

Sustainable Funding for Digitization

Thinking Outside the Box

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Briefly – Who I Am



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Briefly – NRS: What We Do



24x7 Cooperative Virtual Reference Service



Statewide Interlibrary Loan system



Web site hosting for small public libraries using open-source content management system



Unified Search of Catalogs Statewide plus additional online resources.



Geographic Information System consulting – used for public library decision making

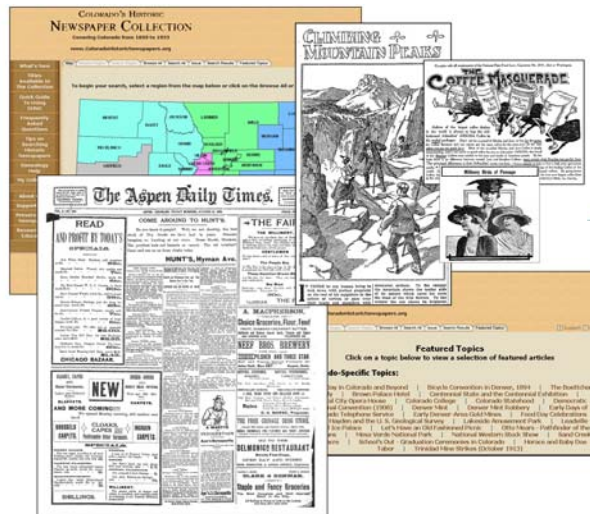


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Briefly – NRS: What We Do



Cooperative Service Partners



COLORADO HISTORICAL SOCIETY



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Session Overview

- Background: Colorado Historic Newspaper Collection
 - Scope / Size
 - The 30-second workflow tour
- Funding
 - Startup funding
 - CHNC's sustainable funding model
 - Case studies in community-driven fundraising
- Questions / Discussion



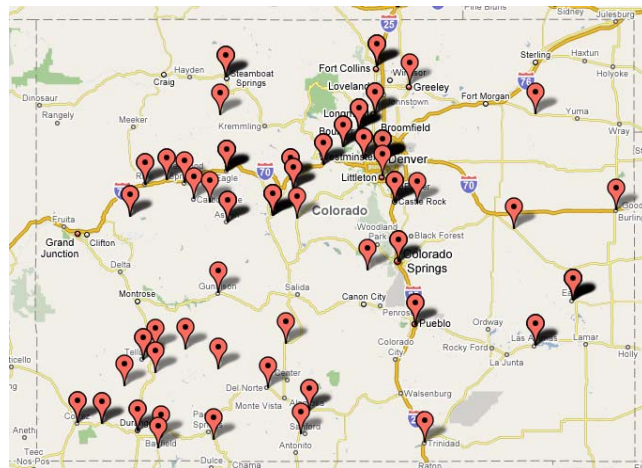
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Background: CHNC

- 115 newspaper titles
- 66 cities, 41 counties
- 447,000 digitized pages
- In 2007 – 3,927,497 total views, includes article views, ad views, full-page views and picture views
- In Jan 2008 – 282,834 total views



Source: Google Maps



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The 30-Second Workflow Tour

- Page count / invoice generated
- Funds arrive to BCR (fiscal agent)
- Master negative (microfilm reels) pulled from State Archives
- Colorado Historical Society transports reels
- State Duplication Services creates copies
- Originals transported back to Archives
- Copies shipped to Olive
- Digitization, OCR, indexing magic
- Data DVDs shipped to State Library for system loading
- Newspaper content delivered through open Web site

Stakeholders

- Primary
 - Funder
 - Local library / museum / historical society / individual
 - State Library
 - Colorado Historical Society
 - Olive
- Secondary
 - State Archives
 - State Duplication Services
 - BCR



Startup Funding

- Project started with 2 grants
 - LSTA - \$120,000 & IMLS - \$249,232
 - Software, hardware, & first 96,000 pages digitized
 - Focus groups with educators, librarians, researchers
 - Creation of K12 lesson plans using primary source materials
 - Marketing flyers



Funding

- Donations of \$490,000+
 - \$1.25 digitizes and indexes 1 page
 - \$400 for each newspaper title - “profile”
 - Donors can provide general support or help fund specific newspapers
 - Estimated 2.25 million pages available to digitize <1923
 - This means: \$2,270,000 still needs to be raised



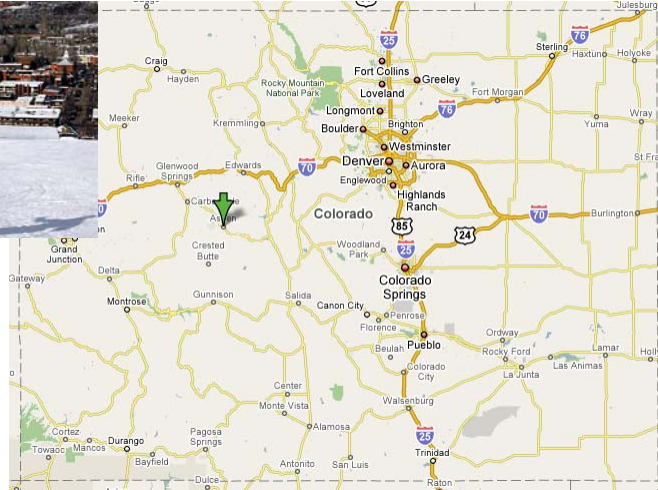
Ongoing Funding: 3 Case Studies



Pitkin County, Aspen



Source:
Destination360.com



Source: Google Maps



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Yuma County



Source:
Denver Museum of
Nature & Science



Source: Google Maps

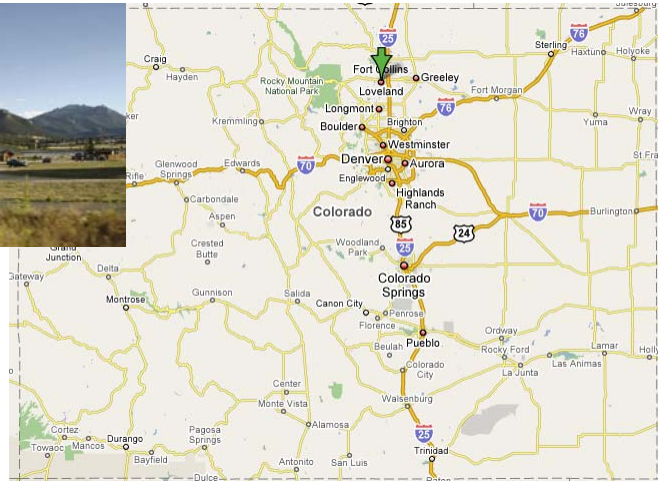


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Loveland



Source: Google Maps



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Future Plans for CHNC - Content

- Add more newspapers regularly as funding permits
- Add more featured groups of articles
 - e.g. historic events, important people
- Add history of newspapers
- Add Colorado timeline
- Assess feasibility of librarian-added keywords and/or subject headings to articles/ads/content pieces
- Assess feasibility of introducing user-generated “tagging” of articles/ads/content pieces



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Future Plans - Technology

- Upgrade to version 3 of Active Paper Archive
- Undertake true usability study
- Introduce interface enhancements, search enhancements based on findings
- Work with Olive and Google to make CHNC archive searchable through Google News Archive



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Colorado's Historic Newspaper Collection

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