



A Digital Microfilm Road Map

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Down the Road Less Traveled

Making a Microfilm Digitization Plan

Steps along the road

1. The Organization
2. Client situation and problem definition
3. Project objectives
4. Research methodology/data gathering initiatives
5. Literature survey – best practices
6. Historical review
7. Inventory and review of holdings
8. Environmental scan
9. Needs assessment
10. Survey of selected public and academic librarians and historians
11. Survey of news and editorial staff
12. Vendor surveys and comparisons
13. Standards and measures
14. Vendor information
15. Financial analysis
16. Situational analysis
17. Research findings
18. Recommendations

New Travel Plan

- Where are we now?
- How will we get where we want to be?
- How far will we go?
- What can we know before we start?
- How will we know where to go?
- Who will go with us?
- How much will it cost?
- Will someone else pay?
- Should we go at all?

Where are we now?

Learn about your organization

- **Know the values, structure, politics, resources**

Then,

- **Define the situation and the problem**

Opportunity (e.g. serve customers in a new way, develop new Web products)

Concerns (e.g. loss of intellectual property rights; loss of opportunity to capitalize on re-use of material in future products; protecting the brand)

How will we get where we want to be?

■ Project objectives

- Assess the need for digitization
- Propose a plan for digitizing
- Provide a means to protect the brand
- Evaluate and select vendors
- Provide a means to protect material passing out of copyright
- Provide a means to ameliorate decline in microfilm revenue

How far will we go?

- **Scope (what we will digitize)**
 - Select dates - years, decades
 - Select publications (the daily, the weekly/community papers, zoned editions, special publications, later purchases and mergers)
 - Include original hardcopies, photos, clippings?

What can we know before we start?

- Where have others gone before?
 - Literature survey and best practices
- What do we have to take with us?
 - Company history and knowledge
 - Inventory and review of holdings

How do we know where to go?

- **Environmental scan**
 - Discover and analyze competing projects
- **Needs assessment**
 - Survey of selected public and academic librarians and historians
 - Survey of news and editorial staff

Survey of selected public and academic librarians and historians

Dear _____,

The Orange County Register is researching products, vendors and user needs to make a plan to digitize our microfilm of our newspaper collection.

I am polling Orange County public libraries to gauge their interest in electronic access to the Orange County Register and several city and community papers from 1906 - 1987. I would like also to learn whether or not there is significant interest among university librarians, local historians and scholars for electronic access to the early Register.

Would you care to share your opinion or insight by phone or return e-mail?

Survey of news and editorial staff

Would you use news stories, editorials and advertisements from the Orange County Register and our community papers from 1906 to 1987 if all were searchable by the words in the stories and ads as well as by date and date range?

Please consider carefully if this access would be helpful for your job. You don't need to consider whether or not this would be helpful to others outside the company (e.g. public libraries and colleges) because they are being surveyed separately.

By email reply, please answer simply

Yes or No

Who will we ask to go with us?

Some more research - about vendors:

- Review others' vendor surveys and comparisons
- Establish your standards and measures
- Collect vendor information and compare with your standards and measures

Vendor X, Y or Z?

- Search and display capabilities
- Quality guarantees
- Level of indexing – article or page
- Cost per page
- Marketing
- Training and support
- Shipping
- Reputation
- Major concerns for your company

Table comparing major search features, marketing, and cost				
	Vendor A	Vendor B	Vendor C	Vendor D
Browse by date	X	X		
Limit by date	X	X		
Uses Boolean	X	X		
Phrase searching	X	X		X
Proximity operators	X	X		
Wildcard searching	X	X		
Truncation	X	X		
Article type searching	X	X		
Field searching	X	X		
Save search history	X	X		
Change language		X		
Save items	X	X		
Rank/sort results	X	X		
Highlight keyword in context	X			X
Bibliog. info provided in search results	X	X		
Easy navigation	X	X		
E-mail article	X	X		X
View entire page as image	X	X		Thumbnail
View articles separately	X	X		
Page display				
PDF	X	X	X	X
TIFF				
GIF				
Print individual article	X	X		X
Print entire page	X	X		X
Download individual article	X	X	X	X
Download entire page	X	X		X
Cost	.70/page	1.75/page		free
Provides marketing	No	Yes	Yes	No
Separate interface for schools, libraries	No	Yes		No

How much will it cost?

- Cost per page (more features = more \$)
- Cost of user interface
- Cost of marketing
- Cost for customer service
- Revenue models
 - royalties
 - ad revenue
 - page views (who gets them?)

Will someone else pay?

- Explore partnerships
 - Libraries, historical societies, colleges
 - Local businesses and private parties
 - Local, state and national newspaper digitization projects
- Explore revenue models with vendors (e.g. pay in installments or against royalties)
- Will vendor help you find and negotiate partnerships or contributors?

Should we go anyway?

- ❑ No, abort mission.
- ❑ Yes, file your plan - your recommendations are backed up by your research.

Ask me more:

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