

## TABLE OF CONTENTS

<b>SURVEY PARTICIPANTS .....</b>	<b>22</b>
<b>THE QUESTIONNAIRE .....</b>	<b>24</b>
<b>SUMMARY OF MAIN FINDINGS .....</b>	<b>35</b>
<b>CHARACTERISTICS OF THE SAMPLE.....</b>	<b>43</b>
Country .....	43
Type of Organization.....	43
Type of Data.....	43
Focus of Digitization Efforts .....	43
<b>CHAPTER 1: DIGITIZATION PROJECTS.....</b>	<b>44</b>
Briefly describe the project or set of projects for which you are giving data. If there are too many to describe fully, then briefly describe the largest or most important.....	44
<b>CHAPTER 2: ANNUAL BUDGET .....</b>	<b>48</b>
Table 1.1: What is the annual budget for the digitization project or projects for which you will be giving data?.....	48
Table 1.2: What is the annual budget for the digitization project or projects for which you will be giving data? Broken out by Country .....	48
Table 1.3: What is the annual budget for the digitization project or projects for which you will be giving data? Broken out by Type of Organization.....	48
Table 1.4: What is the annual budget for the digitization project or projects for which you will be giving data? Broken out by Type of Data .....	48
Table 1.5: What is the annual budget for the digitization project or projects for which you will be giving data? Broken out by Focus of Digitization Efforts .....	49
Table 2.1.1: What percentage of the budget for digitization comes from the library or museum budget?.....	49
Table 2.1.2: What percentage of the budget for digitization comes from the library or museum budget? Broken out by Country .....	49
Table 2.1.3: What percentage of the budget for digitization comes from the library or museum budget? Broken out by Type of Organization.....	49
Table 2.1.4: What percentage of the budget for digitization comes from the library or museum budget? Broken out by Type of Data.....	49
Table 2.1.5: What percentage of the budget for digitization comes from the library or museum budget? Broken out by Focus of Digitization Efforts .....	50
Table 2.2.1: What percentage of the budget for digitization comes from a supplement from your parent institution? .....	50
Table 2.2.2: What percentage of the budget for digitization comes from a supplement from your parent institution? Broken out by Country .....	50
Table 2.2.3: What percentage of the budget for digitization comes from a supplement from your parent institution? Broken out by Type of Organization .....	50

Table 2.2.4: What percentage of the budget for digitization comes from a supplement from your parent institution? Broken out by Type of Data.....	50
Table 2.2.5: What percentage of the budget for digitization comes from a supplement from your parent institution? Broken out by Focus of Digitization Efforts.....	51
Table 2.3.1: What percentage of the budget for digitization comes from a supplement from grants and fundraising?.....	51
Table 2.3.2: What percentage of the budget for digitization comes from a supplement from grants and fundraising? Broken out by Country.....	51
Table 2.3.3: What percentage of the budget for digitization comes from a supplement from grants and fundraising? Broken out by Type of Organization.....	51
Table 2.3.4: What percentage of the budget for digitization comes from a supplement from grants and fundraising? Broken out by Type of Data .....	51
Table 2.3.5: What percentage of the budget for digitization comes from a supplement from grants and fundraising? Broken out by Focus of Digitization Efforts.....	52
Table 2.4.1: What percentage of the budget for digitization comes from a supplement from an endowment? .....	52
Table 2.4.2: What percentage of the budget for digitization comes from a supplement from an endowment? Broken out by Country .....	52
Table 2.4.3: What percentage of the budget for digitization comes from a supplement from an endowment? Broken out by Type of Organization.....	52
Table 2.4.4: What percentage of the budget for digitization comes from a supplement from an endowment? Broken out by Type of Data.....	52
Table 2.4.5: What percentage of the budget for digitization comes from a supplement from an endowment? Broken out by Focus of Digitization Efforts .....	53
Table 3.1: How would you describe the outlook for raising money for digitization projects from sources outside of the main library, museum or other main institutional budget?.....	53
Table 3.2: How would you describe the outlook for raising money for digitization projects from sources outside of the main library, museum or other main institutional budget? Broken out by Country.....	53
Table 3.3: How would you describe the outlook for raising money for digitization projects from sources outside of the main library, museum or other main institutional budget? Broken out by Type of Organization .....	53
Table 3.4: How would you describe the outlook for raising money for digitization projects from sources outside of the main library, museum or other main institutional budget? Broken out by Type of Data .....	54
Table 3.5: How would you describe the outlook for raising money for digitization projects from sources outside of the main library, museum or other main institutional budget? Broken out by Focus of Digitization Efforts.....	54
Table 4.1: Which phrase best describes the probable course of your institutional spending for digitization over the next two years? .....	54
Table 4.2: Which phrase best describes the probable course of your institutional spending for digitization over the next two years? Broken out by Country .....	54
Table 4.3: Which phrase best describes the probable course of your institutional spending for digitization over the next two years? Broken out by Type of Organization.....	55

Table 4.4: Which phrase best describes the probable course of your institutional spending for digitization over the next two years? Broken out by Type of Data.....	55
Table 4.5: Which phrase best describes the probable course of your institutional spending for digitization over the next two years? Broken out by Focus of Digitization Efforts.....	55
Table 5.1: Has your division teamed up with any other department or faculty of the college or museum to work jointly on digitization projects? .....	55
Table 5.2: Has your division teamed up with any other department or faculty of the college or museum to work jointly on digitization projects? Broken out by Country .....	56
Table 5.3: Has your division teamed up with any other department or faculty of the college or museum to work jointly on digitization projects? Broken out by Type of Organization.....	56
Table 5.4: Has your division teamed up with any other department or faculty of the college or museum to work jointly on digitization projects? Broken out by Type of Data .....	56
Table 5.5: Has your division teamed up with any other department or faculty of the college or museum to work jointly on digitization projects? Broken out by Focus of Digitization Efforts .....	56
If the library or museum has teamed up on digitization projects with other departments or faculties of the college or museum, please specify these departments or faculties .....	57
Table 6.1: If academic departments contributed funding to digitization projects with the library or museum over the past three years, how much in the aggregate have these departments contributed? .....	58
Table 6.2: If academic departments have contributed funding to digitization projects with the library or museum over the past three years, how much in the aggregate have these departments contributed? Broken out by Country .....	58
Table 6.3: If academic departments have contributed funding to digitization projects with the library or museum over the past three years, how much in the aggregate have these departments contributed? Broken out by Type of Organization .....	58
Table 6.4: If academic departments have contributed funding to digitization projects with the library or museum over the past three years, how much in the aggregate have these departments contributed? Broken out by Type of Data.....	59
Table 6.5: If academic departments have contributed funding to digitization projects with the library or museum over the past three years, how much in the aggregate have these departments contributed? Broken out by Focus of Digitization Efforts .....	59
<b>CHAPTER 3: STAFFING .....</b>	<b>60</b>
Table 7.1: How many individuals are currently spending at least part of their workday on the digitization projects for which you are giving data?.....	60
Table 7.2: How many individuals are currently spending at least part of their workday on the digitization projects for which you are giving data? Broken out by Country .....	60
Table 7.3: How many individuals are currently spending at least part of their workday on the digitization projects for which you are giving data? Broken out by Type of Organization.....	60
Table 7.4: How many individuals are currently spending at least part of their workday on the digitization projects for which you are giving data? Broken out by Type of Data .....	60

Table 7.5: How many individuals are currently spending at least part of their workday on the digitization projects for which you are giving data? Broken out by Focus of Digitization Efforts .....	61
Table 8.1: How many staff hours does your division devote to digitization efforts annually? .....	61
Table 8.2: How many staff hours does your department devote to digitization efforts annually? Broken out by Country .....	61
Table 8.3: How many staff hours does your division devote to digitization efforts annually? Broken out by Type of Organization.....	61
Table 8.4: How many staff hours does your division devote to digitization efforts annually? Broken out by Type of Data.....	61
Table 8.5: How many staff hours does your division devote to digitization efforts annually? Broken out by Focus of Digitization Efforts .....	62
Table 9.1: What will happen to the staff labor spent on digitization over the next two years? .....	62
Table 9.2: What will happen to the staff labor spent on digitization over the next two years? Broken out by Country .....	62
Table 9.3: What will happen to the staff labor spent on digitization over the next two years? Broken out by Type of Organization.....	62
Table 9.4: What will happen to the staff labor spent on digitization over the next two years? Broken out by Type of Data .....	63
Table 9.5: What will happen to the staff labor spent on digitization over the next two years? Broken out by Focus of Digitization Efforts .....	63
<b>CHAPTER 4: IMPACT OF ONLINE EXHIBITS .....</b>	<b>64</b>
Table 10.1: How many unique physical exhibits does your division stage each year? .....	64
Table 10.2: How many unique physical exhibits does your division stage each year? Broken out by Country.....	64
Table 10.3: How many unique physical exhibits does your division stage each year? Broken out by Type of Organization.....	64
Table 10.4: How many unique physical exhibits does your division stage each year? Broken out by Type of Data .....	64
Table 10.5: How many unique physical exhibits does your division stage each year? Broken out by Focus of Digitization Efforts.....	65
Table 11.1: What percentage of the physical exhibits staged are accompanied by a substantial online exhibit that reproduces a significant portion of the exhibit or adds to the exhibit in a significant way?.....	65
Table 11.2: What percentage of the physical exhibits staged are accompanied by a substantial online exhibit that reproduces a significant portion of the exhibit or adds to the exhibit in a significant way? Broken out by Country.....	65
Table 11.3: What percentage of the physical exhibits staged are accompanied by a substantial online exhibit that reproduces a significant portion of the exhibit or adds to the exhibit in a significant way? Broken out by Type of Organization .....	65
Table 11.4: What percentage of the physical exhibits staged are accompanied by a substantial online exhibit that reproduces a significant portion of the exhibit or adds to the exhibit in a significant way? Broken out by Type of Data .....	66

Table 11.5: What percentage of the physical exhibits staged are accompanied by a substantial online exhibit that reproduces a significant portion of the exhibit or adds to the exhibit in a significant way? Broken out by Focus of Digitization Efforts.....	66
--	----

## **CHAPTER 5: LICENSING, PERMISSIONS & COPYRIGHT ..... 67**

Table 12.1: Has your organization outsourced any aspect of rights, permissions or copyright management to third parties?.....	67
Table 12.2: Has your organization outsourced any aspect of rights, permissions or copyright management to third parties? Broken out by Country .....	67
Table 12.3: Has your organization outsourced any aspect of rights, permissions or copyright management to third parties? Broken out by Type of Organization.....	67
Table 12.4: Has your organization outsourced any aspect of rights, permissions or copyright management to third parties? Broken out by Type of Data .....	67
Table 12.5: Has your organization outsourced any aspect of rights, permissions or copyright management to third parties? Broken out by Focus of Digitization Efforts .....	67
Table 13.1: If your organization has outsourced rights, permissions or copyright management, how much in the aggregate has it spent for this purpose over the past three years? .....	68
Table 13.2: If your organization has outsourced rights, permissions or copyright management, how much in the aggregate has it spent for this purpose over the past three years? Broken out by Country .....	68
Table 13.3: If your organization has outsourced rights, permissions or copyright management, how much in the aggregate has it spent for this purpose over the past three years? Broken out by Type of Organization.....	68
Table 13.4: If your organization has outsourced rights, permissions or copyright management, how much in the aggregate has it spent for this purpose over the past three years? Broken out by Type of Data .....	68
Table 13.5: If your organization has outsourced rights, permissions or copyright management, how much in the aggregate has it spent for this purpose over the past three years? Broken out by Focus of Digitization Efforts .....	68
Advise your peers, if you can, on what you have learned about efficient permissions and copyright clearance in collection digitization. ....	69

## **CHAPTER 6: OUTSOURCING ..... 70**

Table 14.1: Has your organization outsourced digitization, in whole or in part, to another college or museum, private consultant or other third party? .....	70
Table 14.2: Has your organization outsourced digitization, in whole or in part, to another college or museum, private consultant or other third party? Broken out by Country .....	70
Table 14.3: Has your organization outsourced digitization, in whole or in part, to another college or museum, private consultant or other third party? Broken out by Type of Organization.....	70
Table 14.4: Has your organization outsourced digitization, in whole or in part, to another college or museum, private consultant or other third party? Broken out by Type of Data .....	70

Table 14.5: Has your organization outsourced digitization, in whole or in part, to another college or museum, private consultant or other third party? Broken out by Focus of Digitization Efforts .....	71
Table 15.1: If you have outsourced digitization of any cultural object within the past three years, how much in the aggregate have you spent on outsourcing over this three-year period?.....	71
Table 15.2: If you have outsourced digitization of any cultural object within the past three years, how much in the aggregate have you spent on outsourcing over this three-year period? Broken out by Country .....	71
Table 15.3: If you have outsourced digitization of any cultural object within the past three years, how much in the aggregate have you spent on outsourcing over this three-year period? Broken out by Type of Organization.....	71
Table 15.4: If you have outsourced digitization of any cultural object within the past three years, how much in the aggregate have you spent on outsourcing over this three-year period? Broken out by Type of Data .....	72
Table 15.5: If you have outsourced digitization of any cultural object within the past three years, how much in the aggregate have you spent on outsourcing over this three-year period? Broken out by Focus of Digitization Efforts .....	72
Table 16.1: What percentage of your digitization work has been outsourced to third parties over the past three years? .....	72
Table 16.2: What percentage of your digitization work has been outsourced to third parties over the past three years? Broken out by Country.....	72
Table 16.3: What percentage of your digitization work has been outsourced to third parties over the past three years? Broken out by Type of Organization .....	73
Table 16.4: What percentage of your digitization work has been outsourced to third parties over the past three years? Broken out by Type of Data .....	73
Table 16.5: What percentage of your digitization work has been outsourced to third parties over the past three years? Broken out by Focus of Digitization Efforts.....	73
Table 17.1: Which phrase best describes your attitude towards the outsourcing of digitization work?.....	73
Table 17.2: Which phrase best describes your attitude towards the outsourcing of digitization work? Broken out by Country .....	74
Table 17.3: Which phrase best describes your attitude towards the outsourcing of digitization work? Broken out by Type of Organization.....	74
Table 17.4: Which phrase best describes your attitude towards the outsourcing of digitization work? Broken out by Type of Data .....	75
Table 17.5: Which phrase best describes your attitude towards the outsourcing of digitization work? Broken out by Focus of Digitization Efforts .....	75
Table 18.1: In general, when your work requires digital image enhancement does your organization handle it in-house or outsource it? .....	75
Table 18.2: In general, when your work requires digital image enhancement does your organization handle it in-house or outsource it? Broken out by Country.....	76
Table 18.3: In general, when your work requires digital image enhancement does your organization handle it in-house or outsource it? Broken out by Type of Organization .....	76
Table 18.4: In general, when your work requires digital image enhancement does your organization handle it in-house or outsource it? Broken out by Type of Data .....	76

Table 18.5: In general, when your work requires digital image enhancement does your organization handle it in-house or outsource it? Broken out by Focus of Digitization Efforts .....	76
What companies or other organizations have you found to be effective outsourcing partners for any kind of digitization work and that you would recommend to others? ....	77
Table 19.1.1: If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done off premises? .....	77
Table 19.1.2: If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done off premises? Broken out by Country .....	77
Table 19.1.3: If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done off premises? Broken out by Type of Organization.....	78
Table 19.1.4: If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done off premises? Broken out by Type of Data.....	78
Table 19.1.5: If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done off premises? Broken out by Focus of Digitization Efforts .....	78
Table 19.2.1: If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done on premises? .....	78
Table 19.2.2: If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done on premises? Broken out by Country .....	79
Table 19.2.3: If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done on premises? Broken out by Type of Organization.....	79
Table 19.2.4: If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done on premises? Broken out by Type of Data.....	79
Table 19.2.5: If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done on premises? Broken out by Focus of Digitization Efforts .....	79
<b>CHAPTER 7: SCANNING, PHOTOGRAPHY &amp; OTHER DIGITIZATION METHODS.....</b>	<b>80</b>
Table 20.1: How much has the special collections department or other division for which you are providing data spent in the past three years on equipment to copy, duplicate, record, photograph, scan or otherwise transform content of any kind into digital formats? .....	80
Table 20.2: How much has the special collections department or other division for which you are providing data spent in the past three years on equipment to copy, duplicate, record, photograph, scan or otherwise transform content of any kind into digital formats? Broken out by Country .....	80

Table 20.3: How much has the special collections department or other division for which you are providing data spent in the past three years on equipment to copy, duplicate, record, photograph, scan or otherwise transform content of any kind into digital formats? Broken out by Type of Organization.....	80
Table 20.4: How much has the special collections department or other division for which you are providing data spent in the past three years on equipment to copy, duplicate, record, photograph, scan or otherwise transform content of any kind into digital formats? Broken out by Type of Data .....	81
Table 20.5: How much has the special collections department or other division for which you are providing data spent in the past three years on equipment to copy, duplicate, record, photograph, scan or otherwise transform content of any kind into digital formats? Broken out by Focus of Digitization Efforts .....	81
If you use scanning equipment, what equipment do you have? What do you plan to purchase? Why have you made the decisions you have? .....	82
If you use digital photographic equipment, what equipment do you have? What do you plan to purchase? Why have you made the decisions you have? .....	84
<b>CHAPTER 8: DIGITAL MANAGEMENT .....</b>	<b>86</b>
Table 21.1: Does the division currently have any form of digital asset management software?.....	86
Table 21.2: Does the division currently have any form of digital asset management software? Broken out by Country.....	86
Table 21.3: Does the division currently have any form of digital asset management software? Broken out by Type of Organization .....	86
Table 21.4: Does the division currently have any form of digital asset management software? Broken out by Type of Data .....	86
Table 21.5: Does the division currently have any form of digital asset management software? Broken out by Focus of Digitization Efforts.....	87
Table 22.1.1: Does your institution use CONTENTdm?.....	87
Table 22.1.2: Does your institution use CONTENTdm? Broken out by Country.....	87
Table 22.1.3: Does your institution use CONTENTdm? Broken out by Type of Organization.....	87
Table 22.1.4: Does your institution use CONTENTdm? Broken out by Type of Data .....	87
Table 22.1.5: Does your institution use CONTENTdm? Broken out by Focus of Digitization Efforts .....	88
Table 22.2.1: Does your institution use Luna Insight?.....	88
Table 22.2.2: Does your institution use Luna Insight? Broken out by Country.....	88
Table 22.2.3: Does your institution use Luna Insight? Broken out by Type of Organization .....	88
Table 22.2.4: Does your institution use Luna Insight? Broken out by Type of Data .....	88
Table 22.2.5: Does your institution use Luna Insight? Broken out by Focus of Digitization Efforts.....	88
Table 22.3.1: Does your institution use DSpace?.....	89
Table 22.3.2: Does your institution use DSpace? Broken out by Country.....	89
Table 22.3.3: Does your institution use DSpace? Broken out by Type of Organization .....	89
Table 22.3.4: Does your institution use DSpace? Broken out by Type of Data .....	89

Table 22.3.5: Does your institution use DSpace? Broken out by Focus of Digitization Efforts .....	89
Table 22.4.1: Does your institution use Expanded Books? .....	89
Table 22.5.1: Does your institution use Fedora? .....	90
Table 22.5.2: Does your institution use Fedora? Broken out by Country .....	90
Table 22.5.3: Does your institution use Fedora? Broken out by Type of Organization .....	90
Table 22.5.4: Does your institution use Fedora? Broken out by Type of Data .....	90
Table 22.5.5: Does your institution use Fedora? Broken out by Focus of Digitization Efforts .....	90
Table 22.6.1: Does your institution use Greenstone? .....	90
Table 22.7.1: Does your institution use IntraText? .....	91
Table 22.8.1: Does your institution use Invenio? .....	91
Table 22.9.1: Does your institution use Aigaion? .....	91
Table 22.9.2: Does your institution use Aigaion? Broken out by Country .....	91
Table 22.9.3: Does your institution use Aigaion? Broken out by Type of Organization .....	91
Table 22.9.4: Does your institution use Aigaion? Broken out by Type of Data .....	91
Table 22.9.5: Does your institution use Aigaion? Broken out by Focus of Digitization Efforts .....	92
Table 22.10.1: Does your institution use Building Resources for Integrated Cultural Knowledge Services (BRICKS)? .....	92
Table 22.11.1: Does your institution use EPrints? .....	92
Table 22.11.2: Does your institution use EPrints? Broken out by Country .....	92
Table 22.11.3: Does your institution use EPrints? Broken out by Type of Organization .....	92
Table 22.11.4: Does your institution use EPrints? Broken out by Type of Data .....	92
Table 22.11.5: Does your institution use EPrints? Broken out by Focus of Digitization Efforts .....	93
Table 22.12.1: Does your institution use Museolog? .....	93
Table 22.12.2: Does your institution use Museolog? Broken out by Country .....	93
Table 22.12.3: Does your institution use Museolog? Broken out by Type of Organization .....	93
Table 22.12.4: Does your institution use Museolog? Broken out by Type of Data .....	93
Table 22.12.5: Does your institution use Museolog? Broken out by Focus of Digitization Efforts .....	93
Table 22.13.1: Does your institution use Omeka? .....	94
Table 22.13.2: Does your institution use Omeka? Broken out by Country .....	94
Table 22.13.3: Does your institution use Omeka? Broken out by Type of Organization .....	94
Table 22.13.4: Does your institution use Omeka? Broken out by Type of Data .....	94
Table 22.13.5: Does your institution use Omeka? Broken out by Focus of Digitization Efforts .....	94
Table 22.14.1: Does your institution use RefDB? .....	94
Table 22.15.1: Does your institution use Refb? .....	94
Table 22.16.1: Does your institution use VITAL Media? .....	95
Table 22.17.1: Does your institution use DigiTool? .....	95
Table 22.17.2: Does your institution use DigiTool? Broken out by Country .....	95
Table 22.17.3: Does your institution use DigiTool? Broken out by Type of Organization .....	95
Table 22.17.4: Does your institution use DigiTool? Broken out by Type of Data .....	95

Table 22.17.5: Does your institution use DigiTool? Broken out by Focus of Digitization Efforts .....	95
What other kinds of digital asset management software does your institution use? .....	96
Table 23.1.1: Do you store the division's digitization projects on your own divisional servers? .....	96
Table 23.1.2: Do you store the division's digitization projects on your own divisional servers? Broken out by Country .....	96
Table 23.1.3: Do you store the division's digitization projects on your own divisional servers? Broken out by Type of Organization .....	97
Table 23.1.4: Do you store the division's digitization projects on your own divisional servers? Broken out by Type of Data .....	97
Table 23.1.5: Do you store the division's digitization projects on your own divisional servers? Broken out by Focus of Digitization Efforts .....	97
Table 23.2.1: Do you have servers dedicated to specific digitization projects? .....	97
Table 23.2.2: Do you have servers dedicated to specific digitization projects? Broken out by Country .....	97
Table 23.2.3: Do you have servers dedicated to specific digitization projects? Broken out by Type of Organization .....	98
Table 23.2.4: Do you have servers dedicated to specific digitization projects? Broken out by Type of Data .....	98
Table 23.2.5: Do you have servers dedicated to specific digitization projects? Broken out by Focus of Digitization Efforts .....	98
Table 23.3.1: Do you use the general college, university or museum servers to store the division's digitization projects? .....	98
Table 23.3.2: Do you use the general college, university or museum servers to store the division's digitization projects? Broken out by Country .....	98
Table 23.3.3: Do you use the general college, university or museum servers to store the division's digitization projects? Broken out by Type of Organization .....	99
Table 23.3.4: Do you use the general college, university or museum servers to store the division's digitization projects? Broken out by Type of Data .....	99
Table 23.3.5: Do you use the general college, university or museum servers to store the division's digitization projects? Broken out by Focus of Digitization Efforts .....	99
Table 23.4.1: Do you use the servers of a third party service to store the division's digitization projects? .....	99
Table 23.4.2: Do you use the servers of a third party service to store the division's digitization projects? Broken out by Country .....	99
Table 23.4.3: Do you use the servers of a third party service to store the division's digitization projects? Broken out by Type of Organization .....	100
Table 23.4.4: Do you use the servers of a third party service to store the division's digitization projects? Broken out by Type of Data .....	100
Table 23.4.5: Do you use the servers of a third party service to store the division's digitization projects? Broken out by Focus of Digitization Efforts .....	100
What has been your experience with digital asset management software? Have you developed in-house solutions? Purchased commercial software? Used open source software? What do you recommend? .....	100

<b>CHAPTER 9: CATALOGING .....</b>	<b>103</b>
Table 24.1: What percentage of the labor time required for your digitization projects is spent dealing cataloging and metadata issues? .....	103
Table 24.2: What percentage of the labor time required for your digitization projects is spent dealing cataloging and metadata issues? Broken out by Country .....	103
Table 24.3: What percentage of the labor time required for your digitization projects is spent dealing cataloging and metadata issues? Broken out by Type of Organization .....	103
Table 24.4: What percentage of the labor time required for your digitization projects is spent dealing cataloging and metadata issues? Broken out by Type of Data .....	103
Table 24.5: What percentage of the labor time required for your digitization projects is spent dealing cataloging and metadata issues? Broken out by Focus of Digitization Efforts .....	104
Table 25.1: How much has your organization spent on outside metadata services for your digitization projects over the past three years? .....	104
Table 25.2: How much has your organization spent on outside metadata services for your digitization projects over the past three years? Broken out by Country .....	104
Table 25.3: How much has your organization spent on outside metadata services for your digitization projects over the past three years? Broken out by Type of Organization .....	104
Table 25.4: How much has your organization spent on outside metadata services for your digitization projects over the past three years? Broken out by Type of Data .....	105
Table 25.5: How much has your organization spent on outside metadata services for your digitization projects over the past three years? Broken out by Focus of Digitization Efforts .....	105
New types of digital metadata and editing software have been developed which enable digital project managers to "tag" or "slice and dice" and then develop metadata for highly specific fractions of audio, video, text, photographs and other digital materials. Have you used or do you plan to use such software for your special collection development? .....	105
How satisfied are you with the metadata creation for your digitization projects? Have you been able to implement the metadata successfully? What are your plans for the future? .....	107
<b>CHAPTER 10: COLLABORATIONS .....</b>	<b>110</b>
Table 26.1: Has your organization outsourced a digitization project largely to another organization, such as a major museum or university that specializes in such projects? .....	110
Table 26.2: Has your organization outsourced a digitization project largely to another organization, such as a major museum or university that specializes in such projects? Broken out by Country .....	110
Table 26.3: Has your organization outsourced a digitization project largely to another organization, such as a major museum or university that specializes in such projects? Broken out by Type of Organization .....	110
Table 26.4: Has your organization outsourced a digitization project largely to another organization, such as a major museum or university that specializes in such projects? Broken out by Type of Data .....	110
Table 26.5: Has your organization outsourced a digitization project largely to another organization, such as a major museum or university that specializes in such projects? Broken out by Focus of Digitization Efforts .....	111

Table 27.1: Which phrase best summarizes your reaction to the following philosophy: "Small colleges and museums should let larger or more specialized institutions handle many of their digitization projects since they have the equipment, experience and economies of scale to do a better job at lower cost?" .....	111
Table 27.2: Which phrase best summarizes your reaction to the following philosophy: "Small colleges and museums should let larger or more specialized institutions handle many of their digitization projects since they have the equipment, experience and economies of scale to do a better job at lower cost?" Broken out by Country .....	111
Table 27.3: Which phrase best summarizes your reaction to the following philosophy: "Small colleges and museums should let larger or more specialized institutions handle many of their digitization projects since they have the equipment, experience and economies of scale to do a better job at lower cost?" Broken out by Type of Organization .....	112
Table 27.4: Which phrase best summarizes your reaction to the following philosophy: "Small colleges and museums should let larger or more specialized institutions handle many of their digitization projects since they have the equipment, experience and economies of scale to do a better job at lower cost?" Broken out by Type of Data .....	112
Table 27.5: Which phrase best summarizes your reaction to the following philosophy: "Small colleges and museums should let larger or more specialized institutions handle many of their digitization projects since they have the equipment, experience and economies of scale to do a better job at lower cost?" Broken out by Focus of Digitization Efforts .....	113
<b>CHAPTER 11: MARKETING .....</b>	<b>114</b>
Table 28.1: How much did the division spend on marketing and publicizing the digitization of special collections in the past three years? .....	114
Table 28.2: How much did the division spend on marketing and publicizing the digitization of special collections in the past three years? Broken out by Country .....	114
Table 28.3: How much did the division spend on marketing and publicizing the digitization of special collections in the past three years? Broken out by Type of Organization .....	114
Table 28.4: How much did the division spend on marketing and publicizing the digitization of special collections in the past three years? Broken out by Type of Data .....	114
Table 28.5: How much did the division spend on marketing and publicizing the digitization of special collections in the past three years? Broken out by Focus of Digitization Efforts .....	115
Table 29.1: Does the division license or rent use of any aspect of its digital collection to any party? .....	115
Table 29.2: Does the division license or rent use of any aspect of its digital collection to any party? Broken out by Country .....	115
Table 29.3: Does the division license or rent use of any aspect of its digital collection to any party? Broken out by Type of Organization .....	115
Table 29.4: Does the division license or rent use of any aspect of its digital collection to any party? Broken out by Type of Data .....	115
Table 29.5: Does the division license or rent use of any aspect of its digital collection to any party? Broken out by Focus of Digitization Efforts .....	116

Table 30.1: If the division licenses, rents or sells any aspect of its digital collection, how much revenue did it accrue from these activities over the past three years? .....	116
Table 30.2: If the division licenses, rents or sells any aspect of its digital collection, how much revenue did it accrue from these activities over the past three years? Broken out by Country .....	116
Table 30.3: If the division licenses, rents or sells any aspect of its digital collection, how much revenue did it accrue from these activities over the past three years? Broken out by Type of Organization.....	116
Table 30.4: If the division licenses, rents or sells any aspect of its digital collection, how much revenue did it accrue from these activities over the past three years? Broken out by Type of Data.....	117
Table 30.5: If the division licenses, rents or sells any aspect of its digital collection, how much revenue did it accrue from these activities over the past three years? Broken out by Focus of Digitization Efforts .....	117
Table 31.1: Has the digitization of any of your collections led to higher sales of reproductions and items related to your collection through gift shops, catalogs or other venues? .....	117
Table 31.2: Has the digitization of any of your collections led to higher sales of reproductions and items related to your collection through gift shops, catalogs or other venues? Broken out by Country.....	117
Table 31.3: Has the digitization of any of your collections led to higher sales of reproductions and items related to your collection through gift shops, catalogs or other venues? Broken out by Type of Organization .....	118
Table 31.4: Has the digitization of any of your collections led to higher sales of reproductions and items related to your collection through gift shops, catalogs or other venues? Broken out by Type of Data.....	118
Table 31.5: Has the digitization of any of your collections led to higher sales of reproductions and items related to your collection through gift shops, catalogs or other venues? Broken out by Focus of Digitization Efforts.....	118
Table 32.1: If the library sells reproductions of elements of its collection, how would you describe the impact of digitization on sales of these items?.....	118
Table 32.2: If the library sells reproductions of elements of its collection, how would you describe the impact of digitization on sales of these items? Broken out by Country.....	119
Table 32.3: If the library sells reproductions of elements of its collection, how would you describe the impact of digitization on sales of these items? Broken out by Type of Organization.....	119
Table 32.4: If the library sells reproductions of elements of its collection, how would you describe the impact of digitization on sales of these items? Broken out by Type of Data .....	119
Table 32.5: If the library sells reproductions of elements of its collection, how would you describe the impact of digitization on sales of these items? Broken out by Focus of Digitization Efforts .....	120
Table 33.1.1: How important is Flickr to marketing your digital collections? .....	120
Table 33.1.2: How important is Flickr to marketing your digital collections? Broken out by Country.....	120

Table 33.1.3: How important is Flickr to marketing your digital collections? Broken out by Type of Organization .....	120
Table 33.1.4: How important is Flickr to marketing your digital collections? Broken out by Type of Data .....	121
Table 33.1.1: How important is Flickr to marketing your digital collections? Broken out by Focus of Digitization Efforts.....	121
Table 33.2.1: How important is Twitter to marketing your digital collections?.....	121
Table 33.2.2: How important is Twitter to marketing your digital collections? Broken out by Country.....	121
Table 33.2.3: How important is Twitter to marketing your digital collections? Broken out by Type of Organization .....	122
Table 33.2.4: How important is Twitter to marketing your digital collections? Broken out by Type of Data .....	122
Table 33.2.5: How important is Twitter to marketing your digital collections? Broken out by Focus of Digitization Efforts.....	122
Table 33.3.1: How important is Instagram to marketing your digital collections? .....	122
Table 33.3.2: How important is Instagram to marketing your digital collections? Broken out by Country.....	123
Table 33.3.3: How important is Instagram to marketing your digital collections? Broken out by Type of Organization .....	123
Table 33.3.4: How important is Instagram to marketing your digital collections? Broken out by Type of Data.....	123
Table 33.3.5: How important is Instagram to marketing your digital collections? Broken out by Focus of Digitization Efforts.....	123
Table 33.4.1: How important is Wikipedia to marketing your digital collections? .....	123
Table 33.4.2: How important is Wikipedia to marketing your digital collections? Broken out by Country.....	124
Table 33.4.3: How important is Wikipedia to marketing your digital collections? Broken out by Type of Organization .....	124
Table 33.4.4: How important is Wikipedia to marketing your digital collections? Broken out by Type of Data.....	124
Table 33.4.5: How important is Wikipedia to marketing your digital collections? Broken out by Focus of Digitization Efforts.....	124
Table 33.5.1: How important is Facebook to marketing your digital collections?.....	125
Table 33.5.2: How important is Facebook to marketing your digital collections? Broken out by Country.....	125
Table 33.5.3: How important is Facebook to marketing your digital collections? Broken out by Type of Organization .....	125
Table 33.5.4: How important is Facebook to marketing your digital collections? Broken out by Type of Data.....	125
Table 33.5.5: How important is Facebook to marketing your digital collections? Broken out by Focus of Digitization Efforts.....	126
Table 33.6.1: How important is LinkedIn to marketing your digital collections?.....	126
Table 33.6.2: How important is LinkedIn to marketing your digital collections? Broken out by Country.....	126

Table 33.6.3: How important is LinkedIn to marketing your digital collections? Broken out by Type of Organization .....	126
Table 33.6.4: How important is LinkedIn to marketing your digital collections? Broken out by Type of Data .....	127
Table 33.6.5: How important is LinkedIn to marketing your digital collections? Broken out by Focus of Digitization Efforts.....	127
Table 33.7.1: How important is YouTube to marketing your digital collections? .....	127
Table 33.7.2: How important is YouTube to marketing your digital collections? Broken out by Country.....	127
Table 33.7.3: How important is YouTube to marketing your digital collections? Broken out by Type of Organization .....	128
Table 33.7.4: How important is YouTube to marketing your digital collections? Broken out by Type of Data .....	128
Table 33.7.5: How important is YouTube to marketing your digital collections? Broken out by Focus of Digitization Efforts.....	128
Table 33.8.1: How important is Vimeo to marketing your digital collections? .....	128
Table 33.8.2: How important is Vimeo to marketing your digital collections? Broken out by Country.....	129
Table 33.8.3: How important is Vimeo to marketing your digital collections? Broken out by Type of Organization .....	129
Table 33.8.4: How important is Vimeo to marketing your digital collections? Broken out by Type of Data .....	129
Table 33.8.5: How important is Vimeo to marketing your digital collections? Broken out by Focus of Digitization Efforts.....	129
Table 33.9.1: How important is Tumblr to marketing your digital collections? .....	130
Table 33.9.2: How important is Tumblr to marketing your digital collections? Broken out by Country.....	130
Table 33.9.3: How important is Tumblr to marketing your digital collections? Broken out by Type of Organization .....	130
Table 33.9.4: How important is Tumblr to marketing your digital collections? Broken out by Type of Data .....	130
Table 33.9.5: How important is Tumblr to marketing your digital collections? Broken out by Focus of Digitization Efforts.....	131
Table 33.10.1: How important is Pinterest to marketing your digital collections? .....	131
Table 33.10.2: How important is Pinterest to marketing your digital collections? Broken out by Country.....	131
Table 33.10.3: How important is Pinterest to marketing your digital collections? Broken out by Type of Organization .....	131
Table 33.10.4: How important is Pinterest to marketing your digital collections? Broken out by Type of Data .....	132
Table 33.10.5: How important is Pinterest to marketing your digital collections? Broken out by Focus of Digitization Efforts.....	132
Table 33.11.1: How important is Google Maps to marketing your digital collections? ...	132
Table 33.11.2: How important is Google Maps to marketing your digital collections? Broken out by Country.....	132

Table 33.11.3: How important is Google Maps to marketing your digital collections? Broken out by Type of Organization.....	133
Table 33.11.4: How important is Google Maps to marketing your digital collections? Broken out by Type of Data .....	133
Table 33.11.5: How important is Google Maps to marketing your digital collections? Broken out by Focus of Digitization Efforts .....	133
Table 33.12.1: How important is Google Plus to marketing your digital collections? .....	133
Table 33.12.2: How important is Google Plus to marketing your digital collections? Broken out by Country.....	134
Table 33.12.3: How important is Google Plus to marketing your digital collections? Broken out by Type of Organization.....	134
Table 33.12.4: How important is Google Plus to marketing your digital collections? Broken out by Type of Data .....	134
Table 33.12.5: How important is Google Plus to marketing your digital collections? Broken out by Focus of Digitization Efforts .....	134
Table 33.13.1: How important is Google Scholar to marketing your digital collections? .....	134
Table 33.13.2: How important is Google Scholar to marketing your digital collections? Broken out by Country.....	135
Table 33.13.3: How important is Google Scholar to marketing your digital collections? Broken out by Type of Organization.....	135
Table 33.13.4: How important is Google Scholar to marketing your digital collections? Broken out by Type of Data .....	135
Table 33.13.5: How important is Google Scholar to marketing your digital collections? Broken out by Focus of Digitization Efforts .....	135
Table 34.1.1: How useful do you expect Flickr to be in the future to marketing your organization's digitized assets? .....	136
Table 34.1.2: How useful do you expect Flickr to be in the future to marketing your organization's digitized assets? Broken out by Country.....	136
Table 34.1.3: How useful do you expect Flickr to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	136
Table 34.1.4: How useful do you expect Flickr to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	136
Table 34.1.5: How useful do you expect Flickr to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	137
Table 34.2.1: How useful do you expect Twitter to be in the future to marketing your organization's digitized assets? .....	137
Table 34.2.2: How useful do you expect Twitter to be in the future to marketing your organization's digitized assets? Broken out by Country.....	137
Table 34.2.3: How useful do you expect Twitter to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	137
Table 34.2.4: How useful do you expect Twitter to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	138
Table 34.2.5: How useful do you expect Twitter to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	138

Table 34.3.1: How useful do you expect Instagram to be in the future to marketing your organization's digitized assets? .....	138
Table 34.3.2: How useful do you expect Instagram to be in the future to marketing your organization's digitized assets? Broken out by Country.....	138
Table 34.3.3: How useful do you expect Instagram to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	139
Table 34.3.4: How useful do you expect Instagram to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	139
Table 34.3.5: How useful do you expect Instagram to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	139
Table 34.4.1: How useful do you expect Wikipedia to be in the future to marketing your organization's digitized assets? .....	139
Table 34.4.2: How useful do you expect Wikipedia to be in the future to marketing your organization's digitized assets? Broken out by Country.....	140
Table 34.4.3: How useful do you expect Wikipedia to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	140
Table 34.4.4: How useful do you expect Wikipedia to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	140
Table 34.4.5: How useful do you expect Wikipedia to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	141
Table 34.5.1: How useful do you expect Facebook to be in the future to marketing your organization's digitized assets? .....	141
Table 34.5.2: How useful do you expect Facebook to be in the future to marketing your organization's digitized assets? Broken out by Country.....	141
Table 34.5.3: How useful do you expect Facebook to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	141
Table 34.5.4: How useful do you expect Facebook to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	142
Table 34.5.5: How useful do you expect Facebook to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	142
Table 34.6.1: How useful do you expect LinkedIn to be in the future to marketing your organization's digitized assets? .....	142
Table 34.6.2: How useful do you expect LinkedIn to be in the future to marketing your organization's digitized assets? Broken out by Country.....	142
Table 34.6.3: How useful do you expect LinkedIn to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	143
Table 34.6.4: How useful do you expect LinkedIn to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	143
Table 34.6.5: How useful do you expect LinkedIn to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	143
Table 34.7.1: How useful do you expect YouTube to be in the future to marketing your organization's digitized assets? .....	144
Table 34.7.2: How useful do you expect YouTube to be in the future to marketing your organization's digitized assets? Broken out by Country.....	144
Table 34.7.3: How useful do you expect YouTube to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	144

Table 34.7.4: How useful do you expect YouTube to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	144
Table 34.7.5: How useful do you expect YouTube to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	145
Table 34.8.1: How useful do you expect Vimeo to be in the future to marketing your organization's digitized assets? .....	145
Table 34.8.2: How useful do you expect Vimeo to be in the future to marketing your organization's digitized assets? Broken out by Country.....	145
Table 34.8.3: How useful do you expect Vimeo to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	145
Table 34.8.4: How useful do you expect Vimeo to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	146
Table 34.8.5: How useful do you expect Vimeo to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	146
Table 34.9.1: How useful do you expect Tumblr to be in the future to marketing your organization's digitized assets? .....	146
Table 34.9.2: How useful do you expect Tumblr to be in the future to marketing your organization's digitized assets? Broken out by Country.....	146
Table 34.9.3: How useful do you expect Tumblr to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	147
Table 34.9.4: How useful do you expect Tumblr to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	147
Table 34.9.5: How useful do you expect Tumblr to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	147
Table 34.10.1: How useful do you expect Pinterest to be in the future to marketing your organization's digitized assets? .....	147
Table 34.10.2: How useful do you expect Pinterest to be in the future to marketing your organization's digitized assets? Broken out by Country.....	148
Table 34.10.3: How useful do you expect Pinterest to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	148
Table 34.10.4: How useful do you expect Pinterest to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	148
Table 34.10.5: How useful do you expect Pinterest to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	148
Table 34.11.1: How useful do you expect Google Maps to be in the future to marketing your organization's digitized assets? .....	149
Table 34.11.2: How useful do you expect Google Maps to be in the future to marketing your organization's digitized assets? Broken out by Country .....	149
Table 34.11.3: How useful do you expect Google Maps to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	149
Table 34.11.4: How useful do you expect Google Maps to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	149
Table 34.11.5: How useful do you expect Google Maps to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	150
Table 34.12.1: How useful do you expect Google Plus to be in the future to marketing your organization's digitized assets? .....	150

Table 34.12.2: How useful do you expect Google Plus to be in the future to marketing your organization's digitized assets? Broken out by Country .....	150
Table 34.12.3: How useful do you expect Google Plus to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	150
Table 34.12.4: How useful do you expect Google Plus to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	151
Table 34.12.5: How useful do you expect Google Plus to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	151
Table 34.13.1: How useful do you expect Google Scholar to be in the future to marketing your organization's digitized assets? .....	151
Table 34.13.2: How useful do you expect Google Scholar to be in the future to marketing your organization's digitized assets? Broken out by Country .....	151
Table 34.13.3: How useful do you expect Google Scholar to be in the future to marketing your organization's digitized assets? Broken out by Type of Organization .....	152
Table 34.13.4: How useful do you expect Google Scholar to be in the future to marketing your organization's digitized assets? Broken out by Type of Data .....	152
Table 34.13.5: How useful do you expect Google Scholar to be in the future to marketing your organization's digitized assets? Broken out by Focus of Digitization Efforts.....	152
Has your organization used YouTube, iTunes, Flickr or other internet-based archival or retrieval services for text, video, sound, photographs or other digital resources to market or otherwise make available your collection? If so how?.....	153
Has your organization been able to use Facebook or other social networking sites to market your collection? If so how? .....	154
Does your organization use blogs to market your digitized assets? If so, which blogging service do you use? Do you develop specific blogs for specific digital collections? What is your blogging strategy? .....	156
<b>CHAPTER 12: FAVORED RESOURCES.....</b>	<b>158</b>
What are some of your favorite blogs, listservs, websites, publications, conferences and other resources that you use to keep abreast of developments in library special collections and museum digitization projects and strategies? .....	158
<b>CHAPTER 13: ADVICE FOR PEERS.....</b>	<b>160</b>
If there is something that you have learned along the way that has made your digitization projects better, more efficient or less costly, please pass it along here. It can relate to equipment, techniques, management, deployment of labor, marketing, cataloging, supervision, outsourcing or any aspect of digitization projects not previously mentioned. ....	160

## **SURVEY PARTICIPANTS**

Academy of Motion Picture Arts and Sciences  
Adler Planetarium and Astronomy Museum  
Agnes Scott College  
American Antiquarian Society  
Archaeological Research, University of Texas at San Antonio  
Arkansas State University  
Autry National Center of the American West  
Ball State University  
Baton Rouge Community College  
Belgrade University Library  
British Postal Museum and Archive  
C.N. Gorman Museum at the University of California, Davis  
Carnegie Mellon University  
Chandler Museum  
Chemung County Library District – Central Branch  
Cincinnati Children's Hospital Medical Center  
Colby College  
Crystal Bridges Museum of American Art  
Deadwood History, Inc.  
Digital Transitions  
Dundee College  
East Baton Rouge Parish Library  
Emory University  
Ferris State University  
Florida International University  
Gogebic Community College  
Hamilton College Library  
Harding University  
History San Jose  
James E. Lewis Museum of Art  
Jordan Schnitzer Museum of Art  
Kennebec Valley Community College  
Kent State University Museum  
King's College, Taunton  
L.E. Phillips Memorial Public Library  
Laval University  
Ledyard Public Libraries  
Lincoln Memorial University  
Lindley Library, Royal Horticultural Society  
Louisville Public Library  
Lyndon Baines Johnson Library and Museum  
Meridian Community College  
Municipal Library of Ala

Muscatine Community College  
Museum Department, City of Riverside, California  
Museum Osteopathic Medicine  
National Cowboy and Western Heritage Museum  
National Judicial Institute  
National Library and Archives of Quebec  
National Library of Latvia  
Ohio Local History Service Corps  
Our Lady of Victory of Missionary Sisters  
Plano Public Library System  
Queen Mary, University of London  
Riemenschneider Bach Institute, Baldwin Wallace University  
Saint Louis University  
Sam Noble Museum  
San Diego Air and Space Museum  
San Jose Museum of Art  
Sapienza University of Rome  
Scurry County Museum  
Sedona Heritage Museum  
Seton Hall University  
South Carolina State Library  
Special Collections Research Center, Syracuse University  
The University of Melbourne  
Thunderbird School of Global Management  
Trafalgar Township Historical Society  
U.S. Copyright Office, Library of Congress  
University of California, Santa Barbara  
University of Colorado Museum of Natural History  
University of Hawaii at Manoa  
University of Maryland, Baltimore County  
University of North Carolina at Charlotte  
University of Southern Indiana  
Utah Museum of Fine Arts  
Villanova University  
Washington and Jefferson College  
Wellcome Library  
Williamson Museum  
Wright Museum of Art at Beloit College

## THE QUESTIONNAIRE

1. Please provide the following demographic information.

Personal Name & Title:

Organization:

Country:

Email Address:

Phone Number:

2. Which term best describes your organization?

(a) College or University Library

(b) Museum

(c) Public Library

(d) Special Library

(e) Other (please specify)

3. What entity are you giving information for? Once you make your choice you should give consistent data about this entity throughout the survey.

(a) Aggregated data for most or all digitization efforts of the special collections of your library or museum

(b) Data for various digitization projects of one special collection division of your library or museum, i.e., Rare Books Division, or Special Collections Division, or Medieval Art Division

(c) Data for a specific project, i.e., the McGill Napoleon Collection

4. Briefly describe the project or set of projects for which you are giving data. If there are too many to describe fully, briefly describe the largest or most important.

5. Rank the following types of digitization efforts for the degree to which they form a part of your digitization efforts.

Digitization of Photographs

(a) Have had no experience with this medium

(b) Have had some experience but it is peripheral to our efforts

(c) This is an important factor or medium for us

(d) This is the most critical factor or medium for us

Digitization of Microfilm or Microfiche

(a) Have had no experience with this medium

(b) Have had some experience but it is peripheral to our efforts

(c) This is an important factor or medium for us

(d) This is the most critical factor or medium for us

Digitization of Text

- (a) Have had no experience with this medium
- (b) Have had some experience but it is peripheral to our efforts
- (c) This is an important factor or medium for us
- (d) This is the most critical factor or medium for us

Digitization of Music or other Voice Recordings

- (a) Have had no experience with this medium
- (b) Have had some experience but it is peripheral to our efforts
- (c) This is an important factor or medium for us
- (d) This is the most critical factor or medium for us

Digitization of Film or Video

- (a) Have had no experience with this medium
- (b) Have had some experience but it is peripheral to our efforts
- (c) This is an important factor or medium for us
- (d) This is the most critical factor or medium for us

Preservation or Enhancement of Existing Digital Formats

- (a) Have had no experience with this medium
- (b) Have had some experience but it is peripheral to our efforts
- (c) This is an important factor or medium for us
- (d) This is the most critical factor or medium for us

6. What is your annual budget for the digitization project or projects for which you will be giving data?

7. What percentage of the budget for digitization comes from the following sources?

- Library or Museum Budget:
- Supplement from Parent Institution:
- Grants & Fundraising:
- Endowment:

8. How would you describe the outlook for raising money for digitization projects from sources outside of the main library, museum or other main institutional budget?

- (a) Not favorable
- (b) Not too bad
- (c) Pretty good
- (d) Excellent

9. Which phrase best describes the probable course of your institutional spending for digitization over the next two years?
- (a) It will probably decrease substantially
  - (b) It will probably decrease somewhat
  - (c) It will probably remain the same
  - (d) It will probably increase somewhat
  - (e) It will probably increase substantially
10. Has your division teamed up with any other department or faculty of the college or museum to work jointly on digitization projects?
- (a) Yes
  - (b) No
11. If the library or museum has teamed up on digitization projects with other departments or faculties of the college or museum, please specify these departments or faculties.
12. If academic departments (not administrative departments) have contributed funding to digitization projects with the library or museum over the past three years, how much in the aggregate have these departments contributed?
13. How many individuals are currently spending at least part of their workday on the digitization projects for which you are giving data? Include both full-time and part-time employees.
14. How many staff hours does your division devote to digitization efforts annually? One full-time employee working a normal work day generally puts in about 1,800 hours per year.
15. What will happen to the staff labor spent on digitization over the next two years?
- (a) Staff labor spent on digitization will drop significantly
  - (b) Staff labor spent on digitization will drop
  - (c) Staff labor spent on digitization will stay about the same
  - (d) Staff labor spent on digitization will increase
  - (e) Staff labor spent on digitization will increase significantly
16. How many unique physical exhibits does your division stage each year?
17. What percentage of the physical exhibits staged are accompanied by a substantial online exhibit that reproduces a significant portion of the physical exhibit or adds to the exhibit in a significant way?
18. Has your organization outsourced any aspect of rights, permissions or copyright management to third parties?
- (a) Yes
  - (b) No

19. If your organization has outsourced rights, permissions or copyright management, how much in the aggregate has it spent for this purpose over the past three years?

20. Advise your peers, if you can, of what you have learned about efficient permissions and copyright clearance in collection digitization.

21. Has your organization outsourced digitization, in whole or in part, to another college or museum, private consultant or other third party?

(a) Yes

(b) No

22. If you have outsourced digitization of any cultural object (photographs, music, film, artwork, text, historic documents, textiles, architectural or engineering blueprints or documents, or other works of cultural significance) within the past three years, how much in the aggregate have you spent on outsourcing over this three-year period?

23. What percentage of your digitization work has been outsourced to third parties over the past three years?

24. Which phrase best describes your attitude towards the outsourcing of digitization work?

(a) We have not outsourced digitization and do not want to

(b) We outsource only special needs that we don't have special equipment or expertise to do in-house

(c) We have done a lot of outsourcing but want to do more digitization work in-house

(d) We have not done much outsourcing but feel that this is really the way to go

(e) We have done a lot of outsourcing and plan to outsource an even more of our digitization work in the future

25. In general, when your work requires digital image enhancement does your organization handle it in-house or outsource it?

(a) Handle it in-house

(b) Outsource it

26. What companies or other organizations have you found to be effective outsourcing partners for any kind of digitization work and that you would recommend to others?

27. If your organization has outsourced digitization work over the past three years, what percentage of the outsourced work was done off premises? What percentage of this work was done on premises, i.e., performed by a hired company or freelancer but done at your site so that the materials do not have to be shipped out?

28. How much has the special collections department or other division for which you are providing data spent in the past three years on equipment to copy, duplicate, record, photograph, scan or otherwise transform content of any kind into digital formats?

29. If you use scanning equipment, what equipment do you have? What do you plan to purchase? Why have you made the decisions you have?
30. If you use digital photographic equipment, what equipment do you have? What do you plan to purchase? Why have you made the decisions you have?
31. Does the division currently have any form of digital asset management software?
- (a) Yes
  - (b) No
  - (c) No, but we share a system with other departments or divisions of the college
32. Does your institution use any of the following forms of digital asset management software? Select all that apply.
- (a) CONTENTdm
  - (b) Luna Insight
  - (c) DSpace
  - (d) Expanded Books
  - (e) Fedora
  - (f) Greenstone
  - (g) IntraText
  - (h) Invenio
  - (i) Aigaion
  - (j) BRICKS
  - (k) EPrints
  - (l) Museolog
  - (m) Omeka
  - (n) RefDB
  - (o) Refb
  - (p) VITAL
  - (q) DigiTool
  - (r) Other (please specify)
33. How do you store the division's digitization projects? Select all that apply/
- (a) We have our own divisional servers
  - (b) We have servers dedicated to specific digitization projects
  - (c) We use the general college, university or museum servers
  - (d) We use servers of a storage or other third party service
34. What has been your experience with digital asset management software? Have you developed in-house solutions? Purchased commercial software? Used open source software? What do you recommend?
35. What percentage of the labor time required for your digitization projects is spent dealing with cataloging and metadata issues?

36. How much has your organization spent on outside metadata services for your digitization projects over the past three years? If these expenses have not been broken out separately by a supplier, give an estimate of the amount of total digitization outsourcing spending accounted for by metadata creation.

37. New types of digital metadata and editing software have been developed which enable digital project managers to "tag" or "slice and dice" and then develop metadata for highly specific fractions of audio, video, text, photographs and other digital materials. For example, this software could aggregate 100 video films about the natural world and catalog the footage by type of animal, or by region of the world, so that a researcher could pull up only scenes involving tigers, or only scenes shot in rain forests, or only scenes shot at night. Or, another example, a music researcher could search thousands of symphonies and choose only those in which certain instruments were used in certain time periods. Have you used or do you plan to use such software for your special collection development?

38. How satisfied are you with the metadata creation for your digitization projects? Have you been able to implement the metadata successfully? What are your plans for the future?

39. Has your organization outsourced a digitization project largely to another organization, such as a major museum or university that specializes in such projects?

- (a) Yes
- (b) No

40. Which phrase best summarizes your opinion of the following philosophy? "Small colleges and museums should let larger or more specialized universities or museums handle many of their digitization projects since these institutions have the equipment, experience and economies of scale to do a better job at lower cost than many smaller institutions can do for themselves."

- (a) Do not think that this is true
- (b) Perhaps this is true but we do not want to give up too much control over our material and we know our material better in any case
- (c) There is some truth to this and some jobs should be outsourced to the major institutions
- (d) It is definitely true and small institutions can benefit enormously by taking advantage of the resources of larger or more specialized institutions

41. How much did the division spend on marketing and publicizing the digitization of special collections in the past three years? Include spending on press releases, ads, internet marketing, and other forms of promotion.

42. Does the division license or rent use of any aspect of its digital collection to any party?

- (a) Yes
- (b) No

43. If the division licenses, rents or sells any aspect of its digital collection, how much revenue did it accrue from these activities over the past three years?

44. Has the digitization of any of your collections led to higher sales of reproductions and items related to your collection through gift shops, catalogs or other venues?

- (a) Yes
- (b) No
- (c) Not applicable to us since we don't sell such items

45. If the library sells reproductions of elements of its collection, how would you describe the impact of digitization on sales of these items?

- (a) Has had little impact
- (b) Has led to a modest increase in sales, probably less than 5%
- (c) Has led to an increase in sales of between 5% and 25%
- (d) Has dramatically increased sales by more than 25%

46. How important are the following resources to marketing your digital collections?

Flickr

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

Twitter

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

Instagram

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

Wikipedia

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

Facebook

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

LinkedIn

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

YouTube

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

Vimeo

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

Tumblr

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

Pinterest

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

Google Maps

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

Google Plus

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

Google Scholar

- (a) Very important
- (b) Important
- (c) Somewhat important
- (d) Not very important
- (e) Unimportant

47. How useful do you expect the following internet sites to be in the future of marketing your organization's digitized assets?

Flickr

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

Twitter

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

Instagram

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

Wikipedia

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

Facebook

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

LinkedIn

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

YouTube

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

Vimeo

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

Tumblr

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

Pinterest

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

Google Maps

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

Google Plus

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful
- (e) Will not use

Google Scholar

- (a) Highly useful
- (b) Useful
- (c) Somewhat useful
- (d) Not too useful

48. Has your organization used YouTube, iTunes, Flickr or other internet-based archival or retrieval services for text, video, sound, photographs or other digital resources to market or otherwise make available your collection? If so how?

49. Has your organization been able to use Facebook or other social networking sites to market your collection? If so how?

50. Does your organization use blogs to market your digitized assets? If so, which blogging service do you use? Do you develop specific blogs for specific digital collections? What is your blogging strategy?

51. What are some of your favorite blogs, listservs, websites, publications, conferences and other resources that you use to keep abreast of developments in library special collections and museum digitization projects and strategies?

52. If there is something that you have learned along the way that has made your digitization projects better, more efficient or less costly, please pass it along here. It can relate to equipment, techniques, management, deployment of labor, marketing, cataloging, supervision, outsourcing or any aspect of digitization projects not previously mentioned.