Digital Collections Team 2024-25

Overview:
The Digital Collections Team works to determine policy and workflows for the production and publishing of digital collections to produce a consistent, engaging user experience for patrons across the Library's web platforms and discovery services. The team encourages ownership of and communication regarding digital collections and staff and faculty investment in their excellence across the library.

Library KPIs:
- Digital Collections (Primary)
  - Extant digital collections
  - Newly created digital collections
  - Total pages/items
  - Usage of digital collections (see Web Properties)
  - Web Properties
  - Fellowships

Objectives (includes timebound goals and projects):

Guidelines and procedures are created for the digital archive drive and Special Collection & Archive's born-digital collection development processes.
  - **Why:**
    - Improve the documentation and effectiveness of our digital preservation practices
  - **How:**
    - Review digital archive drives for documentation and organization
    - Procedures for born-digital collection development discussed, drafted, and revised using feedback from team
  - **Success looks like:**
    - 80% of our digital archive drives will be reviewed and improved with documentation and organization by the end of the 2025 Spring Semester.
    - Procedures for born-digital collection development processes are communicated and supported by the team.
  - **Fall Update:**
    - With a new digital archivist onboarding and developing workflows, this has not been a focus for fall 2024.
    - Once high priority Archive-It needs have been fulfilled, the team will coordinate a presentation with Rebecca Hastings to ensure the group understands how the software functions and other digital preservation opportunities we can explore, in addition to the above goals of digital archive drive review and improvement.

Review Digital Collections for accessibility of media files and improve with additional connective, interpretive material.

- o **Why:**
  - Improve the quality and accessibility of our digital collections in light of the upcoming DOJ ADA rule change deadline
- o **How:**
  - Review digital collections media files for accessibility, particularly alt text and transcript availability
  - Identify and address any accessibility issues that may be discovered, and discuss and institute accessibility improvements as necessary
- o **Success looks like:**
  - 100% of our digital collections are Web Content Accessibility Guidelines (WCAG) 2.1 Level AA accessible, meeting the new DOJ ADA requirements for title 2
- o **Fall Update:**
  - All of the four monthly Digital Collection Team meeting and the six bi-weekly check-in meetings have centered on gauging the current accessibility of our digital collections in anticipation of the DOJ ADA ruling. Work has included overviewing the ruling and it's definition of terms, conducting a survey of a sample of digital collections, testing accuracy of Python tools for generating alt text descriptions and beginning a conversation around changing metadata description practices in the future.
  - Some elements of digital collections, like maps and data visualizations, remain challenging for accessibility. Since no widely accessible solutions exist for these materials, the WCAG AA Guidelines do not provide explicit requirements for them.
  - This process also involved creating transcripts for 230 audio files that previously lacked transcriptions over the summer of 2024.

Improve user engagement with our digital collections through use of web statistics

- o **Why:**
  - To measure and improve upon user experience and user acquisition for our digital collections
- o **How:**
  - Use Google Analytics and other data sources to evaluate engagement throughout the collections and make improvements to areas where necessary/available
- o **Success looks like:**

- Using analysis of user behavior, revisions are made to our digital collections infrastructure that improve engagement and/or acquisition of users for our digital collections
  - o **Fall Update:**
    - While this period did undertake an extensive redesign for the digital collections browse page and updates across all digital collections, these were driven by a need to update template elements and the development of a new tool which allows the patron to search across collections. That said, one of the goals for this Spring period can be using analytics to track how users are engaging with the browse and search pages to inform a possible redesign. Analytics Dashboard Report templates were developed for easier reading and recording of metrics.

Unit/Team Metrics:
  - o ~~# of digital archive folders reviewed for documentation and organization~~
  - o ~~% of archive drive documented~~
  - o ~~# of published documentation for preservation workflows and guidelines~~
  - o *# of digital collections meeting WCAG 2.1 AA*
    - *Fall update: 133 (Latah Oral History Collection still pending transcripts)*
  - o *% of media items with transcripts made available*
    - Fall update: added 145, 99.25% (All but LOHC)
  - o *% increase in size of digital collections*
    - Fall update: 3.08%
  - o *Web engagement statistics :*
    - *Fall update: from Combined Digital Collection Report, Aug.15-Jan. 1*
      - Total users: 105,155
      - New users: 98,693
      - Views: 517,251
      - Views per user: 4.94
      - Sessions: 178,531
      - Average session duration: 00:03:22
      - Engaged sessions: 98,508
      - Engagement rate: 55.18%
  - o *# and type of record revision contacts ("contact us about this record")*
    - *Fall update: 3*
  - o *# of visits to digital collections' contextual/interpretive content*
    - Fall update: 3,692

Membership:
- Ariana Burns
- Kevin Dobbins
- Rebecca Hastings

- Dulce Kersting-Lark, Ex-Officio
- Maryelizabeth Koepele
- Kelley Moulton
- Zoe Stave
- Andrew Weymouth (Lead)
- Evan Williamson

Reporting to:
- Associate Dean, Research & Instruction