Our Approach to Digital Asset Management

Data Management Day
April 25, 2011
This is Not Digital Asset Management!
This is More Like It!
ND Context for Digital Asset Management

Today: Content silo’d by its source

Future: Content aggregated by type and desired usage

Suite of Tools
- Video Mgmt
- Web Mgmt
- Preservation Mgmt
- Learning Mgmt
- Document Mgmt
- Data Mgmt

Benefit: Tools for access, collaboration and publishing

Result: Enhanced value of ND content
Why Digital Asset Management?

The ways in which people work with, present and share knowledge has changed.
Digital Asset Strategy Committee Timeline

- **May ’10**: DASC Formed by LCOE
- **Jul ’10**: Digital Asset Strategy Committee Oversight
- **Oct ’10**: Strategic Plan
- **Jan ’11**: Task Force Reports
- **Apr ’11**: Leader + Resources
- **Jul ’11**: Digital Video Project Commencement
- **FY2011**: Workflow and Tools
## Task Force Reports / SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>• Institutional Desire</td>
<td>• Inadequate Central Storage and Infrastructure</td>
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<tr>
<td>• Talented People / Teamwork</td>
<td>• Duplicate Tools/Systems/Services</td>
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<tr>
<td>• Pockets of Internal Capability</td>
<td>• Inefficient Process and Workflow</td>
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<tr>
<td>• Institutional Leadership, Size and Structure</td>
<td>• Inadequate Enterprise Rights Management Tools</td>
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<tr>
<td>• Abundant High Value Content</td>
<td>• Inconsistent Resources, Education and Departmental Alignment</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tbody>
<tr>
<td>• Learn from Others Ahead of Us</td>
<td>• Doing Nothing Leading to:</td>
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<tr>
<td>• Partner with Others</td>
<td>• Loss of Materials</td>
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<tr>
<td>• Greater Access to ND Content</td>
<td>• Increased Liability</td>
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<tr>
<td>• Support the Advancement of ND through Innovation and Collaboration</td>
<td>• Negative Reputational Impact</td>
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<td></td>
<td>• Strategic Change Requires Long-term Funding and Commitment</td>
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<td>• Rapidly Changing Technology</td>
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# Capability Model

## Phases of Capability

|----------------------|------------|---------------|----------------|------------|---------------|

- **Phase 1. Limited**
- **Phase 2. Fragmented**
- **Phase 3. Coordinated**
- **Phase 4. Enabled**
- **Phase 5. Integrated**
Vision: Enhance Content Value

User Community: Producers, Collaborators, Consumers

Advance
• Instruction
• Research
• Scholarship
• Communication
• Athletics
• Administration

Preserve

Access
Digital Asset Management System Design

Stewardship

Access Gateway
- Course Mgmt
- Video Mgmt
- Web Content Mgmt
- Doc. Mgmt
- (...)  

Application Integration

Archive

Workflows

Publish

Key
- Policy
- Process
- Technology
## Strategic Plan to Enhance Digital Content Value

<table>
<thead>
<tr>
<th>Themes</th>
<th>Goals</th>
<th>Objectives</th>
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<tbody>
<tr>
<td><strong>Align</strong></td>
<td>Create a coordinated enterprise-wide model</td>
<td>1. Organize institutional resources&lt;br&gt;2. Engage the University community</td>
</tr>
<tr>
<td><strong>Preserve</strong></td>
<td>Ensure long-term content retention</td>
<td>1. Develop curation standards and workflows&lt;br&gt;2. Implement interoperable technology tools</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>Maximize appropriate access and distribution</td>
<td>1. Establish access and usage policies and procedures</td>
</tr>
<tr>
<td><strong>Advance</strong></td>
<td>Foster innovation and discovery</td>
<td>1. Develop a collaborative digital culture&lt;br&gt;2. Leverage assets for innovation</td>
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</table>
Next Steps:

• Present Strategic Plan to Leadership

• Create Position to Lead Effort Going Forward

• Present Commencement Digital Video Workflow Recommendations

• Initiate More Pilot Projects!
Organizational Structure

**Governance**

- Committee Chair
- University President
- Digital Asset Leadership Committee
- Digital Asset Management Leader

**Delivery**

- Digital Asset Advisory Committee
- Digital Content Creators/Users
  - Project Working Group
  - Project Working Group
  - Project Working Group
- Digital Service Providers
  - Digital Asset Management Staff (TBD)

February 13, 2011