



# Digital Collections: What Should You Build, and How Do You Get Them To Come?

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*Mary Greci, Interim Head  
Metadata Services and Digital Projects  
University of Oregon Libraries*

<https://scholarsbank.uoregon.edu/dspace/handle/1794/4017>

# What should you build?

- **Library/Institution priorities**
- **Know your audience**
- **Attract donors**
- **Apply for grants**

# Institutional priorities

- **The 1<sup>st</sup> thing to consider**
- **Based on strategic directions**
- **Based on user needs**
- **Complement priorities of parent institution**
- **May take into account strengths of print collections**

# Know your audience

- **Collections tied to specific classes**
  - UO Office of the President  
<http://boundless.uoregon.edu/digcol/clark/index.html>
- **Topical collections tied to specific user communities**
  - Art & Architecture Images  
<http://boundless.uoregon.edu/digcol/aaa/index.html>

# Know your audience (cont.)

- Collaborations with outside communities
  - Picturing the Cayuse  
<http://boundless.uoregon.edu/digcol/mh/index.html>
  - Percent For Art  
<http://boundless.uoregon.edu/digcol/oac/index.html>

## Know your audience (cont.)

- **Hot topics in your community**
  - **Athletics and the Academy**  
<http://boundless.uoregon.edu/digcol/athletics/index.html>
  - **E-Asia**  
<http://e-asia.uoregon.edu/>
  - **UO Channel**  
<http://media.uoregon.edu/channel/>

# Projects of interest to donors

- **Athletics and the Academy**  
<http://boundless.uoregon.edu/digcol/athletics/index.html>
- **E-Asia**  
<http://e-asia.uoregon.edu/>
- **Historical Photograph Collection**  
<http://boundless.uoregon.edu/digcol/gh/index.html>

# Grant funding

- **Last thing to consider**
- **State grants (e.g. LSTA)**
- **National grants (e.g. NEH)**
- **Private corporations**
- **Societies**



# Over to Kate

# How do you get them to come?

- **Built in audiences**
- **Links between resources/collections**
  - Library catalog
  - Institutional repository
  - Wikipedia
- **Indexing in Google**

# How do you get them to come?

- **Reference consultations**
- **Exhibits**
- **Finding aids**
- **Publicity and outreach**

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