Digital Collections:
What Should You Build, and How Do You Get Them To Come?

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https://scholarsbank.uoregon.edu/dspace/handle/1794/4017
What should you build?

• Library/Institution priorities
• Know your audience
• Attract donors
• Apply for grants
Institutional priorities

• The 1st thing to consider
• Based on strategic directions
• Based on user needs
• Complement priorities of parent institution
• May take into account strengths of print collections
Know your audience

• Collections tied to specific classes
  – UO Office of the President
    http://boundless.uoregon.edu/digcol/clark/index.html

• Topical collections tied to specific user communities
  – Art & Architecture Images
    http://boundless.uoregon.edu/digcol/aaa/index.html
Know your audience (cont.)

• Collaborations with outside communities
  – Picturing the Cayuse
    http://boundless.uoregon.edu/digcol/mh/index.html
  – Percent For Art
    http://boundless.uoregon.edu/digcol/oac/index.html
Know your audience (cont.)

• Hot topics in your community
  – Athletics and the Academy
    http://boundless.uoregon.edu/digcol/athletics/index.html
  – E-Asia
    http://e-asia.uoregon.edu/
  – UO Channel
    http://media.uoregon.edu/channel/
Projects of interest to donors

• Athletics and the Academy
  http://boundless.uoregon.edu/digcol/athletics/index.html

• E-Asia
  http://e-asia.uoregon.edu/

• Historical Photograph Collection
  http://boundless.uoregon.edu/digcol/gh/index.html
Grant funding

- Last thing to consider
- State grants (e.g. LSTA)
- National grants (e.g. NEH)
- Private corporations
- Societies
Over to Kate
How do you get them to come?

• Built in audiences
• Links between resources/collections
  – Library catalog
  – Institutional repository
  – Wikipedia
• Indexing in Google
How do you get them to come?

• Reference consultations
• Exhibits
• Finding aids
• Publicity and outreach
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