Gardens, Libraries and Museums

Digital Strategy
Termly update, October 2017

Digital

Democratic

Discovery

Gardens, Libraries & Museums
University of Oxford

GLAM DIGITAL STRATEGY – PROGRAMME UPDATE

Our aim is embrace the opportunities offered by digital to democratise access to the collections, and to enhance their management and preservation. To realise this ambition, we have a number of projects in progress. This slide pack provides an overview and update on each and will be available termly.

Key deliverables to date:

- The Botanic Gardens and Harcourt Arboretum have implemented a ticketing system (aligning it with the Ashmolean and Bodleian); delivering an improved user and visitor experience and helping to grow Gift Aid contributions.

- The Museum of Natural History's digital collections, which were held over 70 different platforms, were consolidated into one system. This has improved access for staff and researchers who can now search seamlessly across collections.

- The Ashmolean launched a new website offering enhanced functionality and design. The Mosaic platform will now be rolled out to more GLAM institutions, with work starting from November.

- Replacement of digitisation equipment (cameras, scanners and desktops) across the museums; optimising the tools available to staff to digitise content.

- Rolled out the University's managed desktop solution (CONNECT) to the Botanic Garden and Harcourt Arboretum.

- Enabled new phone system (CHORUS) rollout to the Ashmolean by upgrading local networks

Gardens, Libraries & Museums
University of Oxford

GLAM Digital Strategy projects underway

- **Cabinet Project**
- **Digital personas**
- **Aztec EPOS replacement**

- **Ticketing system**
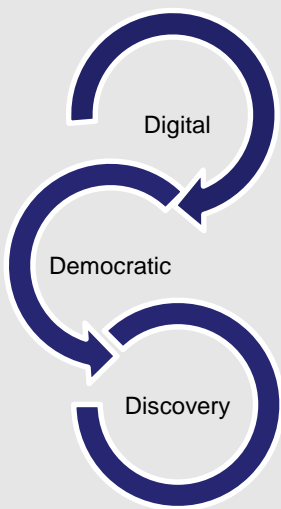- **Web Content Management**

- **Linked data**
- **SOLO User Interface Upgrade**

- **Local Action Plans**
- **TEI Catalogue Consolidation**

- **Museums & Gardens Infrastructure Improvements**
- **Volunteer management database**
- **Museums & Gardens – CONNECT migration**
- **Digital Preservation**

Gardens, Libraries & Museums
University of Oxford

Digital Preservation

Goal: Develop Digital Preservation strategies, policies and training for GLAM as a whole (extending work begun at the Bodleian). Carry out an audit of existing digital assets at the Ashmolean and Botanic Garden.

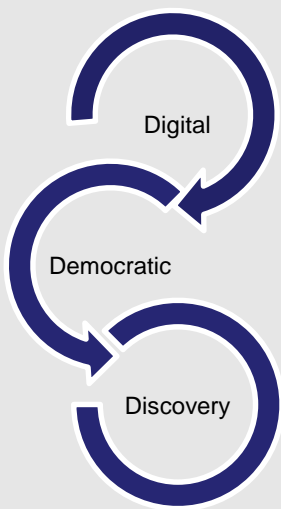**Delivery:** Initial phase to be completed by April 2018

Benefits:
- Improved approach to the preservation of digital assets, thereby minimising risk to high-value collections.
- Consolidation of digital assets, minimising the required storage space and management resource.
- Enhanced digital preservation knowledge and skills amongst staff.

Progress to date:
- Image standard workshop held.

Over the next term:
- Start developing digital strategies, policies and training for GLAM institutions.

Migration of Museums and Gardens to CONNECT

Goal: To roll out a new desktop service to the Museum of Natural History, Pitt Rivers Museum, Museum of the History of Science, Ashmolean Museum, Botanical Garden and Harcourt Arboretum.
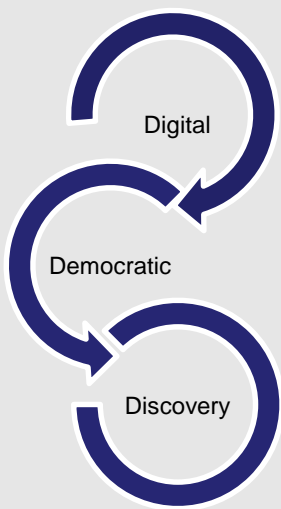
Delivery: May 2018

Benefits expected:
- A more robust system, which reduces the burden on GLAM IT staff.
- Reduced cost and risk.

Over the next term:
- Hold workshops with users.
- Start rollout to the rest of the museums, starting with the Museum of History of Science in early October.

Digital

Democratic

Discovery

Volunteer Management Database

Goal: Deliver a volunteer database to replace the existing system which has become technically obsolete. The system is pivotal in recruiting, vetting and managing volunteers; the result will be a system aligned across GLAM.
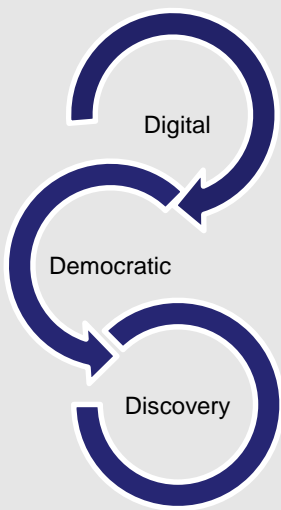
Delivery starts: January 2018

Benefits expected:
- A robust system to support the work of the Museums Joint Volunteer Team.
- Expansion of the database to include the Bodleian Libraries and Botanic Garden.

Over the next term:
- Align volunteer management processes and protocols across the Museums, Bodleian Libraries and Botanic Garden where appropriate.
- Review the database options available and create a plan for delivering the new system.

The Museums Joint Volunteer Team currently manages 600 active, 300 pending and 1650 ex-volunteers.

Digital

Democratic

Discovery

Museums & Gardens Infrastructure Improvements

Digital

Democratic

Discovery

Goal: To deliver a more centralised and standardised IT system; better suited to the current needs of the Museums and Gardens.
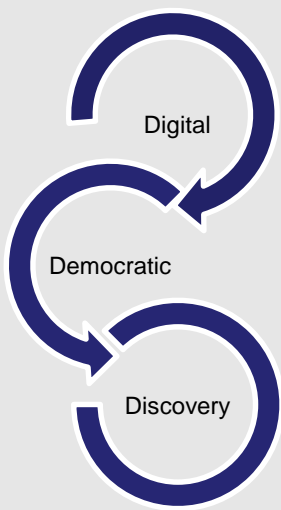
Delivery: September 2018

Benefits expected:
- Ageing IT system replaced with an improved model; addressing the current issues and risks.
- Establish an effective system to support the management of the digital collections.

Over the next term:
- Replace the existing 'at risk' equipment.
- Create an IT skills and training plan.

Public Wi-Fi – Botanic Gardens

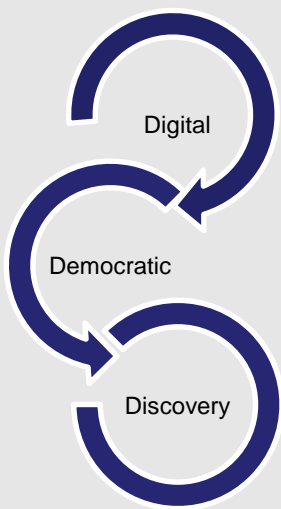Digital

Democratic

Discovery

Goal: Establish public Wi-Fi coverage across key parts of the Oxford Botanic Garden, including the ticketing, event and education areas.

Delivery: December 2017

Benefits expected:
- Enhanced visitor experience - free access to content and the opportunity to tailor it to their interests.
- Improved digital signs, including direction advice.
- Improved experience for staff; ability to complete certain tasks in-situ and access files securely from any site.

TEI Catalogues Consolidation

Goal: To enhance online access to the Bodleian's 20,000 manuscripts by improving the TEI catalogue descriptions and implementing a suitable IT system to support this.

Delivery: October 2017

Benefits expected:
- Robust IT system with lower maintenance costs.
- Enhanced visibility of the Bodleian's catalogues.
- Improved experience for users searching the database.
- Improved working practises for cataloguers; with the risk of error reduced.

Progress to date:
- The Tolkien medieval manuscripts catalogue has launched.

TEI stands for Text Encoding Initiative – a system used to digitally describe texts which is often used by libraries and museums.

Digital

Democratic

Discovery

Local Action Plans

Digital

Democratic

Discovery
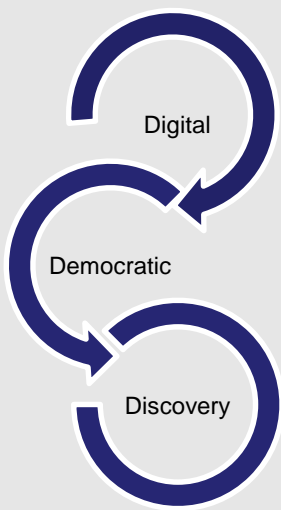
Goal: To identify and deliver system(s) to manage collections, digital assets and online collections.

Delivery starts: April 2018 (for the Ashmolean Museum)

Benefits expected:
- Sustainable, integrated systems for the management of collections.
- Improved online access to collections records and digital surrogates for research, teaching and engagement.
- Improved control and oversight of digital asset re-use.
- Enhanced management of commercial access to, and re-use of, digital assets.

Progress to date:
- Work has commenced for the Ashmolean Museum and been approved for the Museum of Natural History.
- Projects for the Museum of the History of Science and Pitt Rivers Museum are being defined.

Over the next term:
- Review options available and create a plan for collections management.
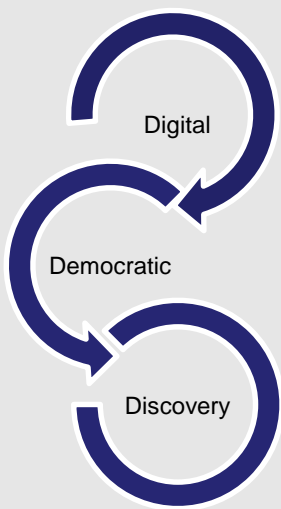
SOLO User Interface Upgrade

Goal: To upgrade the User Interface (UI) for SOLO, the flagship academic discovery service of the University of Oxford. SOLO provides search access to the Bodleian to 70,000 people in more than 200 countries. The migration is required following the release of a new UI which is incompatible with the previous one.
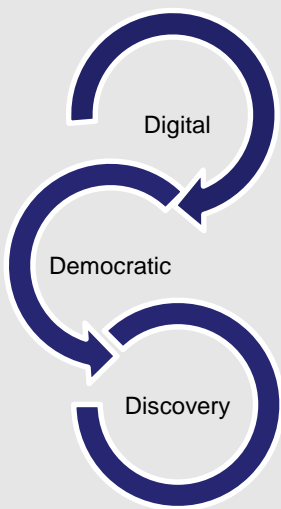
Delivery: September 2018

Benefits expected:
- Enhance the usability and quality of the libraries' main tool for researchers.
- Strengthen Oxford's digital online presence.

Over the next term:
- Start creating UI designs.
- Develop a user guide.
- Hold workshops with SOLO users.

The User Interface allows users to interact with Oxford digital catalogues; this project will deliver an improved search experience for researchers, students and staff.

Digital

Democratic

Discovery

Gardens, Libraries & Museums
University of Oxford

Linked Open Data Pilot (OXLOD)

Digital

Democratic

Discovery

Goal: Convert a sample of GLAM data into Linked Data and develop a pilot to assess how effective this is in driving discoverability of collections data for the purposes of research, teaching and learning.
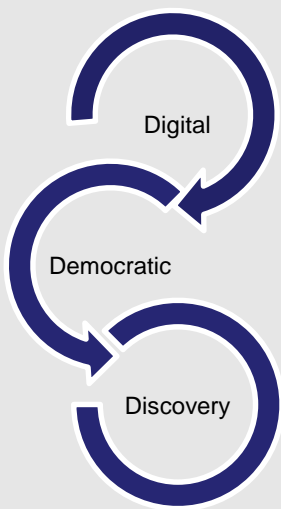
Delivery: September 2018

Benefits expected:
- Insight into how Linked Data can potentially enhance access to the collections.

Over the next term:
- Build the necessary IT systems to support Linked Data.
- Start converting data samples to Linked Data.

It is currently impossible to search for material across GLAM institutions, as collection metadata is kept on different servers using different database types. Exposing this content as Linked Data allows it to be freed from the existing silos and to suggest connections with material available in other catalogues. This transforms discoverability without requiring GLAM institutions to change their existing catalogues or metadata management practice.

Aztec EPOS Replacement & Ticketing System

Goals: Review the systems used for ticketed events in the Ashmolean Museum, Bodleian Libraries, Botanic Garden and Harcourt Arboretum. Simplify and streamline the till and stock management system across all the GLAM sites (excluding the Bodleian) and update the software for online sales.

**Delivery:** Completed by June 2018

Benefits expected:
- A seamless process for all retail and ticketing purchases.
- Improved customer and user experience, for example reduced queue times.
- Enhanced efficiency by integrating a single system across the majority of GLAM sites.

Progress to date:
- Commercial Strategy and Systems Board established to define a core commercial vision across GLAM.

Over the next term:
- Install the Aztec till system in the first institution (Museum of the History of Science) and evaluate.
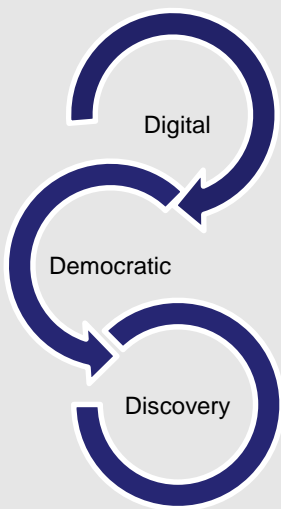
Digital

Democratic

Discovery
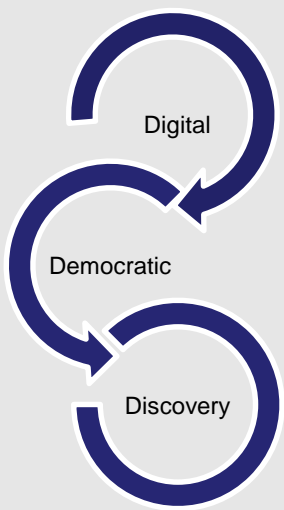
Web Content Management

Goal: To refresh the websites of the agreed GLAM institutions, following the launch of the Ashmolean website in September. Going forward, we will also look to agree on an appropriate ongoing support model for GLAM websites.

Project starts: November 2017

Benefits expected:
- Easier for website Content Editors to create and edit content.
- Improved user experience.
- Reduced risk of security issues across GLAM websites; maintained by a dedicated team.
- Reduced cost of ongoing support and maintenance.

Web Content Management refers to the ability to control and manage the content of a website.

Digital

Democratic

Discovery

Cabinet Project

Goal: To roll out Cabinet to the University, following a successful pilot in the Faculty of History.

Delivery: July 2018

Benefits expected:
- A bespoke, cutting edge tool to enhance teaching and learning.
- Expansion of digital assets, including 2D images and 3D models of objects from across the GLAM collections.
- Increased exposure for hidden collections.

Over the next term:
- Create and deliver Cabinet promotional material and training guides.
- Implement the necessary technical systems for Cabinet to be accessed across the University.

Cabinet provides an innovative, interactive model for object-based teaching and learning using Oxford's unrivalled collections. Users can access digital 3D versions of the collections online; for use in lectures or individual study. Find out more.

Digital

Democratic

Discovery

Gardens, Libraries & Museums
University of Oxford
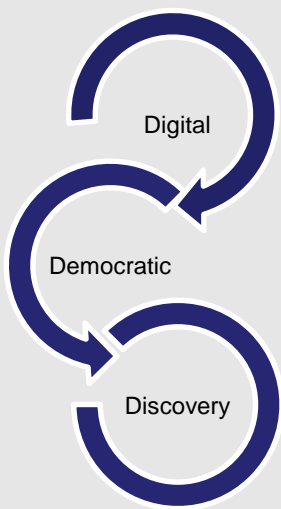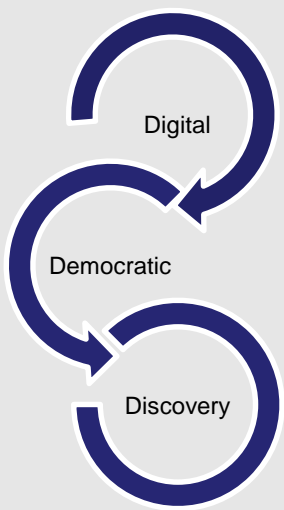
Digital Strategy Personas

Goal: To ensure we're successful in delivering the Digital Strategy, GLAM requires an evidence-based understanding of who our users are and what their needs are.

Delivery: December 2017

Benefits expected:
- Establish a foundation for user requirements.
- Create a measure to assess the progress of the GLAM Digital Strategy as a whole, prioritise projects and facilitate validation of outcomes.

Digital

Democratic

Discovery

Projects starting.

Digital

Democratic

Discovery

Local Action Plans
- Develop Local Action Plans for the Museum of the History of Science and the Pitt Rivers Museum.

Search & Discovery
- Explore the options available for enhancing the search and discovery mechanisms for the GLAM digital collections.