Strategic Information Management: Issues

David Bearman & Jennifer Trant
Archives & Museum Informatics
dbear@archimuse.com
jtrant@archimuse.com

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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

Information Management

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

- In the end, it's 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
Creating Representations

- Purposes?
- Audiences?
- Perspectives?

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
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?

Using Digital Heritage

What are the Issues?
• Usable rights
• Usable data
• Accessibility
• Usable interfaces
• Socializable digital experiences
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

Usable Data

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

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

Managing Digital Heritage

What are the Issues?
• Building Digital Programs
• Staffing
• Cost and Long-term Support
• Scalability
• Future Digital Environments
• Preservation
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

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
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

Managing Scale

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

Managing Preservation

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

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

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