

Minutes of the  
Cultural Heritage Content Team  
Content Working Group  
NDSA

Teleconference 30 May 2012, 2:00 PM EDT

Attending: Deborah Rossum, Rachel Howard, Jon Voss, and Erik Rau

The minutes for the meeting on May 16, 2012, were approved.

Deborah Rossum agreed to report on the Cultural Heritage Content Team's activities at the Content Working Group's teleconference on June 6<sup>th</sup> (11 AM, EDT). Thanks, Deborah!

The group briefly discussed the NDSA Cultural Heritage Mission document on Google Docs ([https://docs.google.com/document/d/13m5ok0zawlENL4Eo4MGcCq449ekZ\\_Om6vhHwLa5Y3Og/edit?pli=1](https://docs.google.com/document/d/13m5ok0zawlENL4Eo4MGcCq449ekZ_Om6vhHwLa5Y3Og/edit?pli=1)). The latest revisions appear to satisfy for the moment.

Participants then returned to their discussion from the last meeting on identifying and developing a case study. The CWG approach to these case studies, with every content team developing one, is to:

- Establish Value/Rationale for collecting – what value does the content have? Is anyone collecting it? What factors affect its risk of disappearance—small audience, gnarly formats, proprietary software, tight copyright restrictions, etc.?
- Document recognized opportunities - are there workflows in the creation or distribution of content that preservation could be worked into?
- Description of Target Audiences: who would find value in this content, is the short-term audience different from the long-term audience? How?
- Outline a plan for educating Stakeholders - how might NDSA or an organization go about raising awareness, and to whom? (content creators, publishers, educators, libraries, researchers, donors)
- What are the obstacles or risk factors? - describe barriers for users/creators/preservationists – what challenges have you/might you face?

After reviewing some options for case studies, participants gravitated to a project Deborah has been working on for 18 months at SCOLA, developing the recording and preservation of Native American oral histories. Over the course of the conversation, several points were discussed and explored:

**Establish Value:** The value of preserving the history and linguistic heritage of local tribes seem self-evident, but the question of “for whom” complicates matters. Native tribes are wary of outsiders exploiting their heritage or developing projects in which the natives are not the primary (or even an important) contributor. Despite 18 months of work, no tribes have signed on, though some are close. A related issue is copyright and access. Jon has worked with Mauri tribesmen in New Zealand that want to restrict access to digital cultural products featuring them.

**Document Recognized Opportunities:** Since this project is just beginning, there are no established workflows in which preservation can yet be worked into. However, Deborah pointed out that SCOLA is already considering its preservation protocols.

**Describe Target Audiences:** Schools were a primary short-term audience for SCOLA, though there is an understanding that a digital repository of Native oral histories would be of immense scholarly interest.

**Educate Stakeholders:** Tribes are the most obvious and also the most defensive stakeholders in this project. Deborah points out that personal relationships and intermediaries are important to build trust. SCOLA is reaching out to schools and universities. The State Deputy Librarian has been important in connecting SCOLA staff with state officials.

**Identify Obstacles and Risk Factors:** As Jon pointed out, there are no shortage of these for the project. The defensiveness of tribes, the issues of copyright, the assurance of the project’s long-term viability are just the immediate challenges that spring to mind.

It was agreed that Deborah would flesh these elements of a case study out a bit more, and that she would place these on the NDSA Cultural Heritage Mission document on Google Docs ([https://docs.google.com/document/d/13m5ok0zawlENL4Eo4MGcCq449ekZ\\_Om6vhHwLa5Y3Og/edit?pli=1](https://docs.google.com/document/d/13m5ok0zawlENL4Eo4MGcCq449ekZ_Om6vhHwLa5Y3Og/edit?pli=1)).

Erik agreed to set up another Doodle poll (<http://www.doodle.com/x3vzfy6738kr6id8>) to identify the next conference (and be better about sending out the meeting date in timely fashion—sorry!). We are somewhat constrained in June—likely the 18<sup>th</sup> and 19<sup>th</sup> would be the earliest possible dates.

The meeting adjourned at about 3:15.