

Memo

To: Montana State Library Network Advisory Council

From: Jennifer Birnel, Montana Memory Project Director

Date: March 3, 2014

Re: Montana Memory Project Update

Current status of MMP

There are now over 660,768 items (over 26,000 objects) in the MMP and this number is continually growing. We have 68 published collections from 35 contributing institutions. Eleven new collections have been approved, 6 of these are from first time contributing institutions.

LSTA Project Funding - FY2013

The 2014 grants with funding from FY2013 will be announced soon. The selection process went well and eight projects have been chosen for funding. Memorandum of Agreements for this funding has been sent to each contributing institution and as the paperwork is finalized the library is put in touch with The Advantage Companies to begin planning the process of digitization. A formal announcement will be sent out on wired when the necessary paperwork is complete. Eleven applications were received. Two applicants were not able to send their items to a vendor for digitization due to their internal policies and therefore could not accept the funding. A third collection needed a more detailed plan in order to be considered for funding. The following eight libraries have been selected for funding all eight have accepted the awards. These projects total \$6400.00 of the \$12,000 of available funding.

- **Big Timber Pioneer Newspaper Collection**, Carnegie Public Library - \$1000.00
- **Photographs of Gallatin County Collection and Documents of Gallatin County**, Bozeman Public Library - \$450.00
- **Helena, Montana City Council Minutes, 1881-1970**, City of Helena - \$1100.00
- **A Memorial to Louis Piche: The Barber of Drummond Collection**, Drummond School and Community Library - \$350.00
- **Missoula County High School The Bitterroot Yearbooks Collection**, Missoula County Public Schools - \$1200.00
- **Northern Montana College (Montana State University - Northern) Yearbooks**, Vande Bogart Library - \$1000.00
- **Original ABSTRACTS of land deeds in Jefferson County**, North Jefferson County Public Library District - \$700.00
- **John J. Powers Safety Poster Collection**, World Museum of Mining - \$600.00

Advisory Council

The newly formed Advisory Council has met twice. The first meeting was held on November 14 and was an introductory meeting. The members introduced themselves and described their interest in and experience with digital content. They were provided with a draft of a new strategic plan to look over for the next meeting. The second meeting was held on February 3. The council made several suggestions for the strategic plan and then discussed some goals for the coming year.

Goals:

- a. Create a marketing plan

- i. This includes having talking points for advisory council member
 - ii. Also includes a plan for users and organizations to target
- b. Create a content plan - collection development plan with a more deliberate approach
- c. Consider grant opportunities if funding aligns with goals of the MMP and could address marketing and/or content needs identified through the marketing and content plan.
- d. Create more educational materials and tie-ins.

Mountain West Digital Library

Our collections have been tested for harvest by the MWDL. Due to our extensive work on the metadata our files are in very good shape for ingest. The first collections are being added to the MWDL now and should be live on their webpage the first week of March. Our contributing institutions will be listed on their partner's page: <http://www.mwdl.org/aboutPartners.php>. Each institution name will link to a landing page describing institution and links to their digital collections. MWDL has all the information to build these pages and is working on this now. Each month the MWDL site content is harvested by the Digital Public Library of America (DPLA).

On March 4, 2014 Jennifer Birnel will present a webinar with Richard Prouty from the Arizona Memory Project to the MWDL community. These projects are both managed by State Libraries and are different from the other models currently in the MWDL. The webinar will describe how the respective memory institutions came into existence, where our funding comes from, how the services are distributed throughout our networks, how we connect with the memory institutions in our area, and what challenges we've faced.

The Mountain West Digital Library is hosting a Hubs meeting March 17 and 18 at the Utah State Archives in Salt Lake City. The Hubs Meeting is specifically for representatives from MWDL's 31 repositories and will be focused on Hub-related issues. Jennifer will attend these meetings.

Promotion and Outreach

Visits have been made with the directors of the Great Falls Public Library, the Chouteau County Library, and the Thompson-Hickman Memorial Library to discuss possible MMP projects. The discussion centered on what items might make great collections to add to the MMP. Each director brainstormed a possible list of local partners that may have items to add to the MMP also. These partners may include local museums, genealogy societies, historical societies, city and county council members, chamber members, church leaders, local clubs, and school administrators. This will provide a great opportunity to build some key community partnerships with the library as the central figure. We discussed a follow up meeting to present to this key group of local partners about the MMP and how they might contribute.

A very nice article was published in the Ravalli Republic Newspaper to highlight the new collection from the Rocky Mountain Laboratories Library. The article can be viewed at this link: http://ravallirepublic.com/lifestyles/blife/article_c545b666-9107-11e3-9988-001a4bcf887a.html

Webpage

A new logo was created by Diana Gleba Hall at the Montana Historical Society. With this new logo came a new color scheme for our webpages which has been applied at www.mtmemmory.org. A new webpage has been begun using the state content management system DNN. The basic design has been created. Approval to use a skin other than the state skin has been granted. The goal will be to make the new landing page mirror the look in CONTENTdm so the two interfaces will match and the end user will not realize they are making a CMS change as they move through the site links.

A WordPress mockup of this page was created in September before the switch to DNN was finalized. Since this URL is public and it comes up when Montana Memory Project is searched in Google, this site has also been updated with the new look. You can view this site at: <http://mmp.montanastatelibrary.org/>.

Jennifer is learning how to use Webmaster Tools and will work on improving search engine optimization.

Google Analytics –

Annual Comparison 2013 to 2012

Visits

29.51%

72,963 vs 56,339

Unique Visitors

25.54%

53,646 vs 42,731

Pageviews

45.71%

316,569 vs 217,263

Pages / Visit

12.51%

4.34 vs 3.86

Avg. Visit Duration

16.19%

00:04:56 vs 00:04:15

Bounce Rate

-2.88%

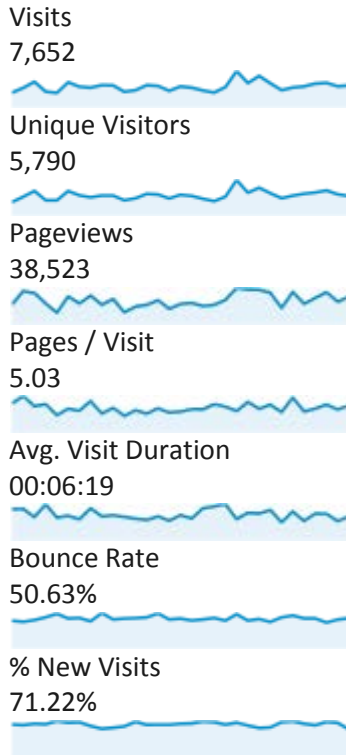
54.40% vs 56.02%

% New Visits

-3.35%

72.24% vs 74.74%

January 1 - January 31, 2014



February 1 - February 28, 2014

