Western Digital Assets/Islandora Governance

MULTIMEDIA ASSET BASED ELECTRONIC LIBRARY (MABEL)

Contents

<u>**Introduction**</u>

The build and implementation of the Multimedia Asset Based Electronic Library (MABEL) Digital Asset Management (DAM) system is a campus-wide partnership supporting the sustainable management of Western's digital assets. The system will be a central repository for digital photographic, audiovisual and other documents, making it easy to organize, share, moderate and preserve digital assets. As a result, MABEL will facilitate creativity, outreach, research, teaching and learning at Western Washington University.

<u>**Goal of this document**</u>

The primary goal of this governance document is to provide a framework for ongoing management of MABEL, specifically:

1. Provide context and rationale for system governance
2. Establish an administrative infrastructure with defined roles and responsibilities for governance and support the MABEL over time
3. Document the governing policies and procedures of the system
4. Identify system deliverables

<u>**Audience**</u>

The intended audience for this document is three-fold:

- Governance participants (including system sponsors)
- System users
- Potential users

<u>**Context and Summary**</u>

Rationale/Objectives

The partnership that supports this system convened in 2015-2016 as a collaboration among marketing, graphic design, and digital asset professionals from the Office of Admissions, Woodring College, Video Services, the College of Fine and Performing Arts, Web Communication Technologies (WebTech), University Communications and Marketing, and Western Libraries. The group came together with a common goal of establishing a central repository for digital assets at Western.

After extensive review of multiple DAMS, the group recommended the open-source Islandora platform as the system best suited to centrally manage Western's digital assets. Islandora provides robust tools to ensure long-term management of digital assets with enduring value. As a central platform, Islandora enables the consolidation of formerly disparate, redundant, and inefficient practices relating to the creation, management, access, and use of digital assets at Western. In particular, the group selected Islandora for the following reasons:

- **Robust back end.** Islandora's integration of Fedora provides state-of-the-art preservation support. Other systems evaluated did not support the same kind of long-term sustainability of assets.

- **Powerful search capacity**. Solr search engine provides incredible power and fast indexing. Islandora is built to facilitate metadata standards that will greatly enhance accessibility of content, particularly when content scales to large numbers.
- **Open source, Drupal integration**. Because Islandora has a Drupal front-end, Western can leverage existing Drupal expertise and development standards. This feature will allow for more creative and facile development of user interfaces and content access portals.

As part of the FY17 budget development process, the University provided base funding to support ongoing campus-wide digital assets storage needs. Western Libraries contributed additional start-up funding, and contributing partners across all stakeholder groups are providing ongoing expertise for system implementation and development.

Scope and deliverables
The implementation and ongoing development of Islandora will result in several outcomes:
- Sustainable central repository for managing digital assets in support of marketing/communications, outreach, research, teaching, and learning;
- Robust access portals for users;
- Scalable environments for storing, accessing, and managing assets;
- Collaboration and coordination across campus divisions in support of best practices and sharing of expertise.

Expected results and benefits
This system will benefit Western and support its mission via:

- Enhanced collaboration among content creators and content users;
- Faster, more powerful access to digital content;
- Support for vibrant marketing, publishing, outreach, and creative works;
- A reliable, sustainable platform for long-term stewardship of digital assets;
- More efficient use of institutional resources;
- Efficiencies in sharing content with internal and external constituencies.

Mission   **Mission Statement**

MABEL supports responsible stewardship of unique and valuable digital assets created or managed by Western Washington University. MABEL facilitates creativity, communications, research, teaching, and learning at Western through:
- Shared storage
- Common access points
- Powerful search and retrieval
- Robust metadata standards
- Enhanced efficiency and workflows
- Compliant preservation model
- Sustainable open architecture

- Broad user community

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System Installations

Islandora is a Drupal-based version of Fedora digital repository software. At WWU we will be implementing an extended set of Islandora Drupal sites. The initial Drupal site installations for Islandora are as follows:
- **Video Portal** – management and dissemination of audiovisual content by ATUS Video Services / University Relations and Community Development, MABEL will act as a video bookshelf allowing users to view video to help determine usage in projects;
- **Western Libraries** – Replacement of CONTENTdm as the Libraries digital collections tool, plus back-end management of digital assets;
- **Digital Assets** – management and sharing of digital assets by WWU photographers, graphic designers, and marketing professionals. This to be coordinated by the Office of Communications and Marketing in conjunction with the WWU Marketing Committee.

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Management Structure

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Executive Administrative Committee

Purpose: Provide oversight relating to resource and funding needs; system promotion, adoption, and expansion; resolution of problems to assure cross-division support and sustainability; and receive and approve recommendations for appointments from the User Group. The Executive Administrative Committee reports to the Provost and Vice President of University Relations and Community Development.

Membership:
- VP University Relations and Marketing/designee
- VP Enrollment and Student Services/designee
- VP University Advancement/designee
- VP Business and Finance/designee
- Dean of Libraries/designee
- CIO/designee

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User Group

Purpose: Provide a regular forum and structure for implementing the system, for managing system-wide concerns, and for developing or implementing system-wide policies and standards. Develop and report assessment data. Membership may be drawn from different divisions and departments, based on expertise. Open meetings (more frequent at first, then monthly or quarterly) plus regular communication.

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Membership Functions:

- User Group Chair
    - Coordinate meetings as needed, provide updates, set agendas and keep minutes
    - Bridge communications with Executive Administrative Committee
    - Act as main point of contact for group members regarding emergent issues or needs
- Site administration
    - Conduct site-level user administration
    - Advocate for and contribute to system development
    - Provide technical support for implementation
    - Provide support for non-partner content
- Drupal administration (WebTech designee)
    - Provide guidance and technical assistance on the Drupal implementation aspects of Islandora
    - Assist in building and maintaining the front-facing Islandora themes
- Infrastructure and Storage administration (Enterprise Information Services designee)
    - Manage back-end changes, communicate technology shifts and new capacity. Work with front end system administrators to negotiate down times, upgrades, etc.
- Content Standards and Rights (Communications and Western Libraries Heritage Resources designees)
    - Coordinate external user requests.
    - Articulate and advocate for baseline system-wide metadata and content model standards
    - Consult on access and usability of system content
- Records Retention and Digital Preservation (University Archivist)
    - Set criteria for global retention policies, format policies, metadata/content model standards, and archival selection and preservation workflows.
- System development and sustainability (Western Libraries developer, WebTech, EIS)
    - Develop additional tools, features, and functionality as needed
    - Monitor and articulate resource needs to support optimal system functionality
- Brand and Marketing collateral management (University Communications Marketing and Media coordinator)
    - Management and curation of Western's digital brand assets
- Managing student content (AS Publicity Center Coordinator)
    - Responsible for ensuring voices of students using the system are represented and that Associated Students content conforms to system standards and policies.
- Ad hoc/standing subgroups as appointed by User Group
    - Promotion of content in Teaching, Learning and Research (ATUS)
    Others as determined by the Executive Administrative Committee

Global Content Conformance Policy

Global Content Conformance Policy

The purpose of the global content policy is to identify basic criteria for content that will ensure it is appropriate, well-managed, consistently usable, and sustainable. The initial focus for the system is to accommodate the following kinds of content: audiovisual resources, Libraries digital collections, and campus-wide digital assets relating to marketing/communications and graphic design. In the long run, however, the system may prove capable of taking on a more expansive role in digital asset management across the institution.

All content in the system must be:
- Compliant with Rights criteria established in the MABEL Rights Management policy (see "Rights Management" section);
- Shareable (internally and/or externally), with the extent of sharing to be determined by creating units;
- Managed, in that it conforms to metadata, retention, format and use standards (see "Standards" section);
- University-owned or licensed through a written agreement and retained in support of the University's mission.
- Unique material that does not duplicate another resource in MABEL, i.e. no duplicate photographs or exact copies of video footage. This is to make the best use of space and increase ease of use for users.

Local Content Conformance Policies

Local Content Conformance Policies

Each Islandora site and/or user community must adhere to the global content policy, but may, as necessary, choose to develop local content policies specific to their needs. Local policies:
- May further refine global policy for a specific site or user community
- Must conform with global policy (subject to review by User Group)

Retention and Disposition

Retention and Disposition Policy

While all of the content in the system possesses value, only a subset of the content will be retained permanently as an archival record in support of Western's mission. Non-permanent/non-archival content will be systematically removed in order to ensure system efficiency.

All assets in the system that are not already in "archival" status will be assigned a default 3-year retention period. Items may be flagged as "archival" at any time (see factors below).

Content that does not conform to system content policies can be processed through the disposition workflow sooner than the 3-year retention period.

At the end of the three-year period, assets will be either:
- Given an extended retention period by asset owner(s) if needed to remain active;
- Flagged for archival storage if approved by the University Archivist* (if not flagged already); or
- Processed through a disposition workflow for deletion or removal from the system if criteria 1 or 2 do not apply**

Factors affecting the decision to retain assets permanently are varied and will include (but are not limited to):
- Input from content creators, who will identify high-valued or best-quality assets
- Input from users, directly and/or via analytics, identifying assets of ongoing value to the University's mission
- Uniqueness and quality (e.g. using tools and inspection to select "best" images from among many redundant images)
- Relevance to the need for historical documentation
- Conformance with system content policies (non-conforming content will be processed through the disposition workflow, allowing for removal or deletion).

*Content will be marked for transfer to archival processing and storage via Archivematica
**Content will be marked for inclusion in a disposition workflow that will allow for authorization and recording of the disposition

[Rights Management]   **Rights Management Policy**

WWU must possess intellectual rights to content or will provide access in accordance with Fair Use provisions of U.S. Copyright law.

- Metadata standards will include mandatory use of a standardized rights statement, present as a creativecommons.org or rightsstatement.org URI
- Additional rights-related documentation (such as signed releases) may be either referenced from or included in the asset collections they inform.

Standards

[General]   Standards support efficiency, usability, and sustainability. As with content policy, there will be both global and local standards.
- Global standards will be developed by the User Group.
- Local standards will be developed by specific site-level user groups but must be reviewed by the User Group for conformance with global standards.

[Global Standards](#)

Global standards

The following standards, developed by the User Group, define baseline practices across all instances of MABEL.

- **Collection structure and management**: These are standards and best practices governing the basic organization of content into logical units and/or hierarchies within Islandora. The idea is that common practices will affect efficiency and sustainability. *[Standard to be developed]*
- **Metadata and Content Models**: Common, baseline metadata standards are crucial to management, discovery, and reuse of material—all of which are fundamental goals of this system. Metadata standards will not only ensure the richness of the digital assets, they will empower more dynamic use and reuse of assets, and even allow for more streamlined data entry or batch processes during content intake. Islandora uses content models in order to provide standard metadata structures for different content types. Because we are implementing Islandora in a distributed manner, it is necessary to standardize our content model templates for consistency across the platform. *[Standard in process]*
- **Formats**: Because one of our goals is sustainability, it is appropriate to establish some basic format standards in order to ensure that the formats we put into the system are sustainable. Highly unique, proprietary, or even obsolete formats may not be appropriate for sustained access, management, reuse, or preservation. *[Standard to be developed]*

[Local Standards](#)

Local standards

Local standards may be necessary to adapt global standards to specific cases. For example, the global metadata standard may need to be extended with additional data elements to serve local needs. Likewise, there may be local adaptation of the global collection structure or file naming conventions.

Local standards:
- May extend global baseline standards
- May not reduce or alter global baseline standards
- Must be reviewed by the User Group for conformance to global standards

Change Management

[System Expansion](#)

System Expansion

There are two ways to expand the system:
- Through the introduction of an additional, dedicated Drupal site
- Through the introduction of new users or user groups within an existing site

The User Group will review proposed expansions and provide recommendations to the Executive Committee based on the following criteria:
- Sustainability of new user group/site, including backup plan for content if group does not sustain its use of the new site
- Ability of new user group to provide appropriate representation (if necessary) within User Group and Steering Committee
- Potential for proposed new content to conform to system Global content policy and standards

The Executive Administrative Committee will make final decisions regarding new Islandora/Drupal sites.

User Management

Effective user management will be a critical component of system integrity and effectiveness over time. Most user management will occur within the individual sites, but basic user levels established by the User Group will govern the process.

General
- User Group will establish site-level administrators and will establish basic user levels
- Site-level administrators will establish or enable access for site-level users

User training
- All users must be trained to use the system in conformance with standards and policies outlined in this governance document, as well as any local, site-level policies and standards.
- The User Group and/or partners/designees will identify user training needs and develop appropriate training options

Assessment

Assessment is critical to ensuring that the system is effective and meets expectations.
- The User Group and/or partners/designees will assess the system on a regular basis using a variety of tools, both quantitative and qualitative, including system testing, analytics, usability studies, and user reporting.
- The results of assessment will be made available to the Executive Committee for review and feedback.

Governance Review

Healthy governance depends upon regular review and revision.
- Revisions to the governance structure and provisions outlined in this document may be made at any time but are subject to the review of the User Group and approval of the Executive Committee.
- At a minimum, the Executive Committee will direct an annual review of the governance structure and policies outlined in this document.