LDC Fall 2020 Membership Meeting
November 5, 2020
Online

Chair, Gina Costello, called the meeting to order at 10:00 am.
She greeted the membership and reminded everyone that the purpose of these twice a year meetings is to report out on LDC activities. Gina said that LDC board members who have reports to share will be speaking, but we will also hear from many of you who are doing amazing work to further our digital library. The membership will hear about opportunities to get more involved with this group of people across the state who have a passion for sharing the wonderful cultural heritage resources in Louisiana with a worldwide audience.
Gina pointed the membership to the link to the agenda and the sign-in Google doc sheet. The presentation for the meeting is available here: https://docs.google.com/presentation/d/1iOOfkgo7-nxUc8rxhx0Dd-xoUb6GR8NRCuu1DJmuaZw/edit?usp=sharing

Secretary, Lora Amsberryaugier presented the minutes from the past two membership meetings for approval. The membership made name and attendance corrections for these minutes.
2020 LDC Special Membership Meeting DRAFT
Scott Jordan motion to approve
Sarah Mazur seconded

2020 Spring LDC membership meeting DRAFT
Anne moved
Michelle Riggs seconded

The membership approved both sets of minutes as corrected.

Report from the Chair (Gina Costello)
The LDC Board has met three times since August 2020.

We began the year by outlining some Strategic priorities that the board and the membership could work on to strengthen the LDC. The idea was to focus on activities that will help the existing members, grow the membership, and keep the LDL relevant.

To address the strategic priority of increasing awareness about the LDL, we are re-branding the social media committee to the Social Media & Marketing committee. Anne Mahoney Fontenot has agreed to chair the committee and she will be talking to you later about opportunities to participate. It is our hope that we can give you all tools to help you more easily promote your digital collections via your own social media platforms and link to the LDL social media pages. Speaking of which, I encourage you all to find, friend, or follow the LDL on Twitter and Facebook and to check out the blog on the LDL website. Unless I've missed something, we do not yet have an LDL Instagram account, so if that's your thing, consider joining this committee to help with that!

To address the strategic priority of improving the LDL, we have restarted the former LDL Development Steering Committee. This group was initially charged with assisting the LSU Libraries Development team with building the LDL on the Islandora platform. The members provided valuable feedback to the developers as they designed the LDL and moved all the collections from CONTENTdm to the new site. Although the LDL is stable now, we hope to revise the committee so there can be an ongoing

conversation with the LSU technology team that runs the LDL and the collection administrators who use the system to add their collections. This committee may conduct user studies to determine how people are interacting with our collections and they will communicate regularly with the LSU staff who maintain all aspects of the LDL. Scott Jordan will be talking later about the new committee charge and how you can get involved.

In addition to restarting these committees I've asked the board to volunteer to be a liaison and help the committees with anything they need.

To address the strategic priority of increasing the membership in the LDC, we will be working on adding information to the LDC and LDL websites to make the benefits of joining this statewide group more evident. We will also be revising the membership application form. In addition, LSU will be revising the now 5 year old submission agreement between the member institutions and LSU. Lora as secretary has been working on the LDC website to ensure that it is up to date and has the information that potential member institutions need. We would be interested in having a dedicated LDC webmaster if anyone in the membership would like to take on that role.

Regarding membership, in 2020 the LDC Board has been talking to representatives at Ascension Parish Library, Amistad Research Center, Southeastern University, Xavier University, the Tangipahoa African American History Museum / Robert Bob Hicks Foundation, the New Orleans Jazz and Heritage Festival, and the Abita Trailhead Museum. We hope that these institutions will consider joining the LDC soon. We also look forward to welcoming Newcomb College at Tulane soon. They were approved by the membership at the last meeting.

In closing my report, I would like to direct the membership to the wonderful resources that LSU Libraries staff and other LDC members have been adding to the LDL. Please visit the LDL website to find tutorials for collection administrators, metadata guidance, subject guides utilizing LDL collections, and information about the current grant project involving the LDL.You will hear more about some of these resources later in the meeting. https://louisianadigitallibrary.org/about

Report form Treasurer (Andrew Olinik)
        Presentation of draft budget for FY22

Refreshments are not included in the FY22 budget due to COVID19 and no in-person meetings.
The draft of next year's budget is attached – Appendix C

Reports from Committees
        Social Media & Marketing Committee (Annie Mahoney Fontenot)
Annie introduced the committee members and the committee charge. She presented the social media platforms used by the committee and the type of interactions from followers. Such as how do I find this on the LDL? She would show users how to search the LDL.

Facebook up 332 followers up 300 likes. Decrease of clicks and reactions due to fewer posts.
Twitter numbers are up. Tweets that are general about the LDL get more engagements.

Contact Annie if you would like to be on the committee. Anne Mahoney Fontenot curator@bayouvermilionditrict.org. The committee will not spend a lot of time meeting. They focus on the work.

Debbie Johnson-Houston wanted to know who the users were and who is reacting to the posts. Annie can see who the users are, but cannot see where all the reactions are coming from.

Leah Powell Duncan – most who are engaging with the tweets are other digital libraries.
S.L. Ziegler thinks that many of the responses to the tweets are through the grant series.

Debbie JH expressed kudos to the social media committee for its work.

Gina C. would like to see the other LDC members closely tied to the LDL social media.

Full committee report included at the end of these minutes Appendix D

       LDL Steering Committee (Scott Jordan)
Gina acknowledged those who volunteered to serve, and will announce them once they are confirmed.
Pati Threatt and Charlene Bonnette volunteered to serve.
Scott is interested in having people with specialized skills related to the LDL to serve on the committee.
Scott posted his contact information to the chat for any interested in serving to let him know. Scott Jordan at scott.jordan@louisiana.edu
He is interested in 6-7 people serving on this committee.
The committee will provide feedback to LSU Tech Team to improve the LDL. Scott review the new committee charge and objectives.

Presentation from LDL Metadata Working Group – Elissa
Draft LDL guidelines completed by Kara Key at the end of 2018, but needed to be finalized and published. A committee of LDL contributing institutions formed to review and finalized the guidelines.

The committee recommended and adopted the following changes:
Omitted the use of the "caption" element in the Part field
Clarified the Rights fields and Restrictions on Access fields
Changed Obligation of Digital Origin
Considered the EDTF date standard. Will wait until Islandora 8

The new metadata standards are posted under the" about" tab of the LDL

Full report attached at the end of these minutes – Appendix E

Presentation from LDL Subject Guide Working Group – Lean Duncan Powell
The COVID-19 pandemic shutdown exacerbated the need for subject guides. The members of the working group are listed under the about tab in the LDL.
Developed a breakdown of the type of collections in the LDL.
Followed the TAHIL grant project examples to create the subject guides. The working group added a link to the LDL subject guides so that others may recommend a subject guide.

Sarah Mazur worked to connect the guides to the Louisiana K-12 curriculum. She went to the LA Dept. of Education website to find this information. She read the standards and made a list of the areas that connect to the LDL collections.

Debbie Johnson-Houston asked how this work shared with the rest of the state. Leah responded that the working group created a list and reached out to educators and to library liaisons. This served as a good opportunity to connect to our communities and let them know what is available on the LDL.
Gina will send out the links to everything discussed in this meeting.
Are these subject guides organic and can they be expanded if other members have additional content to add to these guides. Leah said that there is not a way for institutions to add to these on their own, but she is welcome to have them contact the working group to add content.

S.L. Zeigler reminded the membership that they could submit recommendations through the form.

Kure Croker from Loyola advocated for the inclusion of a performance arts guide especially during the lockdown when live performances are not taking place.

Old Business
        Bylaws completion – Approved bylaws are available on the LDC website the ad hoc committee resolved to not pursue a penalty for non-attendance at membership meetings.

Collaboration Committee still looking for volunteers – No one volunteered for this committee. Interest for this was from a member survey last year. Gina will look at this committee and formulate a charge of what this committee could be.

New Business
        PR design competition – membership voted to approve
Gina stated that when she and Annie met to talk about the social media and marketing committee reboot they discussed an idea that would involve the membership in a creative project that would benefit everyone. They propose to the membership that the LDC sponsor a design competition for a print resource such as a postcard or bookmark. The social media and marketing committee will set up the competition that will encourage members to create a LDL resource. The institution submitting the winning design would receive print versions of the items to give out and other members would be able to purchase the items at a subsidized cost. Gina suggested that we vote to allocate approximately $250 of LDC funds to support this community effort to better promote the LDL.

        Lora moved to approve $250 to print the winning PR materials. Angela Proctor 2nd the motion.

Open discussion other announcements

Carol invited the members to a THNOC program.
Lora announced that the Friends of the UNO Library is buying the Library a new wide format scanner.

Gina stated that she hopes that the LDC members are here to help each other.

Lora moved to adjourn
Debbie JH 2nd

Meeting adjourned 11:14 am

Appendix A - Agenda

Welcome to the LDC Fall Meeting

Zoom will be open at 9:45 for socializing.

Meeting will begin at 10:00 a.m.

View complete agenda at

http://bit.ly/LDL2020F

Sign-in to Meeting

Call to Order & Welcome

LDC Board 2020-2021

Chair: **Gina Costello**, Louisiana State University
Vice Chair: **Scott Jordan**, University of Louisiana, Lafayette
Secretary: **Lora Amsberryaugier**, University of New Orleans
Treasurer: **Andrew Olinik**, LSU Health Sciences Center, New Orleans
Member at large: **Meg Placke**, State Library of Louisiana
Member at large: **Melissa Eastin**, East Baton Rouge Parish Public Library
Past chair: **Carol Bartels**, Historic New Orleans Collection

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Approve Spring Meeting Minutes

2020 Spring Meeting

2020 Special Meeting

Lora Amsberryaugier, Secretary

Chair's Report

Strategic Priorities for Board & Membership

1. Increase awareness about LDL and LDC
2. Improve the LDL and LDC web presences
3. Increase Membership

Chair's Report

Strategic Priority: Increase awareness about LDL and LDC

Social Media & Marketing Committee

- ○ Guidance and tools to give collection admins and social media managers the ability to more easily promote digital collections online

Chair's Report

Strategic Priority: Improve LDL and LDC web presence

LDL Steering Committee

- Collaboration between the LSU Technology Team that built and maintains the LDL and LDL Collection Administrators who use the platform

Chair's Report

Strategic Priority: Increase the LDC Membership

- Board and Membership solicit new member institutions
- Clarify membership benefits and add to LDC website

Chair's Report

Resources on LDL website

- https://louisianadigitallibrary.org/about

Treasurer's Report

Current budget (since Spring Meeting)

2021-2022 Proposed Budget

Andrew Olinik, Treasurer

Social Media & Marketing Committee

Anne Mahoney Fontenot, Chair

Lora Amsberryaugier (Board Liaison)

Leah Powell Duncan

Michelle Riggs Waller

(New members welcome!)

LDL Steering Committee

Scott Jordan, Chair (Board Liaison)

Elisa Naquin, Will Conlin

Call for committee members

- Those who have expressed interest in recent years or served under Jeff Rubin
- Emphasis on collection administrators and those who regularly use the LDL

New Description and Charge

LDL Steering Committee New Description and Charge (Summary)

LOUISIANA DIGITAL CONSORTIUM

A mechanism for LDC members to help set development priorities for the LDL and provide feedback to LSU Tech Team

Proposed Revised Charge, Nov 2020:

- Assist in short- and long-term goals for ongoing Islandora maintenance, website design and functionality, software services, technical support for members
- Test new LDL features and provide feedback to LSU development team
- Attend periodic meetings in person or online
- Communicate with all LDL stakeholders regarding LDL changes, bugs, issues, etc.

LDL Metadata Working Group

LOUISIANA DIGITAL CONSORTIUM

Elisa Naquin (chair)

Lora Amsberryaugier

Charlene Bonnette

Miriam Childs

Will Conlin

Charlie Tillay

S.L. Ziegler

LDL Metadata Application Profile

LDL Template for Descriptive Metadata

https://louisianadigitallibrary.org/about/metadata -guidelines

LDL Subject Guide Working Group

LOUISIANA DIGITAL CONSORTIUM

Charlene Bonnette

Caitlin Cooper

Kure Croker

Leah Powell Duncan

Sarah Mazur

Angela Proctor

Heaven Smith

S.L. Ziegler

LDL Subject Guides

https://louisianadigitallibrary.org/guides

Old Business

LOUISIANA DIGITAL CONSORTIUM

Bylaws completion

Volunteers for Collaboration Committee

New Business

LOUISIANA DIGITAL CONSORTIUM

Suggestions for new member institutions

Design Competition

Membership vote to allocate funds

Social Media & Marketing will lead

Discussion & Announcements

LOUISIANA DIGITAL CONSORTIUM

Share news about new and/or exciting collections in LDL

Appendix B

Attendance

Fall 2020 Membership Meeting Sign-in Sheet			
Name	Institution	Voting Member Y/N	LDL Admin Y/N
Jodie Duet	Fletcher	Y	Y
Aaron Webster	Calcasieu Parish Public Library	N	Y
Carol Bartels	THNOC	Y	N
Kyle Tanglao	LSU	N	Y
Leah Powell Ducan	LSU	N	
Tim Stamm	Delgado Community College	Y	N
Chris Brown	Centenary College of Louisiana	Y	Y
Scott Jordan	UL Lafayette	Y	Y
Miriam Childs	Law Library of Louisiana	Y	Y
Shelley Masog	Webster Parish Library	N	
Cyndy Robertson	Ouachita Parish Public Library	Y	
Andrew Olinik	LSUHSC-New Orleans	Y	Y
Sean Knowlton	Tulane University	N	N
Elizabeth Kelly	Loyola New Orleans	N	Y
Sam Cavell	Southeastern	N	N
Pati Threatt	McNeese State University	n	y
Charlene Bonnette	State Library of Louisiana		Y
Rebecca Bealer	LSUHSC-New Orleans	N	N
Lonnie Beene	McNeese State University	N	N
Kure Croker	Loyola New Orleans	N	N
Lora Amsberryaugier	University of New Orleans	Y	N
Will Olmstadt	LSU Health Shreveport	Y	Y
Meg Placke	State Library of Louisiana	Y	Y
Debbie Johnson-Houston	McNeese State University	Y	N
Bernadette Birzer	Newcomb Archives and Vorhoff Collection at Tulane University		
Elisa Naquin	LSU	N	

Francis Norton	Law Library of Louisiana	N	
Diana Schaubhut	University of Holy Cross		Y
Sarah Mazur	Louisiana State University Shreveport	Y	Y
Angela Proctor	Southern University	Y	Y
Nolan Eller	Louisiana Tech Univesity	Y	Y
Michelle Riggs Waller	LSU Alexandria	y	y
Clifton Theriot	Nicholls	Y	Y
Anne Mahoney Fontenot	Vermilionville		
Caitlin Cooper	Delgado Community College	N	N
Michael Waller	LSU Alexandria	N	N
Rachel Lyons	Jazz & Heritage Foundation	n	N
Gina Costello	LSU	Y	N
S.L. Ziegler	LSU	N	Y
Zach Tompkins	LSU	N	N

Appendix C – FY22 Proposed Budget

Proposed Louisiana Digital Consortium Budget July 1, 2021 - June 30, 2022			
	PROPOSED Budget	Actual Budget	
Beginning Balance			$62,014.26
Expenses			
Discovery Garden Maintenance Contract	$5,000.00		
Promotion, Publicity and Marketing	$500.00		
Social Media	$200.00		
Travel for LDC Trainers/Training	$500.00		
Outreach Materials	$750.00		
Blue Host Website Hosting	$130.00		
Social Media Design Contest	$250.00		
Membership Meeting Supplies/Refreshments			
Fall	$0.00		

Spring	$0.00		
Total Proposed Expenses	$7,330.00		
Proposed Ending Balance			$54,684.26
Respectively Submitted by			
Andrew Olinik			
LDC Treasurer			
November 5, 2020	Approved on:		
		.	

Appendix D

Social Media and Marketing Committee

Members – Leah Powell Duncan, Gina, Annie, Lora, Michelle, Sean Knowlton

The LDC Social Media and Marketing Committee is responsible for using social media and other marketing forms to educate the public, promote the LDL, connect and engage members, and grow the LDC membership.

Responsibilities:

- Continue to use and assess the impact of the LDL and LDC social media platforms (currently, Facebook, Instagram, Youtube, and Twitter)

- Develop and maintain a contact list of LDC institutions' social media managers

- Encourage member institutions to share content generated by these institutions to the LDL/LDC social media platforms

- Respond to comments and inquiries posted on the LDL and LDC social media platforms

- Develop best practices for the consortium's social media presence

- Create marketing materials such as print publications and press releases that promote collections in the LDL and other platforms maintained by members and the work of the LDC

Actions
10/23/20 LDL Facebook page followed all our members Facebook pages - this creates "follow backs"

- Next step: message members and ask them to turn on notifications for LDL Facebook page

What other data would the LDC like to see in the Social Media and Marketing Committee report?

Add insights to report

Facebook Stats 5/25/20 - 11/02/20

1,385 followers, up from 1053 on 5/25 for a total of **332 new followers** since May/ last report.

1,297 Total Page Likes, up from 997 on 5/25 for a total of **300 new likes** since May.

1,579 Posts' Organic Reach (meaning no paid promotion of the post)

Post with the highest reach:

"A man gives instructions to two women on how to use the Orleans Parish voting machine."
The Historic New Orleans Collection
https://louisianadigitallibrary.org/.../hnoc-p15140coll43%3A6...

#ShallNotBeDenied #suffragecentennial #19thAmendment

53 Post Clicks - **decrease** from last report due to fewer posts
44 "Reactions," or likes and loves, comments, and shares of posts - **decrease** from last report due to fewer posts

Twitter Stats 08/06/20 – 11/04/20

123 followers

75 total tweets

Top 4 tweets since early August (those seen by the most users) were about the LDL as Data Speaker Series talk, and especially about Dorothy Berry's talk. Each top tweet tagged Berry.

- Top Tweet based on number of "impressions" (times seen)

- o 2,326 Impressions (times seen)
  - o 110 Engagements (clicks, likes, and shares)
  - o 4.7 % engagement rate
- 2nd Top Tweet:
  - o 2,262 Impressions
  - o 96 Engagements
  - o 4.2 % engagement rate
- 3rd Top Tweet
  - o 2,036 Impressions
  - o 49 Engagements
  - o 2.4% engagement rate
- 4th Top Tweet
  - o 1,137 Impressions
  - o 76 Engagements
  - o 6.7% engagement rate
    - ▪ Even though this tweet wasn't seen as many times as the others, it has a particularly high engagement rate because it includes a link to info on the Speaker Series and a link to register for Berry's talk, and those links received 23 clicks.

General observation: tweets that link to more general info about the LDL (such as the subject guides page) receive much more engagement than tweets that link to a specific collection or item on the LDL.
- The 5/13 tweet linking to the subject guides received a 6% engagement rate.
- The 5/13 tweet linking specifically to the Huey Long subject guide received a 0.6% engagement rate.

Appendix E

LDL Metadata Advisory Group and Metadata Portal

**Elisa Naquin November 5,
2020
LDC Fall Membership Meeting**

**LDL Metadata Advisory Group and Metadata Portal Slide 1
: Title Slide**

Hi everyone. I only have a short presentation today, but I do have a few slides so I'll share my screen. I'm going to talk a little bit today about the Metadata Advisory Group and the work we did earlier this year, as well as the Metadata Application Portal.

Slide 2 : Advisory Group Creation
A draft of the new LDL Guidelines for Descriptive Metadata was completed by Cara Key of the LSU Libraries at the end of 2018. At the end of 2019 this document was still in draft form and needed to be finalized and published.

Before doing this, we at the LSU Libraries wanted other members of the LDL community to review the guidelines to ensure that they met their individual institutional needs to the extent possible, and that there was nothing we had missed.

To this end, we wanted to create a sort of task force or advisory group made up of volunteers from LDL member institutions to review the guidelines. As most of you probably remember, we sent out a call for volunteers for this group in November of last year.

Slide 3 : Advisory Group

As the introductory slide showed, the volunteers were: Lora
Amsberryaugier
Charlene Bonnette
Miriam Childs
Will Conlin
Charlie Tillay
S. L.
Ziegler
Elisa
Naquin

Once our group was formed, we reviewed and made comments on the guidelines in a Google doc, and in the beginning of February, we met via Zoom to discuss the document and the comments and questions that had come up.

Slide 4 : Changes to LDL MAP

We had a very interesting and informative discussion, which did result in a number of changes to the guidelines.
- Omitted the use of the "caption" element in the Part field
  - It was decided that the abbreviations that had been prescribed were not in line with RDA cataloging recommendations, and that the "type" element, which we were also using, would be sufficient to indicate the type of part being described
- There were questions about how Rights and Restrictions on access fields were being distinguished from one another, so this section of the document was revised to add more explicit language and additional examples to clarify this point
- By request, we changed the Digital Origin field from "Required if Applicable" to "Optional"
- The definition of the Extent field was expanded to include duration for audio materials.
- Finally, the LSU Libraries decided to publish the document as the LDL Metadata Application Profile, this name being in line with the guidelines documents of many other digital libraries in the U.S.

Slide 5 : Other Topics

We also discussed a number of other topics which we either decided not to act upon, or that would need to be considered further before action was taken, such as suggestions regarding the MODS field mappings for physical and digital collection information and adding a hyperlink to the Digital Collection Name field.

The most notable of **these topics** is the question of whether to adopt the edtf standard for dates. EDTF is a newer Library of Congress standard which extends ISO 8601, on which W3CDTF, the standard we adhere to currently, is based. EDTF will be supported in Islandora 8, so the implications of adopting this standard should be given further consideration.

Slide 6 : Metadata Application Portal
Once the Metadata Application Profile had been updated with the changes we had agreed upon and approved by the group, it was published in the Metadata Application Portal, which is the official home of metadata-related documentation for the LDL.

As you can see, the template for descriptive metadata, which should be used for metadata entry into a spreadsheet, is also available in the portal.

The portal is openly available on the LDL site, and can be accessed under the About tab or by visiting url at the top of the image, louisianadigitallibrary.org/about/metadata-guidelines.

That's all I have for now. If there are any questions, I'm happy to answer them, and thank you.

Hi everyone. I'll be talking today about the Metadata Advisory Group and the work we did earlier this year, as well as the Metadata Application Portal.

Advisory Group Creation

- Draft LDL Guidelines for Descriptive Metadata completed by Cara Key at the end of 2018
- Needed to be finalized and published
- Input of LDL community would help ensure that the guidelines met the individual needs of member institutions and that nothing was missed
- Call for volunteers from LDL member institutions to review the guidelines

The draft LDL Guidelines for Descriptive Metadata were completed by Cara Key of the LSU Libraries at the end of 2018. At the end of 2019 this document was still in draft form and needed to be finalized and published.

Before doing this, we at the LSU Libraries wanted members of the LDL community to review the guidelines to ensure that they met the individual needs of LDL member institutions to the extent possible and that there was nothing we had missed.

To achieve this, we decided to create an advisory group made up of volunteers from LDL member institutions. As most of you probably remember, we sent out a call for volunteers in November of last year.

Advisory Group

- Lora Amsberryaugier, UNO
- Charlene Bonnette, State Library
- Miriam Childs, Law Library of Louisiana
- Will Conlin, LSU
- Charlie Tillay, Tulane
- S. L. Ziegler, LSU
- Elisa Naquin, LSU

- Reviewed and commented in Google Docs from December 2019-January 2020
- Met via Zoom on February 5, 2020

As the introductory slide showed, the group members were: [ ]

In December, I distributed a copy of the guidelines in a Google doc for the group to review and comment on. In the beginning of February, we met via Zoom to discuss the document and our comments and questions.
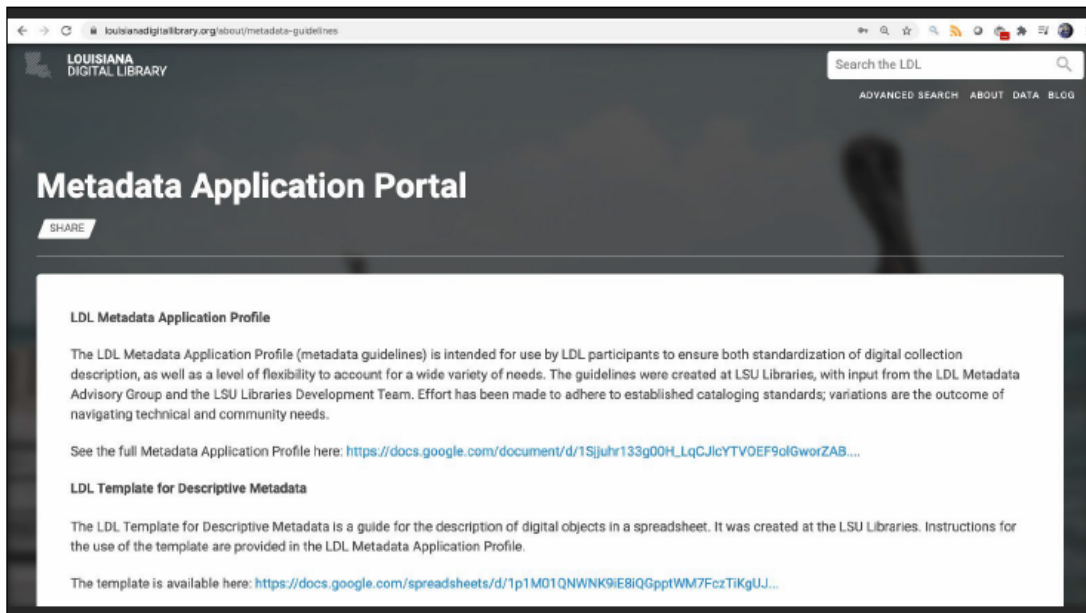
Changes to LDL MAP

- Omitted the use of the "caption" element in the Part field
- Clarifications made and examples added for Rights fields and Restrictions on Access fields
- Obligation of Digital Origin field changed from "Required if Applicable" to "Optional"
- Definition of Extent field was expanded to include duration for audio materials
- Name changed to "LDL Metadata Application Profile"

We had a very interesting and informative discussion, and we did make a number of changes to the guidelines.

Changes made to the document:
- Omitted the use of the "caption" element in the Part field
  - It was decided that the abbreviations that had been prescribed were not in line with RDA cataloging recommendations, and that the "type" element made this element unneccessary
- There were questions about how Rights and Restrictions on access fields were being distinguished, so clarifications were made and examples were added to this section of the document
- By request, Digital Origin changed from "Required if Applicable" to "Optional"
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- Finally, the LSU Libraries decided to publish the document as the LDL Metadata Application Profile, this name being in line with the guidelines documents of many other digital libraries in the U.S.

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