Medical Heritage Library Workplan, 2012 – 2014
Revised 11/2013

Operations

1. Develop an organizational structure that will ensure sustainability of MHL activities
    a. Identify administrative needs
        1. Personnel
        2. Equipment
    b. Identify technical needs
        1. Personnel: Programmer, data analyst (part-time?)
        2. Equipment: Server space with Omeka or other implementation as needed
        (interface)
    c. Identify and implement methods to obtain the required resources
        1. Internal personnel and working groups
        2. Internal finances in terms of membership dues
            a. Identify finance gatekeeper and peers in each institution
        3. External personnel (new collaborators – see 2a)
        4. External finances (see 6)
    d. Design and implement new MOU or similar among governance group members
    e. Formalize in-kind vs monetary contributions among contributors for long-term
    support of project
        1. In-kind contributions could include
            a. Programming/development
            b. Offer MHL event
            c. Interview, gather use cases, survey users
            d. Project promotion
    f. Continue to monitor organizational structure and consider the benefits of other
    models

2. Increase membership to ensure rich content contributions and international coverage
    a. Seek Principal Contributors
        1. Identify and prioritize potential contributors of non-content resources, such as
    digital humanities and informatics contributors
        2. As collaborative funding projects require, identify potential contributors with
    strong regional/topical book and journal holdings that, once digitized, will enhance the
    usefulness and increase the comprehensiveness of MHL's holdings, such as McGill.
            a. Consider potential collaborators that can offer new formats such as
            objects, such as the Wood Memorial, Bakken Museum, Dittrick, etc.
        3. Approach top priority candidates in each area
            a. For successful candidates, follow publicity protocol (see 4a)
    b. Add 15 contributing collaborators from Internet Archive participants in AY 2014-2016.
        1. Contact priority candidates (MN)

2. For each candidate that is confirmed, work with contributor and IA representatives to tag appropriate holdings

      a. For successful candidates, follow publicity protocol (see 4a)

c. Communicate with content contributors

1. Send updates twice annually via email
2. Invite in person communication on call, webcast, or event
3. Arrange for automatic update from FB posts; contact with libraries w/Twitter, etc.
4. Collect Contributor questionnaires: could be helpful with thinking about preservation goals in future; useful to have on record; could mention in contributor updates: "If you haven't filled this out… Chance to update…"

3. Seek and exploit collaborative opportunities with users, creators, contributors, and peer digital libraries that further our vision for the MHL.

a. Consider an objects project in relation to Omeka

b. Recruit user group to participate in an access project

c. fully explore a possible collaboration with the Wellcome Library

d. Continually consult with users and potential users regarding their evolving needs

1. Create database of known informants and consult with them individually on an ad hoc basis as needed.

      a. Create an email list of same and invite users to advise us by participating in focus groups or surveys that address specific questions.

      b. Report to them on how we used their input.

2. Plan an annual survey distributed to appropriate outlets
3. Analyze and report findings via outlets and MHL-sponsored outlets
4. Invite historians to write for our blog.
5. Publish in academic publications (RBM, Sept. 2014)

e. Explore analytics from blog and IA to identify high use materials, sources of inquiries, to inform collection development and promotion

1. Capture use cases describing the value of material to users, such as Daniel Goldberg and Sarah Tracy (see 5)

f. Organize activities and participate in the development of tools to support the identification, retrieval, and use of medical heritage materials held in various repositories

1. Poll peers & users regarding discovery and access developments as needed

      a. Analyze and report findings via outlets and MHL-sponsored outlets

2. Build collaborations among MHL members and others to address priority needs

      a. Performance goal: one collaboration annually of any type or size (grant or panel proposal, digitization project, etc.)

4. Promote the MHL

a. implement the checklist

      b. Create annual update checklist and mailing list for informing allies of work to date.
          1. contributors
          2. scholarly adv. Group
          3. prof. assn.
          4. users
      c. Review current publicity program and conduct gap analysis
          1. Query potential users and peers regarding their preferred information streams
          2. Prioritize and add non-HoM outlets to MHL publicity program
      d. Maintain blog, website, Facebook, Twitter, and other routes for marketing content and projects done by the MHL
      e. Work with scholars to help develop projects, including promoting use of MHL dataset among Digital Humanities scholars.
      f. Suggest options for teaching with MHL content.
      g. Highlight projects by scholars, students, and other content users from MHL content.
      h. Connect MHL with other digital library projects, like DPLA
      i. Continue advertising MHL content in more traditional venues, such as conferences, newsletters, and journals.
      j. Contact department chairs and librarians in schools with History of Science/Medicine programs
      k. Continue to plan scholarly panels at AAHM and expand to include other venues
      l. Develop Omeka exhibits using MHL content
      m. Establish communications on a regular basis with history of medicine, science and technology associations to update them on MHL progress
      n. Identify non-academic venues, groups, blogs, etc. to which MHL should publicize itself
      o. Make the scope of the MHL clear to users so they know what to expect and can interpret search results; update bi-annually. Maintain dated revision on MHL blog and IA web page.
      p. Employ methods of promotion sensitive to students, including Wikipedia references, Twitter, and related social media approaches.

5. Develop methodologies and projects that measure the impact and evaluate the benefits of the Medical Heritage Library to the communities it serves.
      a. evaluate finding aids

Content Building

6. Expand content; include other formats, such as manuscripts, image collections, and datasets, in addition to book and journal holdings
      a. Ensure coordinated content building
          1. Analyze MHL gaps and desired scope; publicize needs
          2. Investigate Registry; submit information about MHL holdings

3. Seek out subject expertise and identify subject priorities that meet user needs (i.e., public health, surgery, medical genetics, psychiatry, nursing, etc.)

4. Identify hidden content (advertisements within publications, popular culture sources, patient related materials)

b. Study existing manuscript digitization projects (including the Tobacco Control Library) to better understand what types of digitization and what depth of descriptive metadata are required for successful access and preservation

5. Yale-driven metadata crosswalk project, include all MHL orgs, including Wellcome (could support Omeka project)

c. Aggressively pursue grant funding for digitization focused on specific subject areas and/or format types

d. Explore funding for possible small pilot projects to digitize selected manuscript and/or photographic collections

1. Investigate Arcadia and other sources of funding for digitization

a. develop a collaborative proposal for digitizing rare content to Arcadia (look at site to see what will appeal to them) (Melissa)

e. Investigate use of Getty script to create additional content value? Could go into full-text search engine

Access and Content Management

7. Develop or promote tools to enhance discovery and use of content by exposing linkages among the content across partner repositories and across formats

a. Omeka project

b. Explore the extent to which open linked data can support this objective: could EAD - SNAC project work here? (Emily)

8. Develop means to match archaic medical terminology to current terminology in order to expose the relevance of medical heritage content to current medical practice and research

a. Identify partners

b. Investigate Extramural Program informatics grants from NLM

9. Develop access and content management strategies that align with one or more existing large-scale digital projects such as HathiTrust, DPLA and the Biodiversity Heritage project

a. Become the "content representative" for history of medicine to the DPLA

10. Incorporate preservation as a requirement for all future content development

a. Document the level of preservation provided for existing MHL content

b. Document which current contributors are preserving their content in HathiTrust or other trusted digital repositories.

c. Investigate options/costs for adding preservation information to bibliographic records where appropriate/needed.

d. Include in all new digitization grant proposals the commitment to preserve content in trusted digital repositories.

e. Investigate options for assistance to current or new contributors for whom preservation would be a significant financial burden.

f. Analyze preservation status of MHL content; determine importance of taking steps and what steps.

11. Continue to improve access to the collection

a. Obtain the technical tools, resources, and expertise needed to achieve the kind of search, delivery, and functionality users want (multi-format, multi-repository, multi-tool).

b. Make an XML corpus of text holdings available to users for data mining

1. Determine frequency and storage location for dataset

2. Participate, host, or co-host a THATcamp in order to promote use of the dataset (5,000.). Collaborate with DHers to distribute and promote dataset.

3. Establish a github profile to collect code produced with/for MHL content

4. Data challenge

12. Provide leadership regarding access issues unique to medical content in order to enable research use

a. Develop privacy-aware tools and best practices to protect patient information when records are included in digital environments

1. Submit CLIR Hidden Collections proposal to test and improve privacy-aware tools and practices.

2. Continue dialog with archivists and users around privacy-related records via best practices, trainings, etc. in distributing the content.

a. Investigate funding sources for a major symposium with results of AAHM and SAA that would develop consensus among scholars and archivists, etc.

b. Explore issues related to use of research data deriving from clinical research.