

**Digital Initiatives and Metadata Education**  
**Jolie Graybill**

**Spring digital initiatives virtual courses wrapped up**

22 staff from public, academic, and special libraries attended the new course *Digital Project Skills: From Digitization to Preservation*. The course was aimed towards library staff in the beginning stages of planning a digital project or program. It covered digital imaging (scanning), metadata standards and best practices, and how to protect and preserve the content you've digitized. This course will also be offered later in 2021 or early 2022, or interested staff can request an offering by filling out the "suggest a training" form on the Minitex website: [https://minitex.umn.edu/contact/suggest\\_a\\_training\\_topic](https://minitex.umn.edu/contact/suggest_a_training_topic)

*Managing Digital Content Over Time: An Introduction to Preservation* was presented by Carol Kussmann (Digital Preservation Analyst, University of Minnesota Libraries) and Sara Ring, taking place virtually from April - May. Attended by 31 staff from libraries and other cultural heritage organizations, this course introduced staff to fundamental concepts for managing and preserving digital content and incorporated practical steps individuals can take now to be able to provide access to digital assets far into the future.

**Standardized Rights Statements Implementation:**

- MDL hosted a rights training event on March 16th, with a follow-up workshop on March 19th, that was attended by 21 people.
- We also hosted a Rights Open Office Hours, where contributors could come and ask questions, on April 20th.
- As of the end of April, 55 collections have rights statements assigned, and 95 contributors have completed rights training.
- Our next rights training event will be on June 22nd, with a follow-up workshop on June 25th

**MDL Projects:**

- Seven new projects were approved over the course of two rounds in March and April, with a combination of new and returning contributors.
- Highlights include a set of movies from the 1930s-1960s capturing events and general life in Adams, MN, our first materials about Sami people who immigrated to Minnesota from Finland, land use and development maps from Plymouth, MN showing its transition from a rural to suburban community, and additional items for Minitex's 50th Anniversary celebration.
- Interest in contributing to MDL remains high, and I had eight new project discussions with potential contributors in the same time period.

- Stephanie Hess and I presented about MDL's expanded social media program to 64 attendees of the Minnesota Alliance of Local History Museums Annual Conference on April 28th.

### **Pilot MDL Advertising**

MDL began a spring/summer pilot “awareness” advertising campaign with TPT/PBS and FOX. Ads began running May 5<sup>th</sup> and run through end of June. The focus of the ads are general awareness of MDL and youth/parents/teachers awareness. TPT/PBS has two ads running, one addressing general awareness and one addressing youth/parents/teachers awareness. FOX is running one general awareness. Both stations will run new ads in August for youth/parents/teachers for back to school time. KARE11 may be another avenue for general awareness ads during this spring/summer. Please see the links below for the current TPT/PBS ads, and FOX ad:

TPT/PBS ads - [Awareness Youth](#); [Awareness Adults](#); FOX ad – [Awareness General](#)

We are currently evaluating our traffic with each station in terms of weekly ad times. Initial assessment shows an increase in traffic and new users. We will have more in-depth analysis upon conclusion of pilot ads end of June. See coverage from the two stations, [TPT/PBS](#) and [FOX](#), for the areas not in TV ad range – the respective webpage streaming efforts target the zip codes not covered in range. This means places like Moorhead, Duluth etc, residents will have opportunity to see the ads online. TPT/PBS has coverage in the entire state with cable subscribers.