



CHARTing our Course

Digitizing Brooklyn's Visual History, a Collaborative Project

Leah Loscutoff

4/27/2013



PROJECT GOALS:

- Digitize historic images of Brooklyn and make them more accessible to a broad and diverse audience.
- Preserve Brooklyn's rich history while connecting to the present through the use of social networking tools.
- Train Pratt SILS students as Digital Managers in a cultural heritage institution.

OUTCOMES:

- Historic visual collections of Brooklyn were made more available to a wider audience, using a platform that really highlights and unites the collections.
- Connected to the community using social networking tools.
- Pratt SILS students a part of the project come out with better confidence and skills as Digital Managers.

TECHNICAL DETAILS AND WORKFLOW



FUNCTIONAL REQUIREMENTS

4. Site Functionality

4.1 Phase 1

The functionality listed here was implemented in Phase 1 or is required functionality built into the Community theme, which was enabled. Functionality listed here will be retained in Phase 2.

Function	Details	Notes/Comments
Boolean searching	OR, NOT and phrase search support	Community feature
Dynamic image rotation		Community feature
Google analytics		Completed in Phase 1
Print	Icon to Print page	Community feature
"Share This" social network integration		Community feature
WYSWYG html editor		Community feature

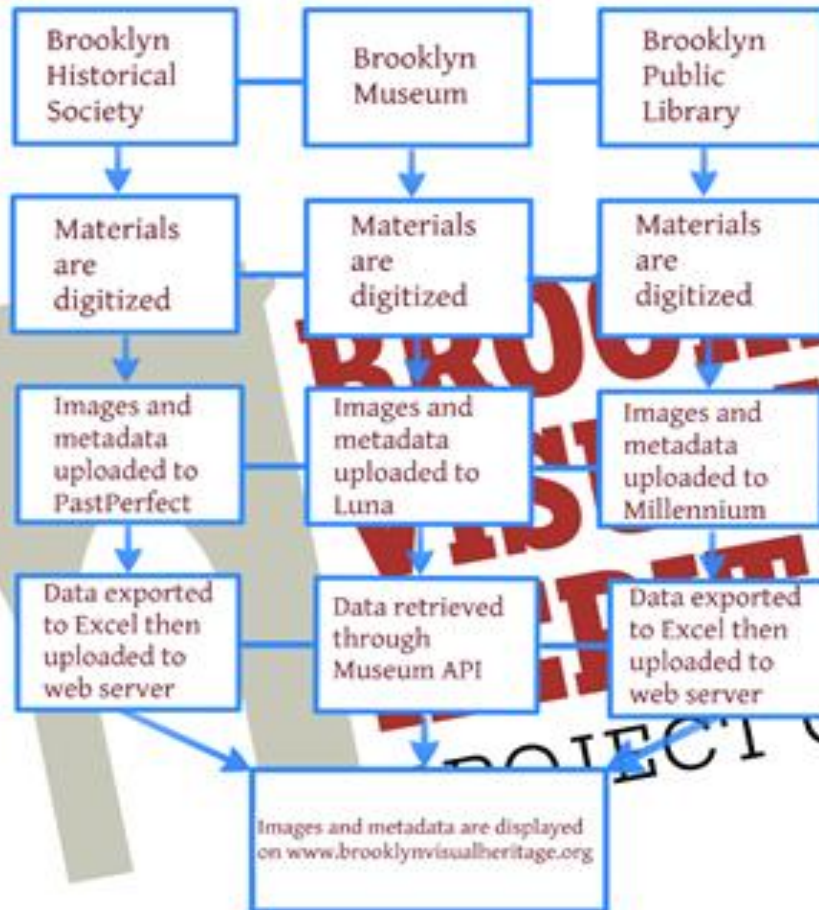
4.2 Basic Requirements

Function	Details	Notes/Comments
Clean URLs	URL syntax uses node title	This includes the image pages.

COLLABORATION!



PROJECT WORKFLOW:



METADATA CROSSWALK:

Brooklyn Visual Heritage	Brooklyn Historical Society (Dublin Core)	Brooklyn Museum (CDWA Lite)	Brooklyn Public Library (MARC)
Title	Title	caption	245 a
Creator	Creator	image_credit	100 a or 130
Date	Date	image_date	260 c
Institution	Repository	[constant]	524
Collection	Collection	author; title; publication_date; imprint; volume_page; call_number	<i>[this field is populated from a manually generated list]</i>
Subject	Subjects	library_catalog_ID	600; 610; 650 a;
Description	Description	image_note	520
Citation	<i>[not used]</i>	citation	<i>[not used]</i>
More Details	<i>[not used]</i>	<i>[not used]</i>	500
Medium	Medium	color_bw	655
Location	Location	<i>[not used]</i>	651
ID	Object ID	filename	099
Rights	Rights	copyright_status; copyright_statement	<i>[constant]</i>

SITE DESIGN

Making it our Own



Initial BVH Wireframe Design

Connecting to the community...



Goals for BVH

1. Create buzz around the website
2. Build a following
3. Learn more about who uses the website and how they use it
4. Engage users, the Brooklyn community, and the archives community

Measure Progress

Google Analytics, Facebook Page Statistics

of likes, retweets, favorites, shares, re-blogs, mentions, pins, links

of friends, followers, subscribers (returning/new; geographic location, etc.)

A BVH Social Media Campaign

TWITTER AND FACEBOOK

Highlight POV of the interns, images from the collection with high visibility, connect with communities

Planned content: Image of the Week (by each intern)

Spontaneous content: photos taken at conferences, chart meetings, behind the scenes, our workflow, equipment, issues/challenges, comments on what we're learning, events in the brooklyn community - relationships between the collections and current goings-on

BLOG

Planned content: Remember Whens - pull an image or two around a Brooklyn traditions and ask users for their memories; in-depth features on collections/themes/current events - create informative and narrative content to frame specific collections and themes on blog; Today on This Day

In the future...

HISTORYPIN

Establish a presence by sharing certain collections of Neighborhoods and Landmarks from the Brooklyn Visual Heritage site

Planning Conclusion

DO

Interact

Post often and with deliberation (at least once a week)

Dedicate one channel to one specific goal

Use as many relevant mentions and hashtags as possible

Keep it short

Keep a consistent tone across the board

DON'T

Share confidential information

Self-promote too often

Content Schedule

Twitter

Facebook


BVH Blog

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>
<u>#TheDaily</u>	<u>#TheDaily</u>	<u>#TheDaily</u>	<u>#TheDaily</u>	<u>#TheDaily</u>	<u>#TheDaily</u>	<u>#TheDaily</u>
<u>#Remember When</u>		<u>#StreetView</u>		<u>#FashionFriday</u>		
Collection Highlights	Theme	Collection Highlights	Theme	Collection Highlights		
Neighborhood	Neighborhood	Neighborhood	Neighborhood	Neighborhood		
					Collection History	


HootSuite


Wednesday, Mar 20

10:00am  #Spring is here! and here: <http://tinyurl.com/ag8mxfk>


10:00am  On this day in 1949: Another pi


Thursday, Mar 21

9:10am  This motley crew. Captured by


10:00am  On this day in 1954: Concert be

Friday, Mar 22


2:00pm  Athletes a la mode. The 1893 C

10:35pm  On this day in 1950: Peggy Mar


Saturday, Mar 23

10:00am  On this day in 1954: Youngster

Sunday, Mar 24

10:00am  On this day in 1954: Hitchhiker

Monday, Mar 25

9:00am  Chag Sameach! #Passover begins at sundown so, kids it's time to practice those 4 questions: <http://tinyurl.com/a9hakaf> #happypassover...

Edit Scheduled Message

Editing message for multiple profiles:



#Spring is here! and here: <http://tinyurl.com/ag8mxfk>
#magnolias #brooklynbotanicgarden

 Add a link...



Spring at the Botanic Garden | Brooklyn Visual Heritage

<http://tinyurl.com/ag8mxfk>

Brooklyn Visual Heritage aims to preserve Brooklyn's rich history while connecting to the present through the use of social networking tools such as blogs, Facebook, Twitter and HistoryPin. We hope to bring

◀ ▶ 1 of 2 Choose a Thumbnail

☐ No Thumbnail



10:00 AM on Wednesday, Mar 20 2013











333

Cancel

Save Changes

Google Analytics

Top 10 Referrals

Source	Visits	Visits
1. gothamist.com	1,777	 19.64%
2. brownstoner.com	1,397	 15.44%
3. facebook.com	1,287	 14.22%
4. ny.curbed.com	785	 8.68%
5. salon.com	686	 7.58%
6. t.co	611	 6.75%
7. m.facebook.com	490	 5.42%
8. reddit.com	311	 3.44%
9. hyperallergic.com	274	 3.03%
10. bklynpubliclibrary.org	265	 2.93%

THE STUDENTS!



STUDENT GOALS:

- Students complete a year-long internship at one of the institutions
- Develop and learn digitization skills for a variety of visual formats, including cataloging.
- Learn digital asset management
- Professional development
- Researched collections more in depth and helped promote using social media

STUDENT OUTCOMES:

- Students developed good digitization skills, while working at their institution and as a group with Brooklyn Visual heritage
- Students understand digital project workflow and digital asset management
- Students supplemented their education with professional development by attending conferences and workshops.
- Final result is more **confidence** in the field and more marketable skills!

PROJECT FUTURE AND SUSTAINABILITY:

- BPL has brought the site into it's strategic plan and the Web services department will be maintaining the technical back end of the site.
- Pratt will most likely continue this internship program after the grant is complete, and continue to teach students at these institutions.

HAPPY ENDING!

