

**2011-2012 Smathers Libraries Mini Grant
APPLICATION COVER SHEET
Application due: Tuesday, May 15, 2012, 5:00PM**

Check here if this is your first grant application where you will be serving as a principal investigator (PI).

Principal Investigator (PI) Name: Laurie N. Taylor
Department: Digital Services & Shared Collections **Email:** Laurien@ufl.edu **Phone:** 273-2902
Additional project applicants, please give name, email, and brief role for each:
 Lois Widmer, lwidmer@ufl.edu, Co-PI

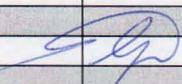
Title of grant application project:
 Holistic Supports for the UF Digital Collections (UFDC) and Digital Scholarship: Developing Templates and Standard Costs

Project abstract (no more than 100 words):
 This project will jump start creating the framework for holistic supports for the UF Digital Collections and digital scholarship hosted by the Libraries. Holistic supports can be defined as including support for promotion, assessment, creation of scholarly contextual materials, and integration with scholarship and teaching on campus. These components are necessary for digital collections and digital scholarship projects and are in addition to production. This project will produce a set of templates for specific types of holistic supports. Additionally, this project will create a cost and requirements model for using the templates.

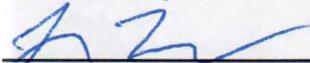
Funds requested (Limit of \$5,000): \$4,988.59

Describe how the 10% mandatory cost share will be met (be specific):
 Dan Reboussin, 41.6 hours (2%)
 Dan Reboussin, Head of the African Studies Collections, will provide important feedback from a collections standpoint and collaborate with the Digital Humanities Librarian and student worker for the implementation, testing, data collection, and refinement of the templates and cost model for holistic supports for the UF Digital Collections and related digital scholarship projects supported by the Libraries.

Please list the library resources to be used in this project and the name of the person authorizing the intended use and date authorized. Each authorizing person must initial their approval and availability of resources for this project. If you need more room, continue on a separate page.

Resources Required for Project as applicable including cost share contributions	Authorizing Individual	Approving Initials	Date Authorized
Cataloging/Metadata	Betsy Simpson		
Digital Services & Shared Collections	Lois Widmer		5.14.2012
IT	Will Chaney		

Submitted by:



 PI Signature

5-14-2012

 Date

Approved by:



 Dept. Chair Signature

5.14.2012

 Date

Holistic Supports for the UF Digital Collections (UFDC) and Digital Scholarship: Developing Templates and Standard Costs

Project Description

Following the first annual UF Digital Humanities Day on April 26 (a joint event with *Interface: Faculty Seminar*) and the Digital Humanities Field Trip to campus resource centers on April 27, participant interest in the Digital Humanities greatly exceeded expectations. In particular, several departments are discussing the possibility of adding discipline-specific Digital Humanities certificates to their programs. The level of interest shows the need for greater support for the UF Digital Collections (UFDC) and related digital scholarship projects in terms of integration with teaching and research, and in terms of the people available to create these supports. The preliminary “lessons learned” from a 2012 Faculty Enhancement Opportunity (FEO) grant for collaboratively supporting Digital Humanities projects also stressed the need for the heavy and consistent promotion of all digital scholarship support activities within the libraries as well as the need for a distributed, scalable model for contributions from temporary workers and students. Additionally, consultants for the OCLC visit for the *ARL Collection Digitization Research: On-Site Review* in 2010 identified that the Libraries needed to support greater integration of UFDC with research and teaching. All of these point to the need for holistic supports for UFDC and related digital scholarship projects. Holistic supports can be defined as including support for promotion, assessment, creation of scholarly contextual materials, and integration with scholarship and teaching on campus. These, of course, are in addition to production.

While a great deal of work has been done towards standardizing the holistic supports (which include promotion, assessment, and integration with scholarship and teaching) for all digital collections and digital scholarship projects through the Libraries,¹ more work is needed and the timeline for these supports to be in place needs to be greatly accelerated to assure return on investment (ROI) and continued justification of this critical work. Developing holistic supports is part of ongoing work for continuous integration with campus and overall improvement, and will continue to be done in an ongoing and iterative manner. This project will jump start the process by developing the foundation for future work by creating templates for holistic supports. Currently, holistic supports in use include: promotional announcements for new collections and new milestones; Wikipedia pages, blog entries, and social media messaging to promote collections; collection landing pages with text and banner images; lesson plans and course assignments using items from UFDC and showing how to use UFDC in teaching; and examples of using UFDC in research. Additional needed supports include: examples and guides

¹ For instance, see the standardized promotional messages: <http://ufdc.ufl.edu/AA00009727/>; handout on “Digital Scholarship and Broader Impacts supported through UFDC”: <http://ufdc.ufl.edu/AA00007497/>; “Handout: Measuring Impact and Return on Investment for Digital Collections and Digital Humanities Projects”: <http://ufdc.ufl.edu/AA00005030/>; resources for using Wikipedia for search engine optimization (SEO) “Promote UF research, collections, & online materials with SEO and Wikipedia writing/editing”: <http://ufdc.ufl.edu/AA00008692/> and “Improving Access to Historical Resources Using Wikipedia”: <http://ufdc.ufl.edu/AA00001431/>.

for how to publish directly to UFDC and the IR@UF; examples and guides for how to use UFDC for creating scholarship and for archiving existing scholarship; example surveys and standard questions for use in assessing UFDC usage and impact; and sample report formats for impact reports and other newer assessment formats. This project will develop the framework including templates and a standard cost model for the use of the templates with a scalable workforce.

Project Significance/Rationale

Currently, the holistic supports are implemented by the Digital Humanities Librarian as the liaison to Subject Specialists and in collaboration with others. While this is currently a functional model, the cost and resource requirements for the work are currently defined only through the work done by expert contributors who are familiar with the overall concerns. This model is limited and presents problems of scalability given the growing interest in digital collections and digital scholarship support within the Libraries. Standard templates and the costs and requirements for using the templates are needed for a scalable approach. The Digital Library Center similarly developed a standard cost model for digital production and digital curation in order to support the necessary scale for the Libraries. The templates and cost and requirements model resulting from this project will ensure that the holistic supports can be applied for all digital collections and scholarship projects in a systematic and cost effective manner. This in turn, supports maximized ROI in terms of financial and scholarly work for digital collections and scholarship projects. The model will also support clear communication of all expectations and requirements for projects by providing documented costs for the holistic supports. The templates and cost model will become standard components for all grant and similar project proposals.² This project is a logical outgrowth of the maturation of digital initiatives with UFDC.

Project Comparison

This project has similar components to several types of projects commonly undertaken by academic libraries. Academic libraries are embracing support for and integration with new forms of digital scholarship, including curated digital collections. Unlike those which focus on a component, often promotion or assessment only or only for a single project, this project will create a template-based process and a cost model for use in budgeting and planning.

Resources Needed/Impacts on Other Departments

This project seeks funding to hire a temporary worker with a social sciences background and excellent technical writing skills to communicate across the different core groups involved in developing the template materials. The temporary worker will also need experience in business and/or project management in order to develop standardized costs for the work components. The

² UFDC already benefits from the robust SobekCM infrastructure which includes the tools for *systems-centered analysis* for assessment through usage statistics and other supports at the system level. This project will develop holistic supports for use in all grant proposals like the already in-use standard page counts and usage statistics.

workflow for this process will be that the Digital Humanities Librarian will supervise and collaborate with the temporary worker in documenting the process and creating the initial templates. Then, the temporary worker will use the templates to go through the full process of creating holistic supports for several collections to refine the templates and develop standard requirements. This data will inform the creation of a standard cost model for the work.

This project requires time from a Collection Manager to assess particular concerns and to collect data for the cost model. Dan Reboussin, Head of the African Studies Collections, has extensive experience working with UFDC and with writing for Wikipedia for search engine optimization (SEO), which is part of promotion and part of the holistic supports. Importantly, Reboussin will provide background information for the temporary worker to create holistic supports for use in developing the cost model. This will result in tangible deliverables of support materials for existing collections while also informing development of the full cost model.

Plan of Action

Jul.-Aug. 2012	<i>Development:</i> Hiring; creating draft templates for the process
Aug.-Sept. 2012	<i>Application, testing, and data collection:</i> Applying draft templates and workflow for creating holistic supports for several collections, collecting data on the time and cost requirements for all involved for each
Sept.-Dec. 2012	<i>Refinement:</i> Refining templates for the process, data analysis and creation of the initial cost model
Jan.-Jun. 2013	<i>Finalization:</i> Finalization of templates incorporating wider feedback, cost model in place for use in planning and budgeting future projects

Measures of Success and Implications for the Future

This project will create templates and a cost model to ensure sustainable and scalable method for holistic supports for UFDC and related digital scholarship projects, including online exhibits. The project's success will be determined by the creation of templates, creation of the cost model, and successful implementation of these during the refinement period. Having these components in place will allow for ease of inclusion in grant and project plans as well as for planning student internships. The standardized cost model and templates will also allow the necessary work to be supported at scale where it can be done by students and other workers hired for specific projects. The standard model, once in place, may also support an increased success rate for grant projects to external agencies which continue to focus more heavily on concepts like assessment, broader impacts, and ROI.

Financial Implications

No equipment or supplies will be purchased for this project. The long-term financial implications will be greater sustainability and scalability by having the cost model and templates in place for standard promotion and assessment needs for digital collections and digital scholarship projects.

1. Salaries and Wages (no fringe benefits required)

Name of Person	Salary/fringe times % of effort	Grant Funds	Cost Share	Total
Taylor, Laurie	\$53,874/\$12,498; 5%	\$0.00	\$3,318.64	\$3,318.64
Widmer, Lois	\$83,339/\$19,334; 1%	\$0.00	\$1,026.74	\$1,026.74
Reboussin, Dan	\$59,036/\$13,696; 2%	\$0.00	\$1,454.65	\$1,454.65
OPS (404 hours @ \$12/hr)	\$4848/\$140.59	\$4,988.59	\$0.00	\$4,988.59
SUBTOTAL		\$4,988.59	\$5,800.03	\$10,788.62

2. Equipment

Item	Quantity times Cost	Grant Funds	Cost Share	Total
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$0.00	\$0.00	\$0.00

3. Supplies

Item	Quantity times Cost	Grant Funds	Cost Share	Total
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$0.00	\$0.00	\$0.00

4. Travel

From/To	# of people/# of days	Grant Funds	Cost Share	Total
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$0.00	\$0.00	\$0.00

5. Other (services vended, etc.)

Item	Quantity times cost	Grant Funds	Cost Share	Total
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$0.00	\$0.00	\$0.00

Total Direct Costs (add subtotals of items 1-5)	Grant Funds	Cost Share	Total
	\$4,988.59	\$5,800.03	\$10,788.62

George A. Smathers Libraries

May 10, 2012

Members of the Grants Management Committee
George A. Smathers Libraries
University of Florida

Dear Members of the Grants Management Committee:

I am writing in support of Laurie Taylor and Lois Widmer's mini grant proposal to develop templates and standard costs for the holistic supports for the UF Digital Collections and related digital scholarship projects in the Libraries.

As a Collection Curator who is actively developing scholarly curated digital collections, online exhibits, and other digital scholarship within UFDC, I am well aware of the pressing need for more supports for the non-production aspects of developing digital collections and digital scholarship. The work required to create these supports also presents new opportunities for collaboration with faculty and students.

There is clear a need in the Libraries for greater integration with research and teaching for the UF Digital Collections (UFDC). For that integration to be possible, additional support components are needed to facilitate contributions from those both outside and within the Libraries. Templates for promotion, assessment, teaching, and research integration will be very useful in this regard for my work in digital scholarship with UFDC and with online exhibits.

The cost and requirements model will also be very useful. The model will show faculty the quantity and quality of work required, thus allowing them to create assignments where students can collaborate with and contribute to the work of the Libraries. By accounting for the total costs including contributions from those in the Libraries, this model will ensure that additional contributors will not place an undue burden on their collaborators in the Libraries.

Indeed, the timing of this project coincides perfectly with on-campus activities and interests in the Digital Humanities. This project shows the maturity of the digital initiatives work being done by the Libraries and will serve as a springboard for supporting future needs.

This is a truly excellent, timely and much needed project, and I eagerly await its implementation.

If there is any additional assistance I can provide, please do not hesitate to contact me.

Kind regards,

Rebecca Jefferson
Head, Isser and Rae Price Library of Judaica



George A. Smathers Libraries
Library Administration

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Gainesville, FL 32611-7000
352-273-2505
352-392-7251 Fax
www.uflib.ufl.edu

May 10, 2012

Dear Committee Members:

I am pleased to write a letter in strong support of the proposed project: "Holistic Supports for the UF Digital Collections (UFDC) and Digital Scholarship: Developing Templates and Standard Costs."

As Exhibits Coordinator, I know first-hand that creating online exhibitions is an important way to bring attention to and provide context for digitized materials and digital collections. Online exhibitions are a form of digital scholarship. Like digital collections and other digital scholarship projects, online exhibitions need to provide contextual and interpretive information (as with exhibit labels that orient viewers and explain the curated materials and the connections between materials). The contextual information from online exhibitions can then be repurposed for press releases, promotional items, digital collection landing pages, teaching guides, Wikipedia entries, and other forms of supports.

However, creating these additional holistic supports requires a good deal of effort. The exact amount of effort is unknown when done by experts. The exact amount is even more unknown when done by students in collaboration with experts. In order to best leverage the opportunity of multiple contributors from across campus, and in doing so to better integrate UFDC with research and teaching, more supports are needed.

This project would develop additional supports for UFDC and related digital scholarship, including online exhibitions. The work for this project is highly needed for online exhibitions, other forms of digital scholarship, and new digital initiatives to be supported within the Libraries. During 2012 alone, there are seven major online exhibitions scheduled to debut. This project will support greater integration of the Libraries with campus research and teaching as a whole. I enthusiastically support this project.

If there is any additional assistance I can provide, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'L. Wheeler'.

Lourdes Santamaría-Wheeler
Exhibits Coordinator
George A. Smathers Libraries