



Call for Projects

MINNESOTA REFLECTIONS

(<http://reflections.mndigital.org>)

- A collection of the Minnesota Digital Library
- Contributed by cultural heritage organizations from across Minnesota
- Built upon cooperation between the Minnesota Digital Library and contributing organizations

– Phase 8 –

September 2011 – April 30, 2012

INTRODUCTION

The Minnesota Digital Library is accepting applications for *Minnesota Reflections* digitization projects.

Phase 8 includes a general call for projects at this time.

Later this year, we will be issuing a call for projects on specific topics. Members of the Minnesota Reflections selection committee and MDL staff are working to identify topics and themes for development in *Minnesota Reflections*.

As you consider projects for digitization, consider your own needs first. Then consider if you might want to be part of such a content-specific call for projects. Some organizations may prefer the general call or the topic-specific call; some may consider both.

The main goal of *Minnesota Reflections* is to help organizations provide the public with access to their collections. To achieve this goal, the Minnesota Digital Library is prepared to manage digitization projects on behalf of organizations. The nature of your project will determine various aspects of digitization, including but not limited to, equipment, technical support, and metadata services. Your project needs will also determine how the MDL may best help you meet your digitization and access goals.

Due to the complex nature of digitization and providing access to digitized resources, and the complex aspect of funding digitization projects, the MDL requires that all organizations work with the MDL Outreach Coordinator in planning and executing a *Minnesota Reflections* project.

- Start thinking of projects now.
- Talk with the Outreach Coordinator at the beginning of your thinking.
- Submit your application early.

NOTE on FUNDING:

The Minnesota Digital Library will not receive Library Services and Technology Act funding from State Library Services and the Minnesota Department of Education. The MDL will rely on its own Minnesota Arts and Cultural Heritage Funds and Minitex support funds for much of its digitization work.

In addition to this direct support for digitization, the MDL will consult with organizations interested in applying for a “Digital Conversion and Online Access” grant through the Minnesota Historical and Cultural Grants program from the Minnesota Historical Society (<http://www.mnhs.org/legacy/grants/manual/digitalaccess.htm>). See the “Digital Conversion In-House” or the “Digital Conversion Services” project guidelines at this link. The MDL will assist with project planning, budgeting and MHS grant writing, where appropriate. On such projects, the MDL will provide access for the public to the digitized materials through Minnesota Reflections. Organizations interested in such a collaboration will need to work closely with the Minnesota Digital Library Outreach Coordinator and will need to complete a *Minnesota Reflections* application as well as the MHS grant application.

Phase 8 *Minnesota Reflections* Applications are not dependent upon funding. The MDL Outreach Coordinator will work with you on funding options.

APPLYING FOR A MINNESOTA REFLECTIONS PROJECT

All *Minnesota Reflections* projects begin with an application. Here you and the MDL Outreach Coordinator explore, discuss, and determine the content and scope of your project. The first step, which is required, is to contact the MDL Outreach Coordinator:

Marian Rengel
mrrengel@stcloudstate.edu
320-308-5625

Focus your application on the specific materials you want to digitize and then share with the public through *Minnesota Reflections*.

Organizations may contribute to *Minnesota Reflections* as Type A or Type B participants.

Type A – The MDL provides project management and digitization services to Type A organizations.

Type B – The MDL advises and works closely with organizations that manage their own digitization projects, either in-house or by working with commercial vendors, with the intent of providing access to the digitized objects through *Minnesota Reflections*. (Projects funded by MHS legacy grants are Type B.)

A preliminary discussion with the MDL Outreach Coordinator may help you determine if yours should be a Type A or a Type B project.

Additional resources on planning digitization projects that may help you determine if you want to apply as Type A or Type B are available at <http://www.mndigital.org/digitizing/rfq/vendors.php>.

The *Minnesota Reflections* Phase 8 application form is available at <http://www.mndigital.org/reflections/phase8.php>

All Applicants

1. Applications must come from formal library, historical society or other non-profit organizations that open their collections to the public and that have the legal right to grant to the Minnesota Digital Library (MDL) the right to electronically publish their objects in its *Minnesota Reflections* database.
 - a. The MDL at this time is not able to accept applications from private corporations or private individuals.

- b. People representing corporations or private citizens are welcome to contact the MDL Outreach Coordinator to learn more about digitizing their collections.
2. Organizations must work with the MDL Outreach Coordinator in planning projects.
 - a. The MDL Outreach Coordinator travels across Minnesota meeting with representatives of organizations to discuss their digitization needs and to help them plan projects. Arrange a visit. (There is no cost to the organization for these visits. This is part of the Outreach Coordinator's job.)
 - b. The MDL Outreach Coordinator is also available to discuss projects by phone and e-mail.
 - c. A guide to planning digitization projects, including a bibliography of resources, is available on our "Standards & Best Practices" webpage (<http://www.mndigital.org/digitizing/standards/>).
3. Organizations must demonstrate the value of digitizing the objects they propose for an MDL project. This is a critical part of the application.
 - a. Consider the social, cultural, and intellectual value of the objects you would like to contribute to *Minnesota Reflections*.
 - b. Consider how the objects will inform visitors to *Minnesota Reflections*, particularly K-12 and college students, family historians, and life-long learners.
 - c. Consider how your collection will complement and enhance those already in *Minnesota Reflections*.
 - d. Explore *Minnesota Reflections* as you consider your project.

To plan a project and prepare an application:

1. Confer with the Minnesota Digital Library Outreach Coordinator. Invite her for a visit. Call her on the phone. Send her an e-mail. Start the conversation early!
 Marian Rengel, Minnesota Digital Library Outreach Coordinator
 St. Cloud State University
mrregel@stcloudstate.edu
 (320) 308-5625
2. Ask yourself which collections would benefit your organization by making digital copies of them readily available to you and your patrons and by protecting originals from harm and further deterioration.
3. Determine which of your collections could well serve the people of Minnesota if they were made available in digital form through the MDL's *Minnesota Reflections* website.
4. Conduct research at the *Minnesota Reflections* website to see how your collections complement and enhance existing collections. Reviewing *Minnesota Reflections* will help you develop a sense of what other organizations have found important to digitize.

Object Criteria

- Objects submitted for digitization must be **of or about Minnesota and be held by organizations in Minnesota.**
- **Original objects may have been created at any time.**
 - Consider your oldest objects first.
 - Then consider collections that relate to many Minnesotans or objects that help tell your story.
 - Do not be limited by when the objects were created.

- If you are proposing a project with originals that were created since Dec. 31, 1959, the MDL asks that you provide specific reasons for digitizing these relatively new materials at this time.
- **Image projects** must be originals, and may include photographic prints, negatives, slides, postcards, maps, works of art or other two-dimensional essentially single-sided objects. (We consider postcards as photographs.)
 - The MDL recommends that image projects contain no fewer than 50 and no more than 500 original objects. We recommend that projects include no more than 250 postcards. This recommendation is based on the amount of metadata work required in the project. Discuss project size with the MDL Outreach Coordinator.
 - Map projects may include plat books or other collections as well as individual maps. The MDL has no minimum or maximum on the number of maps a contributor may propose to digitize. Contact the MDL Outreach Coordinator to discuss your project.
 - We do **not** accept copy negatives nor prints made from copy negatives.
 - We do accept photo albums (not scrapbooks) and ask that you discuss these specifically with the MDL Outreach Coordinator.
- **Documents** may be handwritten, typewritten, or typeset.
 - Handwritten objects, such as letters, journals and ledgers require transcriptions.
 - Large collections of typewritten and typeset objects of primary resources such as business documents, original books, and archival collections, are encouraged. The MDL has added, through the Digital Library Services unit of the University of Minnesota, a rapid-capture scanner that allows for cost effective digitization of larger text-based projects. Rapid-capture scanning is ideal for books, journals, letters and other large text collections.
 - Some document projects may be large enough to benefit from additional digitization services. When appropriate, the MDL will serve as project manager and work with and on behalf of the contributing organization to arrange digitization with a vendor.
 - The digital files of typewritten and typeset documents are processed through optical character recognition (OCR) software as they are brought into *Minnesota Reflections*, making the text of these objects fully searchable.
- **Newspapers**
 - Minnesota newspapers published prior to 1923 are eligible *Minnesota Reflections* projects.
 - Preference will be given to publications that have never been microfilmed.
 - Preference will also be given to short-run newspapers, often referred to as niche newspapers, that are important to communities and that are on microfilm.
 - Discuss all interest in a newspaper project with the Minnesota Digital Library Outreach Coordinator at the earliest stages of project planning.
- **Sound recordings**
 - Sound projects that are essentially spoken word **must** include transcripts. For example, oral history collections must have at least typewritten transcripts. These transcripts may be part of the digitization process, where both the audio and the transcripts are digitized.
 - The UofM Digital Library Services has the capacity to digitize cassette tape and some reel-to-reel tape.

- The MDL is prepared to manage projects for TYPE A contributors involving additional sound recording formats. When needed, the MDL will work with and on behalf of the contributing organization to arrange digitization with an outside vendor.
- **Multimedia**
 - These may include all film and video formats
 - The UofM Digital Library Services has the capacity to convert analog VHS recordings to the AVI digital format.
 - The MDL is prepared to manage projects involving additional video and film formats. When needed, the MDL will work with and on behalf of the contributing organization to arrange digitization with an outside vendor.

Type A – Organizations seeking to have the MDL manage projects

The Minnesota Digital Library will take on the responsibility of managing your project. The MDL, working with you, will determine digitizing needs and special needs for your project. The MDL will also provide quality assurance for all digitization projects on which it serves as project manager. We will discuss with you funding opportunities and, when appropriate, participate with you on grant applications.

Type A organizations work closely with the MDL Outreach Coordinator to plan projects. All aspects of the project will be open for discussion.

Guidelines

1. Organizations must be able to demonstrate that images, documents, maps, and multimedia originals are in the public domain or that the organization has clear copyright to each object in the application and is able to grant the MDL the right to publish the objects in *Minnesota Reflections*. Contact the MDL Outreach Coordinator to discuss ownership and copyright issues. For a copyright primer, see <http://www.lib.umn.edu/copyright/basics>. For a useful table on making public domain determinations, see “Copyright Term and the Public Domain in the United States” (Jan. 1, 2011) at: <http://copyright.cornell.edu/resources/publicdomain.cfm>.
2. New projects must complement or add depth to *Minnesota Reflections*. Explore our collection as you consider and plan a project with the MDL.
3. Original objects must be in good enough condition to tolerate delivery to a scanning center.
4. Please discuss your document transcription needs with the MDL Outreach Coordinator as you prepare an application. We recommend that organizations seeking to digitize handwritten documents apply early to allow transcription time.
5. Participants must provide in a timely manner, using the MDL guidelines and spreadsheets, appropriate descriptive information (metadata) about each digitized item or object, such as title, creator, description, date, format, identifying number, rights, and ownership. After digitization, the MDL sends each organization an Excel spreadsheet that lists each digitized item. We also send guidelines for completing these spreadsheets. The MDL Outreach Coordinator or the MDL Metadata Coordinator provides training on metadata creation and on completing the Excel spreadsheet. To learn more about MDL’s metadata requirements, review the metadata guidelines and sample spreadsheets (in .pdf format, not for actual use) and the interactive tutorials at the MDL “Standards & Best Practices” site – <http://www.mndigital.org/digitizing/standards/>.

6. Each application will go through a review process, which begins with an assessment by the MDL Outreach Coordinator, who will work with organizations to clarify and strengthen the application. Then the *Minnesota Reflections* Selection Committee reviews the application (<http://www.mndigital.org/about/committee/>). Selection Committee members are teachers, historians, librarians, and photo and document curatorial professionals. They assess the value of the project based on items in the collection, their knowledge of collections accepted in Phases 1-7, and their individual expertise.
7. As you write your application, keep in mind the members of the *Minnesota Reflections* Selection Committee. Give them the opportunity to see through your words the collection as you know it and the value you find in that collection.

Type B – Organizations with digital collections or digitization resources

Organizations with existing digital collections or with digitizing resources and skills adequate to meet MDL best practices, or those seeking grant funding for in-house digitization or for working with a vendor, may submit applications for *Minnesota Reflections* to provide public access to those digital collections. Organizations who seek to make collections accessible through *Minnesota Reflections* but who work with vendors for digitization services are also required to consult with the MDL Outreach Coordinator as they plan their projects. Organizations complete digitization and metadata work according to MDL best practices and guidelines and then use electronic means to submit the digital images and the metadata to the MDL, working with MDL staff on an appropriate method of data transfer.

Guidelines

1. Existing digital objects must have been scanned to standards that meet or exceed MDL standards (See “Standards & Best Practices” on the MDL website (<http://www.mndigital.org/digitizing/standards/>, particularly the “Digital Imaging Best Practices.”))
2. The participating institution itself will scan the objects in its project or work with a vendor to digitize the objects. MDL staff can and will advise on working with a vendor. A list of vendors who have completed the MDL request for qualified vendors review is available at <http://www.mndigital.org/digitizing/rfq/vendors.php>. This site also contains advice on working with vendors and links to issues related to planning a digitization project.
3. Organizations must be able to demonstrate that digitized images, documents and maps were scanned from originals that are in the public domain or that the organization has clear copyright to the originals. The organization must be able to grant to the MDL the right to publish the digital copies on the *Minnesota Reflections* website. Contact the MDL Outreach Coordinator to discuss ownership and copyright issues. For a copyright primer, see <http://www.lib.umn.edu/copyright/basics>. For a useful table on making public domain determinations, see “Copyright Term and the Public Domain in the United States” (Jan. 1, 2011) at: <http://copyright.cornell.edu/resources/publicdomain.cfm>.
4. New projects should complement or add depth to *Minnesota Reflections*. Explore our collection as you consider and plan a project with the MDL.
5. Each application will go through a review process, which begins with an assessment by the MDL Outreach Coordinator, who will work with organizations to clarify and strengthen the application. Then the *Minnesota Reflections* Selection Committee reviews the application (<http://www.mndigital.org/about/committee/>). Selection Committee

members are teachers, historians, librarians, and photo and document curatorial professionals. They assess the value of the project based on items in the collection, their knowledge of collections accepted in Phases 1-7, and their individual expertise.

6. As you write your application, keep in mind the members of the *Minnesota Reflections* Selection Committee. Give them the opportunity to see through your words the collection as you know it and the value you find in that collection.
7. Participants must provide in a timely manner, using the MDL guidelines and spreadsheets, appropriate descriptive, administrative and technical metadata for each digitized item or object. Descriptive metadata includes such information as title, creator, description, date, format, identifying number, rights, and ownership. Technical metadata includes information on how and when the digital copy was created. After a Type B project is approved, the MDL sends each organization an Excel spreadsheet that lists each category of metadata. We also send guidelines for completing these spreadsheets.
8. The MDL Outreach Coordinator or the MDL Metadata Coordinator provides training on metadata creation and on completing the Excel spreadsheet. If needed, MDL staff will work with contributing organizations on database compatibility, for example, exporting metadata from Microsoft Access or PastPerfect. Consult the MDL Metadata Guidelines and sample spreadsheets at <http://www.mndigital.org/digitizing/standards/>. Note specifically pages 28-35 on technical metadata.
9. The MDL will work with the organization to bring these digital objects into *Minnesota Reflections*.
10. Where applicable, Type B organizations must also follow the guidelines for Type A organizations.

About the Minnesota Digital Library and *Minnesota Reflections*

The purpose of the Minnesota Digital Library's *Minnesota Reflections* digitization project is to provide the people of Minnesota with access to collections, otherwise very difficult to access, from across the state. To achieve that goal, the MDL assists cultural heritage organizations across the state with converting valuable resources to digital formats. We seek to share digital expertise and services to create access to the state's hidden treasures. We provide digital project management services, training and assistance in project development, metadata creation, and education in best practices and standards for digitization work. Beginning in Phase 8, the MDL will also participate with applicants on grant applications to help meet funding needs.

Because many of the people who use *Minnesota Reflections* are students, we ask that participants review "Making History: The Minnesota Digital Library and the K-12 Learning Community" available at <http://www.mndigital.org/about/history/>. Also consult the Minnesota K-12 academic standards

http://www.education.state.mn.us/MDE/Academic_Excellence/Academic_Standards/index.html.

You are not required to address these standards in your application, but we do hope that you will consider them as you plan your project.

MDL Digitization Standards

The MDL has adopted the "Western States Digital Imaging Best Practices" and "Dublin Core Metadata Best Practices." The Minitex Advisory Committee and the State Library Services Advisory Council approved these best practices. Interested participants will find information at

<http://www.mndigital.org/digitizing/standards/>. The MDL will work with participants to follow these standards in creating images for the Minnesota Digital Library.

Copyright Guidelines for *Minnesota Reflections*

Works published in the United States prior to 1923 are generally considered to be in the public domain, avoiding many copyright issues. For works published after 1923, each organization is responsible for determining and assuring that objects contributed to *Minnesota Reflections* are either in the public domain or are within the rights of the organization to copy and redistribute. For a useful table on making public domain determinations for both published and unpublished works, see “Copyright Term and the Public Domain in the United States” (Jan. 1, 2011) at: <http://copyright.cornell.edu/resources/publicdomain.cfm>.

Your organization must be able to grant to the Minnesota Digital Library the right to copy the objects digitally and to redistribute these objects electronically. Each organization is responsible for conforming to prior copyright agreements made with their donors. The MDL will work with applicants to understand and comply with copyright law. Confer with the MDL Outreach Coordinator on copyright questions and concerns. The University of Minnesota Libraries has created an in-depth website to help people understand copyright issues at <http://www.lib.umn.edu/copyright/usemap>.

Access to *Minnesota Reflections* through OCLC’s WorldCat database

To enhance discovery of collections in *Minnesota Reflections*, the Minnesota Digital Library is working with the library membership organization OCLC to include the *Minnesota Reflections* collection in their WorldCat database, the largest collection of information on library content (learn more at <http://www.worldcat.org/whatis/default.jsp>). Projects that organizations complete in Phase 8 will become part of this database. Organizations that have completed digitization projects in earlier phases are already included in WorldCat. Newly contributing organizations should discuss this work with the MDL Outreach Coordinator, who will then work with them to gather the information needed to include their contributions to *Minnesota Reflections* in the WorldCat database.

Submitting an Application

- Please consult with MDL Outreach Coordinator concerning the specifics of your project and your needs. Let her know early and often that you will be submitting an application.
- Send applications and questions to:
Marian Rengel, Minnesota Digital Library Outreach Coordinator
Miller Center 112
St. Cloud State University
720 Fourth Avenue South
St. Cloud, MN 56301-4498
mrregel@stcloudstate.edu
Office: (320) 308-5625
Fax: (320) 308-4778 (shared)

Additional information about the Minnesota Digital Library is available online at www.mndigital.org/

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