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BOOTSTRAPPING DIGITAL SERVICES

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1.

Starting Points

Competing Tensions

Uncertain Funding

Declining state support increases dependence on philanthropy to sustain digital initiatives at Maryland.

Increasing Demand

Researchers, academic units, and external stakeholders request increasingly complex, ongoing digital services from the Libraries.



The Premise

*We share our unique technological expertise to generate funding that can be **reinvested** in our libraries.*

Technology Teams in UMD Libraries



Software Development

In-house programmers provide application development across the Libraries.



User Systems and Support

This group maintains our data center, coordinates backup and archiving of data, and provides desktop support.



Digital Initiatives

This gang of unruly rebels supports our digital repositories, data services, and e-publishing programs.



Digital Conversion

This group organizes and manages in-house and vendor-supported digitization for the Libraries.



MITH

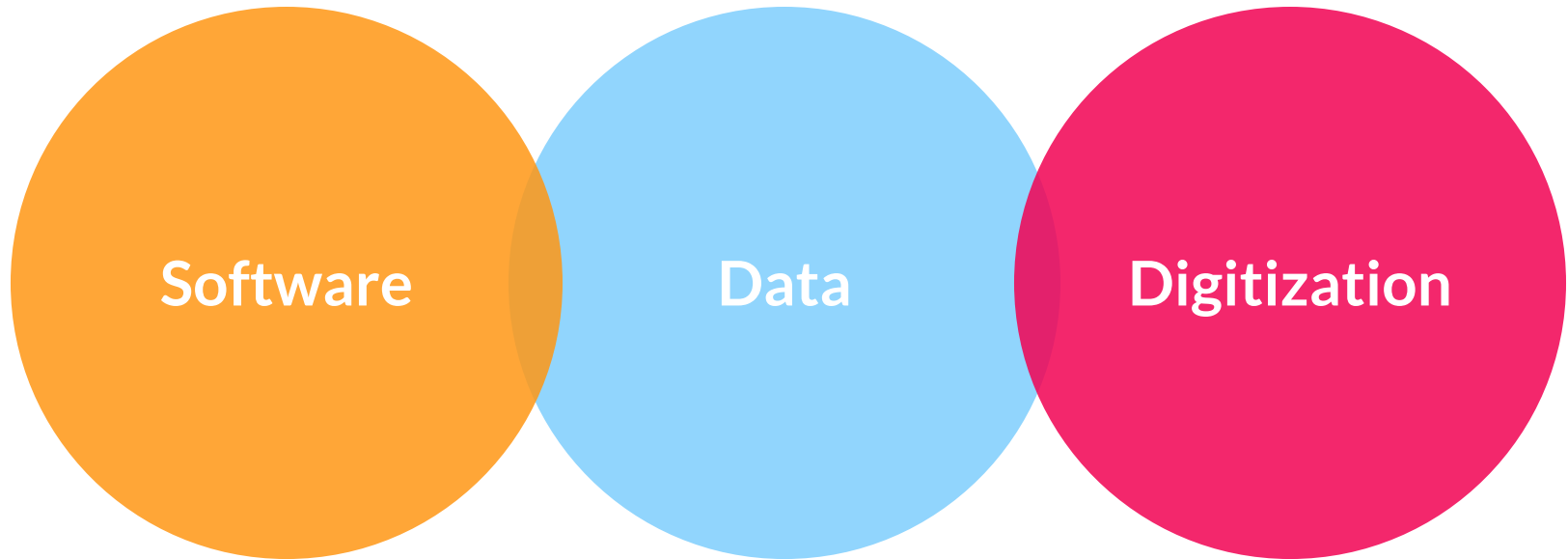
The Maryland Institute for Technology and the Humanities has a partnership and joint appointment with the Libraries for project support and coordination.



Consortial Applications

This department works with our consortial partners to maintain applications across our entire state university system.

Nature of Services



2.

Example Projects

Maryland Shared Open Access Repository

Providing DSpace repository hosting and support for members of the University System of Maryland and Affiliated Institutions (USMAI) Consortium.



Broadcasting Content Management Pilot

Using repository and digital audiovisual collections expertise to test data management for a local broadcasting company.



National Socio-Environmental Synthesis Center

Providing software
development services in
support of SESYNC locally
built applications.





Making Custom Websites
It's not our jam.

3.

So, How's it Going?



Greater Capacity

Steady revenue helps us hire more staff



New Expertise

New staff and projects help us learn more things



More Projects

Library services and internal projects gain resources

Risks and Challenges, or What We Know Now

Communicate Often

Internal stakeholders might see resources being diverted and get nervous.

External clients need a clear menu of services.

Hiring is Hard

Contract developers don't always work out.

Our applications are specialized, and the talent pool is limited.

Benefits Take Time

Invest first, payoff comes later.

Increased capacity comes with increased administrative strain.

Setting priorities, and allocating resources between projects can be fraught with peril.

The Tools in Our Toolkit

- ▷ Organizational support
- ▷ Equipment and infrastructure
- ▷ Librarians, programmers, and managers
- ▷ Risk tolerance
- ▷ Project evaluation criteria

5.

Recommendations

Conducting Environmental Scans

Market Analysis

Survey organizations not traditionally served by the university library.

Think beyond “Libraryland” when assessing comparable services.

Needs Assessment

Analyze frustrations and inefficiencies as solvable problems.

Synthesize commonalities as the basis of program development.

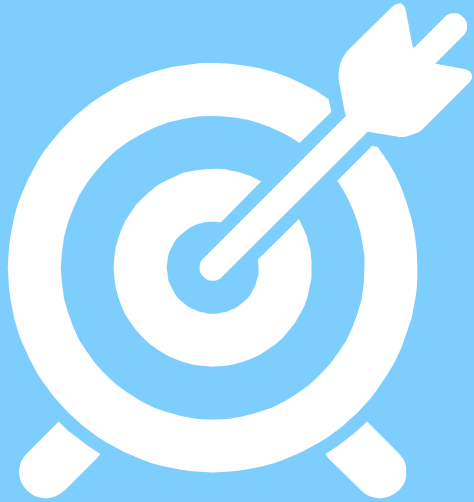
Capitalizing on Existing Resources

Survey, inventory, and identify....

- Technical resources
- Human resources
- Spatial resources

From there, determine capacity and costs.





Defined Scope

A clear, sustainable business model is essential to the success of these initiatives.



Cultivate Executive Buy-In (Revenue potential helps)

Image Credit: Matt Karp (forklift), Flickr. CC-BY-NC-ND <https://flic.kr/p/6pc4S>

Thanks!

Any questions?

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Credits

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