



North Carolina

DIGITAL HERITAGE CENTER

Quarterly Report, October - December 2011

During the final quarter of 2011, North Carolina Digital Heritage Center staff continued to add new materials from partner institutions, began work on a revision of the NC ECHO digitization guidelines, conducted a survey of contributing institutions, and continued work on the ever-growing North Carolina Newspapers digital collection.

New Partners

Several new organizations had materials published through the North Carolina Digital Heritage Center for the first time this quarter.

Cumberland County Public Library

The Cumberland County Public Library in Fayetteville holds a unique set of handwritten tax records from 1920. These documents include valuable information about residents of the county and have been widely used by local historians and genealogists. The library staff was especially anxious to make these resources available online in order to provide easy access and limit handling of the fragile originals.

<http://digitalnc.org/institutions/cumberland-county-public-library>

North Carolina Division of State Historic Sites

Nine needlepoint samplers from the North Carolina Division of State Historic Sites were added to the “North Carolina Samplers” exhibit, joining digitized samplers from Greensboro College, Guilford College, the Orange County Historical Museum, and UNC-Chapel Hill.

<http://digitalnc.org/institutions/north-carolina-division-state-historic-sites-and-properties>

North Carolina Humanities Council

The library of the North Carolina Humanities Council holds records and publications from projects and events sponsored by the Council. These include a diverse collection of books, pamphlets, posters, and programs pertaining to all aspects of the humanities in North Carolina. The Digital Heritage Center digitized several items from the Humanities Council this quarter, and plans to add more in the future. Digital Heritage Center staff members are working with students from the Department of Library and Information Studies at UNC-Greensboro, who are providing help with selection and metadata for these materials.

<http://digitalnc.org/institutions/north-carolina-humanities-council>

Randolph County Public Library

The Randolph County Public Library has contributed several local histories for digitization. The library sought and received permission from the rights holders for these items before they were digitized. The success of this project is a promising example for other counties who are interested in digitizing local histories. Other counties may find that, as in Randolph, the local historical societies, county agencies, and nonprofits who publish many of these volumes are amenable to allowing their content to be digitized and shared freely online.

<http://digitalnc.org/institutions/randolph-county-public-library>

Rowan-Cabarrus Community College

Rowan-Cabarrus Community College has contributed a small collection of newspaper clippings documenting the history of the community college, in addition to their yearbooks.

<http://digitalnc.org/institutions/rowan-cabarrus-community-college>

Wake County Public Libraries

In preparation for the re-opening of the Richard B. Harrison Community Library in Raleigh, the Wake County Public Libraries worked with the Digital Heritage Center to digitize selected materials from the vertical files of the Harrison Library, the longtime historically African American library in Raleigh. The vertical files include pamphlets, programs, and photographs

documenting institutions and events related to African American history in Raleigh in the mid 20th-century.

<http://digitalnc.org/institutions/wake-county-public-libraries>

Continuing Projects

In addition to the projects described above, the Digital Heritage Center continued to add to existing collections. New additions during this quarter included:

- Additional photos, primarily documenting historic buildings, from the **Wilson County Public Library**
- Additional historic photos from the **Crossnore School**
- Early local histories of Rocky Mount from the **Braswell Memorial Library**

The Digital Heritage Center has worked with a total of 78 different partners to date.

North Carolina College and University Yearbooks

The college and university yearbook collection continues to be one of the most popular and most visible projects developed by the NC Digital Heritage Center. This quarter, yearbooks from **Rowan-Cabarrus Community College, Pitt Community College, Southeastern Community College, Montreat College, and Rockingham Community College** were digitized. Yearbooks from 50 different schools are now available through DigitalNC.org.

As the number of yearbooks left to be digitized is shrinking rapidly, the Digital Heritage Center surveyed participants in the yearbook program to find out what other priorities they had for digitization projects. By far the two most popular responses were course catalogs and student newspapers. In response to these requests, the yearbook program has been expanded to include course catalogs and other campus publications of a similar size and format. This will enable the

Center to continue using the same equipment and workflow as the yearbook project, providing increased access to other important resources for North Carolina's colleges and universities. By the end of the this quarter, course catalogs from **Elizabeth City State University** and **Brevard College** had been digitized.

Over the course of the whole project, 667,781 pages from yearbooks and other non-newspaper campus periodicals have been digitized and made available online.

<http://digitalnc.org/collections/nc-yearbooks>

North Carolina Newspapers

The Digital Heritage Center staff spent a significant amount of time working on newspapers this quarter. The UNC-Chapel Hill library submitted a request for proposals for microfilm digitization, with the winning bid coming from Creekside Digital in Maryland. Creekside has already completed the first batch of film and is nearly finished with the second. Graduate students working with the Digital Heritage Center spent many hours reviewing the digitized page images, capturing metadata, and getting the files ready to upload. By the end of 2011, several community newspaper titles were available online, including *The Pilot* (Southern Pines), the *Mebane Leader*, the *Miners' and Farmers' Journal* (Charlotte), the *Catawba Journal* (Charlotte), and some early issues of the *Fayetteville Observer*.

In addition to the community newspaper digitization, the Center continued to work on digitizing student newspapers from North Carolina's historically black colleges and universities. Papers from **Fayetteville State University** were digitized from print, joining online the student papers from **Winston-Salem State University**, **North Carolina Central University**, **Bennett College**, and **Elizabeth City State University**. During this quarter the Center also digitized and published online historic issues of *Black Ink*, the newspaper of the Black Student Movement at **UNC-Chapel Hill**. While not a paper from a historical black university, the content of *Black Ink*,

which documents the experiences of and issues related to African American students at UNC, is a nice complement to the HBCU student papers.

As noted above, there is a strong demand for the Center's digitization services to be expanded to include student newspapers from colleges and universities across North Carolina. Now that many of the HBCU newspapers have been completed, the student newspaper project will be expanded to include papers from other schools. Digitizing original newspapers is a time-consuming and labor-intensive process, and this project will take many years to complete. Newspapers that have not been microfilmed will be the highest priority. The Digital Heritage Center will begin work on these papers in 2012.

To date the Center has digitized over 40,000 pages of student and community newspapers.

NC ECHO Digitization Guidelines

The NC ECHO Digitization Guidelines, available online at <http://www.ncecho.org/dig/digguidelines.shtml>, are an extremely helpful resource for professionals working on digital projects, especially those who are just getting started. The guidelines have not been revised since 2007, and need some updating to reflect current technologies and best practices in the field. North Carolina Digital Heritage Center staff members are leading the revision effort, in cooperation with other digital project staff from libraries and archives around the state. The revision process is underway, and is expected to be completed in the spring of 2012.

Partner Survey

In November, the Digital Heritage Center sent out a short (ten-question) survey to all current partners. Forty-five institutions responded, providing helpful information about the value of

Digital Heritage Center services, perceived users of the digitized materials, and priorities for future projects.

The most encouraging result of the survey was the level of satisfaction with Digital Heritage Center services. All respondents reported being either satisfied or very satisfied with their overall experience working with the Digital Heritage Center, with the majority (95.5%) having selected very satisfied.

The survey responses reflected the wide variety of institutions the Center has worked with, and their differing needs. Colleges and universities report different user groups and priorities for future projects than public libraries. Balancing the varied needs of different users will continue to be a challenge for the Digital Heritage Center going forward.

A full summary of the survey results is attached to this report.

Outreach and Presentations

Digital Heritage Center staff members participated in the **North Carolina Library Association** Biennial Conference in Hickory in October. Program coordinator Nicholas Graham taught a pre-conference workshop with Lisa Gregory of the State Library of North Carolina entitled “Getting Started with Digitization.” The session was well-attended and included staff members and students from a variety of institutions around the state.

In a conference session entitled “Sharing and Exploring North Carolina’s Past with the North Carolina Digital Heritage Center,” Nicholas Graham gave an introduction to the Center and attendees also heard from Jane McAllister from the Davie County Public Library and Rusty Rains from the Wilson County Public Library, who spoke about their experiences working on projects with the Center. Both Jane and Rusty were enthusiastic and complimentary in their

presentations. Several of the program attendees have already contacted the Digital Heritage Center to talk about developing projects with their institutions.

Digital Heritage Center staff members consulted with a couple of institutions who were interested in developing or expanding digitization projects on their own. Nicholas Graham and digital projects librarian Maggie Dickson visited the **North Carolina School of Science and Math** to talk about strategies for documenting and sharing the history of that institution, and Maggie had several meetings with volunteers from the **Burwell School Historic Site** in Hillsborough to talk about metadata for an existing digital project at the historic site.

Statistics

Items Online by Project

Project	Number of Items
Images of North Carolina	3,881
North Carolina Memory	865
North Carolina Newspapers (number of issues)	4,681
Durham Urban Renewal Records	1,535
NC College and University Yearbooks (all schools)	3,058
North Carolina City Directories	307
Total	14,327

Visitors to DigitalNC.org, October 1 through December 31, 2011

Unique visitors	26,199
Average visits per day	413
Visits from North Carolina	25,208
Total number of visits	38,036



North Carolina

DIGITAL HERITAGE CENTER

North Carolina Digital Heritage Center Partner Survey

November 2012

The North Carolina Digital Heritage Center conducted a survey of current partners in order to learn more about the experiences and needs of organizations that have completed projects with the Digital Heritage Center. The responses were overwhelmingly positive, with all respondents reporting that they were satisfied or very satisfied with their overall experience working with the Digital Heritage Center. The survey results also provided important information about the perceived users of the materials digitized by the Center as well as thoughts about priorities for future projects. All of this information will be extremely helpful as the Digital Heritage Center staff plan and prepare for future services and initiatives.

Summary of Results

Survey Participants

The ten-question survey was sent to the primary contact person at each of the 71 organizations we had worked with. We received responses from 45 institutions. The great majority of the responses (80.5%) came from college and university libraries, with eight responses (19.5%) received from public libraries. College and university libraries do represent the majority of North Carolina Digital Heritage Center partners at this point, due primarily to the success of the college and university yearbook digitization program.

Learning About the North Carolina Digital Heritage Center

Respondents learned about the North Carolina Digital Heritage Center in a variety of ways, with the majority (35%) hearing about the Center and its services through listservs or email distribution lists. Significant numbers of partners also learned of the Center through direct contact from Digital Heritage Center staff (32.5%), colleagues at other institutions (27.5%), and conferences and workshops (20%).

Perceived Users of Digitized Materials

Survey participants were asked to identify groups that they perceived as primary users of the materials digitized from their collections. The groups selected most often were college and university faculty and staff (81.8%) and college and university alumni (75%). This is likely reflective of the large number of colleges and universities who responded to the survey, and the types of users most likely to be interested in the yearbook digitization project.

Pulling out the responses from public libraries gives a different perspective. All of the public libraries who responded listed local historians as primary users, with community members and genealogists not far behind.

It is clear from these results that Digital Heritage Center partners have different user groups in mind depending on the type of organization they work with and the kinds of materials they are digitizing.

Priorities for Future Projects

Partner organizations were asked to rank their priorities for potential future digitization projects. As with the question about users, the responses varied depending on the type of organization. The materials that were identified as having the highest priority for future projects include

student newspapers, manuscripts and archives, and photographs. A much lower priority was given to published local and family histories, and films and videos.

Looking at responses just from the public libraries, the highest priorities were for photographs and community newspapers, with student newspapers and films and videos receiving much lower rankings.

Satisfaction with Digital Heritage Center Services

Respondents were asked several questions about their satisfaction with the services offered by the North Carolina Digital Heritage Center. Everyone who responded reported being very satisfied with the digitization services offered, while nearly all respondents were either satisfied or very satisfied with the digital publishing and metadata consultation services.

Most respondents were either very satisfied (72.7%) or satisfied (22.7%) with the appearance of their materials on DigitalNC.org and most were either very satisfied (47.7%) or satisfied (47.7%) with the functionality of the DigitalNC website. Several respondents also offered additional comments to these questions, which will be extremely helpful as we continue to work on ways to maintain a fast and easy-to-use interface for the rapidly increasing number and variety of materials our partners are contributing.

In response to a question about overall satisfaction with the Digital Heritage Center, every respondent reported being satisfied or very satisfied, with the great majority (95.5%) selecting very satisfied. This is encouraging for the Digital Heritage Center staff and students and sets a high level of expectations that we will work hard to maintain.

North Carolina Digital Heritage Center Partner Survey

November 2011

1. How did you learn about the North Carolina Digital Heritage Center?

	Number	Percent
Conference Presentation	5	12.5%
Workshop	3	7.5%
Listserv or Email Distribution List	14	35%
Direct Contact from NC Digital Heritage Center Staff	13	32.5%
From Colleagues at Other Institutions	11	27.5%
Other		

Other Responses:

- “contact from a patron”
- “Read about it in a library/archive blog entry.”
- “From colleague at my institution”
- “Colleague who is a board member of the NCDHC”

North Carolina Digital Heritage Center Partner Survey
November 2011

2. What type of organization do you work with?

	Number	Percent
College or University Library	33	80.5%
Public Library	9	19.5%
Museum	0	0
Historical Society	0	0
Private Library or Archive	0	0
Other	4	

Other Responses:

- “College Museum & Archives”
- “religious archives”
- “Military Instillation Cultural Center”
- “nonprofit”

North Carolina Digital Heritage Center Partner Survey
November 2011

3. How satisfied were you with the following services provided by the NC Digital Heritage Center?

	Not Applicable	Unsatisfied	Somewhat Satisfied	Satisfied	Very Satisfied
Digitization Services	1 (2.3%)	0	0	0	42 (97.7%)
Digital Publishing	8 (18.6%)	0	1 (2.3%)	2 (4.7%)	32 (74.4%)
Metadata Consultation	17 (40.5%)	0	0	5 (11.9%)	20 (47.6%)

Comments:

- “in the process of having materials digitized”

North Carolina Digital Heritage Center Partner Survey

November 2011

4. Who do you see as the primary users of the materials you digitized with the Digital Heritage Center?

	Number	Percent
College / University Faculty and Staff	36	81.8%
College / University Alumni	33	75.0%
Genealogists	19	43.2%
K-12 Students and Teachers	6	13.6%
Community Members	26	59.1%
Local Historians	28	63.6%
Other	3	

Other Responses:

- "University Students"
- "Researchers of educational opportunities for North Carolinians of color in late 19th and 20th centuries"
- "College students"

North Carolina Digital Heritage Center Partner Survey
November 2011

5. How satisfied are you with the appearance of your materials on DigitalNC.org?

	Number	Percent
Not Applicable	1	2.3%
Unsatisfied	0	0
Somewhat Satisfied	1	2.3%
Satisfied	10	22.7%
Very Satisfied	32	72.7%

Comments:

- “The access to images is often delayed and could be more user-friendly for the layperson. There are times where it takes too much time to load”
- “Haven’t finished the process”

North Carolina Digital Heritage Center Partner Survey

November 2011

6. How satisfied are you with the functionality (such as searching and browsing) of the DigitalNC website?

	Number	Percent
Unsatisfied	0	0
Somewhat Satisfied	2	4.5%
Satisfied	21	47.7%
Very Satisfied	21	47.7%

Comments:

- “Even some of our more technologically challenged alumni find the site easy to use and navigate.”
- “I think the browser could be more user-friendly i.e. the search engine is a bit awkward.”
- “It would be helpful to have a ‘download PDF’ option for digitized items on the Digital NC website instead of having to go to the Internet Archive to get it. Could you perhaps add links to those PDF files on their site?”
- “A written guide to searching and locating content would be helpful for our patrons who use digital NC.”

North Carolina Digital Heritage Center Partner Survey

November 2011

7. How satisfied are you with the Contributing Institution page created for your institution on DigitalNC.org?

	Number	Percent
I did not know my institution had a Contributing Institution page	1	2.3%
Unsatisfied	1	2.3%
Somewhat Satisfied	4	9.3%
Satisfied	14	32.6%
Very Satisfied	23	53.5%

Comments:

- “Some of the links need updating and others are unneeded. Also wondering how much these pages are accessed and if they are used other than from the main page.”
- “Still in process of having materials digitized”

North Carolina Digital Heritage Center Partner Survey

November 2011

8. How satisfied are you with your overall experience working with the North Carolina Digital Heritage Center?

	Number	Percent
Unsatisfied	0	0
Somewhat Satisfied	0	0
Satisfied	2	4.5%
Very Satisfied	42	95.5%

Comments:

- “They made everything easy as possible for us – couldn’t have asked for a better experience.”
- “In spite of previous suggestions, I find the staff and digitalnc.org to be enthusiastic and supportive of us as a contributing institution. Working with them has been a pleasure and the work being done is vital in preserving the state's history. I hope to see this project improve and grow in its content and accessibility. Thank you!”
- “The staff has been extremely professional, friendly and effective. Absolutely A+”
- “so far, so good”
- “The nicest people to work with!”
- “Great experience and I am looking forward to another project with the Heritage Center.”

North Carolina Digital Heritage Center Partner Survey

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9. How would you rank the following materials in terms of digitization priorities for your institution and your users?

	Low	Medium	High	Very High
Community Newspapers	11 (27.5%)	9 (22.5%)	12 (30%)	8 (20%)
Student Newspapers	7 (16.7%)	4 (9.5%)	10 (23.8%)	21 (50%)
Oral Histories	10 (23.3%)	10 (23.3%)	14 (32.6%)	9 (20.9%)
Published Local Histories	14 (32.6%)	10 (23.3%)	12 (27.9%)	7 (16.3%)
Published Family Histories	22 (52.4%)	7 (16.7%)	8 (19%)	5 (11.9%)
Manuscripts and Archives	5 (11.9%)	12 (28.6%)	11 (26.2%)	14 (33.3%)
Films and Videos	10 (24.4%)	15 (36.6%)	13 (31.7%)	3 (7.3%)
Scrapbooks	4 (9.3%)	13 (30.2%)	15 (34.9%)	11 (25.6%)
Photographs	2 (4.7%)	3 (7%)	16 (37.2%)	22 (51.2%)

Other Responses:

- “We have a collection of catalogs from Salem Female Academy starting in 1853 that are very interesting to anyone curious about education for women.”
- “Local historical & genealogical society newsletters; other periodicals of a similar nature”
- “College literary journals (Very High) Annual academic catalogs (High)”
- “Our catalogs, which are now undergoing digitization, are critical to maintaining the documentary history of our school.”

North Carolina Digital Heritage Center Partner Survey

November 2011

10. Would you recommend the North Carolina Digital Heritage Center's services to colleagues at other institutions?

	Number	Percent
No	0	0
Depends on the institution.	0	0
Yes	20	45.5%
I already have.	24	54.5%

Comments:

- "We would love to do more projects and would be willing to raise funds locally to support them."
- "Thank you so much for helping the cash-strapped smaller libraries of the state. You've opened doors of access to materials that otherwise would be practically locked away and inaccessible to many access to materials that otherwise would be practically locked away and inaccessible to many."