

Montana Memory Project Strategic Plan 2011-2013

Statement of Purpose: The Montana Memory Project Strategic Plan is intended to be a guiding document to generally direct the actions and establish priorities for the Montana Memory Project Executive Committee and staff.

Goals / Objectives / Actions

Goal 1: To grow a rich body of culturally and historically significant, digitally-reformatted materials that lead to new understandings of Montana's past and present.

Objective 1: Cultivate a broad array of financial, technical, and in-kind support.

Action Steps

- Investigate the feasibility of and recruit sponsored collections, member contributions, and other funding sources (2011).
- Seek in-kind contributions of equipment, expertise and labor (2011).
- Cultivate a statewide network of trainers on CONTENTdm, MMP, digitization and the Digital Archives (2013).
- Develop a mechanism to receive financial gifts (2011).
- Inform and encourage MMP members to pursue grant opportunities (on-going).
- Provide ideas for ways MMP members can locate and use volunteers (2012).

Objective 2: Double the number of objects in MMP to 20,000 (2013).

Action Steps

- Develop methodologies and standards for ingesting digitized newspapers (2011).
- Identify topical and regional gaps and solicit new content to fill them (2012).
- Encourage new collections of audio and video resources (2013).
- Actively recruit new contributing institutions (on-going).

GOAL 2: To build a digital resource that demonstrates current best practices for usability and is responsive to the needs of end users.

Objective 1: Support Montana libraries and museums in creating thoughtful, well-organized, and useful collections that follow best practices for planning, production, and preservation.

Action Steps

- Develop comprehensive training for current and potential contributors, covering collection planning, digitization, metadata, ingestion, collection maintenance, and storage and preservation of digital content (2011).
- Identify resources to conduct centralized and/or distributed trainings (2012).

- Encourage use of the OCLC Digital Archives through education opportunities (on-going).

Objective 2: Deliver an excellent search experience to the end user.

Action Steps

- Review existing MMP metadata and draft a Metadata Improvement Plan (2012).
- Revise and distribute updated MMP Metadata Guidelines (2012).
- Provide training and tools for creating accurate, complete, and consistent metadata (2012).
- Develop a system for ensuring compliance with metadata standards (2013).

Objective 3: Strive to understand who MMP users are and how they use the site.

Action Steps

- Research MMP user groups and their needs, habits, and abilities (2013).
- Utilize testing, focus groups, and other techniques to understand user needs (2013).
- Add to MMP a mechanism for soliciting feedback from end users (2013).

GOAL 3: To expand visibility and usership.

Objective 1: Increase visibility to funding organizations, foundations, legislators, educators, researchers, and the public through outreach efforts by the MMP Executive Committee.

Action Steps

- Identify one highly important new collection per year and implement a campaign of events, collateral, and promotion to celebrate its release (2011).
- Ensure regular representation for MMP at state or regional conferences (on-going).
- Actively encourage and support collaborations with K-12 educators (on-going).
- Engage organizers of state or regional programs with ideas for collaboration and cross-promotion (on-going).
- Provide talking points for member institutions to use in promoting MMP to directors, boards, and donors (2012).

Objective 2: Grow MMP to facilitate interoperability with other digital initiatives, both existing and not yet built (on-going).

- Monitor and document MMP's technical infrastructure and performance, identifying strengths and weaknesses.
- Ensure that MMP can leverage new developments in, and user expectations of, electronic access and use.
- Encourage intersections with other resources, for example, teaching tools and research projects that contextualize and add value to MMP content.

Action Steps	Date
2011 Action Steps	
1.1 Investigate the feasibility of and recruit sponsored collections, member contributions, and other funding sources.	2011
1.1 Seek in-kind contributions of equipment, expertise and labor.	2011
1.1 Develop a mechanism to receive financial gifts .	2011
1.2 Develop methodologies and standards for ingesting digitized newspapers.	2011
2.1 Develop comprehensive training for current and potential contributors, covering collection planning, digitization, metadata, ingestion, collection maintenance, and storage and preservation of digital content.	2011
3.1 Identify one highly important new collection per year and implement a campaign of events, collateral, and promotion to celebrate its release.	2011
2012 Action Steps	
1.1 Provide ideas for ways MMP members can locate and use volunteers.	2012
1.2 Identify topical and regional gaps and solicit new content to fill them.	2012
2.1 Identify resources to conduct centralized and/or distributed trainings.	2012
2.2 Review existing MMP metadata and draft a Metadata Improvement Plan.	2012
2.2 Revise and distribute updated MMP Metadata Guidelines.	2012
2.2 Provide training and tools for creating accurate, complete, and consistent metadata.	2012
3.1 Provide talking points for member institutions to use in promoting MMP to directors, boards, and donors .	2012
2013 Action Steps	
1.1 Cultivate a statewide network of trainers on CONTENTdm, MMP, digitization and the Digital Archives.	2013
1.2 Encourage new collections of audio and video resources.	2013
1.2 Double the number of objects in MMP to 20,000.	2013
2.2 Develop a system for ensuring compliance with metadata standards.	2013
2.3 Research MMP user groups and their needs, habits, and abilities.	2013
2.3 Utilize testing, focus groups, and other techniques to understand user needs.	2013
2.3 Add to MMP a mechanism for soliciting feedback from end users.	2013
On-Going Action Steps	
1.1 Inform and encourage MMP members to pursue grant opportunities	On-going
1.2 Actively recruit new contributing institutions.	On-going
2.1 Encourage use of the OCLC Digital Archives through education opportunities.	On-going
3.1 Ensure regular representation for MMP at state or regional conferences.	On-going
3.1 Actively encourage and support collaborations with K-12 educators.	On-going
3.1 Engage organizers of state or regional programs with ideas for collaboration and cross-promotion.	On-going
3.2 Monitor and document MMP's technical infrastructure and performance, identifying strengths and weaknesses.	On-going
3.2 Ensure that MMP can leverage new developments in, and user expectations of, electronic access and use.	On-going
3.2 Encourage intersections with other resources, for example, teaching tools and research projects that contextualize and add value to MMP content.	On-going