

Memo

To: Montana State Library Network Advisory Council
From: Jennifer Birnel, Montana Memory Project Director
Date: November 10, 2015
Re: Montana Memory Project Update

Current status of MMP

There are now over 45,852 items equaling 863,246 pages of content in the MMP and this number is continually growing. We have 105 published collections from 44 contributing institutions.

MMP Project Outreach

I met with several library directors, museum directors, and historical societies. Where it is indicated I did a presentation, I demonstrated how to use the sight and then discussed possible collections the institution may consider adding. The audience size varied from 1 to 12 people.

Central Montana

Conrad, March 4 - visited with Museum director
Fort Benton, April 14 - Presentation
Cut Bank, April 21 - Presentation
Lincoln, April 23 - Presentation
Augusta, April 29 - Presentation
Valier, July 7 - Presentation

Chinook - Presentation
MSU-Northern - Presentation
Havre-Hill County - Presentation
Harlem - Presentation

Northeastern Hi-line August 10-14

Scobey - Presentation
Plentywood - Presentation
Opheim -hand shake and drop posters
Poplar - Presentation
Wolf Point - Presentation
Frazer - hand shake and drop posters
Glasgow - Presentation
Malta - Presentation

Southern Tier September 2-4

Ennis - Presentation
Three Forks- hand shake and drop posters
Belgrade- hand shake and drop posters
Livingston - hand shake and drop posters
Laurel - Presentation
Hardin - Presentation
Colstrip - hand shake and drop posters
Forsythe - hand shake and drop posters
Miles City - hand shake and drop posters
Baker - hand shake and drop posters

Conferences Attended

MLA	presented session on how to use the DPLA, and a panel of small libraries who have contributed to the MMP.
DPLAfest	Attended sessions and networked.
Montana History Conference	Manned a booth where I modeled use of website and distributed posters, bookmarks, and brochures.
MSL Fall Workshops	Distributed posters, bookmarks, and brochures.
MEA-MFT	Presented a session on how to use the MMP and one on how to use the DPLA. Manned a booth where I modeled use of website and distributed posters, bookmarks, and brochures. Booth also had other MSL materials.

FY2014 LSTA Project updates

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

FY2015 LSTA Project Funding

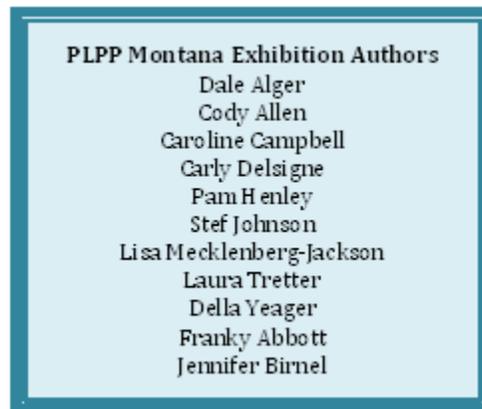
The Montana State Library has \$6,000 in Library Services and Technology Act (LSTA) funds available in 2015 for adding special collections to the Montana Memory Project (MMP). Funding awards can be up to \$1,500 per project and must be used for costs specific to scanning and digitizing materials. No match is required, but libraries are asked to track the time and funds contributed to the project. Funding window opened October 1, 2015 and closes November 30.

DPLA Public Library Partnerships Project

Boom and Bust: The Industries that Settled Montana

The librarians from the first PLPP training were also invited to participate in a full day of training to learn how to create a digital exhibition. The group was trained how to create an exhibit outline, how to select photos, and how to use Omeka software to build the exhibit. The day was a hands-on experience. Participants selected images from the lists created ahead of time by Franky and Jennifer for each theme and page of the exhibit and in groups of two; they began researching and composing text for the exhibit themes. The pairs had to think about the potential research value of each digital item to decide which images to include and which ones to leave out of the exhibit. At the same time they were in charge of researching their theme and finding a way to tell the story that went with the selected images. They continued to work on their sections of the exhibition after the day of training and submitted their final pieces two weeks later. This posed another challenge as the individuals lived in different towns and had to keep up the momentum virtually. Because the themes were written by several individuals some revision was necessary to make the final product cohesive.

The exhibition, *Boom and Bust: The Industries That Settled Montana*, was published the first of September on the Digital Public Library of America website. Despite the many challenges the group came together to produce an excellent story about Montana and why it was settled. The participants worked hard to finish their themes and learned the process of creating an exhibit. When you next see these folks, please, congratulate them on a job well done.



Self-guided curriculum

The Digital Public Library of America's Public Library Partnerships Project (PLPP), funded by the Bill and Melinda Gates Foundation, worked with existing DPLA Service Hubs to provide digital skills training for public librarians and connect them sustainably with state and regional resources for digitizing, describing, and exhibiting their cultural heritage content.

In this project, DPLA worked with state and regional Hubs Digital Commonwealth, Digital Library of Georgia, Minnesota Digital Library, Montana Memory Project, and Mountain West Digital Library to write and iterate a workshop curriculum based on documented best practices. This curriculum is available in a self-guided version intended for digitization beginners. Please feel free to share, reuse, and adapt.

Curriculum

[Planning for Digitization](#) - by JB

[Selecting Content for a Digitization Project](#)

[Understanding Copyright](#)

[Using Metadata to Describe Digital Content](#)

[Digital Reformatting and File Management](#)

[Promoting Use of Your Digital Content](#)

MMP Marketing

Print Materials:

We printed 150 brochures to hand out to potential contributors in March 2015. Those were gone this September and another 150 were ordered.

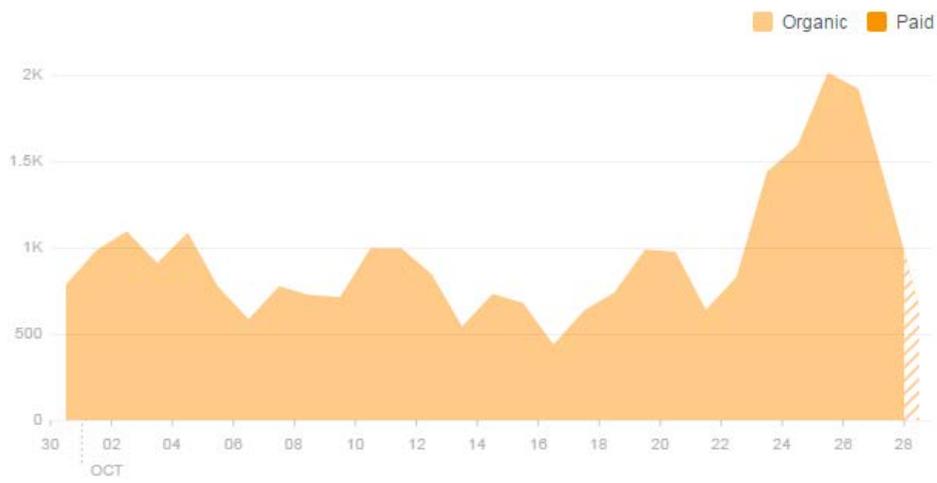
Posters were designed by Luke Duran and an order of 2500 was placed in late June. The posters arrived in late July and have been distributed on outreach trips since the first of August. They were also handed out at the Montana History Conference in Bozeman, the MSL Fall Workshops in Helena, and at the MEA-MFT annual conference in Billings.

Social Media

On July 1, 2015 the MMP Facebook page had 392 likes or followers. The Facebook ad campaign by Edge began just a few days later and now the MMP page has 3344 likes or followers. The engagement with the page - measured in post likes, shares and comments has also vastly improved. See stats on next page.

Post Reach

The number of people your post was served to.



BENCHMARK
Compare your average performance over time.

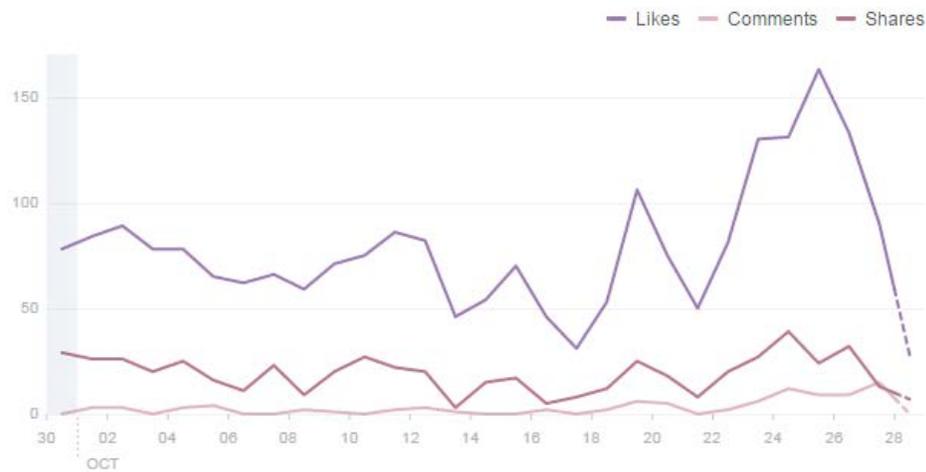
Organic

Paid

10/28/2015 4:45 PM - Screen Clipping

Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK
Compare your average performance over time.

Likes

Comments

Shares

10/28/2015 4:46 PM - Screen Clipping

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 127,231 sessions with 83,315 users. This total is up from the previous year, which had a total of 97,625 sessions from 65,480 users.

