A Case Study in Digitization and Publishing to a Library Repository

Timothy Provenzano, Arizona State University

Project Management and reformatting/repositories

Or: I can just figure it out as I go, right?

Digitization project: Arizona PBS Production Collection

- **Includes the long-running news program *Horizon* and other material**
- **Original collection has several thousand videos**
- **Goal: digitize and publish on repository platform**

Challenges for this collection:

- **Large number of items (initial batch ~1400) in endangered format (U-Matic and VHS)**
- **Lack of expertise**
- **Transport**
- **Relevant standards (digitization, metadata)**
- **Publishing workflows**
- **Workflows in general**

Why would a PM approach help with these difficulties?

What do we mean by 'the PM approach?'

Key terms and their definitions:

Project : Temporary, Unique

Product: artifact, quantifiable

Outcome: end result, consequence: outputs, artifacts

As applied to our digitization project:

Project definition: Transform old cassettes in an inaccessible format into streamable/downloadable video for researchers around the world. (Value *creation, temporary)*

Product definition: high-quality video files, with versions suitable for both playing on the web and for long-term storage. (quantifiable artifacts)

Outcome: Researchers accessing previously rare materials, increasing quality and breadth of knowledge (consequences)

There was…a lot

Key PM principle: creating collaborative environments

The PM often doesn't *do* a lot of the work, but they often make the work *possible*

Asking the right questions
Connecting with experts

In our case (just as an example)…

Who knows how to transport material between campuses? Between campuses and the vendor?

Who knows what the applicable standards are for digitization?

Who can help us make an informed vendor decision?

Who knows what metadata needs to be in a single repository object? Etc…

Our stakeholders included:
- Archivists
- AUL
- Conservator
- Metadata specialists
- Finance/HR
- Repository Manager

Ok, but who's actually going to do what? And how do we keep track?

We had success using a tool called the *Work Breakdown Structure (WBS).*

Task No.	Task	Description	Task	Owner	Dependency	Resources	Needed	Task Status	Cost	Start Date	Estimated Completion	Finish
1		Initiation Phase										
1.1												
1.1.1												
1.1.2												
1.1.3												
2		Planning Phase										
2.1	Task											
2.1.1	Subtask											
2.1.2	Subtask											
2.1.3	Subtask											
2.2	Task											
2.2.1	Subtask											
2.2.2	Subtask											
2.2.3	Subtask											

The WBS organized many dimensions of the project for us: Each main activity (transport, vendor management, standards, metadata, repository workflow) was broken down into component tasks.

Example of a task breakdown:

Task: Transport of tapes

Subtask 1.1: Confirm initial inventory of tapes

Subtask 1.2: Confirm that each tape has a barcode. If not, request one.

Subtask 1.3. Schedule pickup with internal transportation

Subtask 1.4. Confirm shipping inventory matches initial one

Subtask 1.5 Generate packing slips for each box

Communication is key!

We tried a few different methods/schedules for updates/requests/etc.

We settled on a biweekly meeting cadence for 30 minutes, with updates via email/slack in between.

Tailoring your communication plan so the right stakeholders get the right info ensures people are attuned to the information flow.

Iterative workflows

Sometimes processes needed to be adjusted to get them right, or to adjust to new changes

Metadata: What info did we need to describe each video?

Captioning: Became a requirement. How to do this at scale?

Quality Control

Decision points for our project:
- **what parameters are we going to measure? e.g. audio quality, image quality, file inventory**
- **How *often* do we measure the parameters? For every file, every folder, x amount of times per folder, etc.?**

Arizona State University

Project Close-out and lessons learned

Once files were published with metadata, we reviewed the project in all phases: What went well? Where did we get stuck or have confusion?

It's easy to forget this part amid the relief of getting everything done!

Collection URL:
https://prism.lib.asu.edu/collections/41034

Work continues on enhancing and adding to the collection!

PM Resources that I found helpful in this project:

Project Management Institute: pmi.org (general PM repository of knowledge)

Jira: **https://www.atlassian.com/software/jira** (Jira software for tracking)

Trello.com (another task-tracking tool; more helpful for less complicated projects)

Please feel free to email questions/thoughts/etc!

timothy.provenzano@asu.edu