

**DIY Digital Assets:  
Creation, Implementation, Access**

Presenters:  
Christina Moretta  
Manny Escamilla  
Trent Garcia

Wednesday August 17, 2011  
12:00pm – 1:00pm

Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

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**Introductions**


**Trent Garcia**  
Electronic Collections Specialist  
San Francisco Public Library



**Christina Moretta**  
Photo Curator  
San Francisco History Center  
San Francisco Public Library



**Manny Escamilla**  
Archivist  
Santa Ana History Room  
Santa Ana Public Library




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**Agenda**



- Where to get free digital assets to incorporate into your collection.
- How to find funding for local digital archiving projects.
- Tips on how to recruit, train, and utilize your volunteers.
- Ideas for creative public relations to promote your projects.

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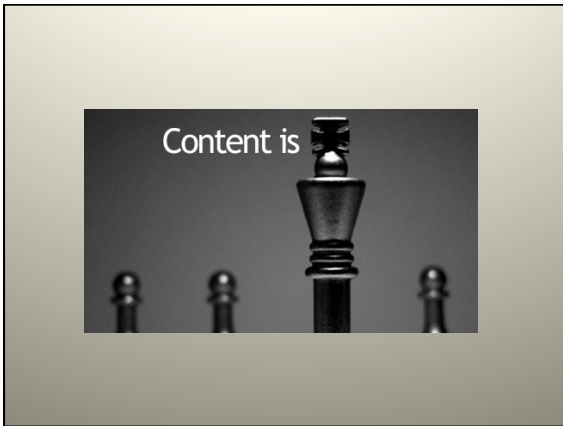
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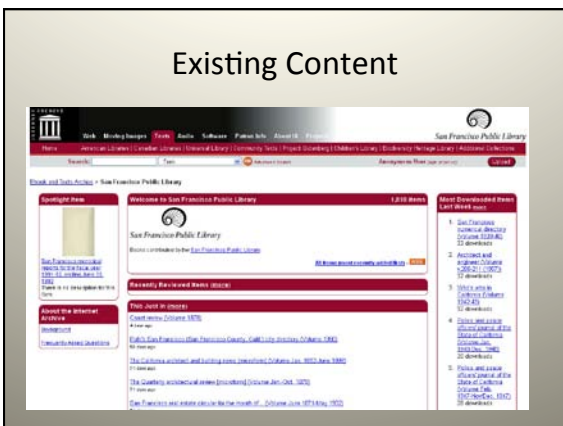
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### Existing Content



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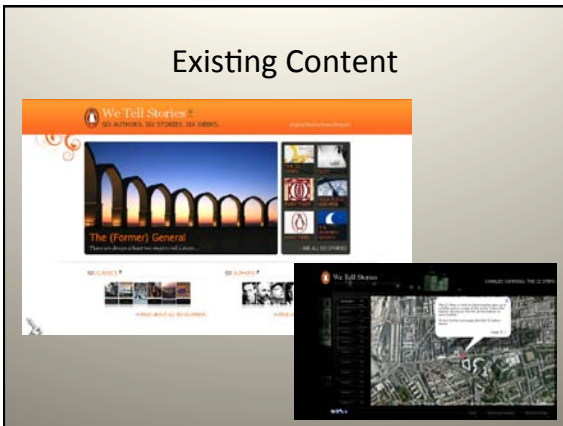
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### Existing Content



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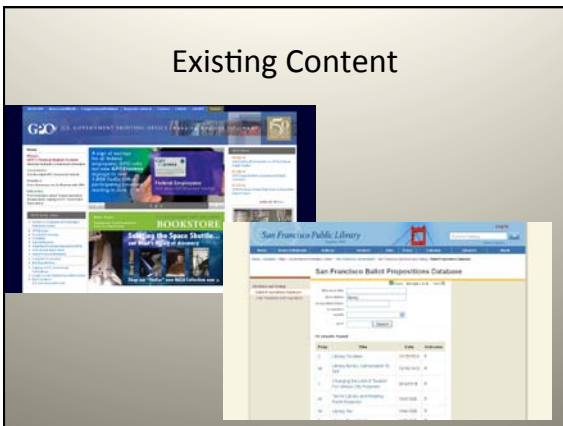
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### Existing Content



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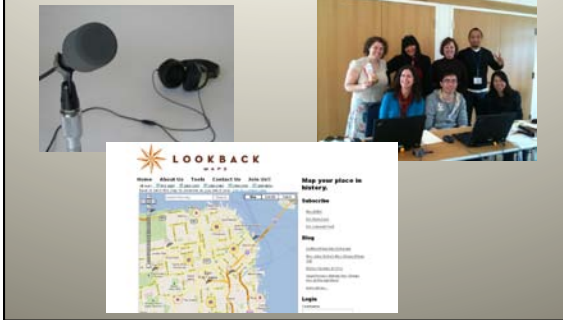
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### Create Your Own



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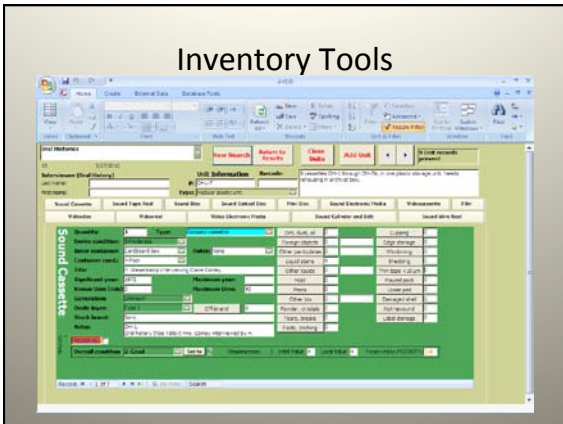
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### Inventory Tools



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Funds:  
Grants & Partnerships



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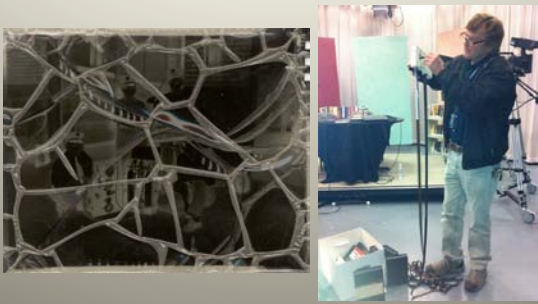
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Deterioration – preservation needed



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Partnership with  
Genealogical Society of Utah



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### Partnership with David Rumsey Map Collector



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### Internet Archive – Partnership *and* Outside Vendor



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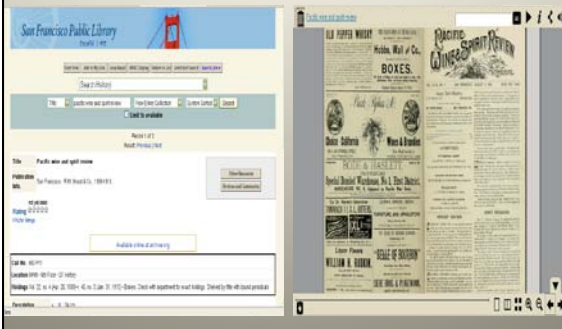
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### Pacific Wine & Spirit Review Scanning funded by Wine Librarians Association Scanned by Internet Archive Linked in the San Francisco Public Library OPAC by library staff



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## Presenting Digital Assets: Online Database for Images



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## Web-publishing Digital Assets: Omeka – Free & Open Source



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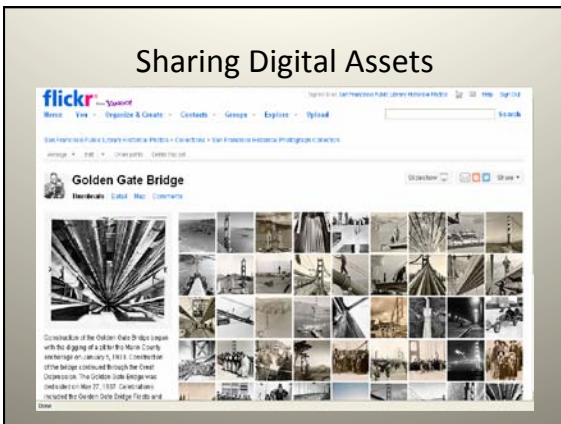
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## Sharing Digital Assets



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**Recruitment - Where are they all?**

- Community College
- Local Historical Organizations
- University Interns
- AmeriCorps
- Volunteer match
- Friends of the Library
- High School students
- Regular Patrons

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### My Recruitment Secret.....History is fun!




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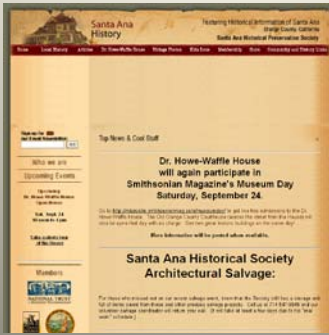
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### Identify Local Stakeholders



- The Obvious: Make sure to know your local historical organizations.
- For example Santa Ana: Orange County Mexican-American Historical Society, Orange County Historical Society, Friends of Fairhaven Memorial Cemetery, Santa Ana Preservation Society, Heritage Museum of Orange County, Bowers Museum, Orange County Genealogical Society, Orange County Archives, & First American Title

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### Know Your Local Organizations



- The not so obvious:
- Schools
- Community centers
- Afterschool programs
- Other Municipal Departments
- Neighborhood Associations

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### Suit up and present!



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### Training

- Provide detailed step by step descriptions of tasks.
- Let your volunteers shadow you



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### Identify Key Skills and Use Them

Library **S**taff = Trained Oral Historian

Community **V**olunteers = Language skills

**S + V = M**ultilingual Oral Histories



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Listen to them – they might see something you don't.



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Tap into their passion



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Integration/Access

How will users find it?

On your web site:

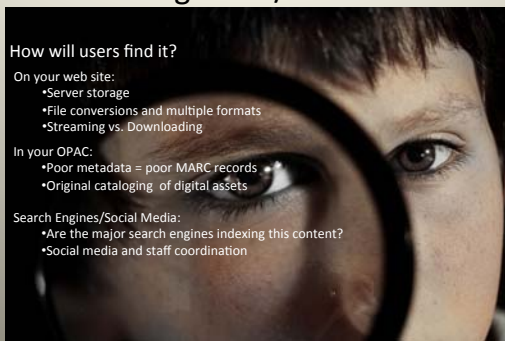
- Server storage
- File conversions and multiple formats
- Streaming vs. Downloading

In your OPAC:

- Poor metadata = poor MARC records
- Original cataloging of digital assets

Search Engines/Social Media:

- Are the major search engines indexing this content?
- Social media and staff coordination



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## Promoting Digital Assets



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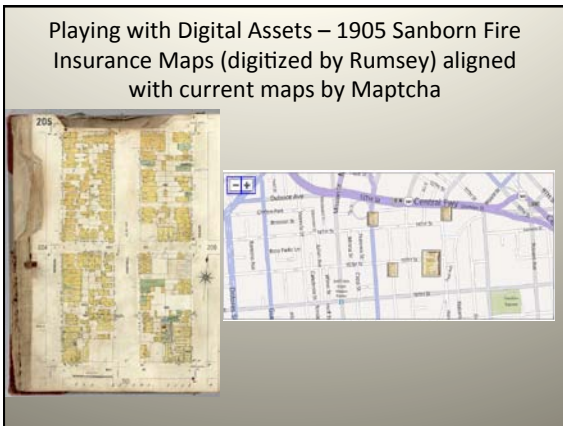
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## Playing with Digital Assets – 1905 Sanborn Fire Insurance Maps (digitized by Rumsey) aligned with current maps by Maptcha



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## Questions?

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Manny Escamilla: [MEscamilla@santa-ana.org](mailto:MEscamilla@santa-ana.org)  
Trent Garcia: [jgarcia@sfpl.org](mailto:jgarcia@sfpl.org)

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