

CARNEGIE HALL

NDSR Project: Carnegie Hall Digital Archives Project: Born-Digital Asset Management and Preservation Policies

Goal Summary

To create and implement policies, procedures and best practices for Carnegie Hall's Digital Archives Project, a multi-year initiative to preserve and digitize archival collections and manage born-digital assets by: 1) Developing policies and procedures for digital preservation; 2) Implementing best practices and workflows for creation and management of born-digital assets; 3) Configuring and testing the new Digital Asset Management System. This project will lay the foundation for the Carnegie Hall Archives to have the tools to manage, preserve and sustain the Digital Archives.

Specific Objectives

To conduct interviews with internal stakeholders in departments that produce digital content to evaluate current workflows and digital usage and create detailed inventories of existing born-digital assets.

To use inventories of born-digital assets to inform requirements and recommendations for long-term preservation and sustainability of digital files. Using information gathered from interviews, create a Digital Preservation and Sustainability document for the policies, procedures, best practices, and workflows for management of digital files including selection and acquisition policies for born-digital assets.

Digital Asset Management System configuration and integration activities including generating workflows for ingest, cataloging, delivery, testing, feedback, and applying taxonomy to born-digital materials.

To gain intellectual control of Carnegie Hall's born-digital materials and better understand how various departments are creating digital assets; to develop and streamline production workflows for creating and ingesting digital assets into the DAMS; and finally, to document and test new policies and guidelines related to digital asset management and digital preservation.

Timeframe & Deliverables

Overall — 9 months

Months 1 through 3 — Orientation, Interviews, Survey, Information Gathering and Inventory Strategy

Acclimation to the Archives Department and Digital Archives Project to date; identify key departments and staff responsible for creating digital content; craft a strategy for the interview and inventory process which will involve informational interviews with staff, gather hard drives from internal departments and external contractors of Carnegie Hall, exploring departmental directories to uncover unknown assets, and dealing with existing born-digital materials in the Archives; survey and analysis of current digital workflows—find out how staff acquire, store, manage and add metadata to born-digital assets. Work with and guide departments in evaluating and selecting valuable assets for long-term preservation.

Months 4 through 6 — Analysis of Workflows, Review Inventory; Select Assets and Gather Metadata for Ingest; Draft policies

Using the detailed inventories and information from the interviews and survey, create a workflow for ingesting born-digital assets into the DAMS; make recommendations on how to improve file naming and other pre-ingest workflows; prepare selected born-digital assets and gather the descriptive metadata by working with staff; draft preservation policies related to ingest, access, and disaster planning.

Months 7 through 9 — First Ingest of Born-Digital Assets; Finalize Policies and Procedures

Review of the descriptive metadata for selected assets; ingest the first batch of born-digital assets; test file ingest and metadata for legacy and born-digital assets; refine policies and workflows related to DAMS acquisitions and ingest; document and provide feedback on ingest, cataloging, and management of digital assets. Prepare final deliverables.

Deliverables:

- Detailed inventory of existing born-digital assets at Carnegie Hall including, but not limited to, digital content, types, file formats and storage locations.
- Tested and documented workflows and best practices for the preservation and management of born-digital assets
- Policy document for Digital Preservation and Sustainability

*Resources
Required*

2 mentors (Miwa Yokoyama, Kathleen Sabogal), 1 resident

Resident will have a workstation and computer in the Carnegie Hall Archives. The resident will also participate in staff meetings and be integrated into the work environment of Carnegie Hall.

Resident will interact with and have access to relevant Carnegie Hall staff including IT, Interactive Services, e-Strategy, Public Relations and WMI (the Weill Music Institute).

Resident will also be able to interact with AudioVisual Preservation Solutions (AVPS), Carnegie Hall's consultants for the Digital Archives Project, and Orange Logic, creators of Cortex, Carnegie Hall's new Digital Asset Management System software.

Context

For close to 125 years, the story of Carnegie Hall has been synonymous with the history of music and performance in America. The record of that history—including 124 years of concert programs; promotional flyers; select audio, video, and film recordings; photographs; autographs; musical manuscripts; correspondence and business records; and architectural drawings, objects, and other materials detailing the origins, activities, and growth of Carnegie Hall—is brought to life through the collections of Carnegie Hall's Archives and further extended through robust digital print, audio, and video content being developed today to support Carnegie Hall's extensive performance and music education activities.

In the past, many of Carnegie Hall's "legacy" materials have been accessible only to people who have paid an on-site visit to the Hall's Archives. Select historic items have been put on display to concertgoers and the public in Carnegie Hall's Rose Museum. Through the institution's Digital Archives Project, Carnegie Hall's highest-priority archival collections are now being digitized, creating an opportunity for them to be housed alongside recent contemporary "born-digital" content in an online repository serving audiences in a new and modern way—a resource for all who wish to see, hear, and explore the history of the world's greatest artists, performing on one of the world's greatest stages.

The Digital Archives Project (DAP) is a multi-year grant-funded initiative to digitize archival collections documenting Carnegie Hall's history, ensuring that they are preserved for future generations and made increasingly accessible to the public, both on-site in its Archives and online. A majority of the Hall's archival collections will be digitized through 2015. A new digital asset management system (DAMS) has been selected to house the recently-digitized legacy collections as well as the more ever-growing born-digital content actively produced by the Hall. The foremost purpose of the DAMS is to provide an institution-wide system to centralize storage and ease search and retrieval of all digital assets. As part of the project, select digital assets will be made available to the general public online via carnegiehall.org.

As we enter into the crucial phase of DAMS implementation, we need to focus on creating strategies and documentation for the management and sustainability of the digital archive. The project activities and deliverables are aligned with the mission of the NDSR program as it is Carnegie Hall's goal to preserve the integrity of our digital archives and provide access to future generations of researchers. The Digital Archives Project will change the way Carnegie Hall staff create and manage digital content by streamlining workflows and documenting new guidelines and procedures for digital preservation, with the ultimate goal of making more content

accessible to researchers. We believe this project will be a model for other cultural arts institutions since it is an institution-wide initiative to bring together the legacy archival materials and the newly created digital content into one DAMS for a broader, more effective and efficient way of working with and presenting digital content on our website.

Required Knowledge and Skills for Resident

The resident must have a Master's Degree in Library or Information Studies, Moving Image Archiving and Preservation, or Archival Studies from an accredited university.

The qualified resident will have the following knowledge and skills:

- Familiarity with trustworthy digital repository standards and guidelines, digital preservation principles and best practices
- Ability to communicate clearly and effectively in interdepartmental meetings, emails, and written reports
- Ability to work well independently as well as with a team
- Interest in digital archiving
- Experience using Mac and Windows computers
- Detail oriented with spreadsheets and data

Preferred Knowledge or Experience

The following skills are preferred but not required:

- Experience working with born-digital materials
- Experience with an enterprise Digital Asset Management System
- Knowledge of a wide range of digital print, audio, video, and image file formats
- Music or performing arts background