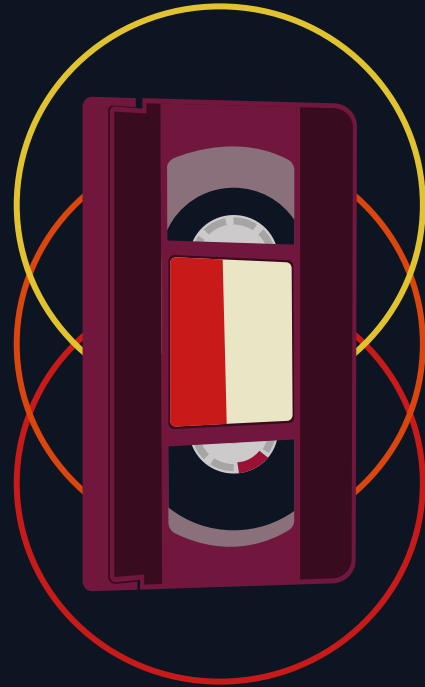


Personal Digital Archiving and File Management Programs at the Library

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INFO 287 - The Hyperlinked Library
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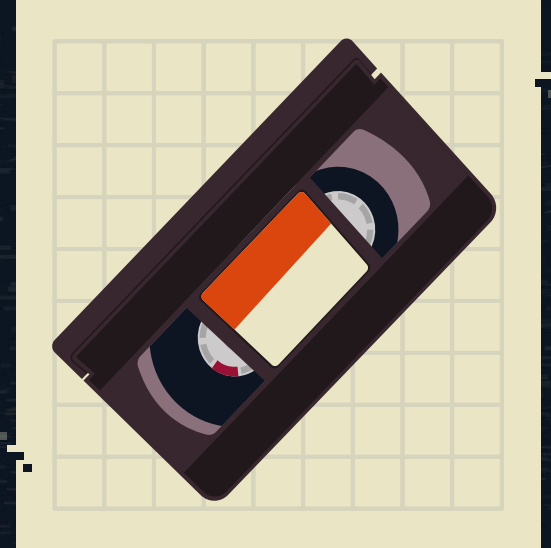


OVERVIEW

The San Jose Public Library (SJPL) is a library system in the Silicon Valley made up of 23 branches serving a large population with diverse backgrounds and information needs.

SJPL's Education and Digital Literacy Strategy empowers the community to learn new skills in an increasingly digital world.

SJPL strives to provide services that are relevant to the community's needs.





LACK OF PERSONAL ARCHIVING SERVICES

The city of San Jose lacks local businesses that offer photo labs or archiving services, which creates a need for personal archival programs.

FREQUENTLY REQUESTED

SJPL patrons frequently inquire about where and how to archive their personal files and documents, including VHS tapes and photographs.

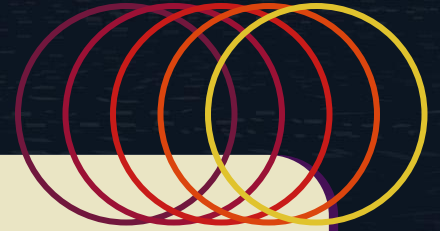


GOALS

Hosting a series of personal digital archival and file management programs at various SJPL locations will:

- ❖ **Improve** digital literacy skills
- ❖ **Provide** access to archival technology and strategies
- ❖ **Engage** the community with library services
- ❖ **Empower** library users to manage and preserve their personal data
- ❖ **Customize** library programs to the community's needs through user feedback

ACTION BRIEF



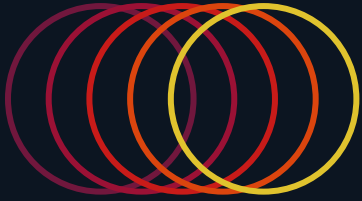
Convince the San Jose Public Library (SJPL)

That by hosting personal digital archival programs

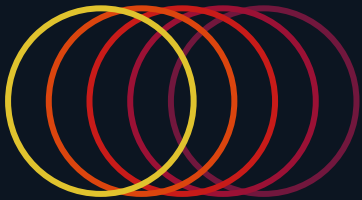
They will provide services that are relevant to the community's needs of digitizing VHS collections and managing files

Which will support the community's information needs and improve patrons' perception of library services

Because the library provides specialized information assistance and services that empower the community to improve their digital skills.



SERVING SAN JOSE's COMMUNITY



WHO WILL THIS SERVE?



- ❖ Adult library users and nonusers in San Jose, CA with collections of personal data in outdated file formats or physical documents to be digitized and organized

HOW WILL PERSONAL DIGITAL ARCHIVAL PROGRAMS HELP THEM?



- ❖ Allows individuals to organize, protect, and future-proof their personal data and memories
- ❖ Strengthens the community's digital literacy skills
- ❖ Improves public perception of library services

INSPIRATION

The University of Michigan
Library's Digital Preservation Lab

- ❖ Advocates for digital preservation for future use
- ❖ Provides the community:
 - Advice and strategies for preserving digital content
 - Consultation with digital preservation experts
 - Recovery services for digital media such as floppy and zip discs



INSPIRATION

The Campbell County Public Library System in Virginia ran a successful personal digital archival program in 2013.

- ❖ Initial six-week program
- ❖ Cost less than \$300
- ❖ Used existing library technology and a used VCR and scanner
- ❖ Patrons archived personal VHS tapes
- ❖ Received overwhelmingly positive feedback



DIGITAL PRESERVATION AT THE LIBRARY OF CONGRESS (LOC)

Personal Digital Archiving Day Kit



The LOC provides libraries with **guidance and resources** for running personal digital archiving programs.

The **planning kit** includes details on how to plan, organize, publicize, and run the program as well as **handouts** and **video tutorials**.

GUIDELINES AND POLICIES

Reference the Library of Congress' **Personal Digital Archiving Day Kit** for general event planning guidelines.

Additional guidelines include:

- ❖ Welcome all adults and young adults who wish to participate
 - Participants may have varying levels of digital literacy
 - Be patient with participants who are learning new skills
- ❖ Respect participant's privacy while instructing them on how to digitize, archive, and preserve their personal data.
- ❖ Invite participant's feedback on the program

TIMELINE



2 Months

PLAN

Train staff, recruit volunteers, create budget, purchase supplies, and reserve program rooms



1 Month

MARKETING

Promote the programs at library branches, on the SJPL website, and at outreach events



2 Weeks

PROGRAMS

Hold programs at select SJPL locations over the course of two weeks



1 Month

FEEDBACK

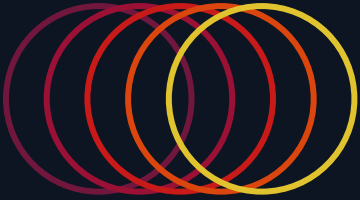
Collect participant feedback, revise programs, and start organizing future events

STAFF TRAINING

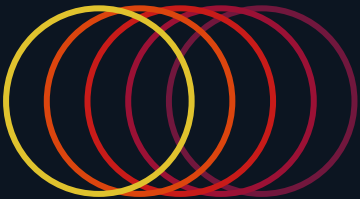
Staff and volunteers will receive training through:

- ❖ Online instructional videos and handouts from the LOC's Personal Digital Archiving Kit
- ❖ An in-person instructional session led by the project leader who will demonstrate and answer questions

Training will be scheduled during regular working hours, and volunteers will receive additional training on set up, clean up, and customer service.



MARKETING



Internal Marketing



- ❖ Blog posts and event advertised on SJPL.org
- ❖ Fliers posted at all branches one month prior to the event
- ❖ Word of mouth to patrons

External Marketing



- ❖ Outreach events (i.e. resource fairs, farmers markets, ect.)
- ❖ Fliers at community centers and local businesses
- ❖ Article written in local news

EVALUATION AND EXPANSION

01

TRACK STATISTICS

Attendance, time spent with each patron, type of personal files archived.

02

SHARING SUCCESS

Celebrate and share stories of success with everyone involved.

03

COLLECT FEEDBACK

What did participants think of the events? What could be improved or changed?

04

EXPANSION

Design additional programs on specific file management topics.