Martin Digital History

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Martin Digital History
Strategic Plan

Mission Statement

Martin County Library System (MCLS) Mission: We connect with people to create learning experiences that improve individuals and communities.

Martin Digital History (MDH) Mission: The mission of MDH is to encourage the appreciation of Martin County's unique history by collaborating with community members to collect, present, and interpret relevant digital content, including images, artifacts, and documents.

Goals:

I.   Establish cooperative ties with local historically focused organizations and other potential donors
II. Digitize historical materials
III. Utilize the web to produce an online database, digital exhibits, and history information nexus
IV. Conduct outreach to communities to lead to participation and use

Goal I: Establish cooperative ties with local historically focused organizations and other potential donors

- Objective 1: Review previous agreements with Martin County Memory Project.
    - Strategy 1: Review meeting minutes, documents, basecamp participation.
- Objective 2: Identify team players
    - Strategy 1: Review what's been accomplished so far including minutes, documents, and basecamp
    - Strategy 2: Develop list of interested parties
    - Strategy 3: Meet with local organizations and interested persons.
- Objective 3: Develop Memo of Understanding with each organization if appropriate.
    - Strategy 1: Needs county legal input (reviewed by legal dept 4/2023)
- Objective 4: Develop collaboration plan.
- Objective 5: Maintain relationships and collaborate with invested parties.
    - Strategy 1: Monthly newsletter/email with updates.
    - Strategy 2: Zoom meetings

Goal II: Digitize historical materials

- Objective 1: Establish collection policy.
- Objective 2: Secure and track loaned items
  - Strategy 1: Develop accession log.
  - Strategy 2: Develop DAM (digital asset management) file naming protocol.
  - Strategy 3: Develop form detailing incoming material loaned for scanning that includes statements about rights and expectations and has a signed "returned to loaner" section
    - Oral histories with non-living subjects ("legacy oral histories") will require clearance from family members. Getting contact information at donation is helpful.
  - Strategy 4: Have a secure place to store loaned items
- Objective 3: Digitize incoming materials at high-resolution
  - Strategy 1: Digitize image items at 3,000 to 5,000 dpi on longest side. 8x10s photos will be digitized at 600dpi, smaller items at higher resolution. Save as a TIF, then JPG.
  - Strategy 2: Create lower resolution images for in-house thumbnails, web display with watermark, etc.
- Objective 4: Provide adequate backup of digitized material
  - Strategy 1: Utilize the 3-2-1 strategy (3 copies of data, on 2 different media, with 1 copy being off-site)
    - Saved to 2 external hard-drives, and cloud-based site
- Objective 5: Develop use policies and procedures.
  - Strategy 1: Develop FAQs, forms.
  - Strategy 2: Production of prints. People will call for prints. No charge. We can:
    - 1. Tell them we can provide them with the high-res JPG or TIF through WeTransfer,
    - 2. Print low quality in-house, and/or
    - 3. Partner with a local framing company
- Objective 6: Collect information about incoming material from donors.
  - Strategy 1: Information forms at donation.
  - Strategy 2: Printing out a "more information" report

Goal III: Utilize the web to produce an online database, digital exhibits, and history information nexus

- Objective 1: Determine if Content Management System (CMS) should be entirely online or can be hosted on county servers. [2023-07-31 update: online needed]
- Objective 2: Review possible CMS for quality, cost, usability
  - [2023-07-31 update: website with Omeka installed chosen]
- Objective 3: Review possible inclusions in regional or national digitization programs.
  - Strategy 1: State Library planned digitization program [in planning stages]
  - Strategy 2: DPLA

V. Goal IV: Conduct outreach to communities to lead to participation and use

- Objective 1: Keep staff informed of availability and volunteer options
    - o Strategy 1: Announcements at meetings, in-house brochures
- Objective 2: Inform public about project
    - o Strategy 1: County and library e-newsletter announcements
    - o Strategy 2: Social media posts with history notes and new items available announcements
    - o Strategy 3: Email newsletter announcements, sent to invested organizations, which can then post in their newsletters.
    - o Strategy 4: Flyers, bookmarks, etc. in library
    - o Strategy 5: When returning loaned items, include flyers on how to best store and preserve their historical materials
    - o Strategy 6: Newspaper or magazine articles
    - o Strategy 7: Calendar
- Objective 3: Share digital files upon request
    - o When a patron requests a digital image, send file of jpg to patron and public_records@martin.fl.us with text of accompanying copyright statement on each image.

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