

Memo

To: Montana State Library Network Advisory Council

From: Jennifer Birnel, MMP Director

Date: November 12, 2013

Re: Montana Memory Project update

Current status of MMP

There are now over 501,000 items in the MMP and this number is continually growing. We have 57 published collections from 30 contributing institutions. The administrative tool listed 24 collections that were never published. Research has begun to determine which collections are still being worked on and which may have permanently stalled. Four of these collections have been deleted, as it was determined through discussions with the contributing institution that they were not going to be completed. Six institutions have reported they are still working on projects. Training will be offered to those institutions that need it. Communication continues with the remaining 14 institutions to determine the viability of their collections.

Advisory Council

State Librarian, Jennie Stapp, invited several people to sit on the MMP advisory Council, the final list is below. The council will make recommendations on outreach, promotion, and growth of the MMP. At the time of this report, a first meeting date and time is being sought.

Montana State Library, State Librarian Jennie Stapp -	PBS, Director of Educational Services Chris Seifert
Montana Historical Society, Director Bruce Whittenberg	Office of Tourism, Division Administrator Jeri Duran
University of Montana, Dean of Libraries Shali Zhang	Montana History Foundation, President Amy Sullivan
Montana State University Dean of Libraries Kenning Arlitsch	Public Library Representative Lewistown Public Library Director KellyAnn Terry
Humanities Montana Associate Director for Programs Kim Anderson	

Mountain West Digital Library

The Montana Memory Project is working towards becoming a partner of the [Mountain West Digital Library](#)(MWDL), which is a central search portal for digital collections about the Mountain West region. The MWDL is a hub for the [Digital Public Library of America](#). As a hub, their collections are harvested for display in this national search portal.

In order for our collections to be harvested by the MWDL we have had to improve our metadata standards. Originally, LSTA funds were set aside for Jon Nearing to do some improvements to the MMP website. Because improved metadata will also improve search results, these funds were instead used to hire an intern to assess our current metadata and to make the changes necessary to comply with the MWDL standards. The University of Montana worked with us to contract the services of an intern for six weeks. The intern contacted each contributing institution to ask for any missing data and made changes under the supervision of Wendy Walker, Digital Initiatives Librarian. Some contributing institutions opted to do their own metadata revisions. The contract ended September 27, and by that time 32 of 34 collections were revised and are ready for ingest by MWDL. The remaining two are still looking for missing data.

Cataloging Committee

A cataloging committee has been formed and has met several times to align our metadata standards to the MWDL standards. They have rewritten the metadata guidelines for use with all future collections. The new guidelines will help improve consistency of information provided by contributing institutions and improve searching efforts by the end user. This document has now undergone several revisions and is currently in the final stages of editing. The committee members include: Molly Kruckenberg, Tina Kirkham, Roberta Gebhardt, Janice Kalvig, Lauren McMullen, Laci Crossman, Wendy Walker, Nancy Watts, and Teressa Keenan.

This committee has been great to work with and they have really made some worthwhile contributions. The members have all agreed to help new contributing institutions with adding metadata, as needed. They are an excellent group of mentors.

Webpage

The current webpage is an out of the box website design provided by Contentdm. The banner and colors were chosen several years ago and have not been updated since. We now have 57 collections in the MMP and the home page consists of this lengthy list. The user who lands on the page and does not scroll through the collection list sees the same three collections. A new landing page can be created in another content management system and point to our records in Contentdm.

In trying to understand the Website Configuration tools, new color schemes were chosen for the current pages. The top level banner was removed and a new logo design will fill this space. To improve the results of search the search landing pages were made to consistently display a thumbnail image, the title, date original, subjects, and an item description. In addition users are encouraged to share items found on the MMP, comment on items, and rate items. Users can also create a favorites folder to store items they may want to come back to at a later time.

Google Analytics has been applied to the current site to track user statistics. Below are a couple quick snapshots of what Google Analytics has recorded in the last month (Sept. 29 - Oct. 29). Since the current MMP site is not mobile responsive, it is important to note the number of tablet and mobile device users trying to access the site.

4,892 people visited this site

Visits

6,197



Returning Visitor
24.7%

Unique Visitors

4,892



Pageviews

26,395



Pages / Visit

4.26



Avg. Visit Duration

00:05:42



Bounce Rate

54.24%



% New Visits

75.28%



Device Category			
		6,197 % of Total: 100.00% (6,197)	6,197 % of Total: 100.00% (6,197)
1.	desktop	5,069	81.80%
2.	tablet	580	9.36%
3.	mobile	548	8.84%

A draft of a new landing page, with a new structure for organizing the collections, has been created using WordPress. <http://mmp.montanastatelibrary.org/> However, MSL has since decided to go with the state recommended content management system, DNN. The WordPress site was presented at Fall Workshops as a possible new design and feedback was recorded with a survey. This information will help inform the new design in DNN when it is made available to MSL staff.

The Montana Historical Society is also working on creating a logo for use on all MMP webpages and print materials. Molly, Diane and I met to discuss what could be included in the design. This design will inform the color choices for the new website design and will be prominently displayed on each page.

LSTA Grants FY2012

The 2012 grant recipients have been hard at work completing their projects. The project funds have all been disbursed. The projects are in various stages of completion, See information below

- Beaverhead County Museum in Dillon - \$1,000 for the Armstead, Montana photograph collection
 - This collection has been scanned and added to the Project Client, Metadata is now being added.
- Butte Silver Bow Public Archives- \$1,500 for the Charles Hauswirth papers and photographs
 - This project is complete and published
- Carroll College Library in Helena - \$1,250 for college yearbooks
 - This project is published, but is an ongoing project until all the yearbooks have been added.
- Phillips County Library/Phillips County Museum in Malta - \$1,000 for early local newspapers
 - This project is complete and published
- Rocky Mountain College Library in Billings - \$1,250 for college yearbooks
 - This project is complete and published.
- Sidney-Richland County Library - \$1,500 for locally published histories, newspapers, and high school yearbooks
 - This project has been scanned. Files are being added to the Project Client and the metadata is being added.

FY2013

The 2014 grants with funding from FY2012 will be announced soon. There is \$7500.00 currently available for these grants. The grant award amounts will be based on the size and scope of the project described in the application process. For consistency, a limited solicitation will seek a vendor to do the scanning for these projects and the grants will pay for the vendor expenses. The timeline for these grants are as follows:

- Announcement in November
- Deadline January 15
- Review by February 1
- Selection by February 10
- Announcement by February 15

Promotion and Outreach

Visits will be made to communities to promote the use of the MMP website and to encourage the contribution of materials. The library will be contacted and asked to consider inviting other key community members to meet with the MMP Director. These may include local museums, genealogy societies, historical societies, city and county council members, chamber members, church leaders, and school administrators. This will provide a great opportunity to build some key community partnerships with the library as the central figure. While in a community every

effort will be made to visit with schools to demonstrate the MMP website and how it could be incorporated into classroom activities.

Next steps

Oral histories - audio files

Some changes have been made to how audio files surface in the Contentdm platform. There is no longer a download required. An audio player is now embedded on the screen; the user can just press play and listen to the file. By saving audio files in segments and organizing them in order in a folder, the clips can be uploaded as a compound object. Now a two hour interview can be broken down into manageable files sizes and the end user can listen to portions of the interview or the entire interview in segments. Linda Brander from the DNRC is looking at adding 9 or 10 oral history interviews for a collection entitled, From the Ground Up. I have uploaded one test file to see how it would work and was impressed with the end result.

Webpage design

I will continue to work towards improving the web page and making it easier to use. I plan to create two short video tutorials to add to the home screen. One will give a brief tour of the site and demonstrate how to navigate the site successfully. The other tutorial will discuss how to search for the best results.