



North Carolina

DIGITAL HERITAGE CENTER

Quarterly Report, July – September 2012

During the third quarter of 2012, the North Carolina Digital Heritage Center reached an important milestone in the yearbook digitization project, published many new newspapers online, and received statewide publicity for its work.

New Partners

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

Kings Mountain Historical Museum

One of the most popular items in the Kings Mountain Historical Museum is a detailed 1914 map of Kings Mountain, the earliest known map to show properties and property owners. The large, framed map was digitized by the NC Digital Heritage Center using a specialized overhead camera, and is now available online, enabling free and easy access to this important historical document.

<http://digitalnc.org/institutions/kings-mountain-historical-museum>

Hickory Public Library

The Hickory Public Library contributed two important groups of materials for digitization: high school yearbooks and business vertical files. The high school yearbooks, coming from several schools in Hickory and going as far back as 1921, were among the very first contributed to the Digital Heritage Center's new high school yearbook project. The business vertical files at the Hickory Public Library are heavily used sources for patrons interested in local history and

especially in the furniture industry. The files have been compiled by librarians over many decades and include brochures, programs, and newspaper clippings documenting business and industry in the Hickory area. They even include a pair of Olde Hickory Shoe Laces from the Hickory ShoeLace Company.

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

Western Carolina University

Richmond Community College

Lees-McRae College

Barton College

These schools each contributed student yearbooks to the North Carolina Yearbooks digital collection.

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

Chatham County Public Library

Buncombe County Public Library

The Chatham and Buncombe County Public Libraries each nominated newspapers to be digitized that were published in the North Carolina Newspapers collection this quarter.

<http://digitalnc.org/collections/newspapers>

The Digital Heritage Center has worked with a total of 101 different partners to date.

Outreach and Presentations

Meetings and Visits

Nicholas Graham visited the **Henderson Institute Historical Museum** in July to talk about the possibility of digitizing student yearbooks from the Henderson Institute, an African American school in Vance County that closed in 1970. Following the visit, the museum decided to contribute materials to be digitized, sending the largest collection of African American high school yearbooks that the Center has worked on to date.

In August, Nicholas Graham and Maggie Dickson visited current and future partners in Raleigh, Henderson, and Madison. They met with staff from several organizations in Rockingham County, including the **Rockingham County Public Library**, **Rockingham County Community College**, and the recently opened **Museum and Archives of Rockingham County** to discuss a collaborative, countywide digitization project. Staff members from the library at Rockingham County Community College also visited Chapel Hill for a tour of the Digital Heritage Center facilities.

In September, Nick and Maggie visited **Saint Augustine's University** in Raleigh to discuss digitization of student newspapers and manuscripts, as well as the development of a portal for accessing materials on DigitalNC.org from North Carolina's historically black colleges and universities. The Digital Heritage Center will work on Saint Augustine's newspapers this fall, and will complete a working draft of an HBCU portal in time for the next meeting of the African American Archives Group this winter.

Digital Collections

North Carolina Yearbooks

The North Carolina Yearbooks collection reached a significant milestone this quarter with the publication of student yearbooks from Western Carolina University, the final University of North Carolina system university to have their yearbooks digitized. The Digital Heritage Center has worked with 14 UNC system schools on yearbook projects, and North Carolina State University has digitized its own yearbooks (the remaining UNC system schools, the School of Science and Math and the UNC School of the Arts do not have yearbooks that qualify for the digitization project).

<http://digitalnc.org/exhibits/college-yearbooks>

Following the completion of all of the UNC system yearbooks, the UNC-Chapel Hill News Services department prepared a press release on the project, resulting in coverage by newspapers and TV stations around the state. Articles about the yearbook project and the Digital Heritage Center in general were published in the *Raleigh News and Observer*, the *Charlotte Observer*, the *Winston-Salem Journal*, the *Salisbury Post*, the *Richmond County Daily Journal*, the *Davie County Enterprise*, and the *Hickory Daily Record*. Several UNC-Chapel Hill campus publications wrote about the project, and it was also featured on air on WCHL radio (Chapel Hill) and WLOS-TV (Asheville). The publicity has resulted in increased traffic to the website and has led to several additional colleges contributing to the project.

With the expansion of the yearbook project to include high school yearbooks, a new page for the North Carolina High School Yearbooks project was created and is available now at <http://digitalnc.org/exhibits/high-school-yearbooks>. Visitors to the page can see all of the schools for which yearbooks have been digitized, arranged by county. Links to the contributing

institutions are also provided. The high school yearbook project has already proven to be popular with many public libraries around the state.

In addition to yearbooks, campus publications can also be found in the North Carolina Yearbooks collection, including course catalogs and bulletins, campus reports, and literary journals. In the third quarter, campus publications from **Saint Mary's School**, **Shaw University**, and **Saint Augustine's University** were added to the website.

Users now have a new way to discover digitized North Carolina yearbooks: through WorldCat. Using OCLC's Digital Collections Gateway tool, the Digital Heritage Center successfully loaded records for the more than 5,000 yearbooks and other campus publications on DigitalNC.org. Records for digitized yearbooks, along with links to the digital versions, now appear alongside searches for other relevant materials in WorldCat. For a sample record, see <http://www.worldcat.org/oclc/798569269>.

Over the course of the whole project, the Digital Heritage Center has now digitized more than one million yearbook pages. At the end of September 2012, the total was 1,001,685.

North Carolina Newspapers

This quarter saw the addition of many new titles to the North Carolina Newspapers collection and some technical issues for the rapidly growing project.

Early in the summer of 2012, the Digital Heritage Center worked with a vendor to capture metadata for dozens of reels of newspapers on microfilm. The metadata uses the METS/ALTO markup standard and conforms to the Library of Congress's guidelines for the National Digital Newspaper Project. This work makes it easier than ever for the Digital Heritage Center to publish newspapers online. In this quarter alone, ten different community newspapers were added to DigitalNC.org:

- The Chatham Record (Pittsboro, 1879-1904), nominated by the Chatham County Public Library
- The Highland Messenger (Asheville, 1840-1851), nominated by the Buncombe County Public Library
- The Courier (Asheboro, 1884-1917), nominated by the Randolph County Public Library
- The Wilson Advance (1874-1899), nominated by the Wilson County Public Library
- The Pinehurst Outlook (1897-1923), nominated by the Tufts Archives at Given Memorial Library
- The Standard and the Daily Concord Standard (Concord 1888-1900), nominated by the Cabarrus County Public Library
- The Marion Record (1894-1895), Marion Messenger (1896-1898), and Marion Progress (1916, 1929, and 1940), nominated by the McDowell County Public Library
- The Lincoln Courier (Lincolnton, 1845-1895) and The Lincoln Republican (Lincolnton, 1840-1842), nominated by the Gaston County Public Library
- The Goldsboro Headlight (1887-1903), nominated by the Wayne County Public Library
- The North Carolina Whig (Charlotte 1852-1862), nominated by the Charlotte Mecklenburg Library

Work also continued this quarter on the digitization of college student newspapers from the original copies. Newspapers from the **University of North Carolina at Wilmington** and **Gaston College** were digitized and published online this quarter.

With the addition of such a large number of issues, the Digital Heritage Center began to see performance problems with CONTENTdm, the content management system used to publish the collection online. Technical staff in the Digital Heritage Center and the UNC-Chapel Hill library systems department spent many hours investigating the problem and working on solutions. Based on that work, as well as on conversations with colleagues at other institutions who manage large newspaper collections, the Digital Heritage Center has established a plan to ensure that the newspaper collection can continue to grow without further interruptions to users. This will require significant staff time through the fall as the Center makes changes to the system with the ultimate goal of increased reliability and performance for users of the collection. The Digital Heritage Center will also continue to investigate alternatives to CONTENTdm for publishing historic newspapers online.

North Carolina Memory

The Digital Heritage Center worked with the **Charlotte Mecklenburg Library** this summer to digitize a group of materials from the Charlotte Club of the National Association of Negro Business and Professional Women's Clubs. The materials include programs and pamphlets that document events and club members. By digitizing and sharing these materials online, the Charlotte Mecklenburg Library is seeking to promote the still-growing collection and enhance its strong relationship with this important community organization.

<http://digitalnc.org/exhibits/charlotte-club>

North Carolina City Directories

There are now more than 500 city directories available on DigitalNC.org. The Digital Heritage Center continues to digitize directories from the North Carolina Collection at UNC-Chapel Hill, with additions from public and university libraries around the state. The Center will digitize directories published through 1963, the latest date for which these materials are clearly in the public domain.

<http://digitalnc.org/collections/north-carolina-city-directories>

Special Projects

Users can now access metadata for materials digitized by the North Carolina Digital Heritage Center in the IMLS Digital Collections and Content federated search system at the University of Illinois. This large project seeks to provide a single point of access for digital content developed through IMLS and LSTA grant projects.

<http://imlsdcc.granger.uiuc.edu/>

Items Online by Project

| Project | Number of Items |
|--|------------------------|
| Images of North Carolina | 4,797 |
| North Carolina Memory | 2,314 |
| North Carolina Newspapers (number of issues) | 19,226 |
| Durham Urban Renewal Records | 1,535 |
| North Carolina Yearbooks | 5,560 |
| North Carolina City Directories | 512 |
| Total | 33,944 |

Visitors to DigitalNC.org, July 1 through September 30, 2012

| | |
|----------------------------|---------|
| Unique visitors | 56,276 |
| Average visits per day | 873 |
| Visits from North Carolina | 51,456 |
| Total number of visits | 80,338 |
| Total number of pageviews | 494,060 |