Digital Collecting Strategy

2014-15 and 2015-2016

1. Strategic Objective

The strategic goal of the State Library of New South Wales is to be a world leading library and centre of digital excellence, engaging online across New South Wales, Australia and globally.

The Library's Digital Collecting Strategy contributes to the achievement of the Library's strategic priority of 'Collections & Access', the focus of which is 'Dynamic collecting' - to develop a 'rich collection that documents history, culture and society in all formats'; and provides strategic direction for the Library's approach to collecting digital content over the two year timeframe 2014-15 and 2015-16.

Increasingly the contemporary documentary heritage of New South Wales is being created in digital formats so collecting digital content that documents life in New South Wales is one of the foundations for successfully realising this strategic priority. Collecting today's digital content will be critical to the Library's capacity to provide services to clients in the future and will be potentially as relevant to clients as obtaining the records of the First Fleet.

The Digital Collecting Strategy takes a broad approach, and identifies collecting priorities and enabling priorities as well as a framework for governance. A separate Strategic Implementation Plan maps the activities planned to deliver outcomes from this strategy.

Collection content being digitised by the Library's Digital Excellence Program and other Library programs is out of the scope of the Digital Collecting Strategy.

The Library's Digital Collecting Strategy is underpinned by the *Principles for Digital Collecting* agreed by the National and State Libraries Australasia.

2. Digital Collecting Strategy

The Library's Digital Collecting Strategy recognises that:

- decisions for selection of digital content are governed by the Library's *Collection Development Policy*
- the digital environment of the 21st century continues to evolve rapidly, and so the Digital Collecting Strategy is transitional
- decisions related to provision of access and preservation should be made at the point of selection where possible, consistent with national and international standards and best practice to ensure that the Library's collection will be preserved for access and use by future generations
- the nature of digital content and the ways in which this content is created and made available has changed the way in which the Library 'collects' and so the Digital Collecting Strategy covers born digital material from websites and social media

channels as well as content that the Library makes available through licensing and in other ways such as open-access content.

The Library's four strategic priorities for digital collecting are:

1. Digital collecting will be targeted and selective, recognising that comprehensive collecting of New South Wales material is not feasible. The following categories are the focus for 2014-15 and 2015-16:

    a. Digital manuscripts
    b. Digital photographs
    c. Digital oral histories
    d. Social media content
    e. Whole of domain harvesting
    f. eBooks
    g. eJournals including newsletters
    h. Prepress newspapers.

2. The Library will continue to work towards the establishment of legislative and policy instruments that will facilitate the collection of the digital documentary heritage of New South Wales.

3. Staff capabilities and infrastructure capacity will continue to be developed to ensure the Library is able to capitalise on emerging formats, new technologies and unplanned collection opportunities.

4. Infrastructure to facilitate collection management, access and preservation, along with related strategies and policies will be developed and implemented to ensure that digital content documenting life in New South Wales is acquired, maintained and preserved into the future.

3. Strategic Context

The State Library of New South Wales traces its origins to the opening of the Australian Subscription Library in 1826. Subsequently purchased by the New South Wales Government and later endowed through the generosity of David Scott Mitchell and Sir William Dixson, the Library's collection has continued to grow and is now a world renowned research collection relating to New South Wales, Australia and the Southwest Pacific.

The Library's primary priority in collecting is to document the development of New South Wales from the time New South Wales *was* substantially Australia and to create a collection that reflects the cultural heritage of New South Wales in both the Australian and international contexts.

The Library's *Collection Development Policy* describes the principles that define and govern the Library's collecting strategies across all formats. The *Collection Development Policy* specifically focuses on content and is non-specific with regard to format. This principle enables collecting in formats current at any time and facilitates collecting in both digital and analogue formats, such as paper. The Library's collection is developed through Legal Deposit, purchases, donations, transfers and bequests of collection content in many formats.

The digitisation of existing collection content is the focus of the Library's Digital Excellence Program and is out of scope of the Digital Collecting Strategy. The Library has already made significant progress in this major digitisation program aimed at substantially increasing global access to the Library's rich heritage collections. Through the Digital Excellence Program the

Library will also be revitalising its digital asset management system and storage to ensure digitised material is stored and preserved permanently. Many activities in the Digital Collecting Strategy will be augmented or made feasible by the infrastructure renewal provided through the Digital Excellence Program.

The Digital Collecting Strategy focuses on the Library's acquisition of born digital content. Collecting born-digital content (in contrast to turned digital or digitised content) though a relatively new activity for most libraries, will become an area of exponential growth in the coming years. An audit of formats being collected up to the end of 2013 is at Attachment One. Since then, in addition, the first 'whole of domain capture' of the nsw.gov.au domain has been completed.

The diversity of formats in which digital content is 'published' is changing the way clients use information and their expectations of how they might engage with library collections. The evolving digital environment is in particular changing modes of scholarly research, for example with the emergence of digital humanities. The Library is committed to providing open access to its digital content, collections and metadata, including its original materials, as they are turned digital for reuse and the creation of new content. The Library is actively developing datasets and tools for this purpose. Also changing are the ways in which libraries think about 'collecting'. The concept of a library collection is increasingly understood to go beyond the physical resources owned by a library to include content made accessible to clients, for example, through licensing arrangements and linked open data.

The Library works with the National and State Libraries of Australasia (NSLA) to collect born digital material under a common Digital Collecting Framework. NSLA's *Principles of Digital Collecting* (Attachment Two) outlines the manner in which born digital collections are sourced and acquired. The Library has adopted the NSLA Principles which are reflected in the strategic priorities and strategic action plan that flow from the Digital Collecting Strategy.

4. Strategic Priorities for Collecting

Priority 1: Collecting activity is focused on the Library's primary collecting priority to document life in New South Wales

The Library will focus its activity to collect, store, preserve, describe and make available a representative sample of digital content that documents life in New South Wales in line with the criteria described in its *Collection Development Policy*.

> **1.1 NSW Government material.** The *Premier's Memorandum No. M2000-15, Access to Published Information*, sets out the Library's role in providing access to NSW government publications and preserving publications for future research.
>
> **1.2 Commercial publications and self-published material.** The obligation to collect the documentary heritage of New South Wales requires the Library to initiate action to collect New South Wales digital content, to create new paradigms within current copyright legislation to make the content accessible to clients, and to ensure the instruments are in place to collect this content in future, despite not having at this time a legislated mandate to collect commercially published digital content such as eBooks, serials, newspapers and ephemera.
>
> **1.3 Unpublished born digital materials.** Collecting born digital unpublished content presents unique challenges. Among these are the complexities of access and rights management issues, arrangement and description of mixed format collections, and file naming conventions for large collections which may include disparate file types.

1.4 Social media content. Social media presents the most volatile and ephemeral collecting area with some of the content available for only a few hours; and characterised by rapidly changing topics of interest alongside 'evergreen' topics.

1.5 Community generated content. Community generated content results from the contributions of individual members of the New South Wales community using their content and the Library's content, including but not limited to their stories, images, comments, tagging and knowledge, used for example, to provide captions for undescribed photographs.

Priority 2: Ensure legislative and policy instruments are in place that enable collecting

Extensive collecting of New South Wales publications is built on the deposit of commercial publishing and government information. Deposit is mandated through two main instruments: the *Copyright Act 1879 (NSW)* *(Legal Deposit Provisions, ss5-7)* and the *Premier's Memorandum No. M2000-15, Access to Published Information* – *Laws, Policy and Guidelines (library deposit).*

The *Copyright Act 1879 (NSW)* does not cover the deposit of digital material and given the increase of born digital publications this is now in need of review. The *Premier's Memorandum No. M2000-15, Access to Published Information* is also due for review.

The Library will:

2.1 Proactively work towards the introduction of Digital Legal Deposit legislation

2.2 Maintain communications with the Department of Premier and Cabinet and provide substantial input into a review of relevant memoranda.

Priority 3: Staff capabilities are continually developed to successfully enable sustainable digital collecting workflows

As a developing centre of digital excellence, a motivated, engaged and skilled workforce is required. Library staff need ongoing training and development to maintain experience and confidence in their capabilities to capitalise on emerging formats, new technologies, and unplanned collecting opportunities.

Priority 4: Appropriate resources, specifically infrastructure which facilitates collection management, access and preservation.

Major projects within the Digital Excellence Program are delivering upgraded infrastructure required to facilitate collecting, preserving, managing and making accessible digital collection content. The upgrades include the Library Systems Infrastructure Project (LSIP) and the Web and Online System Infrastructure Project (WOSIP).

The main outcome of the LSIP Project will be to facilitate the management of content including increasing digital content through the delivery of an integrated system encompassing the management of published and archival content, digital asset management, digital preservation and resource discovery. The project provides substantial support for the Digital Collecting Strategy in terms of infrastructure and systems that will enable the Library to develop policies, business rules, processes and procedures for acquiring, managing and providing access to and preserving digital content. The Library will develop a Digital Preservation Strategy by June 2015.

The WOSIP Project involves the design, development and implementation of a new Library website. The Digital Collecting Strategy can use this infrastructure upgrade to deliver on

activities related to the deposit of ePublications, community created content and social media content.

A robust and flexible digital infrastructure will enable researchers to share, engage and explore the Library's collections and strengthen the Library's role as a centre for digital excellence.

5. Governance and responsibilities

Strong governance of the Library's digital collecting activity is essential to ensure activity is transparent and delivers on the Library's strategies of dynamic collecting and accessible content.

The Library's Collection Management Group (CMG) has the overall objective of ensuring strong and consistent governance across the collection lifecycle of all formats and media. The CMG, augmented by senior staff from the Digital Experience Division will perform the role of the Project Control Group.

The Project Manager will be the Collection Strategy Specialist Librarian. A Digital Collecting Working Group is to be established to support the implementation of the Digital Collecting Strategy. The Working Group will be led by the Collection Strategy Specialist Librarian.

Attachment One: Audit of State Library of New South Wales Current Digital Collecting Activity as at December 31, 2013

Born Digital Monographs
The Library commenced purchasing commercially published eBooks in 2012 including material acquired as part of an extended trial using a Demand Driven Acquisition method. As at 31 December 2013 there was a total of 3,277 born digital eBooks in the collection. 2,722 titles are from Australian publishers and 555 from USA or UK publishers. eBooks are purchased in ePub and PDF formats and may be read online or downloaded to a mobile device.

In 2013 the Library acquired 10,778 published books through deposit, purchase or donation and 1,514 eBooks through purchase. eBooks therefore represent 14% of the total monograph acquisition for the year.

Access to online resources
The Library provide access to 303 online resources through subscription and perpetual access.

PANDORA
The Library is a contributor to PANDORA, Australia's online archive and has been selectively archiving material there since 1996. PANDORA now has 92,258 archived instances of which the Library has contributed 12,890 or 14% of the total output. NSW Government publications comprise around 80% of these contributions. Other material includes websites, serials, maps and local council publications.

Born Digital Oral Histories
Since 2010 the Library has actively collected over 200 digital oral histories interviews. This collecting has been achieved through individual acquisitions and direct commission in priority collecting areas.

Born Digital Manuscripts and archives
The Library holds a range of digital archival material within hybrid format collections. At this stage there has been no significant acquisition of exclusively born digital archives and manuscripts.

Born Digital Pictorial
The Library holds significant collections of born digital photographs collected since 1999. In 2013 the Library collected 1,943 digital photographs from a number of photographers.

Born Digital Social Media
In collaboration with CSIRO the Library has been collecting social media through an innovative tool currently in development - Vizie. As at 24 January 2014 there were a total of 6,662,585 instances collected. Twitter represents 94.6% of the material collected with the remainder being made up of news 2.3%, Facebook 0.9%, video 0.6%, blogs, 0.6% and pictures 0.5%.

Attachment Two: National and State Libraries of Australasia Principles for Digital Collecting

1   Digital collections will be acquired in accordance with the libraries' collection policies, with content decisions being based on significance, research value, geographic coverage and legislative requirements as they apply to each of the national and state libraries.

2   Collaboration between NSLA libraries and other collecting institutions is required to build robust digital collections that fulfil the information needs of our clients. The NSLA libraries will collaborate on digital collecting activities and initiatives with an aim of minimising unnecessary duplication across our collections.

3   In digital collecting, time is of the essence. Digital collecting requires libraries to be proactive rather than reactive in their approach to acquiring digital material. NSLA libraries commit to actively collecting born digital material now, to avoid a future 'black hole' in our documentary heritage.

4   Negotiating appropriate rights management is a critical process of digital collecting. Issues of copyright, intellectual property rights, moral rights, cultural protocols, distribution and use will, where possible and necessary, be negotiated at the time of acquisition, rather than retrospectively. Application of appropriate rights for digital collections should not be a barrier to their acquisition, access or use.

5   Born digital collections remain vulnerable in the short term while policies, procedures and technologies are being established. We commit to storing our digital collections in trustworthy digital repositories, and continuing to make them accessible for the long term through sustainable practices in preservation and technical infrastructure.

6   The acquisition, storage, preservation, description and provision of digital collections will take place under internationally recognised, best-practice standards and guidelines, enhancing their discoverability, access and use. We will strive to achieve technical and social interoperability to explore the opportunities of linked open data.

7   Provenance of digital content will be established where possible, and risk management strategies put in place to ensure confidence in the authenticity and integrity of digital collections.