Shaplore Magnify

Spring 2015 CONTENTdm User Conference Goucher College

Baltimore MD

May 27, 2015

OCLC CONTENTdm®

Overview

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Community Manager





Overview Audience

- This session is for users—library staff, curators, archivists, who are brand-new to CONTENTdm
- ...or returning users
- ...or administrators, section-, department-, heads, library directors and deans

Overview Agenda

- Software and Community
- How does it work in the context of my workflows?
- Visibility
 - SEO
 - Linked data
- Demonstration

Software and community

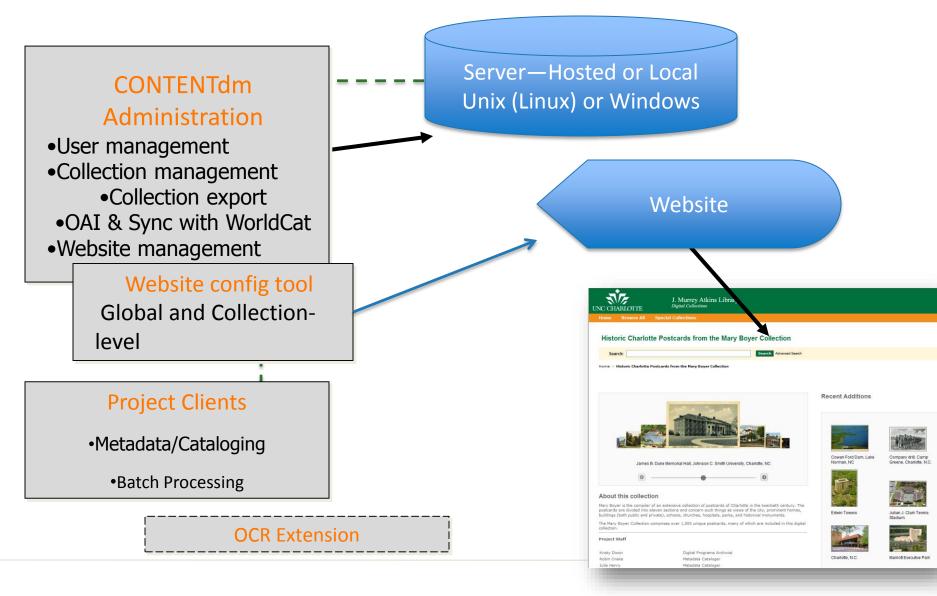
Architecture of CONTENTdm Who uses it? Why should I use it?



What is CONTENTdm?

- A complete digital collection management software solution
- Stores, manages and provides access for all digital collections
- For organizations and collaborations-- of all types and sizes academic libraries, public libraries, historical societies, museums, state libraries, cultural heritage organizations and others

CONTENT dm architecture and evolution



Today's CONTENTdm—powerful and flexible

- •Responsive website design
- •High performance for audio/video
- SEO—Automatic visibility to search engines



Why should I use CONTENTdm?

- Promote access to your unique digital resources
- Efficiently maintain collections leveraging best practices and true standards:
 - Dublin Core, Unicode, JPEG2000, OAI Harvesting, PHP API and more
- High performance searching and browsing
- Responsive design and customizable UI

How does CONTENTdm help me?

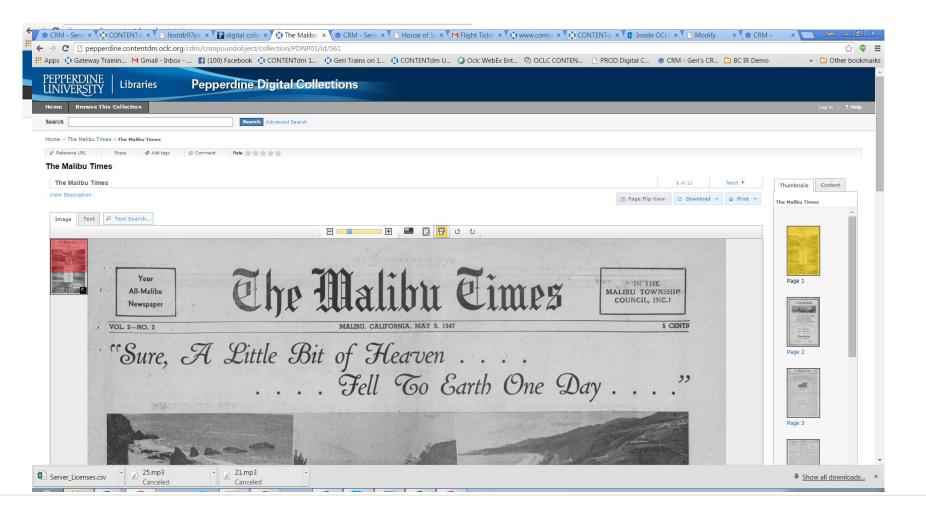
Automatically creates your website

- You: Organize, Catalog, Publish
- End users: Find, Retrieve, Use

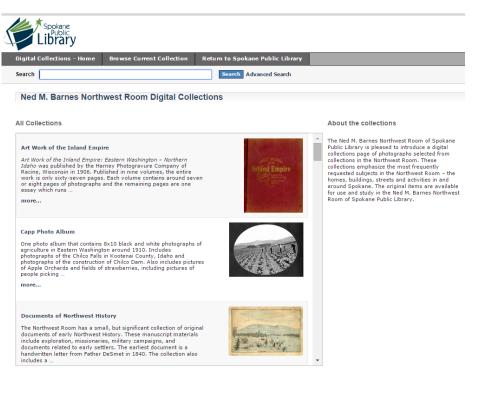
Who is using CONTENTdm?

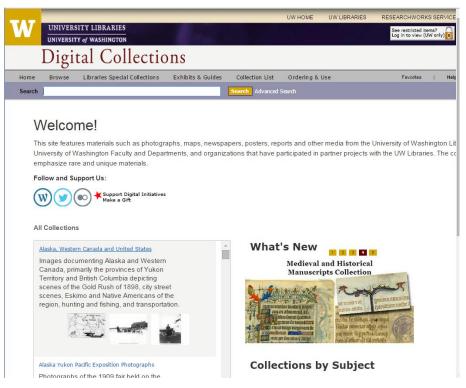
- Academic libraries
- Research libraries and archives
- Public libraries
- State and other government libraries and archives
- Museums
- Consortia

All kinds of libraries, all types of digital materials

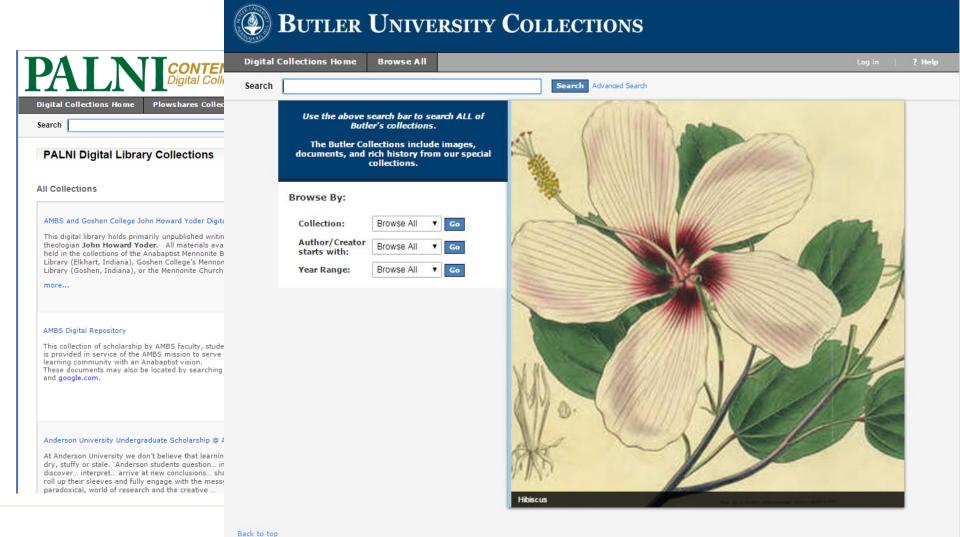


Over 22 million digital items are hosted at OCLC data centers globally



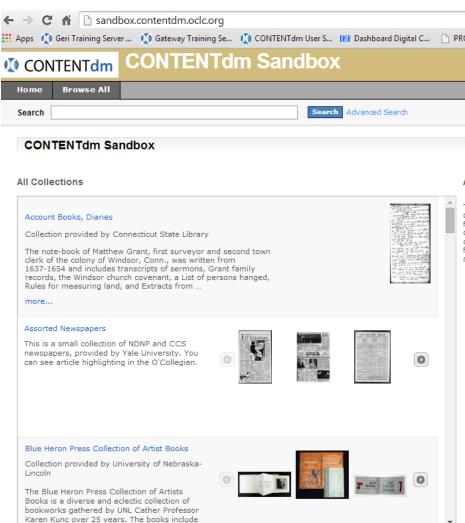


Consortia



Keeping up with CONTENTdm

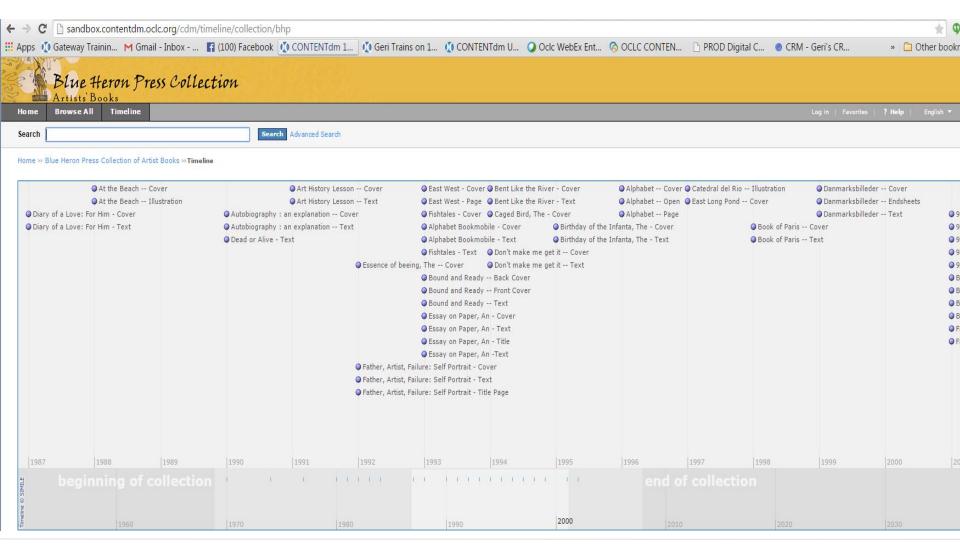
- Office Hours twice monthly
- •In the sandbox
- http://sandbox.contentdm.oclc.org
- Customers and Collections
- http://www.oclc.org/contentdm
- User Support Center
- •http://www.contentdm.org/login
 - Downloads
 - CONTENTdm Knowledgebase
- Monthly newsletter



CONTENTION user community

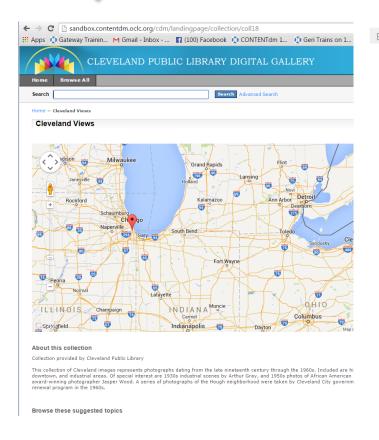
- 1,115 licenses worldwide of which 863 are using Hosting Services 4 data centers (US, UK, CA and Australia)
 - 2,500+ users with consortia and collaborative arrangements (including over 40% of the ARL libraries)
 - 149 outside the US (CA, Australia, New Zealand, China, UK, Netherlands, Spain and more)
- Engaged and active
 - User Support Center, e.g. Online Help, Tutorials, Forums and blogs.... http://www.contentdm.org/login/login_USC.asp
 - Users Group Meetings
 - Beta programs and extensions –running the latest "build"
 - http://sandbox.contentdm.oclc.org

Extensions running in the Sandbox





Download extensions at: http://www.contentdm.org/USC/downloads/tools.php



□ Add on features to my CONTENTdm Website using custom script examples provided by OCLC

OCLC has provided these examples and instructions to demonstrate how customizations can be created and used in CONTENTdm sites. You are welcome to use the extensions but they are not supported by OCLC support. You will need to supply some programming expertise to use these examples on your own site.

Download the Collection Map Extension (compatible with CONTENTdm 6.1 and later) to replace the image carousel on a collection landing page with a map that plots each item in the collection. This can be used on collections that have geographic coordinates listed in their metadata or simply information about addresses, cities, states, or countries. A marker will be added to the map if the geographic data can be parsed. Each marker has an info bubble attached to it that will contain the associated item's title, thumbnail and link to the item's page. View example on the CONTENT Sandbox.

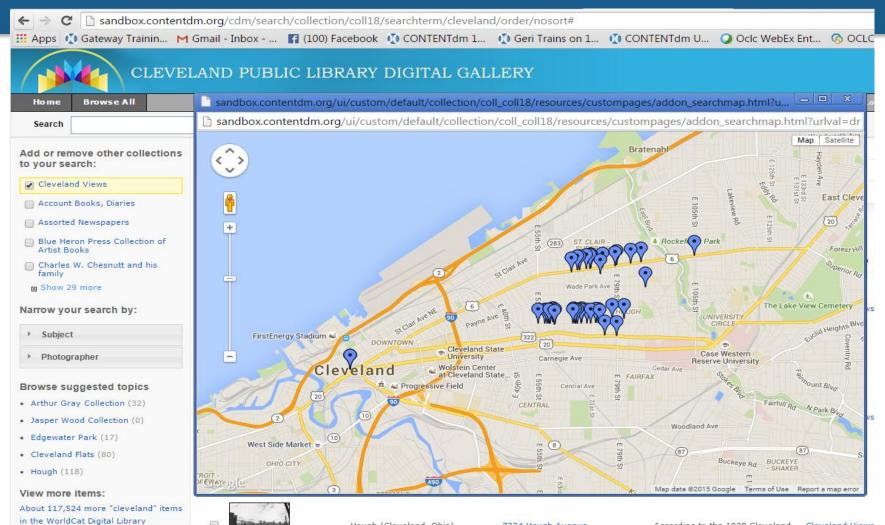
Download the CoolIris Photo Wall Extension (compatible with CONTENTdm 6.1 and later) to allow users to see more images at a time and move from a close-up view of one image back to a thumbnail view of several images very quickly. (CoolIris is an application that displays images in a draggable photo wall.) View example on the CONTENTdm Sandbox (click View Image Wall link, next to Display Options).

Download the Search Results Map Extension (compatible with CONTENTdm 6.1 and later) to plot search results in a Google Map that is available by clicking on a link at the top of the search results page, beside the Display Options link. When clicked, another window opens that contains a map with markers. View example on the CONTENTdm Sandbox (click View Map link, next to Display Options).

Download the Timeline Extension (compatible with CONTENTdm 6.1 and later) to plot items of a particular collection on a timeline that displays on a custom page. A marker and the item's title is added to the timeline for each item that has a date associated with it. If a user clicks an item, an info balloon displays the title (which also links to the item view), a description, thumbnail and date. View example on the CONTENTdm Sandbox (click on the Timeline tab, next to the Home and Browse All, on the Landing Page).

Download the WorldCat Search Extension (compatible with CONTENTdm 6.1 and later) to show the availability of additional search results in WorldCat. View example on the CONTENTdm Sandbox (see **View More Items** link in the left column).

Download extensions at: http://www.contentdm.org/USC/downloads/tools.php



Hough (Cleveland, Ohio) -photographs Buildings--Ohio--Cleveland. Streets--Ohio--Cleveland--Photographs.

7224 Hough Avenue

According to the 1938 Cleveland City Directory, the Paul Stoyanoff Delicatessen was located at 7224 Hough Avenue.

Cleveland Views

This photograph is one of more than 65,000 photographs donated to the Cleveland Public

CONTENTAM User Conferences

- May 27-28. Spring CONTENTdm User Conference
 Hosted by Digital Maryland and Goucher College in Baltimore.
- CONTENTIAM User Group Meeting and OCLC Reception ALA Annual Saturday, June 27, 2015 3:30 pm SF, CA.
 oc.lc/ALA15Events
- August 6-7. Summer CONTENTdm User Group Meeting.
 Hosted by Nashville Public Library & Tennessee State
 Archives.

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Defining terms: Collection

- A group of objects (items) that
 - Share the same metadata schema
 - Live on the same CONTENTdm server
- How many Collections can I have?
 - Up to 400 collections per server
- How many items can I have?
 - Depends upon your license level
 - "quick start" up to 3,000
 - Subscriptions at 10,000, 50,000 or UNLIMITED levels

A word about "items"

- CONTENTdm indexes/searches *item metadata*.
- CONTENTdm displays file formats that are able to be:
 - Viewed with a Web browser natively
 - -Or viewed via a plug-in, e.g., PDF
- Each file represents an example of one CONTENTdm simple item

Items combine to make Compound Objects

- Assemble two or more items together and you have a
 - Compound Object
 - Four classes: document, postcard, monograph, cube
 - Xml file "wrapper" uses an additional "item"
- You control growth
- Easy upgrade path

Project Client: powerful for adding items and objects to a collection

- What's a CONTENTdm Project?
- A workspace
 - Into which you may add thousands of items at a time
 - That live on the workstation until uploading to the server
- A group of settings
 - Decisions about image rights
 - Automatic metadata generation
- How many Projects can I have at one time?
- Limited only by your disk space on the workstation

Three basic steps to building a CONTENTdm collection

- 1. Configure a Collection
- 2. Add items to a Collection
- 3. Go live!
 - 1. out of the box
 - 2. or configure your website.

Three basic steps:

1. ➤ Configure a Collection

- Define the metadata schema
 - Dublin Core element (dcterms—55) set offered
 - CONTENTdm only requires one field: DC.Title
 Collection admin may require more fields
 - 125 fields per collection
 - 128,000 characters per field

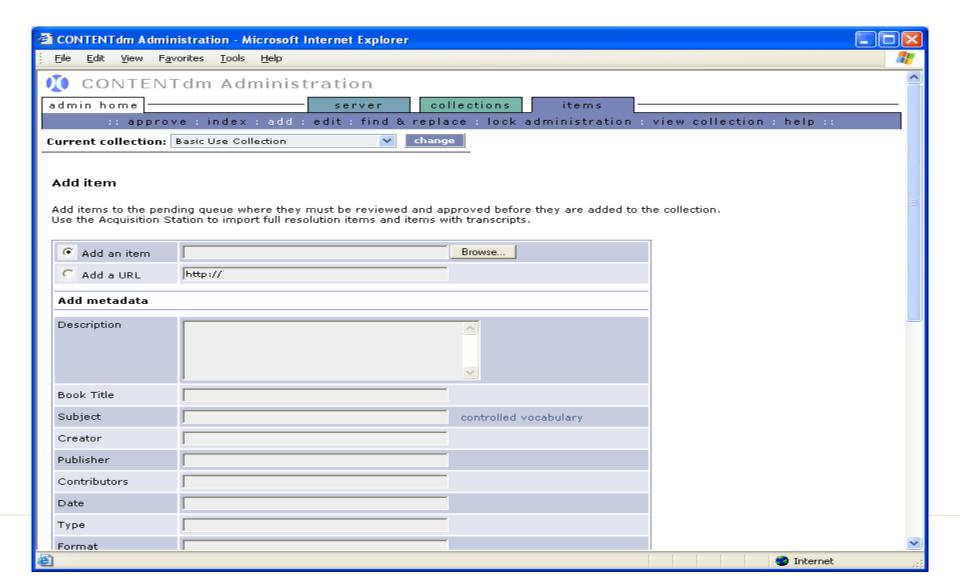
Three basic steps:

2. > Add items to the Collection

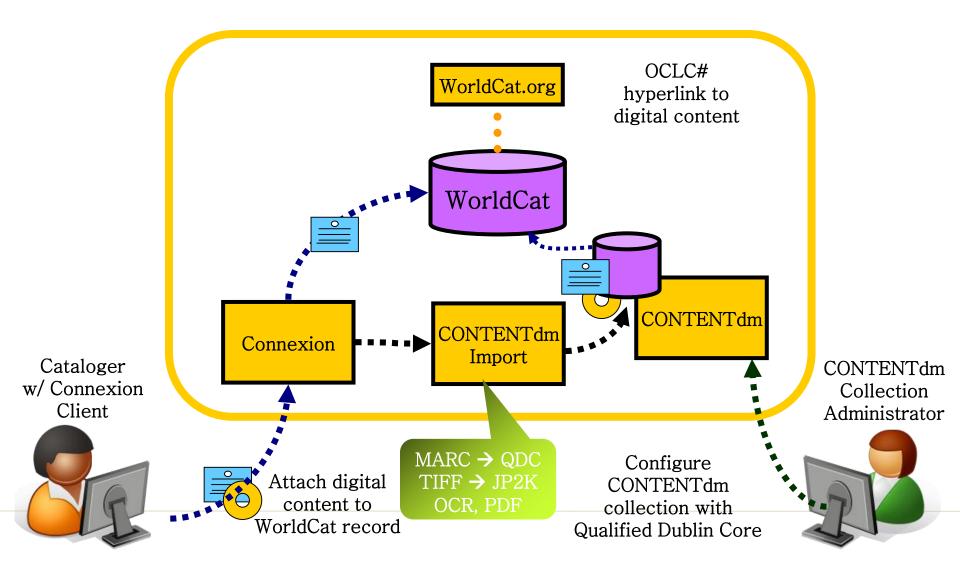
Three workflows are common:

- A. Add items from the Web browser
- B. Attach digital items to WorldCat records (available to OCLC Hosting Services users)
- C. Build Project on the Project Client

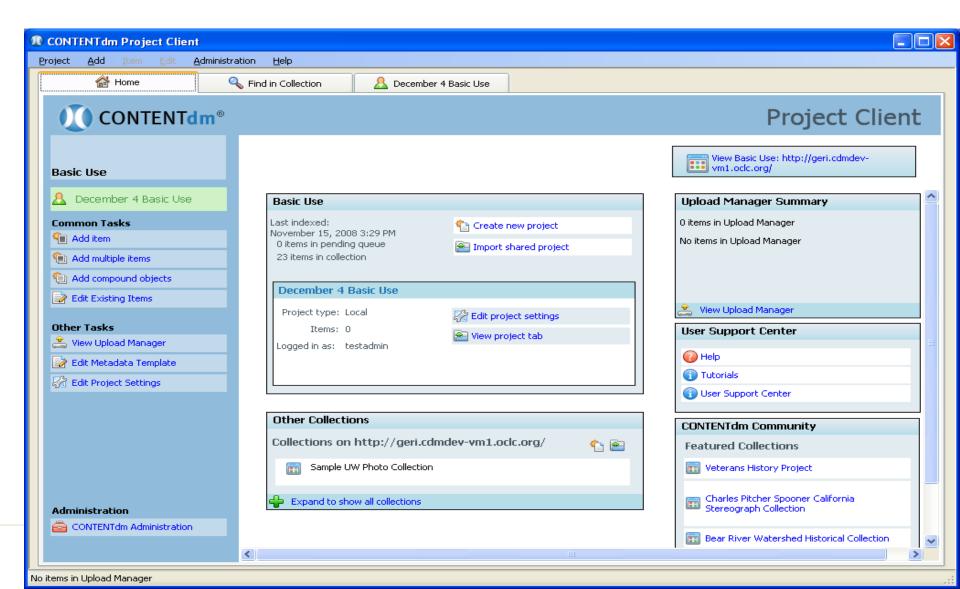
2. Add items to collection— A. *Add* from the web browser



2. Add items to collection—B. Connexion digital import

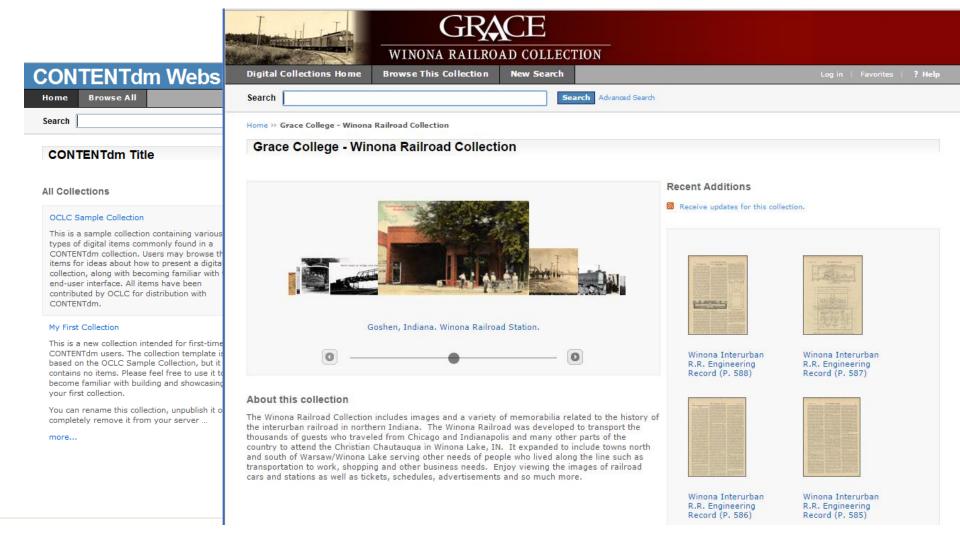


2. Add items to Collection—C. Build a Project on the *Project client*

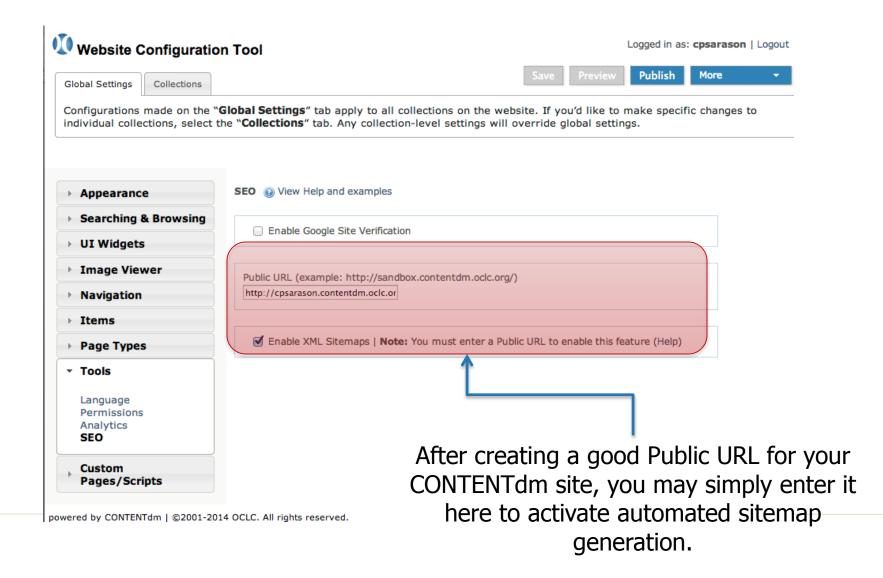


Three basic steps: Go live!

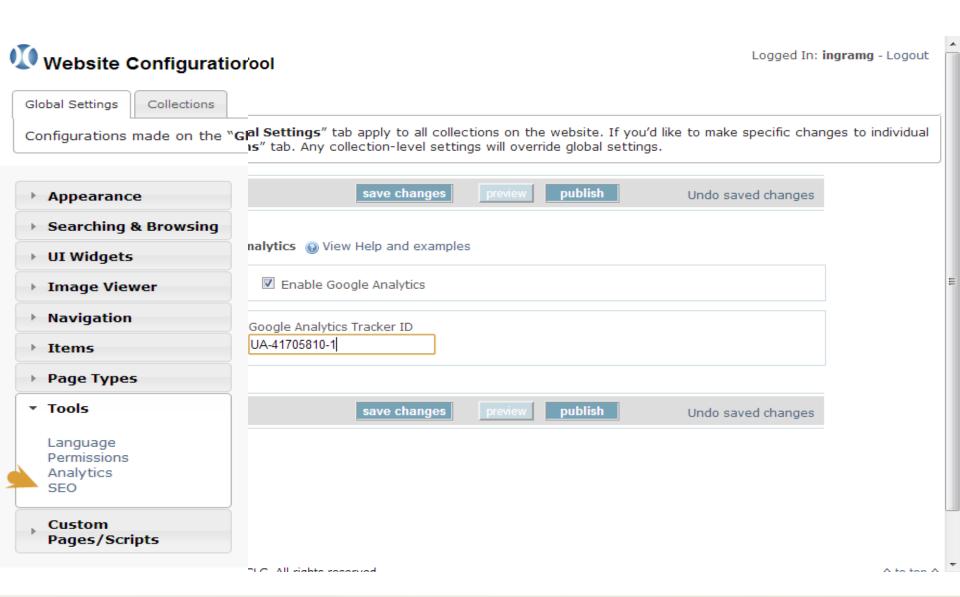
3. Take the out-of-the-box defaults or configure your website



Now with Automated sitemaps...

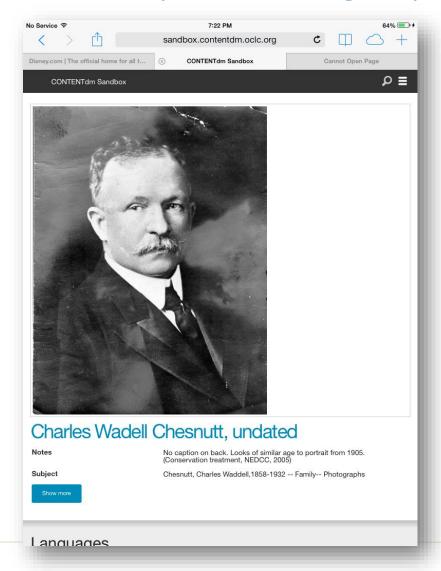


...and integrated with Google Analytics...



After setting up Google Analytics, enable it with your ID

And Responsive design – phone, tablet, desktop

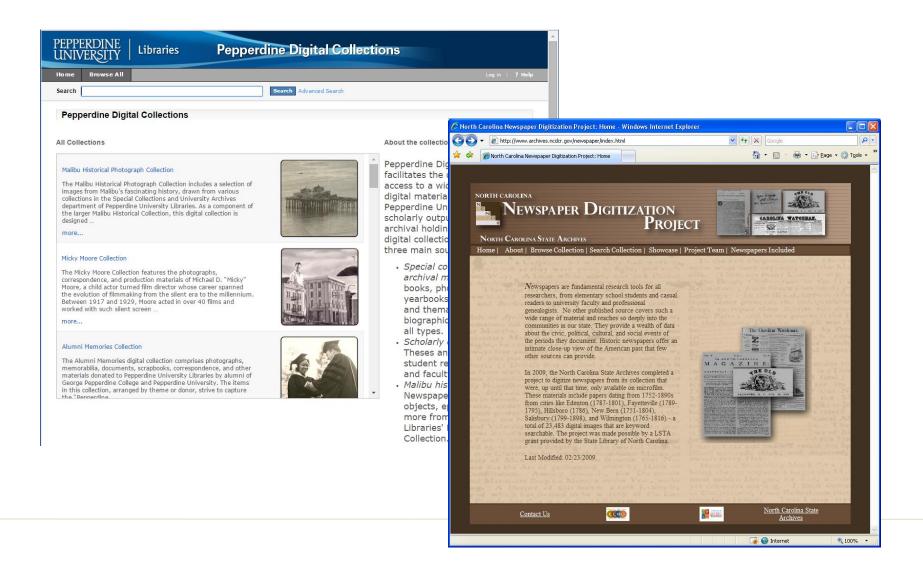




More visibility for your unique digital resources



Improving discovery of your collections: Share your metadata and drive traffic to your site

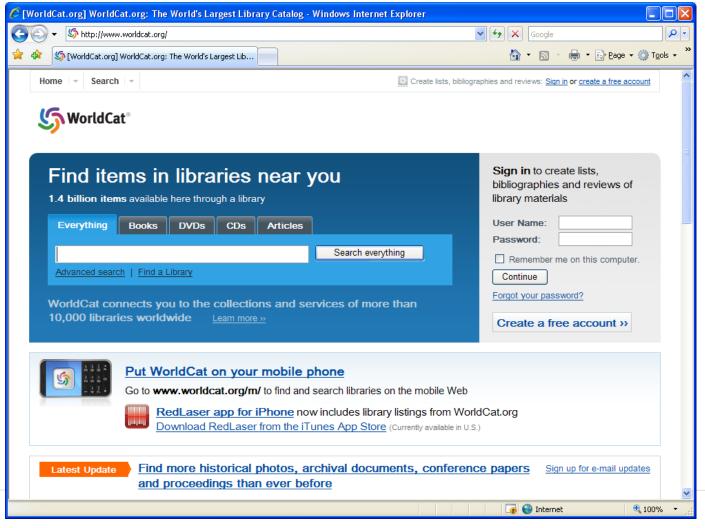


How do you drive users to your site?

- Be more discoverable--
 - By Google and other search engines through syndication
 - SEO and automatic sitemapping
- CONTENTAM has a built-in sync to the OCLC Worldcat Digital Collection Gateway
 - Improve access & presence for digital collections
 - Synchronize non-MARC metadata with WorldCat
 - Provide self-service tools to drive harvest



WorldCat Digital Collection Gateway

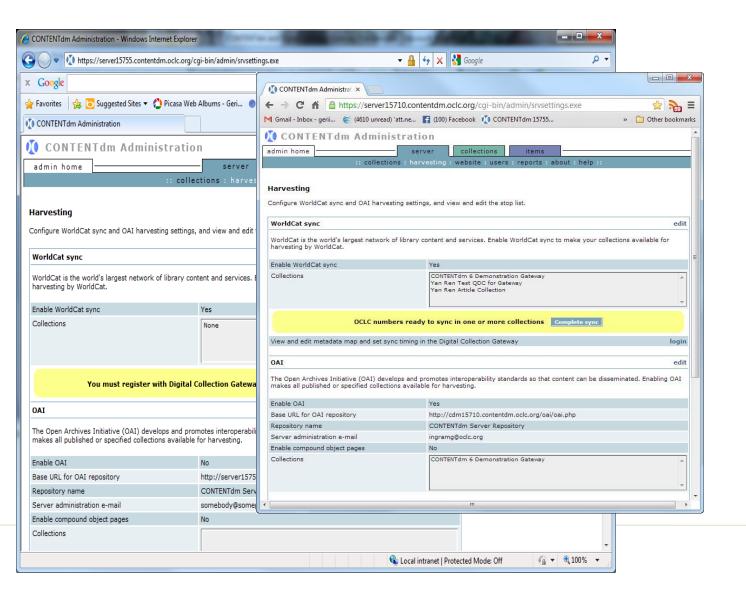


- Why put metadata in WorldCat?
- How do you use the Gateway?

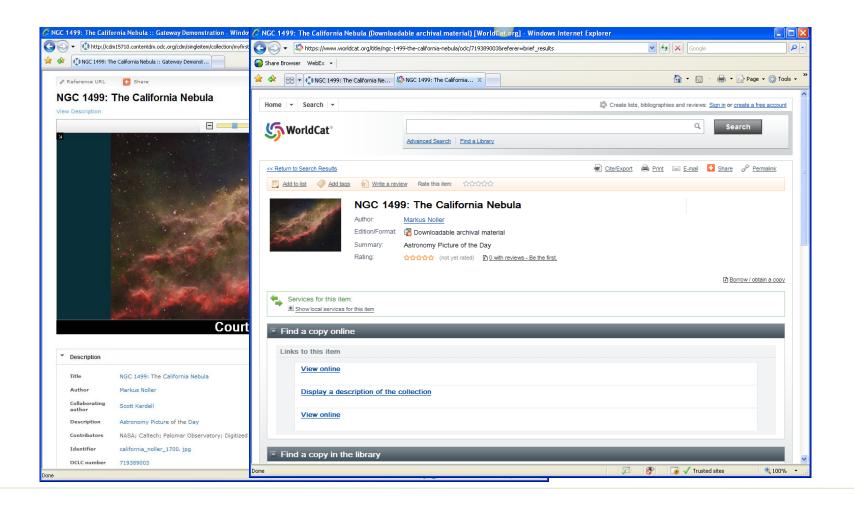
What does WorldCat look like today?

- World's largest bibliographic database, freely available
- Over 1 billion referrals to WorldCat from search engines since 2005
- 42 million records pointing to digital items harvested through the Gateway from 2,219 repositories
 - Over 2.5 million items from 140 CONTENTdm servers

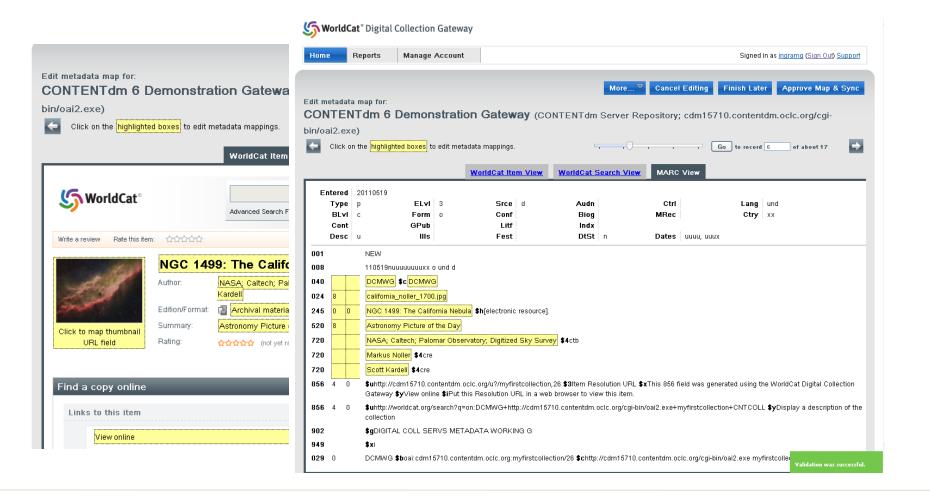
CONTENTdm sync with Worldcat.org



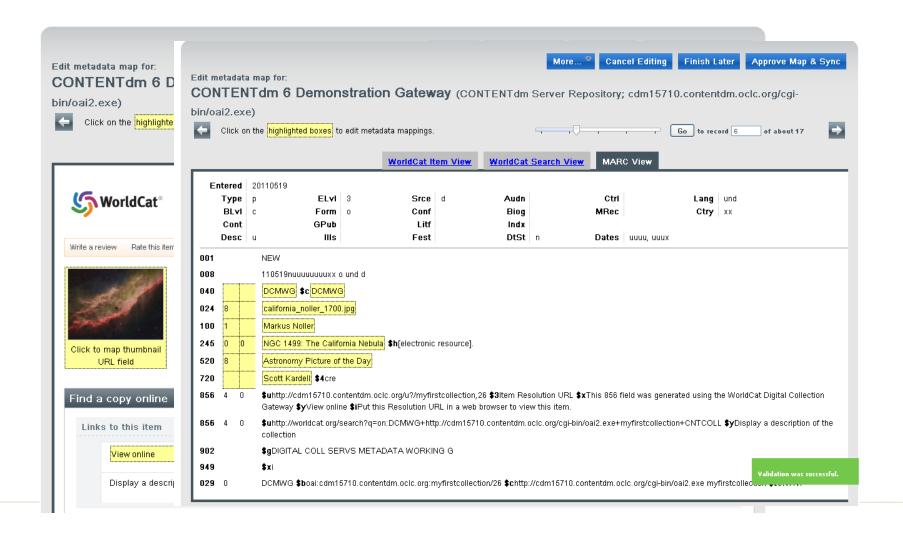
How does the Gateway work?



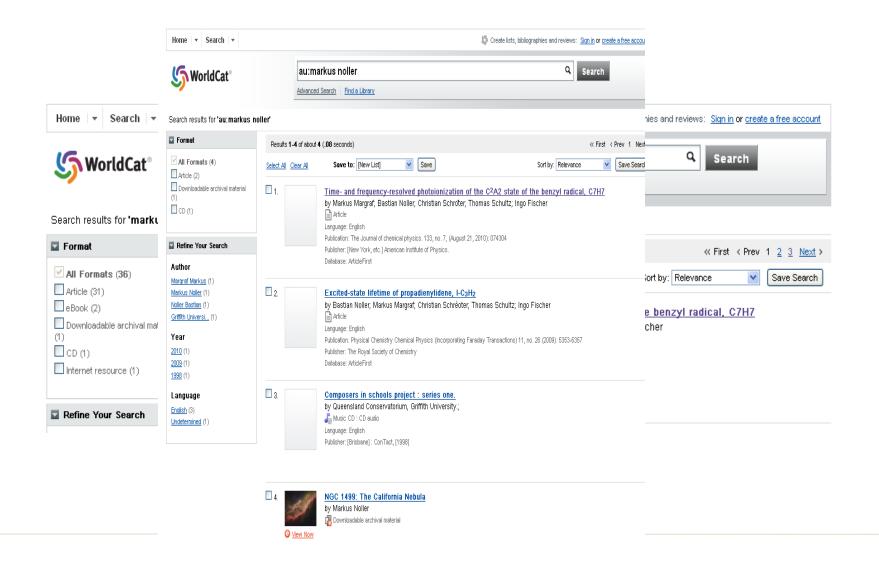
Self-service profiling and harvest scheduling The default map gives good WorldCat.org keyword recall...



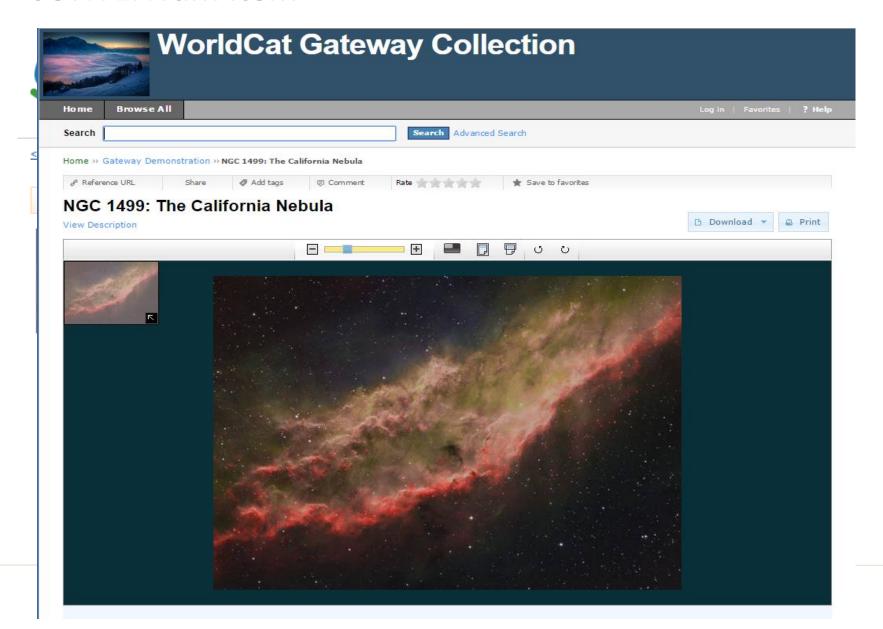
But as users expect precision with recall, you can customize your maps



After remapping, more precision—the Author search Plus the power of linking to find other works by author



Example: user clicks right into your CONTENTdm item



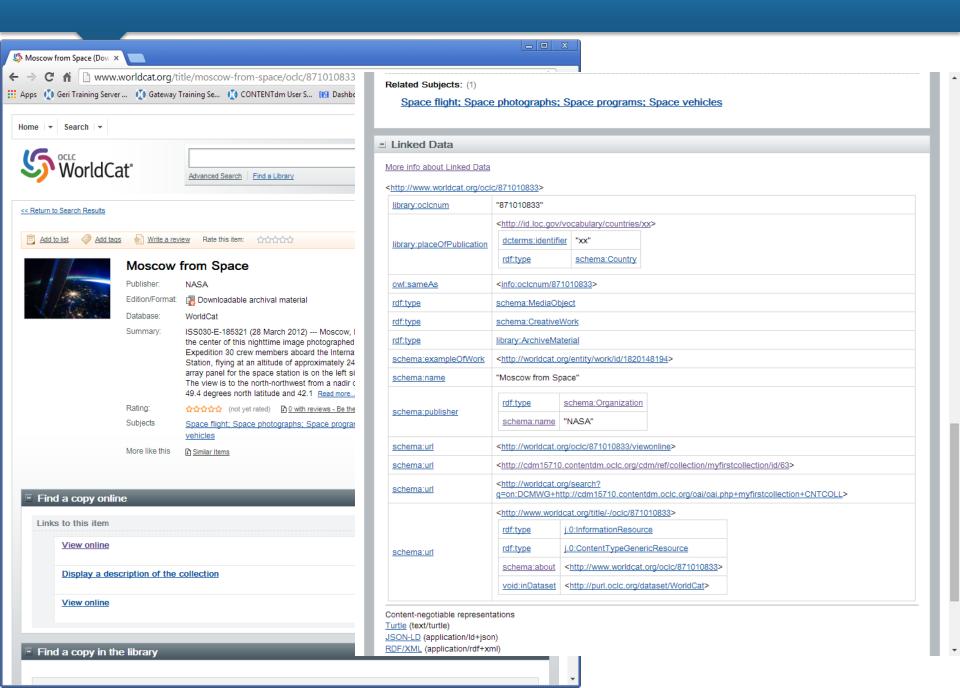
Ready for Linked data? We can help!



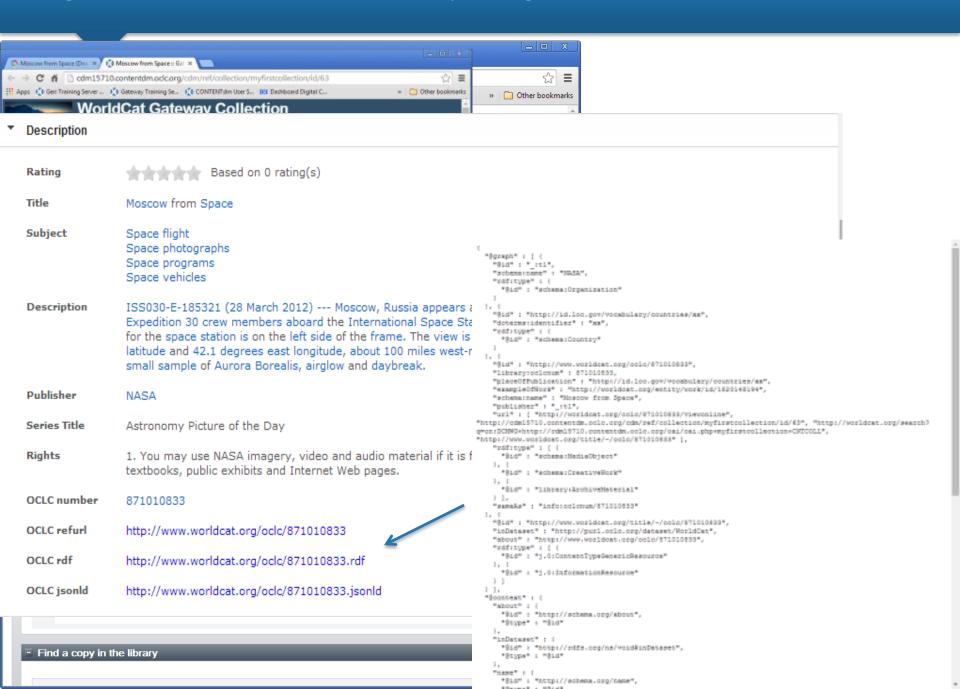
WorldCat, schema.org—helping libraries join the "web of things"



Where you find Linked Data in WorldCat today



Using WorldCat to create linked data for your digital item records



To drive traffic to your site, and to leverage OCLC's Linked Data work:

- First you want to sync CONTENTdm with WorldCat.org
- You interact with WorldCat via the Gateway
 - Customize the WorldCat.org display to best meet end user needs
 - Schedule your harvests as appropriate for your collection's growth

From any OAI-PMH compliant system, use the Gateway to WorldCat.org

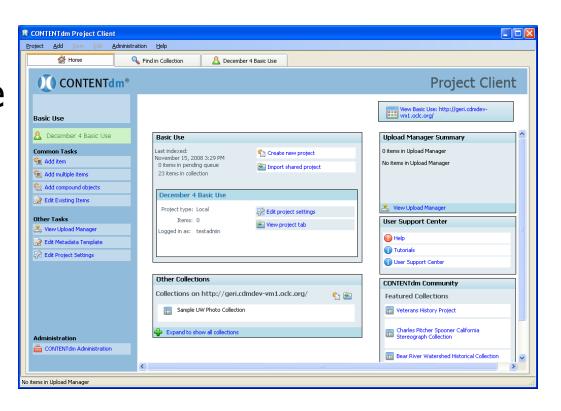
- BUILT IN registration for CONTENTdm
 - Connect through CONTENTdm
 Server/Harvesting/WorldCat Sync
- For other repository systems
 - Register at https://worldcat.org/DigitalCollectionGateway/register.jsp
- Best Practices for CONTENTAM and other OAI-PMH compliant repositories; creating shareable metadata
- Ver 3.1 available on the CONTENTAM User Support Center and
 - http://www.oclc.org/content/dam/support/wcdigitalcollectiongateway/MetadataB estPractices.pdf

Demonstration
Configure Collection
Add Items
Configure, test Website



How do I get the Project Client?

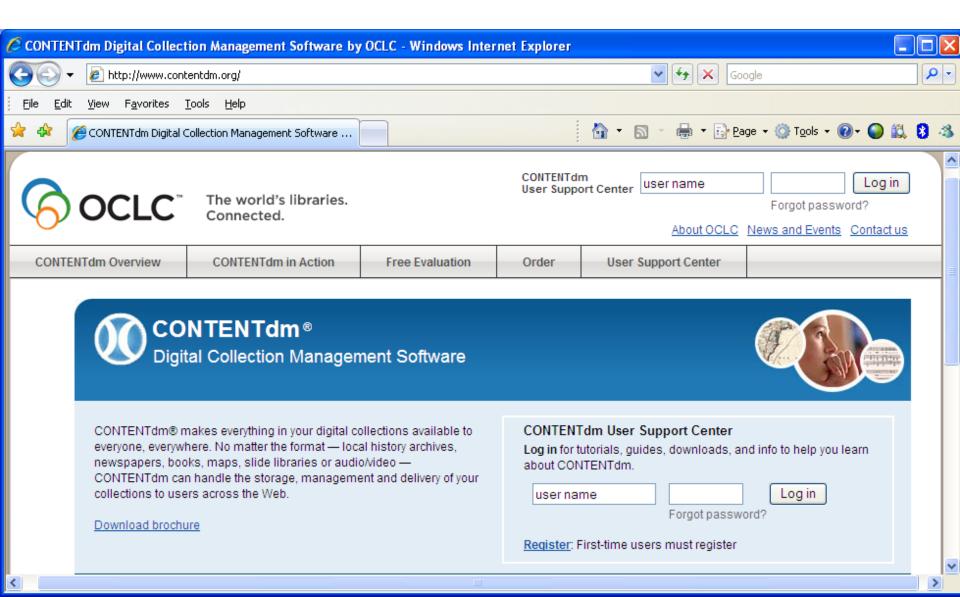
 Download from the USC at www.contentdm.org



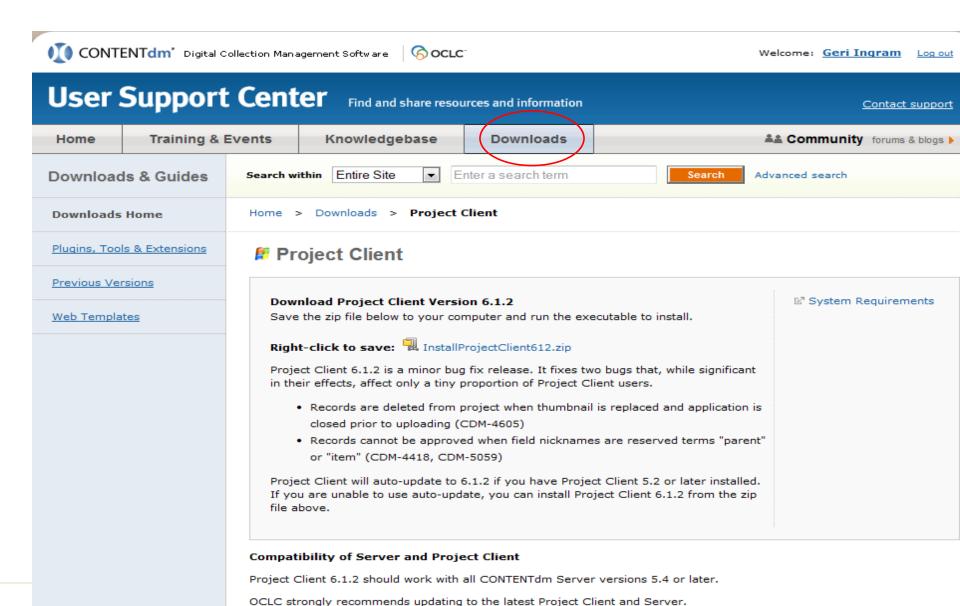
Workstation requirements to run the client

- The CONTENTdm Project Client requires the following:
- Windows Vista or Windows 7. For sites processing a large volume of files, the 64-bit versions are recommended.
- 2 GB RAM is recommended. For sites processing a large volume of files, 4 GB RAM is recommended.
- 2 GB of available hard-disk space for installation. A portion of this disk space will be freed after installation if the original download package is removed from the hard drive.
- Minimum display resolution of 1024 × 768.
- A broadband Internet connection to the CONTENT Mm Server.
- Adobe[®] Reader.

Register first, then log into the User Support Center: www.contentdm.com/USC



Choose *Downloads* tab



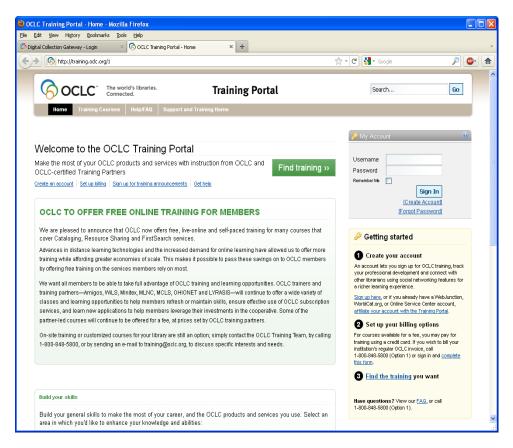
CONTENT Live Training— Face to Face, Hands-on experience

- At your organization
 - At your schedule
 - —Two days on-site
 - Online sessions before and after

Live online CONTENTdm training available at no cost, by OCLC

- Free training series
 - 3 modules
- Monthly
- •Register on the Portal

http://training.oclc.org/





Monthly CONTENTdm Office Hours

Quick starters:

Second Tues. Noon PDT

Tech talk:

Third Thurs. 11 am PDT

See: User Support Center

www.contentdm.org/login

Explore. Share. Magnify.





For further help with CONTENTdm and WorldCat Digital Collection Gateway

- CONTENTdm User Support Center <u>http://www.oclc.org/contentdm</u> (Logon)
- CONTENTdm technical support <u>contentdmsupport@oclc.org</u> (Toll free 877-797-0887)
- General CONTENTdm info email: <u>contentdm@oclc.org</u>
- Free, live online CONTENTdm training http://training.oclc.org
- Digital Collection Gateway support

support@oclc.org