Memo
To: Montana State Library Network Advisory Council
From: Jennifer Birnel
Date:  February 23, 2015
Re: Montana Memory Project Update

## Current status of MMP

There are now over 806,565 pages of content in the MMP and this number is continually growing.  We have 88 published collections from 41 contributing institutions.

## FY2014 LSTA Project Funding

The Montana State Library has $8,000 in Library Services and Technology Act (LSTA) funds available in 2015 for adding special collections to the Montana Memory Project (MMP).  Funding awards can be up to $1,500 per project and must be used for costs specific to scanning and digitizing materials.  No match is required, but libraries are asked to track the time and funds contributed to the project.

The following libraries were awarded funding for their projects.  These projects will be shipped to the vendor by March 15, 2015 for digitization.

1.  MSU Northern - Northern Montana College (MSU Northern) Yearbooks - $1500
2.  City of Helena and UM - Helena, Montana City Council Minutes, 1881-1970 - $1500
3.  Billings Public Library - Billings Images of People and Images of Events - $750
4.  Missoula County Public Schools - Bitter Root Yearbooks Collection - $1100
5.  Drummond School & Community Library - New Chicago School House - $800
6.  Lewis & Clark Public Library & GFWC - Montana Woman Magazine Collection - $1500
7.  Missoula Public Library - Historical Neighborhoods of Missoula - $850

## Mountain West Digital Library

At the last NAC meeting I reported that the Mountain West Digital Library was discussing the option of charging their service hubs membership dues.  The Utah Academic Library Consortia will be reviewing the proposal and a final decision will be made on the terms listed below by the end of March.

1.  Membership dues will now be required of all MWDL Service hubs
2.  First year dues if paid by July 1, 2015 are $5000
3.  First year dues if paid before January 1, 2015 are $6000
4.  Each subsequent year will be $7500

To make a decision about how to proceed, MSL met with MHS, UM, MSU to discuss our options:

1.  Agreed to pay the first year's fees, to buy time to discuss our other options.  Each institution will pay one quarter of the $5000
2.  Our relationship with MWDL makes our MMP items available in the DPLA.
3.  Another option is to bypass the regional hub (MWDL) and Montana could create a direct service hub relationship with DPLA.

4. Costs of this option are yet to be determined, and is what we propose be explored in the coming year.

## DPLA Public Library Partnerships Project

The Montana Memory Project was invited by the Mountain West Digital Library and the Digital Public Library of America to participate in the Public Library Partnerships Project funded by the Bill and Melinda Gates Foundation. This project provided digital skills training for librarians including digitizing, describing and exhibiting their cultural heritage materials online through DPLA exhibitions. Six of the twelve participants were able to prepare collections in the short turnaround time of one month and sent their items in December to the vendor to be digitized. The digitized copies are now back to the libraries and training how to add the content to the MMP will take place in the coming weeks.

1. Hobson Community Library - Early Agriculture and Homesteading in Judith Basin County
2. Judith Basin County Free Library - Sheep Ranching in Judith Basin County
3. Butte Silver Bow Public Library - Butte History Collection
4. Missoula Public Library - History of the Missoula Public Library
5. Billings Public Library - Billings Images of People and Images of Events

## MMP Advisory Council

The MMP Advisory Council met on February 6, 2015 with a very busy agenda. It was agreed that a working group will be created to look at the options of how to maintain a relationship with DPLA. The Advisory Council will also offer input on the MMP Marketing Plan.
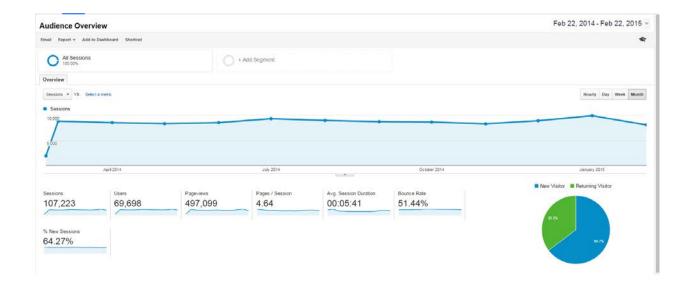
Mission Statement: The Montana Memory Project Advisory Council members will increase the visibility of the MMP to new contributors and audiences, and they will assist in finding opportunities to fund new collections.

## MMP Marketing

With help from Sara Groves, the MMP is pursuing some professionally designed materials to market the MMP. A brochure for potential contributing institutions and a poster to give to libraries and museums are a couple of the items that may be designed. These designs and the printing of the materials will be paid with LSTA 14 funds.

## Google Analytics

We are seeing continued growth in the number of visitors to the webpages. The screenshot below shows in the past year the MMP had 107,223 sessions with 69,698. This total is up from the Feb. 22, 2013 - Feb. 22, 2014 which had a total of 75,831 sessions from 55,620 users.

# Audience Overview

Feb 22, 2014 - Feb 22, 2015

Email  Export  Add to Dashboard  Shortcut

All Sessions 100.00%   + Add Segment

Overview

Sessions  VS. Select a metric          Hourly  Day  Week  Month

Sessions

| | |
|---|---|
| Sessions | 107,223 |
| Users | 69,698 |
| Pageviews | 497,099 |
| Pages / Session | 4.64 |
| Avg. Session Duration | 00:05:41 |
| Bounce Rate | 51.44% |
| % New Sessions | 64.27% |

New Visitor   Returning Visitor

Top 10 Referrals come from the following webpages.



| | Source | Acquisition | | | Behavior | | | Conversions | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | | 39,720 % of Total 37.04% (107,223) | 46.18% Avg for View: 64.27% (-28.15%) | 18,341 % of Total 26.62% (68,910) | 38.17% Avg for View: 51.44% (-25.79%) | 6.17 Avg for View: 4.64 (33.16%) | 00:07:30 Avg for View 00:05:41 (31.86%) | 0.00% Avg for View: 0.00% (0.00%) | 0 % of Total: 0.00% (0) | $0.00 % of Total 0.00% ($0.00) |
| 1. | montanamemory.org | 10,562 (26.59%) | 13.73% | 1,450 (7.91%) | 25.02% | 7.73 | 00:09:21 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| 2. | mhs.mt.gov | 3,669 (9.24%) | 50.80% | 1,864 (10.16%) | 18.75% | 9.26 | 00:10:44 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| 3. | mmp.montanastatelibrary.org | 3,096 (7.79%) | 33.59% | 1,040 (5.67%) | 23.35% | 7.64 | 00:08:03 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| 4. | cdm15018.contentdm.oclc.org | 1,639 (4.13%) | 40.33% | 661 (3.60%) | 20.44% | 10.53 | 00:13:32 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| 5. | cdm103401.cdmhost.com | 1,250 (3.15%) | 33.52% | 419 (2.28%) | 21.12% | 8.09 | 00:13:31 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| 6. | utah-pmoprod.hosted.exlibrisgroup.com | 1,157 (2.91%) | 71.31% | 825 (4.50%) | 56.61% | 2.96 | 00:03:09 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| 7. | m.facebook.com | 1,051 (2.86%) | 81.07% | 852 (4.65%) | 68.22% | 1.91 | 00:01:29 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| 8. | lib.umt.edu | 1,039 (2.62%) | 58.23% | 605 (3.30%) | 32.53% | 5.83 | 00:05:35 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| 9. | cdm16013.contentdm.oclc.org | 799 (2.01%) | 41.30% | 330 (1.80%) | 22.78% | 8.26 | 00:14:23 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| 10. | facebook.com | 783 (1.97%) | 63.47% | 497 (2.71%) | 56.19% | 3.70 | 00:05:22 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |

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