

## Digital Commonwealth Strategic Plan 2010 – 2013

Adopted by the Executive Committee June 16, 2008

### Vision

Digital Commonwealth creates an accessible digital environment where cultural institutions can collaborate and thrive, and students, teachers, scholars and the curious discover the rich cultural heritage of Massachusetts.

### Mission Statement

The Digital Commonwealth enables Massachusetts cultural institutions to develop a virtual presence, enhancing education and research by creating a community of support, offering professional advice, and facilitating collaboration. The Digital Commonwealth portal facilitates worldwide access to the cultural heritage of Massachusetts. Our repository provides an affordable option to organizations that are unable to host one locally.

### Needs Assessment

DigiComm conducted three member meetings across the state (in Shrewsbury, Middleborough and Holyoke), a non-member meeting of prestigious organizations, and a scan of other statewide collaborative digitization projects to gather input for the planning process. The data from each set of activities is included in the appendix.

We learned that top member priorities include: building community by bringing colleagues and other organizations together; obtaining appropriate training; collectively seeking funding, making collections more accessible; and building stronger collections by combining dispersed items.

The non-member meeting held was held at Boston College and was attended by representatives of Harvard, Brandeis, Northeastern Universities, the National Parks Service, the Boston Athenaeum, and others. Generally, the group was pleased to be invited, and their concerns centered around sustainability and technical issues. Several, notably the Athenaeum, Boston Symphony Orchestra, and the Parks Service were excited at the opportunity virtually to combine their holdings, currently tucked away in virtual silos. For example, three organizations hold John Adams documents that would be searchable as one through Digital Commonwealth.

Finally, our interviews with six comparable state digitization projects revealed that nearly all of them struggle with sustainability. Funding comes from a variety of sources: membership, grants, and stable state funding. Their member fees range from free to \$13,000 per year, depending on their funding source. Several are hosted by universities. Two use Content DM, and other platforms vary widely.

## Goals/Objectives/Activities

In order to build a resource-rich portal and a sense of community among its members, Digital Commonwealth will:

1. GOAL: provide necessary information to all members .

Objective: Identify and employ a variety of vehicles to convey information.

Action	Who's responsible	When
Plan a spring member's meeting and program	Conference Planning Cmte	June, annually
Plan a half or full day conference each fall	Conference Planning Cmte	October, annually
Establish and promote standards	Repository Manager and Portal, Repository, Technology, and Standards Committee (PRTS)	Ongoing
Serve as a clearinghouse of information for members	Repository Manager and PRTS, Website Content	Ongoing
Review portal functionality annually	Portal Manger and PRTS	2009 and annually

Objective: Encourage communication among members by offering a virtual collaboration space in which 25% participate.

Action	Who's Responsible	When
Develop communication platform(s) for members	Training and Outreach committee	December 2008 and ongoing
Seed virtual collaboration space with interesting posts.	Executive Committee	December 2008, ongoing
Facilitate peer review of grant proposals	Appointed task force and collaboration with regional library systems	2009

2. Goal: Offer responsive and effective training to any member in need.

Objective: Develop and offer training in which 25% of members will participate .

Action	Who	When
Survey members about current training needs	Training and Outreach Committee	Annually
Develop relationship with Group Sponsoring Organizations, e.g., Regional Library Systems and Automated Networks to provide joint offerings.	Executive committee	Summer 2009, ongoing
Evaluate contract with Portal/Repository Manager to provide member training and support.	Executive Committee	Spring 2010
Partner with professional organizations such as NEA and NEDCC to develop offerings.	Executive committee, Training and Outreach Committee	2010 and ongoing
Facilitate peer to peer training	Program Training and outreach committee	2010 and ongoing

3. Goal: Provide an affordable user friendly digital repository for members who need one.

Objective: Determine hardware, software, personnel, and other needs.

Action	Who	When
Explore the possibility of a trustworthy digital repository (e.g.: LOCKSS)	Appointed Task Force	2009
Review task force recommendations	Executive Committee	2010
Implement task force recommendations as appropriate .	Executive Committee	Summer 2011-

4. Goal: Ensure the sustainability of Digital Commonwealth.

Objective: Undertake activities to expand membership by 50% with corresponding revenue to cover anticipated operations, development, and upgrade costs with a cushion equal to one-year's operating costs.

Action	Who	When
Develop a collaboration with K-12 community to create curricular materials	Task Force and partners to be announced	2008
Review options for DigiComm governance and organization	Executive Committee	2009
Review and revise pricing structure	Executive Committee	Spring 2009
Revise business plan	Executive Committee	2009
Identify and apply for reasonable grant/foundation funding to support membership growth, system development, and/or other projects	Task Force and partners to be announced	2010, ongoing
Investigate state funding	Executive Committee and partner organization(s)	Fall 2011
Recruit and retain membership	All	Ongoing
Maintain a stable and evolving platform	PRTS and Portal/Repository Manager	Ongoing

5. Goal: Promote Digital Commonwealth to non-members and external audiences.

Objective: Disseminate information about Digital Commonwealth in a variety of ways to non-members and external audiences in collaboration with Group Sponsoring Members, professional associations, and upon request.

Objective	Who	When
Hold forums to discuss Digital Commonwealth and special projects	Training and Outreach Committee	Ongoing
Hold information sessions in various locations across the state.	Executive Committee, Training and Outreach Committee	Ongoing
Develop informational brochures in digital and print format for K-12 and higher education teachers	Training and Outreach Committee	Summer 2009-

## Process

The Planning Task force was charged in December, 2007. The group met in person twice, once in January 2008 to organize the process and to establish a schedule for member and non member meetings, and again in March to review the input it received. This was in addition to the four meetings with members and non-members described above. All other work was conducted virtually. The Draft Plan was reviewed and modified by the full Executive Committee at April and May 2008 meetings.

Planning Task Force:

Vivien Goldman, Trustee, Brookline Public Library  
Joan Krizack, Northeastern University  
Greg Pronevitz, Northeast MA Regional Library System  
Carolyn Noah, Central MA Regional Library System

Approval by Digital Commonwealth Executive Committee:

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Vivien Goldman, President

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Date