

# We've gone MAD: launching a Metadata Analysis & Design unit at the University of Virginia Library

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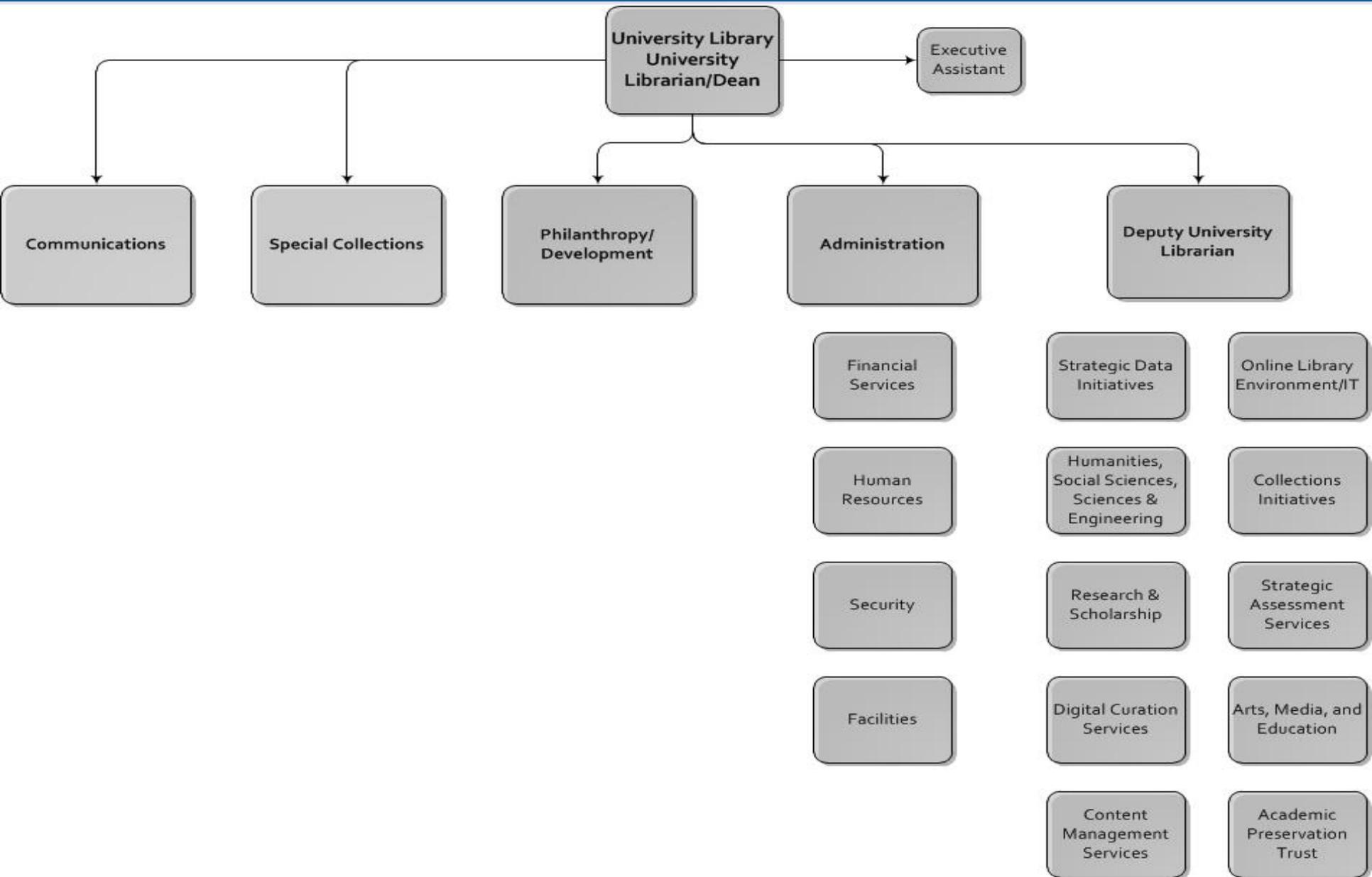
# What it's all about:

- Change at the U.Va. Library
- Re-imagining and integrating metadata units
- Staffing the units
- Crash courses in metadata
- Looking forward

# Under construction



- 2013: new service models
- 2014: planning for change
- 2015: implementing change





**Academic Engagement**

Assessment

Intellectual Crossroads

Methods in Research

Methods in Teaching and Learning

**Administration & Planning**

Communication and Planning

Event Coordination

Facilities & Security

Financial Experts

Staff Technology

Library Budget

Human Resources

**Collections Access & Discovery**

Selection

Digitization

Rare Materials

Acquisitions & Discovery

Resource acquisition

Metadata: creation

Metadata: design

Collections Management & Delivery

ILL

Reserves

Stacks management

**Content Stewardship**

Analog and Digital Preservation & Conservation

Repositories and Open Access Resources

Copyright/Intellectual Property

Special Projects

APTrust & Preservation Consortia

**Library Experience**

Information and Spaces

User Experience

Emerging Technologies

Institutional Repository Development

Digital Asset Management & Dissemination

Space Infrastructure & Technologies



# Metadata services in transition

- Cataloging (Beginning – 2010)
- Cataloging & Metadata Services (2010 – 2012)
- Metadata Management Services (2012 – 2015)
- Acquisitions and Discovery (present)



# Acquisitions & Discovery

- Resource Acquisition & Description
- Metadata Creation & Organization
- Metadata Analysis & Design



# Metadata Analysis and Design

- Set policies and guidelines for metadata standards and repositories to facilitate discovery and distribution of content
- Assess metadata, workflows, and tools for efficiency and effectiveness
- Share expertise in metadata standards and tools within and beyond the Library and University

# Staffing the unit



- Five metadata librarians and one vacancy
- Diversity of interests and expertise



# How are we doing this?

- Intentionally pairing skills and interests
- Pushing for individual agility and flexibility
- Establishing shared understanding
  - metadata standards and principles
  - philosophies to access

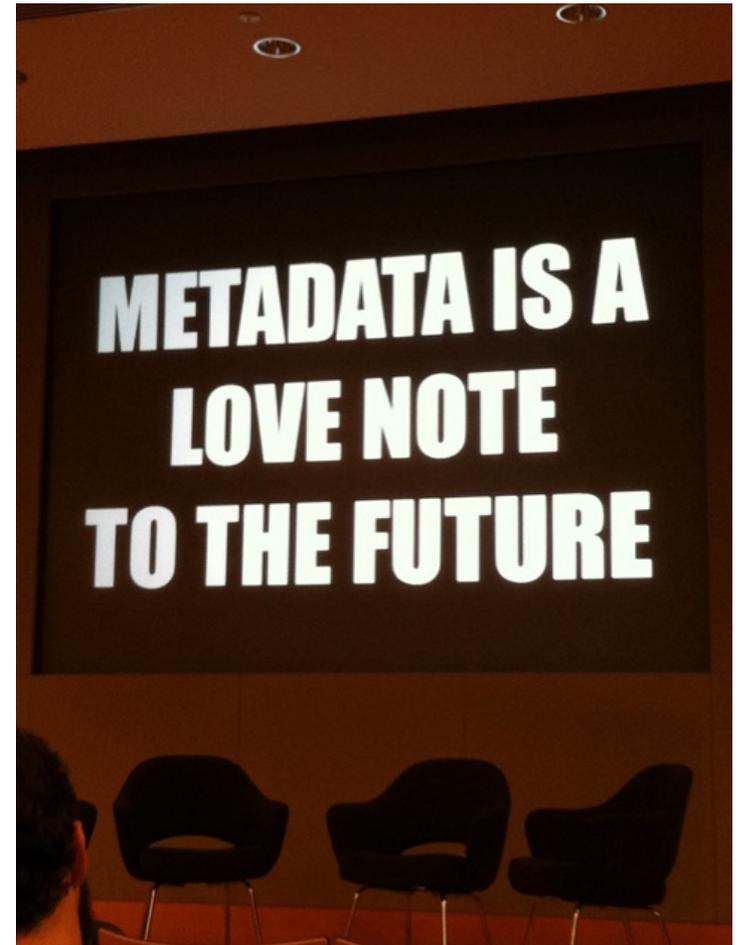
# Establishing shared understanding

- Metadata standards
- Initiatives and protocols
- Linked data and  
BIBFRAME



# Metadata 101 (a 3-part bootcamp)

- Metadata in theory
- Metadata in practice
- Linked data





# “Orientation to Systems” (a 4-part series)

- Avalon
- Shared Shelf/ArtStor
- ArchivesSpace
- Fedora repository



# Other learning initiatives

- Mandatory library-wide supervisor training
- Manuscript processing training scheduled for July
- BIBFRAME working group

# Organizational overlaps



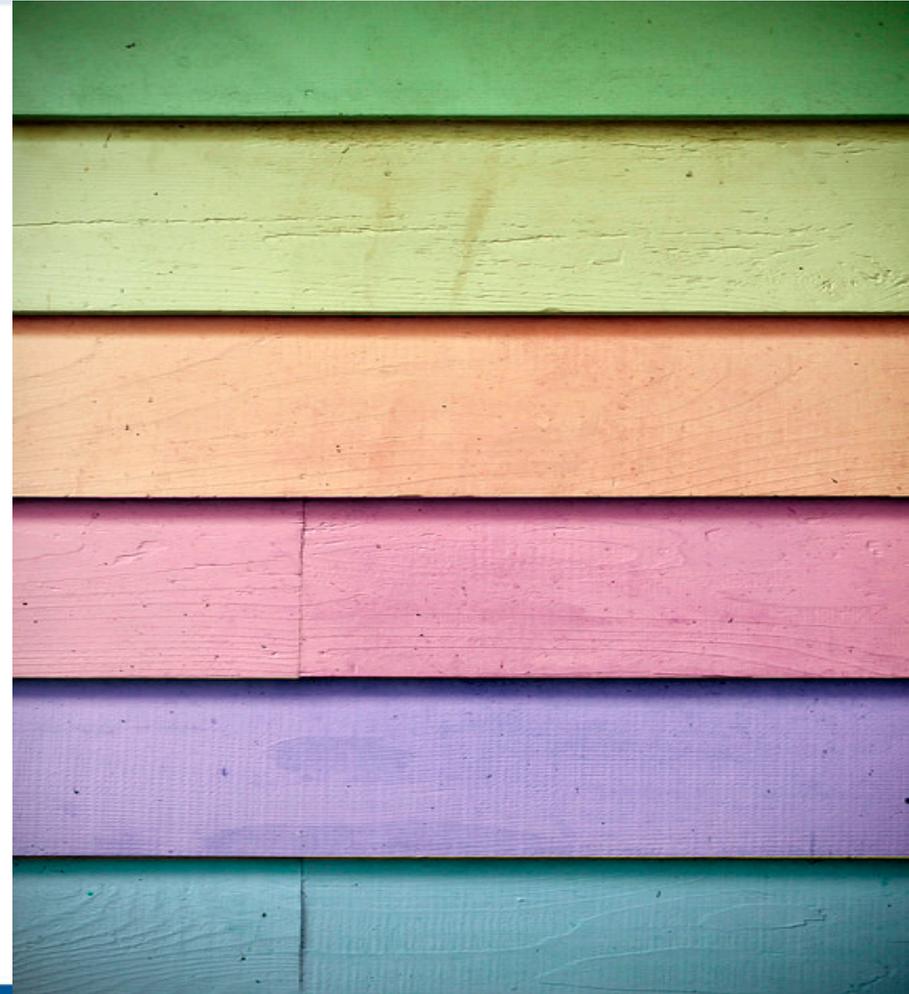
MCO  
“just in time”

MAD  
“just in case”

# Organizational overlaps

## Digital Content Management and Dissemination (DCMD)

- Oversees systems
- Manages content dissemination to partners such as DPLA





# Challenges

- Time
- Organizational dependencies



# Accomplishments

- More holistic approach to collection metadata
- More robust support for colleagues' metadata inquiries and needs
- Increased support for faculty researcher projects and inquiries from across the university

# Looking forward

- New position descriptions
- Working together in new ways
- Deepening archival expertise (we're hiring!)



# Let's chat



Questions? Comments?

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