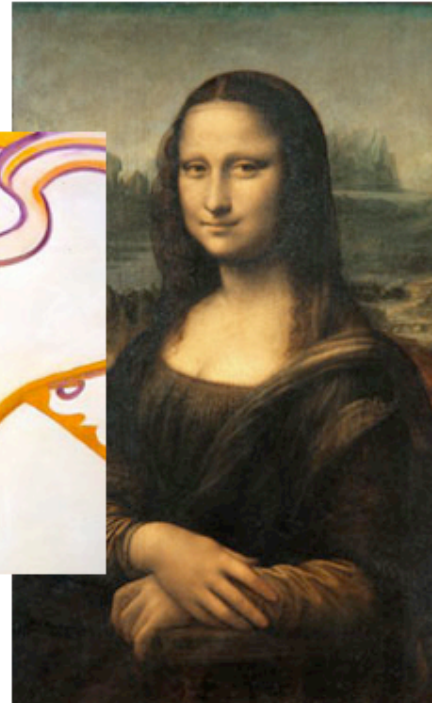
La Gioconda

Mona Lisa

American, born in the Netherlands

Musée du Louvre

Leonardo da Vinci



# Copyright

*Assumption: "copy stand" images will continue to be used in teaching for an indefinite period*

- General Terms of Use applies to all UC Shared Images
- Rights information is **required** for each image; source information is recommended
- Contact information for users to seek permission
- Following community practice
- Multiple levels of access
  - Share outside UC (noncommercial, educational use)
  - Share only with ARTstor subscribers
  - Share only with UC campuses
  - Share only with your campus

# Looking ahead

- UC Shared Images is an ongoing **commitment** that will undoubtedly evolve in ways we cannot predict (not a static image dump)
- What does **actively managing the service** mean?
  - **Anticipate** (identify risks, assumptions, trends, and opportunities for partnering, innovation)
  - **Assess** (identify problems and successes, next steps)

# Takeaways

- biggest opportunity is **shared collection development**
- biggest value is developing a **collaborative support structure** (people and processes)
- most daunting is understanding and cultivating **relationships among campus stakeholders** (high amount of variance)
- don't punt on the big issues (**avoid "pilot" pitfalls**-structure and policies needed upfront)

# Contact Info

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<http://www.cdlib.org/inside/projects/image>