HRVH Users Group Meeting
October 24, 2017

SWOT Analysis looking at digitization at the local level

Strengths

- Great Collections
- Community
- Infrastructure/Equipment
- Staff (including interns and volunteers)
- Skills / workflows established
- Institutional buy-in
- Recognized importance of Hudson Valley history/cultural heritage
- Tourism
- Collection access
- Public reach
- Funding

Weaknesses

- Staff
- Time
- Equipment
- Training
- Storage (physical and digital)
- Space
- Resistance to change within org
- Not everything is cataloged
- File organization
- Workflows
- Funding
- Labor not recognized or valued
- Resistance to best practices
- Lack of copyright understanding
- Condition of materials
- Volunteers (high turnover, lack necessary skills)
- Too much material – overwhelmed
Opportunities

- New/creative funding opportunities
- Collaboration
- Access
- Creative use and re-use (doc. Films)
- Community building
  - Engaging different communities (schools, researchers)
  - Prioritizing based on community needs/interest
  - Diversity – what/whose history is told
- Digital humanities
- Tourism
- Marketing of org
- Update directory structure and file naming practices
- New collections
- Getting organized
- Evolution of organization
- Societal role to play in digital preservation

Threats

- Lack of control and attribution
- Recent history not being collected / decrease in donations
- Old deeds of gifts (older understanding of access)
- Lack of government support for this work
- Political shift - anti-intellectualism
- Lack of funding/grants
- Leadership
- Climate change (affects physical space – flooding concerns)
- Safe storage
- Pests
- Inappropriate advice from “experts” – “You should…”
- Mission creep
- External pressures
- Fast pace of tech change
- Migration/metadata conversion
- Lack of training on best practices
- Privacy
- As a society we are losing a sense of place
- Competition (eBay)
SWOT Analysis of HRVH as a service

Strengths

- SENY staff (access and support)
- SENY leadership
- Don’t need local tech support
- Accessible entry point to digitization
- Able to provide access to collections when physical space is lacking
- Equipment loans
- HRVH community (email list, UG meetings)
  - Engagement/participation in larger CH community
- Stats collection – able to show stakeholders
- Workshops
- Low cost
- Best practices
- Established service
- DPLA
- Finding aids portal
- HRVH provides legitimacy for this type of work

Weaknesses

- Image quality and size (of some projects – reflects poorly on all)
- CONTENTdm
  - Project Client doesn’t work on MACs
  - Clunky interface
  - Sorting is weird
  - Accessibility
  - Usability/re-use lacking
  - Not mobile friendly
- Marketing and outreach
- Omeka – exhibits aren’t modern looking
- Small SENY staff (can’t keep up with growth and new developments)
- Location
- No local training/workshops
- Migration might be a problem
- Lack of volunteers
- Time intensive
- Disconnect between HRVH and SENY as an organization
- Not enough newspapers
• Metadata editing
• Lack of support for local tech purchases
• Site visits / assessments

Opportunities

• Collaboration opportunities
• More mobilized and organized users (defend and protect history and digitization)
• Online training (live webinars, canned tutorials)
• Lesson plans
• Exhibits
• Marketing
• Better design of website
  o More interactive
  o Better interaction/integration with social media
  o Geolocation in collections / exhibits
• Better public education
• Better public outreach (sharing resources)
• Crowd sourcing (transcripts)
• Interns – managed by SENY
• Book scanner at SENY
• Audio – recording and conversion equipment at SENY
• Maker space
• Training on copyright / permissions
• Build relationships with other orgs that have needed equipment (arch firms for large format scanning)
• Oral history training
• Digital humanities
• List of resources / tools / consultants / volunteers
• Audio tours / mobile tours and apps
• Greater diversity in HRVH community

Threats

• Anti-intellectualism
  o Net neutrality
  o Censorship
  o Fake news
• Local IT / Control
• Institutional ego (fear of driving traffic away from their website)
• Lack of commitment to public service
• Rapid change in technology
• Security
• Migration
• Competition – software and services
• Privacy issues
• Local leadership
• Small staff at SENY (small enough to fail)
• Funding problems at all levels
• Drop in membership
• Copyright laws – push for open access