

## NJDH Advisory Committee Meeting

Tuesday, July 25, 2006

Pane Room – Alexander Library, Rutgers University

### Attendees

Grace Agnew

Isaiah Beard

Bill Brahms

John Brennan

Heidi Cramer

Tom Frusciano

Ron Jantz

Susan Kaplan

John King

Joe Klett

Linda Langschied

Mary Mallery

Kate McGuire

Ann Montanaro

Jeffrey Moy

Dan Noonan

Sheri Prupis

Scott Smith

Susan welcomed everyone and introduced John as the new minutes recorder.

Linda will be taking a leave of absence for 9 months beginning at the end of August. She anticipates returning in May 2007. Grace will step into Linda's role during her absence.

Dan Noonan announced he has accepted a position at Ohio State University as an "Electronic Records Archivist" and will be moving to Ohio at the end of August.

Susan informed the group that Chad Leinaweaver has left the New Jersey Historical Society. She has an inquiry in with NJHS regarding a replacement for Chad on this committee.

Grace spoke briefly about a presentation she recently did for the Colorado Alliance. She was invited to speak because the Alliance is impressed with NJDH and look to it as a model for others to emulate.

Linda gave an update on the IMLS Grant. The grant has been extended March 2007 providing us with an additional 6 months to get the required 10,000 images digitalized. As of now approximately 5,000 images have been digitalized. 1,600 are on line and 3,400 are backlogged.

Linda said that NJN, the Hoboken Public Library, the American Hungarian Foundation and RUTV are among the new NJDH partners. Susan added that the Paterson Public Library and the Jersey City Library are also on board and in the process of doing Metadata collection.

A discussion took place regarding the new digitalization equipment located in Newark. Addressing a concern of Joe's, Isaiah said that an additional component would be needed in order to digitalize 16mm film. Isaiah mentioned that video standards for RUCore are being developed and a meeting will take place on July 27 to discuss them. He said the audio standards have been submitted. These standards will also apply to NJDH.

Ron gave an update on the technical status of RUcore, including an overview of recent changes and upcoming releases.

- Release 2.1 (early August): Integration of MIC mapping utility into the Work Management System (WMS); batch upload/ingest integrated into WMS.
- Release 3.0 (late September): Ability for collection partners to create a custom portal into their collections; full-text searching capabilities
- Release 4.0 (late December): Custom disseminators for sound and video. If a transcript (or logical structure map) accompanies a video, the text can be searched and then the user brought to that approximate place in the video; development of collection architecture hierarchy.
- Release 5.0 (target date TBD): Digital preservation portal and presentation services as part of the Sun Center of Excellence initiative.

Susan asked if the “watermarking” capability, currently scheduled under Release 5.0, could be addressed sooner. This is an attractive feature which could help draw new collections to NJDH. Ron said he would investigate.

Linda discussed marketing strategies for NJDH. She encouraged continued active partnerships with outside organizations by pursuing opportunities for cross-promotion regarding information of cultural interest to the people of New Jersey (ie: NJN). She also talked about a seminar entitled “Telling the Story: Promoting Cultural Collections” which she cited as a good opportunity to learn marketing and public relations strategies as they relate to promoting collections. Susan asked everyone to share information about his or her collections (even if they cannot do the workflow) and potential collection partners.

Grace said Judy Jeng has been hired as a consultant to help evaluate NJDH. Judy will focus on two specific areas: The website (ease of use, interest of material to site visitors, potential enhancements) and an evaluation of the WMS. A survey has been developed to assess the web site. It will be preliminarily sent to this committee along with a separate questionnaire about the actual survey. Grace will forward the URL and everyone is strongly encouraged to complete both surveys. Once the survey is finalized, based in part on the feedback received from this group, it will be sent to a public audience. Judy is expected to complete all of her analysis by mid-October.

Grace talked about formalizing the administrative structure of NJDH including identifying the long-term mission, future strategic direction and goals, leadership roles, work structure and methods of ongoing assessment. She asked the committee to envision how they see NJDH in 5 years. We will gather our ideas and agree upon a strategic direction. Among the items shared:

- Develop a long-term business plan and cost-sharing model.
- Technology infrastructure will be driven by Rutgers. A balance will occur between NJDH and RUcore.
- A representative from the Software Architecture Committee should be actively involved with NJDH.

- Look at NJDH from a stakeholder’s perspective. Stakeholders consist of funders, beneficiaries and the user community. Think about what constitutes success to them.
  - Active stakeholders influence direction and create strategic partnerships. These can include funders, upper management and the government.
  - Passive stakeholders include the public. How can we get these folks to play a more active role? How can we get them to visit NJDH as a matter of course?
- Susan volunteered to compile Executive Summaries for upper management of NJDH partners as a strategy to engaging them and demonstrating value.
- Remain cognizant of our smaller collection managers and partners, those cultural institutions consisting of a small staff (“Lone Arrangers”) and those societies without a physical home.
- Engage Professional Associations. Brainstorming resulted in a list of associations which John and Grace will compile.
- We want to maintain our “grass roots” heritage by actively engaging and including representatives from many organizations. Bring engagement down to the local level.
- Continue to engage Educators. They also play a vital role in spreading the word about NJDH to young people.
- Provide a robust search engine.
- Provide links to genealogical resources
- Provide a less cumbersome, more user-friendly WMS
- Engage the community by involving them in research of interesting material. It has the double benefit of populating the database and getting folks involved.
- Enlist the public’s help in identifying materials.
- Create a user’s picture page.
- Offer methods for the public to “Create an Exhibit”.
- Gather and analyze meaningful web statistics.

Grace offered NJDH long-term goals for consideration.

- Bringing history and culture of New Jersey alive by actively engaging the lifelong learner.
- Digital preservation in perpetuity guided by the formalized standards.
- Make NJDH interesting and useable for the general public.

Minutes submitted by John Brennan  
August 2, 2006