Montana Memory Project Strategic Plan 2016-2018

Statement of Purpose:

The Montana Memory Project Strategic Plan is intended to be a guiding document to generally direct the actions and establish priorities for the Montana Memory Project staff and the Montana Memory Project Advisory Council over the 2016-2018 time periods.

Goals / Objectives / Actions

Goal 1: To grow a rich body of culturally and historically significant, digitally-reformatted and digitally born materials that lead to new understandings of Montana's past and present.

Objective 1: Develop new relationships with Montana museums and local archives and encourage content contribution from these entities. Taking into consideration a prioritized list for a 2-year period.

Action Steps –
- Work with museums to create digital collections for greater access to rare content
  - The Advisory Council working group will meet to determine best strategies for content priorities, including some of the options listed:
    - Focus on preservation priorities
    - Focus on audience
    - Breakdown 20% preservation, 20% topics, 40% geography
    - Focus on funding donors – oral histories, cemeteries and related data
    - Topics of current high Interest – i.e.: Vietnam vet interviews from Billings Gazette
- Work with museums currently using Past Perfect inventory software to convert existing data into metadata files for the MMP
- Encourage museums using Past Perfect for inventory to make archival quality scans of materials for preservation and possible sharing. Many Past Perfect software users are scanning low-quality thumbnail image as they do inventories. A high quality scan will ensure ability to add to the MMP at later date or harvest to DPLA.

Objective 2: Encourage development of local partnerships, including seeking funding to add new collections.

Action Steps
- Encourage local partnerships between museums, archives and libraries to develop digital collections.
- Encourage libraries, museums and archives to seek local partners to assist with collection development, writing metadata, and uploading projects.
- Encourage libraries, museums and archives to seek local partners for assistance in funding digital collection development.
- Encourage larger libraries or museums to work as content feeders for outlying smaller communities. (Use Lewistown as a model)

- Rely on advisory council member and other contacts to focus on regional outreach through a designed process to groups. MSL provides:
  - talking points
  - educational resources
  - metadata creation training
  - digitization funding
- Consistently applying an approach that looks at the big picture
- Present at MAM conferences – and use MAM listserv for outreach
- Travel with MHF to present grant writing workshops
- Coordinate project funding requests with MHF
- Present at Annual History conference
- Propose a panel at MLA conference – actual people form libraries, archives, and museums to share success stories about partnerships
- Engage in partnerships with other data repositories – such as GIS.

Goal: 2 Develop a long term strategy to grow funding for the MMP.

Objective 1: Identify wide range funding opportunities
Action Steps
- Create a budget to help advisory council and future donors understand the immediate costs of the MMP and the costs to grow the MMP
- Look for private donors
- Seek project based endowments
- Create an accurate account of who makes the most use of the MMP, i.e. - contributes the most content.
- Identify the major partner institutions - large scale contributors vs. single collection contributors
- Determine long terms costs of maintaining the MMP - maintaining hosted storage, current staffing
- Factor in long term costs of growing the MMP - more hosted storage space, evaluation of current platforms.
- Factor in additional staff member to support the MMP director (long-range goal).

Objective 2: Develop a scalable funding formula that will allow organizations of all sizes to participate. This objective may change, depending on the working group outcomes.

Action Steps
- Create a committee to explore cost share formulas that will not prevent small institutions from contributing content.
- Develop a scalable plan.
- Decide how museums specifically can participate in the MMP and how they can contribute to overall funding model.
- Determine if end users will be allowed to contribute content and under what process.

GOAL 3: To build a digital resource that demonstrates current best practices for usability and is responsive to the needs of end users.

Objective 1: Work with Montana Historical Society to successfully move newspapers to a new repository.

Action Steps
- Provide access to digital files of all newspapers contributed to the MMP to MHS.
- Offer input on selection of a newspaper platform
- Participate in Alpha and Beta releases of newspaper platform development
- Encourage participation in the newspaper platform and send interested libraries to MHS
- Work with MHS to ensure there is seamless, easy access for the end user between the two environments

Objective 2: Continue to develop the audio collections.

Action Steps
- Consider the MSL Trust funds available for use in the MMP
- Create best practice guidelines and training materials
- Partner with MHS for training help
- Investigate how to incorporate the Share Your Story LSTA statewide project in this related effort in the MMP

Objective 3: Explore and test the option of becoming a direct service hub to the DPLA

Action Steps
- Work with committee from UM, MSU, MSL, and MHS to determine the level of effort to become a service hub
- Examine the Service Hub Application and the requirements
- Explore using REPOX Harvester
- Discuss the requirements of other repositories to contribute including metadata requirements
- Determine if this group can work together to become a service hub
- Decide roles and responsibilities of each partner

GOAL 4: To expand visibility and use of MMP.

Objective 1: Increase visibility to funding organizations, foundations, legislators, educators, researchers, and the public through outreach efforts.

Action Steps
- Develop outreach campaigns making use of virtual and physical exhibits, social media, and local websites
- Re-evaluate the branding of the MMP

- Identify four highly important new collections per year and implement a campaign of events, social media, and local promotion to celebrate their release
- Ensure regular representation at national, state and regional conferences including, but not limited to: MSL Fall Workshops, Montana Library Association Annual Conference, MEA-MFT annual Conference, MWDL, DPLA, and CONTENTdm
- Provide talking points to the MMP Advisory Council and to contributing institutions to use in promoting MMP to directors, boards, and donors
- Post to Facebook and perhaps additional social medial platforms to increase awareness of the content available in the MMP.
- Find ways to encourage contributors to contribute to our social media presence.

Objective 2: Research other platforms for sharing content beyond the MMP

Action Steps
- Seek new opportunities to exhibit content on the DPLA exhibition pages
- Search for additional opportunities to curate and exhibit MMP content with partners and the public.