
NORTH CAROLINA'S DIGITAL SUMMIT INITIATIVE, 2016-2017

Findings Report

September 2017

Project Team

Lisa Gregory, North Carolina Digital Heritage Center
Raye Oldham, State Library of North Carolina
Tanya Prokrym, State Library of North Carolina
Cal Shepard, State Library of North Carolina
Theresa Stroisch, Brooktana, Inc.
Michelle Underhill, State Library of North Carolina



The North Carolina Digital Summit Initiative was supported by grant funds from the Institute of Museum and Library Services under the provisions of the federal Library Services and Technology Act as administered by the State Library of North Carolina, a division of the Department of Natural and Cultural Resources (IMLS grant number LS-00-17-0034-17).

Table of Contents

Executive Summary	4
Overview and Project Goals	5
Background	5
Literature Search and Survey	5
Survey Creation	6
Survey Distribution	6
Survey Participants	7
Figure A: Survey Responses by Institution Type	7
Figure B: Estimated Location of Survey Respondents	8
Survey Findings: Highlights	8
Figure C: Length of time institution has been involved in digital initiatives.	9
Current digital initiative priorities	9
Future digital initiative priorities	9
Obstacles and challenges	10
Collaborations	10
Assessment	11
Beyond the Organizational Budget: Digital Initiatives Funding by Organization Type	12
Institutions not involved in digital initiatives	13
Figure D: Institutional affiliation of Digital Summit meeting attendees	14
Future Priorities for North Carolina (2-5 years)	15
Future Priorities for Institutions (2-5 years)	15
Open Discussion	15
• Legal issues	15
• Assessment	16
• System Solutions	16
Trends and Next Steps	16
Trends	16
Digitization	16
	2

Digital preservation	17
Assessment	17
Funding and sustainability	17
Next Steps	18
Appendix A: Institutions at the Digital Summit Meeting	19
Appendix B: Digital Summit Survey Questions	20

NORTH CAROLINA DIGITAL SUMMIT INITIATIVE

EXECUTIVE SUMMARY

The North Carolina Digital Summit Initiative was launched in October 2016. The intention was to identify what libraries and archives in the state were currently doing concerning digitization, digital preservation, data management, and more, and what their priorities were concerning such activities over the next five years. Recognizing that there have been several successful mass digitization projects that were collaborative efforts between North Carolina institutions, the time was right to determine where there were similarities and differences in institutional priorities, and whether there might be other opportunities for institutions to collaborate. The Initiative's scope focused on digital initiatives relating to the management of digital materials by libraries or archives in North Carolina, but not e-books, e-journals, databases, or other items licensed by institutions on a subscription basis.

The Initiative began with a literature search to identify digital trends in North Carolina and more broadly in the Library and Archives professions. Those identified trends were incorporated into a survey of North Carolina library and archives professionals. Priorities identified in the 146 survey responses were then used to formulate the agenda and discussion topics for an in-person meeting that included representatives of different types of libraries and archives in North Carolina who are closely involved with digital projects.

The Initiative findings indicated that North Carolina libraries and archives are committed to continuing and increasing their investment in and commitment to digital initiatives. The most common institutional priorities in this area will remain similar over the next five years. Results of both the survey and in-person meeting indicated that the most common digital initiatives in which institutions were currently engaged included digitization, digital preservation, data management, and digital exhibits. The most common priorities for the future included digital preservation, digitization, improving technological infrastructure (software, storage, etc.), and data management. The areas in which institutions were most apt to already be collaborating, or were most interested in collaborating on, include digital preservation, digitization, and on several issues relating to management systems and other software.

In addition, the in-person meeting identified an interest among most institutions present to cultivate a stronger network between North Carolina institutions involved in digital projects and other initiatives. Once formed, this network will assist in pinpointing more specific priorities and in developing new collaborative digital projects between institutions in the state.

OVERVIEW AND PROJECT GOALS

The State Library of North Carolina collaborated with the North Carolina Digital Heritage Center to launch a six-month Digital Summit Initiative in October 2016. The work was supported by funding from the Institute of Museum and Library Services under the provisions of the federal Library Services and Technology Act.

The primary purposes of the Digital Summit Initiative were:

- To develop a view of the current digital landscape in North Carolina and
- To develop a view of the anticipated future digital landscape in North Carolina, based on trends and on institutional and common goals concerning digital materials.

The Digital Summit project team identified several secondary goals as well, which included:

- To inform plans for future digital projects,
- To understand North Carolina institutions' digital priorities, and
- To foster new collaborations.

The Initiative focused on digitized or born-digital assets or datasets managed by cultural heritage institutions. E-resources that are licensed by libraries or archives on a subscription basis like e-books, e-journals, or subscription databases were not included in the North Carolina Digital Summit Initiative.

BACKGROUND

To meet customer and institutional needs, libraries and archives across North Carolina have invested in digital initiatives for the past 15+ years. Institutions have scanned prodigiously and created metadata, finding aids, websites, and software related to digital initiatives. Some have taken in digital data sets for preservation purposes, as well as born digital documents, photographs, and records. Crowdsourcing, linked data projects, and the hosting of community scan days are examples of other digital activities that have been investigated, tested, or implemented.

North Carolina's libraries and archives have worked together on numerous successful digital initiatives. However, a more comprehensive picture of the specific activities in which libraries and archives were participating, as well as priorities and challenges, was needed to help inform future plans in this area. The North Carolina Digital Summit Initiative grew out of that need.

Project Activities

The Digital Summit Initiative included a literature search, a survey, and an in-person meeting, which culminated in this Findings Report.

LITERATURE SEARCH AND SURVEY

In order to capture information about the current status and future priorities for North Carolina institutions concerning digital initiatives, the Digital Summit project team created an online survey to be

shared widely among institutions who are engaged in digital initiatives as well as those who are not. Drafting the survey began with a literature search to help identify the current trends to be included in the survey. The search was conducted by Michelle Underhill and Lisa Gregory in October and November 2016.

For the literature search, electronic databases were searched for articles published between 2011-2016 that addressed the experiences of multiple institutions engaged in digital initiatives. Databases and resources checked included ProQuest Library and Information Science, Education Resources Information Center, Library & Information Science Source, Library and Information Science Abstracts (LISA). Specific journals checked were *D-Lib Magazine*, *North Carolina Libraries*, and the *Journal for the Society of North Carolina Archivists*. To capture additional topics that may have been shared by libraries, archives, or professional organizations less formally, a general search was also done on the world wide web. From these articles, national trends were identified as well as accomplishments or activities of North Carolina libraries or archives.

Trends and common topics uncovered in the literature search included:

- Digitization
- Digital preservation
- Assessment
- Funding and sustainability

As such, special attention was given to ensure these topics were represented in the survey.

SURVEY CREATION

Questions for the North Carolina Digital Summit Survey were drafted by a team and included questions to help gather information about current digital initiatives institutions were currently undertaking, future plans, and what resources were being used to accomplish initiative goals. The questions were peer tested by digital librarians, data and analysis librarians, and library directors from academic and public libraries. The final survey was created using Survey Monkey. Skip logic was used to ensure respondents answered only questions relevant to their experiences.

SURVEY DISTRIBUTION

The survey was distributed to:

1. North Carolina Community College library directors listserv
2. North Carolina Digital Heritage Center partners
3. North Carolina Library Association listserv
4. North Carolina Public Library Directors Association members
5. Society of North Carolina Archivists listserv

Direct emails were also sent to select institutions recommended by survey participants (in a question requesting what organizations should be represented in the survey findings), institutions with extensive digital programs, and to institutions that represented organization types underrepresented in initial

survey responses. Survey respondents could opt to remain anonymous or to identify themselves or their organization.

SURVEY PARTICIPANTS

146 respondents completed the survey. Respondents represented public, community college, public academic, independent academic libraries, and archives of varying sizes, as well as some historical societies and museums. One hundred thirteen respondents identified the type of institution with which they were affiliated. Respondents were able to select all applicable categories. Of those:

- 47 were from public libraries,
- 23 were from community colleges,
- 16 were associated with UNC system universities, and
- 12 were associated with independent colleges or universities.

Of the remaining respondents, 3 were from special libraries, 8 from archives, 7 were from museums, 1 indicated they were a church archives, and 2 were historical societies. Thirty-three survey respondents opted to not identify their institution type.

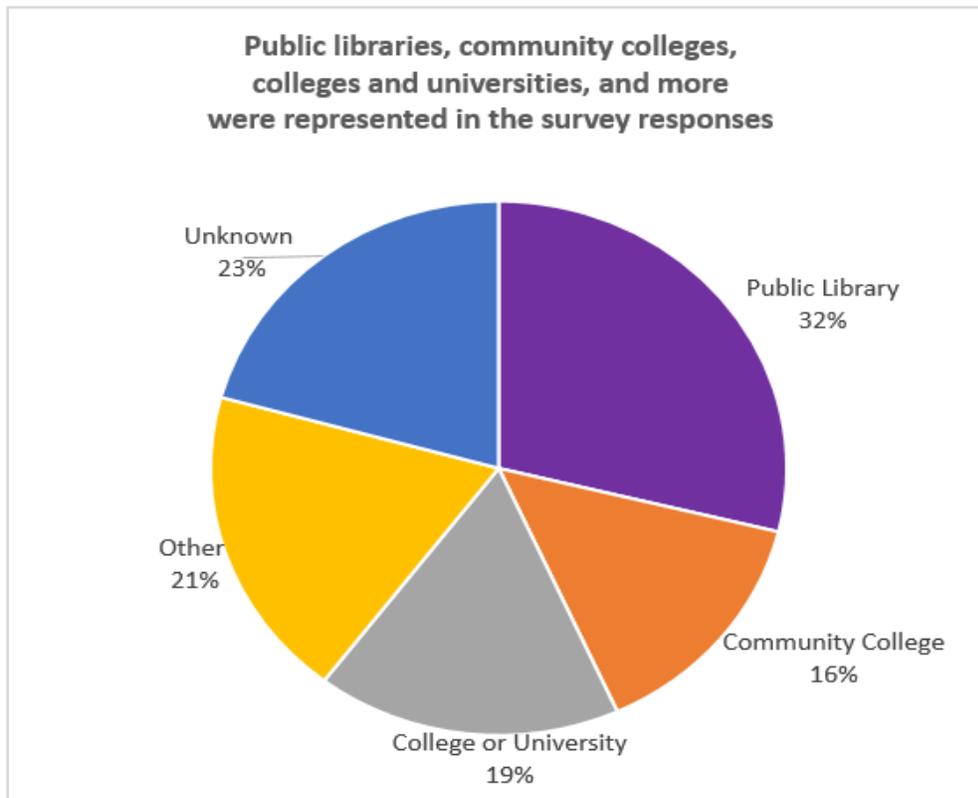


FIGURE A: SURVEY RESPONSES BY INSTITUTION TYPE

Survey responses came from institutions across North Carolina.

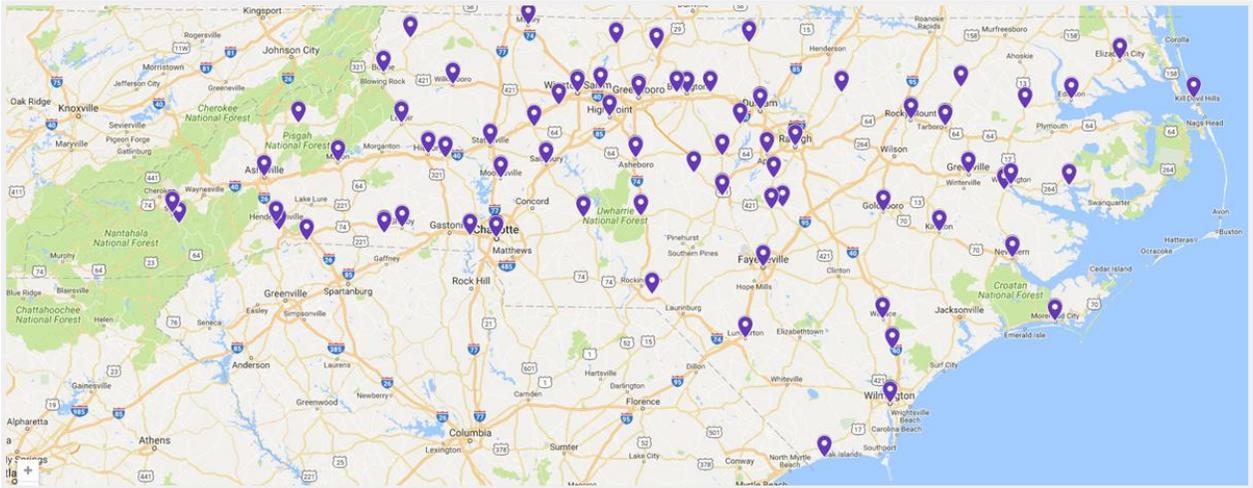


FIGURE B: ESTIMATED LOCATION OF SURVEY RESPONDENTS

SURVEY FINDINGS: HIGHLIGHTS

A complete copy of the survey questions is included in Appendix B and more detailed survey responses may be downloaded from the North Carolina Digital Summit Initiative web page at <http://statelibrary.ncdcr.gov/digitalsummit>. Personally identifying information has been removed from the survey responses.

Approximately 79% of survey respondents reported that their institutions were involved in digital initiatives and approximately 21% of survey respondents indicated their institutions were not involved in digital initiatives at the time. The length of time of involvement varied. About 15% had been involved fewer than two years, and approximately 22% had been participating in digital initiatives for ten years or longer. Another 5% were not sure how long their institution had been involved in digital initiatives.

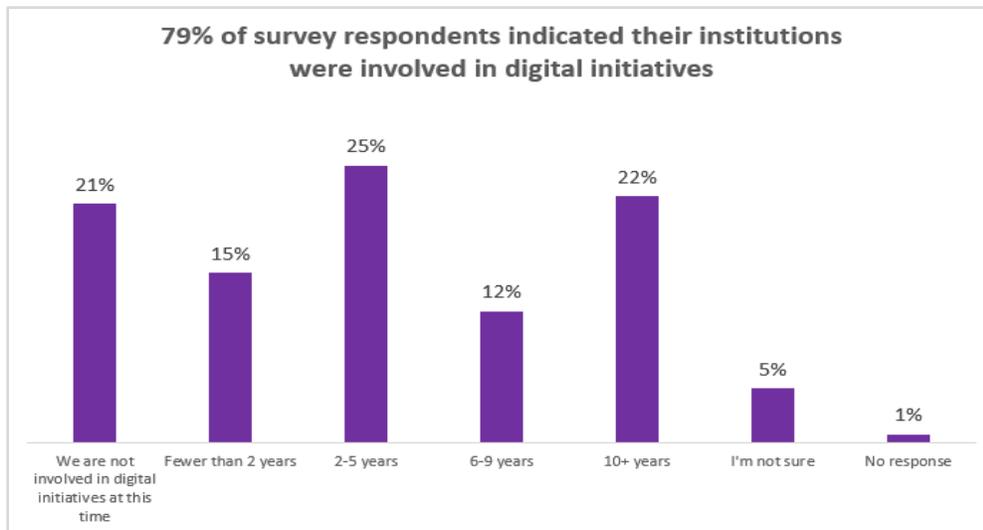


FIGURE C: LENGTH OF TIME INSTITUTION HAS BEEN INVOLVED IN DIGITAL INITIATIVES.

CURRENT DIGITAL INITIATIVE PRIORITIES

Those respondents that are currently involved in digital initiatives were asked to identify what digital initiatives or activities their organization is currently engaged in. Below is a list with the percentage of institutions that identified they currently participated in the listed activity.

Digitization	68%
Digital preservation	59%
Data management	54%
Digital exhibits	40%
Managing born-digital objects	35%
Improving technological infrastructure (software, storage, etc.)	33%
Digital humanities	23%
Web archiving	23%
Linked data	18%
Crowdsourcing	13%
No response/skipped question	10%

FUTURE DIGITAL INITIATIVE PRIORITIES

The survey also requested that all respondents identify what digital initiatives were considered priorities for their institution in the near future. The list below shows which digital initiatives were seen as future priorities. Institutions could select all that applied and institutions were not asked to rank the priorities.

Digital preservation	49%
Digitization	45%

Improving technological infrastructure (software, storage, etc.)	45%
Data management	35%
Digital exhibits	33%
Linked data	32%
Managing born-digital objects	29%
Web archiving	29%
Crowdsourcing	29%
Digital humanities	27%
No response/skipped question	14%

OBSTACLES AND CHALLENGES

The most common challenges for organizations in pursuing digital initiatives were reported as the need for more staffing (53%), funding (49%), and expertise (47%).

COLLABORATIONS

Of the respondents currently involved in digital initiatives, 38% indicated they were currently collaborating with other institutions on some initiatives, 18% said they were not, and 14% said they were not currently collaborating with other institutions, but hoped to in the future. Approximately 26% of libraries involved in digital initiatives did not indicate whether or not they were involved in collaborations.

Responses were grouped together by known institution type to determine whether there were also institution types that might either be more heavily involved in collaborations or more interested in collaborating. Again, not all survey respondents indicated their institution type, but for those that did, the percentage reporting they were currently involved in collaborations are as follows:

Special library or archive	71%
UNC System institutions	63%
Other*	38%
Community colleges	35%
Independent colleges and universities	33%
Public libraries	30%

*Other includes museums, religious organizations, and historical societies.

Also of note is the percentage of respondents from different institution types that indicated they were not currently collaborating on digital initiatives, but that have interest in collaborating with other institutions on shared goals and initiatives. Those percentages include:

UNC System institutions	25%
Independent colleges and universities	17%
Public libraries	13%
Community colleges	9%

The most common areas on which respondents are either already collaborating, or wish to collaborate, included:

Digital preservation	42%
Digitization projects	41%
Software or system hosting	23%

ASSESSMENT

Respondents were asked to list all of the ways they assess the success of their digital collections. While most that indicated they assess their collections use web statistics and user feedback, thirty-one respondents (27% of those who saw the question) stated that they have not yet assessed their digital initiatives.

Usage or web statistics	41%
User feedback (comments, anecdotes, etc.)	42%
Size of digital content collections	20%
Surveys (print or online)	8%
I'm not sure	6%
We have not yet assessed our digital initiatives	27%
Other*	4%
Did not respond/skipped question	23%

*Those who responded other typically mentioned that they were in the planning or early stages of building their digital collections.

BEYOND THE ORGANIZATIONAL BUDGET: DIGITAL INITIATIVES FUNDING BY ORGANIZATION TYPE

For the 113 survey responses that identified the type of organization from which they were affiliated, additional analysis was conducted on the types of funding utilized for digital initiatives beyond their own organization's budget. The funding sources explored included private donors or endowments, Library Services and Technology Act (LSTA) grants, partner organizations, other federal grants, and volunteer labor. The analysis in this section is based only on the responses received from those who identified their organization type.

The following responses only identify whether or not a funding source is being utilized, not the percentage of the total budget that funding source represents.

	Private Donors or Endowments	LSTA Grants	Partner Organizations	Federal Grants Beyond LSTA**	Volunteer Labor
Community Colleges	0%	9%	13%	4%	0%
Independent colleges and universities	33%	17%	0%	0%	17%
Public library	11%	9%	19%	4%	23%
Special library/archive	14%	14%	43%	14%	29%
UNC System institutions	31%	56%	31%	38%	38%
Other*	13%	0%	38%	13%	50%

*Other includes museums, religious organizations, and historical societies.

**Examples of federal grants other than LSTA grants include programs under the Institution of Museum and Library Services, the National Endowment for the Arts, the National Science Foundation, and more.

Rather than selecting that a partner organization was a source of funding, some survey respondents listed partners who funded their digital initiatives in the optional comment box. The North Carolina Digital Heritage Center was the partner most often listed. As such, when analyzing the survey results, those organizations listing the Digital Heritage Center were included in the count of organizations utilizing partnerships to fund their digital initiatives. At this time, the North Carolina Digital Heritage Center is primarily funded through Library Services and Technology Act grant, but instead of attributing

the response to that category, it is being included under “Partner Organizations”, since the grant was not directly given to the responding organization.

The responses to this question show that academic institutions seemed to be the most apt to have used or received funds from private donors or grants for digital initiatives. The University of North Carolina system institutions had the largest percentage of responses indicating they had used LSTA funds for digital initiatives. The responses also revealed that volunteer labor is a critical component supporting digital initiatives work at almost all organization types.

INSTITUTIONS NOT INVOLVED IN DIGITAL INITIATIVES

The project team was curious to learn why institutions elect not to participate in digital initiatives. Funding, staffing, and training were chosen as the top three barriers. Some indicated, however, that they are just not interested in pursuing digital initiatives at this time, or do not currently have any special collections.

Lack of funding	66%
Lack of staff	63%
Need more training	56%
Other priorities	53%
Technological barriers	38%
Space/infrastructure needs	22%
Don't own special collections	19%
Not of interest	9%

When asked whether or not their institution planned on beginning any digital initiatives in the next five years, 22% indicated they would, 19% indicated they would not, 56% indicated they were not sure, and 3% provided no response.

An open-ended question was asked what would assist interested institutions in beginning digital initiatives. The most common responses were funding, staffing, and training. This reinforced the findings in the “Obstacles and Challenges” questions asked of all survey respondents. Other responses included technology, best practices guidelines, and partnerships.

North Carolina Digital Summit Initiative Meeting

A full day Digital Summit meeting was held in Raleigh, NC on April 25, 2017. Meeting invitations were sent to specific individuals representative of five community colleges, five independent academic institutions, eight public academic institutions, seven public libraries, and three government institutions. From those, twenty participants accepted the invitation. Due to adverse weather the day of the meeting, only eighteen participants were able to attend.

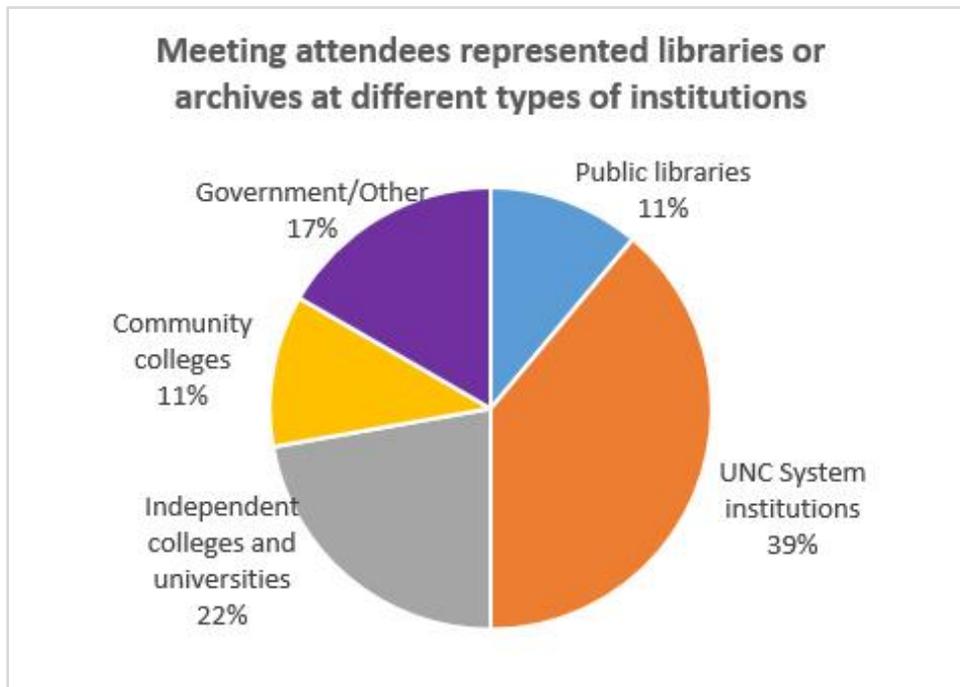


FIGURE D: INSTITUTIONAL AFFILIATION OF DIGITAL SUMMIT MEETING ATTENDEES

The number of participants was kept relatively small in size to encourage active discussion and participation. Attention was given to ensure there was a range in experience and areas of expertise represented: digitization, systems, digital preservation, discovery, curation, and more. Position titles varied, but those present included digital archivists, university archivists, curators, digital collections managers, special collections librarians/managers, repository librarians, library information technology managers, digital scholarship librarians/managers, and program managers. Also in attendance, but not included as participants, were the planning team and facilitator. (See the Appendix for a complete list of participating institutions.)

Meeting Findings

The meeting included a deeper discussion of the survey findings, their relevance to the institutions represented, and speculation about common priorities concerning digital initiatives for the next two to five years for both the institutions present and for the state overall.

Identifying prospective digital initiative priorities, both for individual institutions and for North Carolina, was the key outcome of the day. Participants built upon the North Carolina Digital Summit survey results combined with in-room discussion to develop a comprehensive list that was then prioritized by Summit participants. Each participant had three votes to cast for each category, and could place multiple votes for a single item if they chose. Below are the priorities identified by the participants. Percentages are based on the number of total votes possible.

FUTURE PRIORITIES FOR NORTH CAROLINA (2-5 YEARS)

- Expand North Carolina Digital Heritage Center services and make more sustainable through more funding. 31 %
- Expand efforts to manage and preserve born digital assets. 21%
- State Infrastructure: Increase and improve technology infrastructure. 12%
- Roadshow: Develop a plan for, and deliver a digital doers/roadshow 7%
- Digital Toolkit: Current resources for digital specialists 7%
- Leadership: NC as national leader in digital collections 7%
- Stakeholder Education: Born digital education for stakeholders 2%
- Resources: Staffing, funding, software, hardware 2%
- Rating Matrix: Software/hardware matrix to share across institutions, reflection +/- of software and hardware 2%

FUTURE PRIORITIES FOR INSTITUTIONS (2-5 YEARS)

- Unlocked content (International Image Interoperability Framework) 24%
- Alternatives to CONTENTdm 21%
- Including rights statements and using consistent statements 14%
- Education of students in digitization/personal digital archiving 10%
- Discovery mechanism for records 10%
- Digital initiatives strategic plan 7%
- Integrate digital into workflow across institution 7%
- Machine learning for organizing 2%
- Assessment/value of old collections 2%

Other topics surfaced during discussions but did not receive any votes. These topics may be of interest for future conversations concerning digital activities and initiatives. Possible statewide topics included a more cohesive web presence for North Carolina's digital resources, a unified approach to digital initiatives, increased collaboration, and broadening those involved beyond digital and systems librarians and archivists. Other institutional priorities mentioned included strengthening local connections, 3D digital objects, user experience, and a statistics/assessment system.

OPEN DISCUSSION

The following three topics were discussed in more detail at the meeting, due to a large amount of interest being expressed in them by meeting attendees: legal issues, assessment, and systems.

● **LEGAL ISSUES**

Participants touched on copyright and other legal issues ranging from questionable copyright statuses, to including consistent rights statements with digital items. Some discussed concerns about the intention of donors for archival collections, and interest in exploring how institutions handle such questions.

- **ASSESSMENT**

Institutions struggle with determining the impact of their digital collections, and how to compare the impact across institutions in a supportive way without appearing competitive. An issue that was mentioned is the difficulty in defining the users of digital collections, as they may or may not be the main user base for any given institution.

- **SYSTEM SOLUTIONS**

Ideas that were shared concerning the systems utilized by institutions for digital initiatives included participating in user groups for those systems, establishing communal resources to share information about what systems institutions are using, and their experiences with them, as well as information about what systems institutions are considering.

TRENDS AND NEXT STEPS

The Digital Summit Initiative indicated that many North Carolina libraries and archives are actively engaged in digital efforts or interested in beginning them over the next few years. Digitization and digital access are at the top of this list, but there was a broad range of efforts represented both in the survey and at the meeting.

North Carolina institutions have collaborated on initiatives to date, especially shared digitization projects, but are interested in more opportunities to leverage shared resources and expertise. Meeting participants expressed a desire to form a statewide digital initiative community of practice that would provide the space for participants to share knowledge, further explore local and statewide priority initiatives, discuss emerging trends and topics in the field, and share best practices.

Where appropriate, the Digital Summit Initiative's findings could be expanded with a more in-depth needs assessment, or coordinated and collaborative planning for pilot projects and expansion of current successful initiatives.

TRENDS

After the meeting, another look was taken at the results of both the survey and meeting discussions with special attention given to the initial trends identified in the literature survey on which the Digital Summit Initiative Survey was developed. These trends were digitization, digital preservation, assessment, and funding and sustainability.

DIGITIZATION

It is clear from the survey results and meeting discussions that digitization is the most common digital initiative for institutions in North Carolina. Survey respondents listed it more than any other activity as something they're pursuing now and in the future. As an extension of this, meeting participants identified the North Carolina Digital Heritage Center as an inherent part of those efforts because they work with numerous libraries, archives, and other cultural heritage institutions across the state.

Beyond digitization, meeting participants indicated that a future priority is providing improved access and discoverability to the digital content they manage, both digitized and born digital.

Recommendation for future: Continue discussions between organizations for collaborative digitization projects and projects that will provide improved access to both digitized and born digital content.

DIGITAL PRESERVATION

The Digital Summit Initiative Survey results indicated that digital preservation was one of the most common priority areas now and in the future for North Carolina institutions. The survey also listed it as an area of interest for possible collaborations between institutions.

Discussions at the Digital Summit Meeting indicated that attendees thought digital preservation should be a priority at the state level going forward. Expansion of efforts to manage and preserve born-digital objects was discussed as a common goal, as well as the idea of incorporating instruction on personal digital archiving for students and other library users into library instruction. Interest was expressed in information sharing or deeper collaboration concerning digital preservation in North Carolina.

Recommendation for future: Explore deep collaboration or digital preservation network possibilities among interested institutions.

ASSESSMENT

Survey results indicated a number of institutions had not yet assessed the success of their digital initiatives. In discussions at the Digital Summit meeting, institutions indicated that usage data was relatively easy to obtain, but did not provide all of the information needed for a good assessment of impact. Outcomes from users who access the digital content is much more difficult to capture, but respondents feel it is needed to fill out the full picture of digital initiatives.

At least one institution present had gone to great lengths to assess their digital initiatives, but found the findings were not substantial enough to have warranted the time required to assess them.

The concerns, challenges, and limitations noted in the meeting concerning assessment are not uncommon and similar issues were alluded to in the literature search. Usability testing and usage statistics are easier to obtain and act on than assessments that attempt to determine the value digital initiatives have for those who utilize them.

Recommendation for future: Additional collaboration and sharing of approaches, measures, and experiences between institutions could help identify improved ways to assess the value and impact of digital initiatives going forward.

FUNDING AND SUSTAINABILITY

The Digital Summit Initiative survey identified common funding sources utilized by libraries and archives for digital initiatives beyond an institution's own budget. The meeting discussed them in more depth. Patterns developed based on institution type, with larger institutions being more apt to utilize alternative funding sources. Volunteers were used across institution types.

Recommendation for future: Continued discussion about funding and sustainability between institutions may benefit smaller institutions, especially.

NEXT STEPS

The most fruitful outcome of the Initiative was uncovering the clamor for collaboration amongst professionals working on digital initiatives in North Carolina. Finding ways to keep relationships fresh, share information, and establish partnerships on a regular basis will yield the most immediate impact from this Initiative. This is a challenge, with a geographically dispersed group who self-identified as working without enough resources, but this Initiative clearly revealed the desire to establish such a network. Next steps will be to determine by whom and how such a network can be formed.

A listserv or other communication tool focused on digital initiatives will be set up by the State Library of North Carolina in order to more easily begin or continue conversations, virtual or physical meetings, or other communication necessary to share experiences and information among interested librarians, archivists, and other professionals in North Carolina. From there, new initiatives may be formed and prioritized, and roles established between participating institutions.

APPENDIX A: INSTITUTIONS AT THE DIGITAL SUMMIT MEETING

Institution	Type
Central Piedmont Community College	Community College
Surry Community College	Community College
NC Digital Heritage Center	Government/Other
State Archives of North Carolina	Government/Other
State Library of North Carolina	Government/Other
Duke University	Independent Academic
Elon University	Independent Academic
Wake Forest University	Independent Academic
Johnson C. Smith University	Independent Academic
Appalachian State University	Public Academic
East Carolina University	Public Academic
NCSU	Public Academic
North Carolina A&T	Public Academic
UNC Greensboro	Public Academic
UNC-Chapel Hill	Public Academic
UNC-Wilmington	Public Academic
Charlotte Mecklenburg Library	Public Libraries
Wake County Public Libraries	Public Libraries

Note: Due to inclement weather Iredell County Public Library and New Hanover County Public Library were unable to attend.

APPENDIX B: DIGITAL SUMMIT SURVEY QUESTIONS

Survey questions are on pages 21-47. The questions were exported from Survey Monkey. Please excuse any formatting issues.

Introduction to the Digital Summit Survey

This survey is part of a State Library of North Carolina initiative called the "Digital Summit." Your responses to this survey will directly support the goals of the Digital Summit:

- * To develop a clear view of the current digital landscape in libraries and archives in North Carolina.
- * To understand the anticipated future digital landscape in libraries and archives in North Carolina, based on national and international trends and on institutional and common goals.

Please complete this survey if you:

- * Manage digital initiatives at a library or archive in North Carolina, OR
- * Are in a management position at a library or archive in North Carolina that does not currently participate in any digital initiatives.

We value your time and hope you will consider sharing your feedback. This survey will take between 10 - 30 minutes to complete and includes questions on the following topics: activities, content and priorities, assessment, technology, funding and staffing, collaborations, obstacles, and general information.

Results of this survey will be available on the [Digital Summit Initiative website](#) in late Spring, 2017. Results will report on trends, as individual responses will be anonymized.

Recognizing that some terms and phrases used in this survey may be defined different ways, we have recorded how they are defined for the purposes of the Digital Summit Initiative on the next page and at <http://statelibrary.ncdcr.gov/digitaldefinitions.html>.

Thank you, and feel free to contact us if you have any questions at michelle.underhill@ncdcr.gov

Digital Summit Planning Committee

Michelle Underhill, Committee Chair and Director, N.C. Government & Heritage Library, State Library of North Carolina

Lisa Gregory, Program Coordinator, N.C. Digital Heritage Center

Raye Oldham, Federal Programs Consultant, State Library of North Carolina

Tanya Prokrym, Director, Library Development, State Library of North Carolina

Cal Shepard, State Librarian

Definitions

For the purposes of this survey, please keep the following definitions in mind.

The definitions are also available at
<http://statelibrary.ncdcr.gov/digitaldefinitions.html>.

Digital content: Digitized and born-digital materials in a library or archive's care for the duration of its lifecycle. **Do not** include digital content such as e-books or databases that are licensed by institutions on an annual or temporary basis.

Digital initiatives: A range of activities in libraries and archives including digitization of print materials, preservation of digital materials, creation and management of digital exhibits, management of born digital objects, data management, and website or social media archiving.

Born-digital: Materials that have been produced in a digital form, instead of being converted from another format into a digital form.

Digital humanities: This is an evolving area with many different definitions. However one common theme is the use of digital technologies to engage in new forms of humanities research, inquiry, and publishing.

Data management: Includes storing and preserving data sets from research projects; also includes data management plans which detail how data will be collected or deposited, what metadata will be stored with it, and how it will be managed and made available to researchers.

Digital preservation: Activities and policies that help ensure content in digitized and born digital files remains available in the future.

LSTA: Library Services and Technology Act grants are federal funds from the Institute of Museum and Library Services that are awarded by the State Library to eligible North Carolina libraries.

Web archiving: The process of collecting websites and the information that they contain and preserving these in an archive.

Activities: Years Digitizing Content

Approximately how long has your institution been involved in digital initiatives?

- We are not involved in digital initiatives at this time
- Less than 2 years
- 2-5 years
- 6-9 years
- 10+ years
- I'm not sure

Recognizing that some terms and phrases used in this survey may be defined different ways, we have recorded how they are defined for the purposes of the Digital Summit Initiative at <http://statelibrary.ncdcr.gov/digitaldefinitions.html>.

Digital Summit Initiative

Activities: Institution Priorities

What digital initiatives is your institution currently engaged in, and what do you believe will be a priority for your institution in the near future?

*Please select all that apply, and check boxes in **both columns** if the initiative is both a current and future priority.*

	Current Activity	Future Priority
Digitization	<input type="checkbox"/>	<input type="checkbox"/>
Providing access to digital objects for end users (End user categories may vary by institution)	<input type="checkbox"/>	<input type="checkbox"/>
Managing born-digital objects	<input type="checkbox"/>	<input type="checkbox"/>
Digital exhibits	<input type="checkbox"/>	<input type="checkbox"/>
Digital preservation	<input type="checkbox"/>	<input type="checkbox"/>
Web archiving	<input type="checkbox"/>	<input type="checkbox"/>
Data management (archiving, preservation)	<input type="checkbox"/>	<input type="checkbox"/>
Linked data	<input type="checkbox"/>	<input type="checkbox"/>
Digital humanities	<input type="checkbox"/>	<input type="checkbox"/>
Crowdsourcing (transcribing, metadata, collecting, and/or data reuse)	<input type="checkbox"/>	<input type="checkbox"/>
Improving technical infrastructure (new software, new storage solutions, new functionality)	<input type="checkbox"/>	<input type="checkbox"/>

Other/Comments

Recognizing that some terms and phrases used in this survey may be defined different ways, we have recorded how they are defined for the purposes of the Digital Summit Initiative at <http://statelibrary.ncdcr.gov/digitaldefinitions.html>.

Activities: Institutional Priorities

Are digital initiatives included in your institution's strategic plan?

- Yes
- No
- I'm not sure
- My institution does not have a strategic plan

Content and Priorities: Collection Content

Tell us about your institution's digital content.

Please select all that apply, and check boxes in **both columns** if the content type is both a current and future priority.

	Managing Now	Likely to Manage in the Next 5 Years
Manuscripts	<input type="checkbox"/>	<input type="checkbox"/>
Published volumes	<input type="checkbox"/>	<input type="checkbox"/>
Photographs	<input type="checkbox"/>	<input type="checkbox"/>
Datasets	<input type="checkbox"/>	<input type="checkbox"/>
Art	<input type="checkbox"/>	<input type="checkbox"/>
Audio	<input type="checkbox"/>	<input type="checkbox"/>
Video	<input type="checkbox"/>	<input type="checkbox"/>
3-dimensional objects	<input type="checkbox"/>	<input type="checkbox"/>
Archived websites	<input type="checkbox"/>	<input type="checkbox"/>
Faculty publications	<input type="checkbox"/>	<input type="checkbox"/>
Theses and/or dissertations	<input type="checkbox"/>	<input type="checkbox"/>
Ephemera	<input type="checkbox"/>	<input type="checkbox"/>

Other/Comments

Content and Priorities: Digital Preservation

Is your institution currently participating in digital preservation activities?

- Yes
- No
- I'm not sure [Note: The next question will provide a list of digital preservation activities. If you do not engage in any, you may simply skip it.]

Recognizing that some terms and phrases used in this survey may be defined different ways, we have recorded how they are defined for the purposes of the Digital Summit Initiative at <http://statelibrary.ncdcr.gov/digitaldefinitions.html>.

Content and Priorities: Digital Preservation

Tell us about your institution's digital preservation activities.

Please select all that apply, and check boxes in **both columns** if the activity is both a current and future activity.

Common digital preservation terms and definitions.

	Participating Now	Likely to Participate in the Next 5 Years
Selection for preservation	<input type="checkbox"/>	<input type="checkbox"/>
Metadata creation/extraction	<input type="checkbox"/>	<input type="checkbox"/>
Transformation / migration of formats	<input type="checkbox"/>	<input type="checkbox"/>
Creation of access copies	<input type="checkbox"/>	<input type="checkbox"/>
Normalization of files	<input type="checkbox"/>	<input type="checkbox"/>
Fixity checks	<input type="checkbox"/>	<input type="checkbox"/>
File format identification	<input type="checkbox"/>	<input type="checkbox"/>
File format validation	<input type="checkbox"/>	<input type="checkbox"/>
Emulation	<input type="checkbox"/>	<input type="checkbox"/>
Content replication	<input type="checkbox"/>	<input type="checkbox"/>
Secure storage management	<input type="checkbox"/>	<input type="checkbox"/>
Preservation planning	<input type="checkbox"/>	<input type="checkbox"/>
Development of preservation policies and strategy	<input type="checkbox"/>	<input type="checkbox"/>
Development of guidelines for content creators	<input type="checkbox"/>	<input type="checkbox"/>
Research	<input type="checkbox"/>	<input type="checkbox"/>
Preservation education, training and outreach	<input type="checkbox"/>	<input type="checkbox"/>

Other/Comments

Content and Priorities: Data Management

Is your institution currently participating in data management?

- Yes
- No
- I'm not sure [Note: The next question will provide a list of data management activities. If you do not engage in any, you may simply skip it.]

Recognizing that some terms and phrases used in this survey may be defined different ways, we have recorded how they are defined for the purposes of the Digital Summit Initiative at <http://statelibrary.ncdcr.gov/digitaldefinitions.html>.

Content and Priorities: Data Management

Tell us about your institution's data management activities.

Please select all that apply, and check boxes in **both columns** if the activity is both a current and future activity.

	Participating Now	Likely to Participate in the Next 5 Years
Institutional repository for datasets	<input type="checkbox"/>	<input type="checkbox"/>
Metadata creation/extraction	<input type="checkbox"/>	<input type="checkbox"/>
Development of preservation policies and strategies for data managed by your institution	<input type="checkbox"/>	<input type="checkbox"/>
Advising on data management plans	<input type="checkbox"/>	<input type="checkbox"/>
Providing access to datasets of internal researchers or project partners	<input type="checkbox"/>	<input type="checkbox"/>
Providing broader access to datasets to external researchers/public	<input type="checkbox"/>	<input type="checkbox"/>
Transformation of datasets	<input type="checkbox"/>	<input type="checkbox"/>
Visualization tools for data	<input type="checkbox"/>	<input type="checkbox"/>
Secure storage	<input type="checkbox"/>	<input type="checkbox"/>

Other/Comments

Content and Priorities: Challenges

In a sentence or two, what are the biggest challenges for your institution in managing digital content?

Assessment

How does your institution assess the success of digital initiatives?

- Usage or web statistics
- User feedback (comments, anecdotes, etc.)
- Size of digital content collections
- Surveys (print or online)
- I'm not sure
- We have not yet assessed our digital initiatives
- Other (please specify)

Technology

To the best of your knowledge, what specific systems and/or infrastructure make up your digital initiatives technology environment?

Please list names of software, vendors, storage providers, preservation systems or providers, etc. Examples may include CONTENTdm, Omeka, Islandora, Custom system, System built in-house, Oracle, Amazon AWS, County-managed servers, Duracloud, LOCKSS, MetaArchive, Perservica, LibSafe, etc.

[Note: Indicate "not applicable" if your institution hasn't yet begun any digital initiatives.]

How well does the technology you listed in the previous question meet your institutional and/or user needs?

Funding and Staffing: Overview

How many FTE (if any) are devoted to digital initiatives at your institution?

Please count full time and part time equivalents. For example, if you have three staff members who devote half of their time to working on digital initiatives, you may enter 1.5 FTE (full-time equivalent). If you have one full time person who only works on digital initiatives, and one who divides their time between digital initiatives and print preservation, that, too, would be 1.5 FTE.

How does your institution currently fund/support digital initiatives?

Please select all that apply.

- State funds
- Private donors or endowments
- Support from a Friends group
- LSTA grant funds
- Consortia
- Partner organization
- Local historical society
- Federal grant funds, other than LSTA
- County funds
- Town/city funds
- Volunteer labor
- I'm not sure
- Other/Comments (please specify)

Collaborations: Overview

Is your institution currently collaborating with other institutions on digital initiatives?

- Yes
- No
- Not yet, but we want to be collaborating with other institutions
- I'm not sure

Collaborations: Initiatives

What kind of initiatives is your institution collaborating on or would like to be collaborating on?

- Digital preservation
- Shared/joint digitization projects
- Web archiving
- Datasets/data management
- Software/hosting (e.g. shared repository or management system)
- Other (please specify)

If you would like to elaborate or share additional thoughts on collaborating in these areas or others, please do!

Collaborations: Collaborators

Please indicate the types collaborators that you are working with or would like to work with:

Select all that apply.

- Library (not including K-12 libraries)
- Archives
- Museum
- Business
- K-12 school
- Consortia
- Vendor
- Historical society
- I'm not sure
- Other (please specify)

Activities: Other Priorities

If your institution is not currently involved in digital initiatives, why not?

Please select all that apply.

- Not of interest
- Other priorities have taken precedent
- Lack of funding
- Lack of staff
- Space/infrastructure needs
- Current staff need more training
- Technological barriers
- We don't own any special collections
- Other (please specify)

Activities: Other Priorities

Do you see your institution beginning any new digital initiatives in the next 5 years?

- Yes
- No
- I'm not sure

Digital Activities: Planned

What digital initiatives are anticipated to be a priority for your institution in the next five years?

Please select all that apply.

- Digitization
- Managing or providing access to born-digital objects
- Digital exhibits
- Digital preservation
- Web archiving
- Data management (archiving, preservation)
- Linked data
- Digital humanities
- Crowdsourcing (transcribing, metadata, collecting, and/or data reuse)
- Improving technical infrastructure (new software, new storage solutions, new functionality)
- I'm not sure
- Other (please specify)

What, if anything, would assist your institution in launching these future digital initiatives?

Do you anticipate collaborating/partnering with another institution on these digital initiatives?

- Yes (or - we hope to!)
- No
- I'm not sure

Digital Activities: Planned

What kind of initiatives do you foresee your institution collaborating/partnering on with other institutions?

- Digital preservation
- Shared/joint digitization projects
- Web archiving
- Datasets/data management
- Software/hosting (e.g. shared repository or management system)
- Other (please specify)

Please indicate the types collaborators that you would like to work with:

Select all that apply.

- Library (not including K-12 libraries)
- Archives
- Museum
- Business
- K-12 school
- Consortia
- Vendor
- Historical society
- I'm not sure
- Other (please specify)

Funding and Staffing: Funding Plans

Is your institution considering seeking additional funding in the near future to support digital initiatives?

- Yes
- No
- I'm not sure

Funding and Staffing: Funding Plans

What might your institution be seeking funding to support?

Please select all that apply.

- Digitization
- Managing or providing access to born-digital objects
- Digital exhibits
- Digital preservation
- Web archiving
- Data management (archiving, preservation)
- Linked data
- Digital humanities
- Crowdsourcing (transcribing, metadata, collecting, and/or data reuse)
- Improving technical infrastructure (new software, new storage solutions, new functionality)
- Staffing
- Physical space
- I'm not sure
- Other/Comments (please specify)

Obstacles

Select any of the following challenges to pursuing digital initiatives that apply to your institution.

Please select all that apply.

- Digital initiatives are not currently an institutional priority.
- Not enough funding.
- Need additional information and training on using alternative funding sources (e.g. grants).
- Need more staffing.
- Need more staff expertise.
- Require additional physical space or infrastructure.
- Restrictive information technology environment/Information technology security concerns.
- I'm not sure.
- Other (please specify)

General Information: Job Title and Institution Information

My job title is:

I work at a/an:

Please check all that apply.

- Public library
- Community college library
- UNC system library
- Independent college/university library
- Special library
- Archive
- Other (please specify)

My institution is generally described as:

- Large
- Mid-sized
- Small
- I'm not sure how it's described
- Other (please specify)

If your institution has a specific scope, please describe it (for example, religious archive, government library, HBCU, women's college, etc.):

General Information: Concluding Questions

What other North Carolina individuals or institutions should we be sure we've heard from?

May we contact you with follow-up questions? If so, please list your name and email address below:

Name

E-mail Address

Data trends from this survey will be shared, but will be anonymized.

Please share any additional comments, questions, or concerns.

Thank You

Thank you for completing this survey. Feel free to contact us if you have any questions at michelle.underhill@ncdcr.gov

Digital Summit Planning Committee

Michelle Underhill, Committee Chair and Director, N.C. Government & Heritage Library, State Library of North Carolina

Lisa Gregory, Program Coordinator, N.C. Digital Heritage Center

Raye Oldham, Federal Programs Consultant, State Library of North Carolina

Tanya Prokrym, Chief, Library Development, State Library of North Carolina

Cal Shepard, State Librarian