



Martin Digital History

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Martin Digital History Strategic Plan 2026

Mission Statement

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. Maintain cooperative ties with local historically focused organizations and other potential donors
- II. Digitize historical materials held by community members and local organizations
- 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: Maintain cooperative ties with local historically focused organizations and other potential donors

- Objective 1: Continue to identify potential participants
- Objective 2: Develop Memo of Understanding with each organization if appropriate.
- Objective 3: Maintain and review collaboration plan.
- Objective 4: Maintain relationships and collaborate with invested parties.
 - Strategy 1: Continue updates to participants
 - Strategy 2: Event attendance during Historic Preservation Month and other select events

Goal II: Digitize historical materials held by community members and local organizations

- Objective 1: Maintain and review collection policy and strategic plan regularly.
- Objective 2: Secure and track loaned items
 - Strategy 1: Maintain accession log.
 - Strategy 2: Maintain DAM (digital asset management) file naming protocol.
 - Strategy 3: Continue to collection Deeds of Gifts 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: Store loaned items securely
- 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
 - Strategy 2: Establish hurricane/disaster preparation initiatives.
- Objective 5: Collect information about incoming material from donors.
 - Strategy 1: Information forms and interview 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: Maintain Omeka Classic database on Reclaim hosting server
- Objective 2: Participate in Digital Public Library of America, a national access program

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

- Objective 1: Inform public about project
 - Strategy 1: County and library e-newsletter announcements
 - Strategy 2: Social media posts with history notes and new items available announcements
 - Strategy 3: Develop strategies for participants to inform their memberships
 - Strategy 4: Flyers, bookmarks, etc.
 - Strategy 5: Newspaper or magazine articles
 - Strategy 6: Tables at history-focused events
- Objective 2: Answer reference requests:
 - Reference requests from the public may come through the web contact form or direct email.
 - Provide high-res JPG or TIF through WeTransfer or on a shared county drive for Martin County users.

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