Print and Digital Assets - New Models of Ownership, Licensing, and Access:
"Toward a Digital Learning Commons Environment"

Group: *Print and Digital Assets - New Models of Ownership, Licensing, and Access*

Group Members:

Michael Biondo: ScholarWorks Assistant
Laurie Borchard: Digital Learning Initiatives Librarian
Stephen Kutay: Digital Services Librarian
Rueyling Tsay: University Video Network Coordinator
Andrew Weiss: Digital Services Librarian
Mary Woodley: Collection Development Coordinator

Introduction & Summary Points:

Print culture and copyright law developed over a period of centuries. Their well-established models of ownership, access and preservation still form the foundation of the library's most basic services. However, over two decades new technologies and media have forced significant changes to these models and services and have strained some of the original intentions of copyright law. It is within the context of past and current changes as well as anticipated advances in online and digital technology that the *Print and Digital Assets Diagonal Slice Group* provides its strategic planning recommendations. Overall, the following recommendations fall within four areas that - while keeping an eye to the print services we still provide - would each contribute toward a future "Digital Learning Commons Environment":

   I.   Improvements in digital asset management and system coordination;
   II.   Improvements in the coordination of Special Collections, Archives, and University Archival materials;
   III. Building a stronger communication and assistance network for information assets;
   IV.   Strategies to address up-and-coming formats, initiatives and trends in e-Resources

Each section below is comprised of specific recommendations broken into two subsections that explain the *Definitions/Scopes* of the recommendations as well as their *Rationales*.

Recommendations: Toward a "Digital Learning Commons Environment"

I. Improvements in digital asset management and system coordination

<u>Overview:</u> Improving digital asset management requires that various silo systems adopted by the Oviatt Library be better coordinated and integrated. Our overall goal should be one of improved asset interoperability and system integration, which would most likely be carried out specifically by indexing each in Xerxes/Summon. It should be noted, though, that Open Access, Creative Commons Licensing and copyright restrictions will be driving factors in the success or failure of integrating various systems.

The following section provides specific guidelines for Oviatt library's individual systems and helps to better define their roles in CSUN's digital landscape.

I.1: *Summon / Xerxes* and collection harvesting recommendations

I.1.1: [Recommendation] <u>Examine the effectiveness of the One Search Summon implementation and its impact on local CSUN search needs.</u>

> **I.1.1.1:** [Definition/scope] This involves quantifying and analyzing search results for recall and precision as well as assessing local user levels of satisfaction. Coordinated assessments with other CSU campuses will be invaluable.

> **I.1.1.2:** [Rationale] Systems that aggregate content from across multiple sources are only as good as the quality of those sources. Systems need to be aligned to meet the stated needs of our local users. Sometimes larger systems do not seem as specific to users and may yield too much noise.

I.1.2: Index *ScholarWorks*, *CONTENTdm* and other digital collections to *Summon One Search* and other harvesters

> **I.1.2.1:** This involves investigating the feasibility of metadata record suppression for potentially duplicative records. Additionally OAI-PMH enables collections metadata in *CONTENTdm* and *ScholarWorks* to be harvested and indexed by other ISPs.

> **I.1.2.2:** As seen with the popularity of *Google Scholar*, users tend not to be attached to any particular system for searching as long as relevant results are found. Similar approaches using *One Search* will likely result in improved user satisfaction as well as increased traffic in those digital collections. Additionally, harvesting metadata for our digital and IR collections will increase the points of discovery and access to these resources. As we are waiting for our current instance of Summon to stabilize, it is recommended that we place a request with David Walker of CSU IT ahead of time to harvest collections metadata, with hopes that these could be indexed in 2013.

I.2: Digital Publishing Recommendations

I.2.1: Position *ScholarWorks* as central to a CSUN OA-mandated Press & Publisher of e-texts and journals

I.2.1.1: This involves potentially reestablishing the *Santa Susana Press* or establishing a new similar campus press, adopting an open-access publishing software platform, and developing Open Access projects and OA faculty mandates on the CSUN campus.

I.2.1.2: CSUN has the chance to assume a leadership role among the CSU schools by being the first to require the deposit of all faculty-generated, publicly financed, peer-reviewed work into an OA IR. Furthermore, the academic and/or university press still has a vital role to play in the creation and dissemination of scholarly output. By re-establishing the *Santa Susana Press*, for example, Oviatt Library could provide support for faculty and student research and spearhead the generation of CSUN's scholarly output while simultaneously seeing to its ongoing access and preservation.

I.2.2: Position *ScholarWorks* as a repository for Open Educational Resource (OER) materials

I.2.2.1: This involves the ongoing recruitment of Open Educational Resources (OER) such as learning objects and other types of openly available educational materials used by professors for their courses. It is envisioned as a model not unlike the *MIT Open CourseWare,* CSU's *MERLOT* and other OER repository models.

I.2.2.2: The benefits will be multifold: 1) Professors will contribute to Student Learning Outcomes; 2) their dedication to teaching will be showcased clearly & will aid in the RTP process; 3) the library will provide the access and preservation service of a repository while also aiding in improving student learning outcomes and improving faculty teaching effectiveness.

I.3: *Digital Collections* Recommendations

I.3.1: Develop a Framework for Library/Faculty Collaboration on Digital Collections

I.3.1.1: In consultation with Library faculty and administration, develop a framework for collaborating with CSUN faculty on matters regarding the creation or support of digital collections. The framework will define these services across multiple levels of collaboration – from consultation (**see III.1 and III.2**) to curation and will be expressed as an online policy and instruction set for faculty.

I.3.1.2: Post-custodial activities are applied as a response to dramatic increases in documentation. Archivists must utilize virtual systems, and advocate for the preservation of materials outside

their custody. This framework represents a model for preserving physical and digital materials that otherwise may never find their way into archives and supports a relationship between libraries and faculty based on mutual interest and partnership. Additionally, collaborative relationships between the library and faculty will support the exchange of knowledge concerning collections already held by the Oviatt Special Collections and Archives.

I.3.2: Integrate open source content management systems

I.3.2.1: Review and evaluate emerging open source content management technologies to augment digital collections. Technologies that possess known benefits to unique digital projects should be implemented in conjunction with, or as a situational alternative to *CONTENTdm.*

I.3.2.2: Digital collections may vary by theme, intention or presentation in ways that *CONTENTdm* is not designed to provide. Because of this, a broader set of technologies should be considered to meet the design requirements of projects, such as online exhibitions, as well as implement an array of emerging tools and plug-ins not supported by *CONTENTdm*.

I.4: *Video Furnace* (VF) Recommendations

1.4.1.0: Keep abreast of copyright law changes with regard to video streaming and modify streaming policies as necessary for compliance

1.4.1.1: This includes continual monitoring of lawsuits brought against peer institutions, including UCLA. In consultation with the Library Video Streaming Task Force, we will develop policies and procedures for the streaming service and the streaming licenses acquisition.

1.4.1.2: UCLA's policy of streaming videos to students enrolled in classes was upheld in a recent court ruling. Despite some caveats, this decision gives us the leeway to provide access in the classroom via Video Furnace. See http://chronicle.com/article/Judge-Throws-Out-Lawsuit-Over/135932/

1.4.2 Provide ongoing Video Furnace streaming for the 'classroom experience'   (Fair-use/copyright permitting)

1.4.2.1: We recommend that VF streaming via Moodle remains in its pilot phase until policies and procedures are solidified and only after measures have been explored to optimize off-campus streaming. It is proposed that the VF streaming service be implemented in stages.

1.4.2.2: The pre- and post-streaming survey data we gathered from four online courses show varying degrees of success. This mostly results from factors beyond our control. Off-campus VF streaming presents a great challenge with such variables and with current limited human/physical resources. As it stands, off-campus streaming cannot be guaranteed.

1.4.3: Expand VF streaming to all CSUN patrons via feasible delivery mechanism (Fair-use/copyright permitting)

1.4.3.1: It is proposed that access to library video collections (through vendor or local hosting) be provided to all patrons via streaming license purchase or subscription of individual titles and/or video collections.

1.4.3.2: Vendor-hosted streaming readily provides access to all patrons but not all the videos needed by the patrons are available through vendor hosting. Currently, VF streaming is restricted to classroom use by faculty and student viewing via Moodle courses only—even for those titles for which we have purchased streaming license for all patrons. This results from a technical problem in patron status authentication, which needs to be resolved in order to open access to all patrons.

1.4.4: Encode VHS title that are not available in DVD format or DVD titles not available for vendor-hosted streaming

1.4.4.1: While we prepare to migrate UVN to a digital system, we should encode as many VHS titles as possible that are not available in DVD format and DVD titles not available from vendor hosting. We should concurrently expand digital storage capacity.

1.4.4.2: Survey shows that many faculty still own teaching materials in VHS format. More than half of the Library's video collection is also in VHS format. An alternative way to show VHS tapes needs to be provided while IT phases out the VHS players in the classrooms and the UVN is to be migrated to a digital system. Our current storage capacity limits the number of videos that could be encoded or stored.

1.4.5: Acquire more commercial streaming databases

1.4.5.1:. When cost-effective and available, the Library should purchase streaming video (including streaming music) and should pursue subscriptions when it is the better option.

1.4.5.2 While access to VF streaming is restricted, commercial streaming databases are readily accessible to all patrons. Purchasing is the preferred long-term investment. Streaming licenses may be purchased for a set amount of time for collections or individual titles. Preference will always be for purchasing perpetual access when cost-effective. Videos not available through vendor hosting will continue to be encoded and hosted locally.

1.4.6: Find new funding sources or re-allocate funding resources in anticipation of the increase in commercial streaming database purchases, the streaming license purchases and support needs

1.4.6.1: Source for the funds to pay for streaming licenses should come from new partnerships with departments, programs or colleges, Campus Quality Fees, Library collection funds, an increasing percentage of the Media Library funds, and possible consortial opportunities. Ideally, the campus will also increase the funding of the Media Library to cover the costs for streaming licenses.

1.4.6.2: Last year the Library paid $2,874.60 for streaming rights, some in perpetuity. As more faculty become aware of the possibility, the costs for streaming rights will likely increase. Also, as more online courses are created, we anticipate a greater need for remote access to feature and educational films. Because the Library cannot guarantee off-campus access to films encoded into VF, acquiring collections and paying for streaming licenses becomes more important. Currently funds for purchasing streaming collections have come from Campus Quality Fees or partnerships with departments. A portion of the campus Media funding pays for the subscription to *Films On Demand*. Media Library funding is a separate resource budget line from the main collection budget.

1.4.7: Add human/physical resources for technical support in anticipation of expanded streaming services

1.4.7.1 It is recommended that additional human/physical resources be allocated for executing the extensive testing and providing on-going technical support as the streaming service expands.

1.4.7.2 As streaming services expand, the need to provide technical support for them will also rise. Currently, we double up University Video Network operators' duties to perform video encoding. Only one staff member, who also has several other regular duties, provides support for VF streaming via Moodle.

I.5: Cloud and long-term digital preservation for all arms of digital services

I.5.1: *Kaltura* server for preservation and access to streaming media

I.5.1.1: Under the direction of CSU Information Technology Services, position the streaming server, *Kaltura* or similar server, as the medium for providing long-term storage, maintenance and access of streaming media such as sound and video files. Develop a contingency plan to support these services in the event that such a server is *not* implemented for the CSU system.

I.5.1.2: The Oviatt Library is currently unable to support access to large in-house digital streaming collections. Audio and video files should utilize a dedicated streaming server, such as *Kaltura*, to support this service. Materials on this server will receive a maintenance regimen provided by the CSU, ensuring adequate preservation.

I.5.2: Consolidate digitization hardware and software – Digitization Lab

I.5.2.1: Create a Digitization Lab dedicated to performing digital preservation and derivative processing across all media formats.

I.5.2.2: Digitization equipment is currently distributed throughout the library. A dedicated lab will simplify maintenance, enable multiple tasks across software and hardware, and most importantly protect archival or other valuable resources from theft or misplacement during the digitization process.

I.5.3: Investigate digital forensic system and services

I.5.3.1: Assess the technical and financial requirements necessary to develop a digital forensic system as a solution to digitally capture current and future archival acquisitions on obsolete hardware/software systems. Compare these requirements against services offered by vendors as an effective alternative.

I.5.3.2: Documents and data trapped in obsolete drives and operating systems require special measures to capture. The Oviatt Archives currently has in its custody, drives and storage formats that require native hardware and software that we do not possess. The urgency of this issue is minimal at the moment, but will likely become a source of growing concern as more formats are replaced in favor of newer ones, much like VHS, vinyl LPs and other analog formats.

II. Strategies for Institutional Records (University Archives)

Overview: Develop protocols, systems and outreach strategies for the preservation and access of university materials collected by the University Archives to support our institutional memory and the Chancellor's mandate for records retention and disposition addressed by Executive Order 1031.

II.1: Distribute guidelines for the disposition of records to the University Archives

II.1.1: Draft guidelines for transferring records to the University Archives are currently available from the [Special Collections and Archives Website](#). It is recommended that applicable records-creating agencies are informed of the transfer guidelines through distributed mail and outreach. In addition, it is recommended that each agency provide one liaison to assist the transfer of physical and digital records (**see I.1.3**) to the University Archives.

II.1.2: The disposition of records to the University Archives is challenged by two obstacles: 1) the campus does not have a designated University Archivist, and 2) no records managers are employed within the agencies of the campus. Therefore, the preservation of institutional records requires considerable cooperation between the Oviatt Library and the CSUN community. These agencies must necessarily know how to access and use our guidelines, as well as whom to contact with regards to the disposition of records.

II.2: Position *ScholarWorks* as the repository for digital university records of the University Archives

II.2.1: In partnership with the Pioneering Technology Group this would involve the modification of similar system developed during the ETDs project and setting up "client" groups across the departments and special interest groups of the CSUN community.

II.2.2: *ScholarWorks* can facilitate digital records disposition, preservation and access. Through automated ingest, campus agencies can most easily transfer records according to provided disposition schedules and guidelines. Transferring these records directly to servers will increase available space. In addition, this will drive the growth of *ScholarWorks* while raising awareness of digital preservation services available from the Oviatt Library.

III. Building a stronger communication and assistance network for information assets

Overview: In an effort to provide outreach regarding digital issues, rights management, as well as obtain a campus wide snapshot of the current state of print and digital assets it is recommended that Oviatt Library develop a stronger network of communication between it and other campus divisions. A network of communication will facilitate future collaboration across campus as well as determine what role the library should have in the development of future initiatives.

III.1: Creation of the *Oviatt Library Copyright Team (OLCT*) & a campus-wide copyright policy

III.1.1: This involves establishing a small group of Oviatt Library faculty and staff dedicated to helping faculty make better sense and use of copyright laws. Members of this team provide support through a link on the library's homepage to an online copyright FAQ/guide page, staffed chat platform, and/or email. They might give departmental presentations or brown-bag lunches on such topics as Fair Use, the Classroom Exemption, Creative Commons, throughout the semester. One of the first tasks might be drawing up plans for a campus-wide Copyright policy with the requisite stakeholders, including Graduate Studies, the CSUN Faculty Senate, administrators in all colleges and centers.

III.1.2: Copyright in the digital age has become an issue that through fear and lack of knowledge stifles both student and faculty productivity and creativity. Providing consistent guidance and consultation on the use of copyrighted materials as well as raising awareness on the rapid changes of copyright and academic freedom will help faculty and students reach learning objectives.

III.2: Develop Outreach Education creation of Technical Support Contacts for each college

III.2.1: This will include: 1) adding Instructional Support Technicians/Assistants and/or IT personnel within each department to investigate the services they offer faculty as well as inventory formats of items owned by departments; 2) coordinating with the Assistants to the Deans to survey what they keep or archive within their respective departments; 3) keeping abreast of Academic Technology and current campus initiatives, including the E-text initiative, self-published faculty works and Lecture capture/Echo360; and 4) establishing library subject liaisons as coordinators for outreach.

III.2.2. In order to coordinate and create both the Education Outreach Program and the proposed Digitization Center, communication should be made to various campus departments and personnel via library subject liaisons in order to assess the current state of print and digital assets across campus. This communication could be made directly to specific individuals, through surveys distributed through emails or campus committees.

III.3: Creation of a Digital Assistance Service

III.3.1: This will involve organizing a small team of librarians and staff, designated as digital assistance liaisons, to receive and respond to inquiries regarding digitization practice, digital preservation and curation of personal or departmental digital materials. As part of an online digital services policy (**see I.3.1**), team members will consult with stakeholders to: 1) provide resource preservation and management assistance; 2) determine activities that should be recorded, such as interviews, lectures, etc.; 3) convert obsolete formats; provide hardware recovery; 4) provide format recovery; 5) provide an inventory of formats and methods to support them; 6) provide support for classroom technology (i.e. establishing procedures on what to do when VHS is the only format available); and 7) provide consultation on data management planning.

III.3.2: As faculty and departments create, collect and organize physical and digital assets, needs for the professional management of these resources are apparent. The library is well positioned to assist local stakeholders and to disseminate emerging trends and best practices in these areas. Assisting in data management will provide much-needed support in the application of grants from funders that have mandated Open Access data management plans.

IV. Strategies to address up-and-coming formats, initiatives & trends in e-Resources

Overview: e-Resources and streaming content are integral parts of the Library's holdings. We will continue to acquire or subscribe to electronic resources using various licensing agreements, but with an eye to their viability. Electronic content may be leased (subscription, not perpetual access) or owned in perpetual access. This model is different from the physical holdings in the Library. As a result, we will continue to investigate Patron Driven Acquisitions (PDA) as a tool for collection development.

IV.1: Continue to monitor the status of accessibility for e-resources

IV.1.1: This involves the ongoing examination of our levels of access and the cost of access for our e-resources.

IV.1.2: Ownership of electronic resources is not guaranteed. The Library learned from its experience with the *Kluwer* imprint that new owners might not honor prior contractual

agreements without some "adjustments." There are subscriptions to journals that do not provide perpetual access; fortunately these represent a small number of eJournals. Some eBook collections are subscriptions to whose contents we do not have perpetual access. Ultimately, the ownership model is preferred when it is cost-effective, its usage warrants it, and purchasing is an option.

IV.2: Continue Patron Driven Acquisitions (PDA) and Access Investigations

IV.2.1: This involves examining leasing and the changing access models for monographs (eBooks). The Library should consider opting for a subscription to eBook collection based on the analysis of our experience with Patron Driven Acquisitions (PDA), especially with EBooks Library (EBL).

IV.2.2: The PDA programs funded by CQF funding identified what titles the patrons actually needed for research and learning. The number of "leases" far outnumbered the purchases. Only about 3.7% of the titles were purchased (4575 short-term loans; 167 purchases). These results do not even reach the 80-20 'Pareto Principle' in which 80% of the use (circulation) is driven by 20% of the content. A subscription that provides access to twice as many books for roughly the same price may be more cost effective while serving the long tail of the 20%. Usage could result in the purchase of a title if perpetual access is needed for "classic" works or to support reserves with unlimited and simultaneous access.

IV.3: Seek more stable PDA funding sources

IV.3.1: It is recommended that a stable funding source for examining PDA for eBooks is established to help provide a consistent and forward-looking model to anticipate user needs.

IV.3.2: Subscriptions and PDA programs help to identify which titles require ownership. Currently Campus Quality Fees (CQFs) and year-end money have been the sources of funding for the PDA programs. The cost-effectiveness of owning compared to leasing needs to be continually evaluated. Historically, patrons have expected perpetual access to the Library's collection, with resources being removed only when damaged, superseded, or obsolete. However, in using the new subscription and PDA models some titles may have a short shelf life and may not require ownership.