

Strategic Information Management: Issues

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Workshop at the MCN Annual Conference

Philadelphia PA October 27, 1999

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A Framework

- Missions/Goals/Strategies/Tactics
- Creating/Using/Maintaining Digital Assets
 - *Authentic*
 - *Usable*
 - *Sustainable*
- People/Systems/Environments

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If you don't know where you are going, all roads...

- **Mission**
- **Goals**
- **Strategies**
 - **Assessments of Forces to Leverage**
 - **Cumulative and Interaction Effects**
- **Tactics**

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Information Management

- **In the end, its about data**
 - **where**
 - **how recorded**
 - **to whom accessible**
 - **for what purposes usable**
 - **under what conditions**
 - **adding what value**

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Strategies

- In the end, its about leverage
 - of what resources
 - with whose funds
 - in combination with what else
 - to whose benefit
 - against what alternatives
 - based on which assumptions about the future?

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Creating Digital Heritage

What are the Issues?

- Creating Representations
- Creating Facts
- Creating Trust

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Creating Representations

- Purposes?
- Audiences?
- Perspectives?

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Creating Facts

- About Attribution ...
 - *What is Truth? Opinion? Authority?*
- About Sources ...
 - *Who owns story? Who may tell the story?*
- About Acknowledgement ...
 - *identifiable author vs. “voice” of authority*

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Creating Trust

Cultural institutions must mediate between the virtual and the real

- **How does the virtual represent the real?**
– *Is it a substitute? Does it augment reality?*
- **When can the virtual be more 'complete'?**
– *How faithful must it be to a particular thing?*

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Using Digital Heritage

What are the Issues?

- **Usable rights**
- **Usable data**
- **Accessibility**
- **Usable interfaces**
- **Socialiable digital experiences**

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Usable Rights

- **Multimedia has many components**
- **Obtaining rights**
 - *Identifying holders*
 - *Gaining permission at outset*
 - *Obtaining explicit grants*
- **Controlling our Rights**
 - *Administrative efficiency*
 - *Using rights to support programs*

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Usable Data

- **Architectures**
 - *Standards*
 - *Persistent internal structure*
- **Data Objects**
 - *Granularity*
- **Content & Values**
 - *Internal consistency & external links*

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Enabling Access

- **Technological Barriers**
 - *State-of-art or common denominator?*
- **Logical Structures**
 - *Strategies for “chunking” content*
 - *Flexible for multiple delivery methods*
- **Interoperable**
 - *For institution as well as end-user*

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Usable Interfaces

- **Consistent and clear**
- **Accommodating to disability**
- **Functional**
- **User aware**
- **Reflecting institutional values**

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Sociable Experiences

- Interaction and communication
 - *with the system*
 - *with the museum*
 - *with other users*
- Solitary or Group
 - *Making the tasks multi-person*
- Active Users
 - *involved in creating & sharing content*
 - *personalize environments*

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Managing Digital Heritage

What are the Issues?

- Building Digital Programs
- Staffing
- Cost and Long-term Support
- Scalability
- Future Digital Environments
- Preservation

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Digital Heritage Programs

- **Parallel or independent activities**
 - *Content interdependency*
 - *Functional interdependency*
 - *Clientele*
- **Owned, Partnered and Licensed**
 - *modes of delivery and support*
- **Environments for Learning/Doing**
 - *neither push nor pull*

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Managing Staff

- **Institutionalizing support**
 - *initial enthusiasts and “techies”*
 - *existing departments vs. new media group*
- **Planned vs. Opportunistic Growth**
- **Evaluation and Skill Building**
 - *external review*
 - *User Response*

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Managing Costs & Support

- **Achieving Organizational Synergies**
 - *Building functions into daily activities*
 - *Integrated information collection*
 - *Publishing dynamic views*
- **Technology Obsolescence**
 - *Designing for continuous renovation*
- **Cost Recovery**
 - *Who, and how, to charge*
 - *Collaborations & Partnerships*

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Managing Scale

- **Pilots and Prototypes**
- **Projects and Programs**
- **Models and Mechanisms**
- **Generalizability**
- **Minimizing marginal costs**
- **Cross-domain interoperability**

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Managing the Future

- Demand for re-usable assets
- Ubiquitous, low-cost, embedded computing
- New delivery modes
- Widely available software tools
- Long-term economic viability
- Competition for attention

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Managing Preservation

- *Cultural products as creations*
- *Digital ephemera or archives?*
- *Preserving or documenting functionality?*
- *Who preserves what?*

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Realizing Strategies

- **Begin articulating policy, involve**
 - **People**
 - **Systems**
- **Create Effective Environments for**
 - **Organizations**
 - **Technologies**

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Policy at all levels

- *In Policy & Procedures*
- *In Strategy & Plans*
- *In Systems & Data Architecture*
- *In Staff & Client Development*
- *On the floor & in cyberspace*
- *Ongoing evaluation & adjustment*

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