UNR Digital Initiatives

Digital Collections Management

**Mission**

To collaboratively develop, manage, preserve, and provide lifecycle access to University Libraries' digital assets.

**Definition**

For purposes of this policy, digital collections include organized displays of digital assets made accessible via the Libraries website and the Digital Initiatives’ digital assets management systems.

**Responsibilities**

Identify potential digital collections and exhibits in consultation with Libraries departments, other UNR units, and outside organizations.

Plan, prioritize, and document the development and life-cycle maintenance of UNR Digital Collections in collaboration with the Libraries Technical Support Cluster, collection curators (those responsible for selection and content), and other stakeholders.

Collaborate with Libraries stakeholders to develop and implement a digital preservation plan to provide direction for all Libraries digitization projects.

Work with the Libraries Web & Applications Development and Data Management Team to update UNR digital collections online platforms to adapt to the ever changing digital environment.

Operate in alignment with the UNR Special Collections and University Archives mission statement:

> The Special Collections and University Archives Department of the University of Nevada, Reno Libraries selects, preserves, organizes, creates access to, provides reference assistance for, and promotes the use of unique, rare, and historically significant resources in a variety of formats to support research, teaching and learning at the University of Nevada, Reno. The department also serves researchers at large, including visiting scholars, local historians and writers, and the general public.
Audience

The content exhibited by UNR digital collections serves a variety of communities including academia, K-12, historical societies and museums, and local, national, and international communities interested in Nevada history, culture, and life.

Scope

The primary topical focus of UNR digital collections is materials created by or of interest to residents of Nevada. While the focus of collections is unique or rare content held by the UNR Libraries, materials from other UNR departments, community partners, and federal or state entities are also included.

The technical scope of UNR Digital Initiatives involves the coordination of content selection, metadata development, and technical platform management.

Collection Content and Selection Criteria

According to NISO guidelines, a digital collection “consists of digital objects that are selected and organized to facilitate their discovery, access, and use. Objects, metadata, and the user interface together create the user experience of a collection.”

Working in collaboration with UNR departments and/or community partners, UNR Digital Initiatives will develop collections or exhibits by ingesting curated manuscripts, photos, AV materials, oral histories, UNR publications, and unique materials. Determinations regarding the feasibility of creating new digital projects will be made by the Technical Support Cluster (TSC). Individual items will be selected for digitization from physical collections by the collection curator. An entire collection may be digitized if it is deemed necessary to make it accessible in its entirety.

Consideration of inclusion of a new collection will be based on the following criteria:

- **Significance of Materials**
  - Subject matter is unique, is in demand, is useful to the established audience, and complements the mission of the University.

- **Current or Potential Users**
  - The physical material receives heavy use or is fragile and great interest in the content has been manifested by the established and potential audience.

- **Relationship to other Collections**
  - Creation of new collection or enhancement of an existing collection that improves access to unique materials.

- **No Duplication of Effort**
Assurance that similar collections or collections holding the same digital objects are not already available to the public through the efforts of other institutions.

**Formats**
- UNR digital collections include digital surrogates of physical resources as well as born-digital materials. A general overview of media included in digital collections include:
  - Manuscripts: curated selections with links to finding aid
  - Photos: most requested images, those deemed important by curator for topic represented in related collection, enhance legacy collection or important addition to new collection. An entire photo collection may be added if the curator finds it necessary for all elements to be present together IF it is not too large.
  - Films and other AV material produced by UNR
  - Audio
  - Outside entities loaning material for inclusion in UNR digital collections
  - Newspapers and other periodicals printed by UNR

**Copyright Permissions Responsibility**
- Curators are responsible for content and rights, and will collaborate with UNR Digital Initiatives to craft satisfactory rights statements.

**Best Practices**

**Preservation**
UNR Digital Initiatives adheres to preservation standards set by the National Digital Stewardship Alliance (NDSA), the National Information Standards Organization (NISO), and the National Archives. UNR Digital Collections will guide collaborative partners in the preservation of archival digital files created for digital projects using preservation best practices.

**Organization & Metadata**
UNR Digital Initiatives works with the UNR Metadata and Cataloging Department to create Dublin Core metadata that aligns with regional and national standards. This involves the creation of Indexing Guidelines for collections based on the Mountain West Digital Library Application Profile.
Appropriate partners and venues for collection harvesting and metadata sharing will be selected by UNR Digital Initiatives, collaborative partners, MCD, and Discovery Services.

**Marketing & Promotion**

The marketing of digital collections is the responsibility of UNR Digital Initiatives, Libraries Communications, and collaborative partners. The scope of promotion and range of marketing strategies will vary by collection.

**Maintenance & Removal Policy**

Each digital collection will be maintained by UNR Digital Initiatives in CONTENTdm or current Digital Asset Management System (DAMS). UNR Digital Initiatives is also responsible for maintaining the Digital Collections website. However, UNR Digital Initiatives is not responsible for maintaining links that lead to the collections from other sites.

Collection weeding, storage, copyright dispute, or ADA incompatibility may be cause for the removal of all or part of a digital collection. The decision to remove a collection will be made by collaborative partners, UNR Digital Initiatives, and the TSC.