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# FLORIDA STATEWIDE DIGITAL INITIATIVE

A STATUS REPORT ON THE *DIGITAL ACTION PLAN 2015-2018*

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## Executive Summary

This report provides an update to activities and objectives detailed in the *Florida Statewide Digital Initiative: Digital Action Plan 2015-2018*. It was commissioned through a request for proposal (RFP) process undertaken by the Florida Department of State's Division of Library and Information Services (DLIS) to assess the status of the statewide project as well as the interest and ability of partners to support the project on an ongoing basis.

Since the *Digital Action Plan 2015-2018* was published in May 2014, progress has been made on a number of fronts in furthering the Statewide Digital Initiative:

- Through a collaborative statewide effort, the Sunshine State Digital Network (SSDN) has been established as a service hub to the Digital Public Library of America (DPLA). The SSDN and its infrastructure provide a new framework around which to build statewide digital programs. The Florida Memory project is positioned to be a major contributor to the SSDN/DPLA.
- Inventories of Florida's existing digital collections were completed and provide a picture of the state's current digital environment.
- Federal and state grants administered by DLIS supported multiple digitization projects across the state.
- Content from Florida Memory and other DLIS-supported digitization projects are regularly used by media outlets, publishers, educators, students and museums.
- DLIS staff are involved in numerous outreach efforts to various communities across the state and have built a substantial network that will greatly facilitate moving the Statewide Digital Initiative forward.
- DLIS and its partners, including the Multitype Library Cooperatives (MLCs) and Florida Academic Library Services Cooperative (FALSC), provide substantial training and support for digital initiatives and have the ability and interest in continuing to do so.

This report is the first in a multi-phase project of the Florida Digital Initiative. The purpose of the project is to identify a revised approach to move forward on the Statewide Digital Action Plan. The assessment of current activities described herein will inform the work of the next project phases, including the recommendation of a single Digital Repository Software to be used as the statewide digital platform, the revised Statewide Digital Action Plan and recommendations for specific activities to implement that plan.

## Introduction

In 2014 the Florida Department of State's Division of Library and Information Services (DLIS) hired consultants to develop an action plan for a Statewide Digital Initiative. Three reports were produced as a result of that work: [Florida Statewide Digital Initiative: Digital Action Plan 2015-2018](#); [Florida Digital Action Plan: Statewide Digitization Survey Report](#); and the [Florida Statewide Digital Action Plan: Technology Work Group Report](#). Taken together, these reports lay out a picture of the state showing digitization efforts in Florida at that time, a plan with objectives and activities for moving a comprehensive statewide digital program forward and the technology environment in which those efforts might be undertaken.

As the end-date for the *Digital Action Plan 2015-2018* approached, the DLIS identified a need to establish a multi-phase project to “identify revised methods to move forward on the Statewide Digital Action Plan using information gathered from the five Multitype Library Cooperatives (MLCs), Florida Academic Library Services Cooperative, the Sunshine State Digital Network for the Digital Public Library of America (DPLA) and the Division of Library and Information Services (DLIS) to identify the best approach to moving forward with the Statewide Digital Initiative.”<sup>1</sup>

This document, *Florida Statewide Digital Initiative: A Status Report on the Digital Action Plan 2015-2018*, is the first in a series of new reports to be produced on the Statewide Digital Initiative. The purpose of this report is to assess the status of the activities recommended in the *Digital Action Plan 2015 -2018* and consider how new developments in the state may require a recasting of the objectives driving those activities. Of particular impact has been the implementation of the [Sunshine State Digital Network](#) (SSDN), the [Digital Public Library of America](#) (DPLA) Service Hub for the state of Florida.

## The Impact of SSDN/DPLA on the DLIS Statewide Digital Initiative

In both the *Digital Action Plan 2015-2018* and *Technology Work Group* reports, metadata aggregation was identified as an important activity in achieving the goals of the Statewide Digital Initiative. The DPLA and its metadata aggregation model is cited in the *Technology Work Group Report* as one that Florida might emulate. The report repeats a metaphor for the DPLA metadata aggregation process as data flowing from streams to lakes to oceans:

... The DPLA has sought out local archival content that has been digitized but is languishing in places that cannot solicit a large audience and that do not have the know-how to enable modern web services such as APIs. ... One can think of this initial set of materials (beyond the millions of metadata records from universities) as content from local ponds – small libraries, archives, museums and historic sites – sent through streams to lakes – state digital libraries ... and then through rivers to the ocean – the DPLA.<sup>2</sup>

Since the *Technology Work Group Report* was published, a “feeder lake” for the DPLA’s ocean has been established in the form of the Sunshine State Digital Network (SSDN). The SSDN serves as the DPLA Service Hub for the state of Florida. Development of the SSDN was a collaborative effort through a

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<sup>1</sup> DOS RFP 07/17-95, p. 29.

<sup>2</sup> Dan Cohen. “The Digital Public Library of America: Coming Together.” October 16, 2012. [dancohen.org/2012/10/16/the-digital-public-library-of-america-coming-together](http://dancohen.org/2012/10/16/the-digital-public-library-of-america-coming-together). Date Accessed – April 12, 2018.

statewide planning group that included the DLIS, University of Miami, Florida International University, Florida Virtual Campus, Florida State University, Florida Gulf Coast University, University of Florida, University of Central Florida and New College of Florida over the course of several years. Florida State University serves as the DPLA Primary Hub, with Sub Hubs at the University of Miami and Florida International University. The DLIS supports Florida's DPLA membership through funding provided by the Library Services and Technology Act (LSTA) and DLIS staff serve on the [SSDN Implementation Team](#), SSDN Working Groups and SSDN Steering Committee.

The emergence of the SSDN and its potential to have significant statewide impact has required a recasting of many of the objectives and recommendations made in the *Florida Statewide Digital Initiative: Digital Action Plan 2015-2018*.

## Statewide Collaboration

The Digital Initiative Consultant met with the five Multitype Library Cooperatives<sup>3</sup> (MLCs) and the Florida Academic Library Services Cooperative (FALSC) to discuss the Statewide Digital Initiative and assess the level of involvement with digitization efforts in their local environments. As with the SSDN, statewide collaboration is key. Partners are critical to the success of the DLIS Statewide Digital Initiative. Meetings with the MLCs and FALSC indicate a strong interest in participating. Training for their constituents is at the heart of the mission of all the partners and training will be a critical component of the Initiative. It is anticipated that further information on the level of participation from partners will be detailed in the updated Statewide Digital Initiatives Plan to be released in July 2018.

## Updates to the Goals and Activities of the *Digital Action Plan*

The goals, objectives and activities in this section come directly from the *Digital Action Plan 2015-2018*. Updates are provided in italics under bulleted items within the activities section or directly under the stated objective where updates are not provided for specific activities within that objective. Updates are the outcomes of an information-gathering process that included meetings and discussions with the DLIS, SSDN, MLCs and FALSC.

While the Statewide Digital Initiative never coalesced as a cohesive systematized effort, the DLIS, MLCs and others across the state have continued to build and share their expertise in this area. These efforts are included as updates where appropriate.

### Goals and Activities of the *Digital Action Plan 2015-2018*

***Goal 1: Develop and enhance the capabilities of the archives, library and museum community to create, promote and preserve digital collections for use and reuse.***

Objective A: Maximize the participation of Florida's cultural heritage organizations.

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<sup>3</sup> The five MLCs consist of the Northeast Florida Library Information Network (NEFLIN), Panhandle Library Access Network (PLAN), Southeast Florida Library Information Network (SEFLIN), Southwest Florida Library Network (SWFLN) and Tampa Bay Library Consortium (TBLC).

Activities:

- Expand the project implementation plan to include involvement of cultural heritage organizations and define the role of the organizational partners; e.g., the Multitype Library Cooperatives and professional associations.  
*The DLIS is working with the SSDN to get metadata for [Florida History In 3D](#) into the DPLA. Florida History in 3D provides access to artifacts in the Archaeology collection at the Division of Historical Research of the Florida Department of State.*
- Develop a statewide list of libraries, archives and museums, including contacts.  
*This activity has been completed by DLIS staff.*
- Develop an inventory of existing digital collections.  
*The following inventories of existing digital collections have been completed or are in process:*
  - *FALSC has completed an inventory of existing digital collections held by the institutions of higher education in Florida.*
  - *SEFLIN has created a regional [SEFLIN Region Digital Directory](#) of digitization experts and special collections, both in digital and original formats. While not strictly an inventory of digital collections, one of the directory's goals is to expose opportunities and encourage digitization project partnerships in the region.*
  - *SSDN grant funds were used to hire a project staff member who conducted and produced a statewide inventory of digital collections held by libraries, archives and cultural heritage organizations around the state.*
- Provide a directory of links to Florida library, archives and museum websites on the project website.
- Develop a clearinghouse that identifies digital resources, including expertise, equipment that will be shared, etc., and make it available on the project website.  
*The [DLIS Florida Digital Initiatives](#) webpage provides links to various guides and best practices for planning and managing digitization projects, including technical guidelines for digitizing cultural heritage materials and issues of copyright and rights statement.*
- Create a digital collection development strategy that is transparent and open and that prioritizes topics to be digitized.
- Identify collections that encourage cultural tourism; provide a body of freely available resources for visitor bureaus.  
*The DLIS provides an extensive set of freely available resources through the [Florida Memory Project](#) for use by visitor bureaus and other organizations. Content from the State Library's Florida Collection has been used in many ways to highlight Florida's unique features. The State Library digitizes unique materials from its State Publications and Florida Collections on a regular basis. This includes, most recently, a rare collection of African-American church minutes.*
- Encourage allowing materials to be used in open-access textbooks for K-16 education.  
*DLIS has staff devoted to creating educational materials for the Florida Memory [Online Classroom](#) that are open-access materials. These materials draw on content from the*

*State Library and Archives to create educational units on Florida specific topics, complete with lesson plans for different grade levels. They are currently working with their general counsel to make the educational units available under a Creative Commons license. DLIS staff have recently completed coursework in Open Educational Resources (OER) and have attended various OER symposia and conferences.*

- Address music and film resources for the film industry.  
*While the DLIS does not have a direct marketing campaign to the film industry, content from various DLIS collections are regularly requested for use in that industry. Florida Memory highlights its music collections through their award-winning [Florida Memory Radio](#) streaming service, various [podcasts](#) and their online [shop](#).*
- Explore strategies for funding local digital efforts.  
*DLIS grants have supported several projects that advanced digital initiatives across the state since the Digital Action Plan was published:*
  - *An assessment of Polk County’s Historical/Genealogical Library’s collection and their subsequent digitization project.*
  - *Boynton Beach City Library’s project to digitize the Lake Worth Herald Newspaper.*
  - *Miami-Dade Public Library System’s project, Providing Access: Archiving and Digitizing the Miami-Dade Public Library. Funding for this project supported the development of a digitization lab.*
  - *SEFLIN has developed a suite of digital services that includes digitization funding awards, Digitization Kits that include hardware and software for digitization projects and that can be borrowed by member libraries, and a Digitization Resource Guide.*
  - *PLAN hosts several digitized local newspaper collections that were previously digitized with funding administered by the DLIS.*

Objective B: Develop a promotion and marketing program.

*DLIS staff are participating on the [SSDN Outreach Working Group](#) which is charged with developing a marketing plan and coordinating with “statewide collaboratives, associations and others to ensure broad awareness in Florida’s cultural heritage sector of the activities of the SSDN.”<sup>4</sup>*

Activities:

- Establish a marketing and communications task force that will develop a multi-year promotion and outreach strategy that maximizes multiple communication channels.
  - Determine the most important demographics on which to focus.
- Review marketing efforts for existing cooperative digital programs to identify best practices.
- Develop a plan for high-level, continued visibility of the Initiative.
- Develop a logo and name to which institutions will want to connect.

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<sup>4</sup> [sunshinestatedigitalnetwork.wordpress.com/about/outreach-working-group/](http://sunshinestatedigitalnetwork.wordpress.com/about/outreach-working-group/)

- Build on strengths of local networking and communication to share expertise.
- Implement the communication plan promoting the Initiative to Florida's libraries, archives and museums.
- Share success stories to encourage continued contribution to the project.
- Develop and cultivate an independent identity for the Initiative.
- Continue promotion over time to bring additional collecting institutions into the group.
- Develop a statewide coordinated publicity program.
- Develop collaborative marketing/promotion and outreach resources and develop a toolkit that libraries, archives and museums can use to promote their own collections as well as the statewide Initiative.
- Offer statewide and regional outreach and information sessions.
- Present at library and information studies, museum studies, public history and archival higher education programs as well as K-12 education classes.
- Conduct a training program for cultural organizations on how to market digitization to their community.
- Develop a tactical strategy for marketing the Initiative to Floridians, legislators and funders and develop a marketing program that includes use cases that demonstrate success stories.
- Develop a local, regional and statewide legislative advocacy program focusing on the success of the Digital Initiative.
- Develop ongoing and continued promotion that advocates for the contribution libraries, archives and museums make to the state.

Objective C: Develop and implement a training and support program.

*Training activities regarding digitization have continued to grow and develop across the state since the publication of the Digital Action Plan 2015-2018:*

- *The DLIS makes a variety of [online digitization classes](#) available to staff at Florida libraries, archives, museums and cultural heritage organizations. Provided by LYRASIS, these offerings include courses on caring for and preserving originals through the scanning process, creating effective metadata, an introduction to digital imaging, an introduction to copyright, digitization project management and workflow, among many others.*
- *The MLCs offer extensive [training opportunities](#), many of which are related to digitization efforts.*
- *DLIS staff are participating in the [SSDN Training Working Group](#) which is charged with developing training materials for the SSDN. DLIS and SSDN staff have been discussing the need for an online training toolkit that would include elements of the recommendations made below, as well as: evaluating and prioritizing materials to be digitized; understanding metadata; and strategies for academic libraries seeking to work with community partners.*

Activities:

- Establish a training task force that will develop and implement a training and support strategy/program based on Florida statewide guidelines and best practices for Florida's cultural heritage organizations.
- Implement a training program on getting started with developing and implementing a digital program.
- Implement a support program to assure quality digital collections.
- Develop an online toolkit (using the Florida statewide digital guidelines and best practices) that includes the following areas of digital collection management:
  - Developing and implementing a digital program at a cultural heritage organization.
  - Selecting a digital content/digital asset management system.
  - Learning about digital rights management.
  - Learning about digital project management.
  - Making decisions about preserving digital assets and metadata and about curating online exhibits.
- Evaluate the success of the training and support program.

Objective D: Create a networking environment where Florida archives, libraries and museums can easily share digital knowledge and expertise across institution types.

Activities:

- Establish a network of liaisons with libraries, archives and museums.  
*While not a formal network of liaisons, DLIS staff are involved in outreach efforts to various communities and organizations around the state, including the Florida Council for History Education (FLCHE), Florida Association for Media in Education (FAME), Florida Council for the Social Studies (FCSS), Florida Humanities Council (FHC) and Society of Florida Archivists (SFA) as well as Florida Department of Education (FLDOE). Staff also contribute to Florida History Day, part of National History Day. Florida History Day is a cross-promotional effort with the DLIS.*  
  
*DLIS staff also advise public libraries interested in starting or maintaining digital collections on a variety of topics, ranging from funding to partnership opportunities.*  
  
*The DLIS provided funding for PLAN's 2016 program, Digitization: Preserving the Past for the Future. This program, which included a full-day pre-conference entitled Digitization 101, was well-attended by people throughout the state.*
  - Explore whether existing infrastructure, such as the Multitype Library Cooperatives, can be used to facilitate networking.  
*The Digital Initiative Consultant is exploring this as part of her interaction with the MLCs and consideration of final implementation recommendations.*
- Identify or establish digital interest groups to facilitate local cultural heritage discussion groups.

- Develop a strategy for facilitating statewide communication between local/regional coordinators.
- Identify institutions to serve as digital content aggregation nodes and coordinators of activities regionally.

*Within the SSDN, Florida State University serves as the Primary Hub; the University of Miami and Florida International University as Sub Hubs; and the Florida Memory program as a Content Contribution Hub.*

Objective E: Develop a technology environment that will support the Florida Statewide Digital Initiative.

Activities:

- Review and update the *Florida Digital Action Plan: Technology Workgroup Report*, adding specific plans to implement the Digital Initiative.  
*The Digital Initiative Consultant is reviewing the Florida Digital Action Plan: Technology Workgroup Report and will be incorporating select recommendations and adding specific plans to implement the next iteration of the Digital Initiative.*
- Explore strategies for addressing the need to support local capacity for digital creation.  
*The Digital Initiative Consultant, in conjunction with DLIS staff and partners, is exploring strategies for addressing the need to support local capacity for digital creation.*
- Identify needs for assistance with conversion of content to digital format, including interest in outsourcing.
- Identify availability of excess capacity at existing Florida digital labs and interest in undertaking additional digitization work.
- Identify opportunity for statewide digitization service, digitization hubs or traveling digitization centers (e.g., Internet archive scan centers).
- Identify vendors who offer digitizing services.
- Explore and share information about content management systems and repositories so that all organizations can get on the web.  
*The Digital Initiative Consultant, in conjunction with DLIS staff and partners, is exploring strategies for sharing information about available content management systems and repositories.*
- Provide support and assistance in migrating to digital asset management systems.
- Explore strategies for expanding use of shared content/digital asset management systems by Florida cultural heritage organizations.  
*The Digital Initiative Consultant, in conjunction with DLIS staff and partners, is exploring strategies for expanding use of shared content/digital asset management systems by Florida cultural heritage organizations.*
- Establish a task force to develop and report on a recommendation for a Florida statewide digital preservation program.

## Goal 2: Strategically meet the needs of targeted audiences that can benefit from access to Florida's digital collections.

Objective A: Gain an understanding of the information, education and research needs of Floridians and how digital collections can meet those needs.

Activities:

- Review audiences and assess level of need/benefit.
- Review results of 2014 focus group sessions/survey, identifying institutional needs and how digital collections can meet those needs.

*The Digital Initiative Consultant is reviewing the results of the 2014 focus group sessions/survey to identify institutional needs and how digital collections can meet those needs. Given the intervening four years since the previous survey, consideration will be given to resurveying the target audience, although survey fatigue on this topic remains a concern.*

- Identify funding stakeholders' needs and awareness of digital holdings and how cultural heritage organizations with digital collections can address those needs.
- Explore Florida education standards as they relate to the project.  
*Florida Memory's Online Classroom has 15 educational units that include 34 lesson plans, all of which are approved by CPALMS<sup>5</sup>. Florida Memory staff conduct yearly updates of materials to maintain standards and meet teacher needs.*
- Develop methods of reporting on the use and benefits of Florida digital collections.  
*Florida Memory partners with the Department of Education, Florida Humanities Council, Florida Council for Social Studies and Florida Council for History Education to work directly with educators and students. Activities include presentations on the benefits of using Florida digital collections in the educational environment and collaborating with partners to provide workshops on using primary materials in the classroom.*
- Explore how other statewide digital collaboratives are measuring usage.
- Review current digital collection usage metrics and identify future metrics to collect.  
*Florida Memory currently uses Google Analytics to gather sampled data on use of their collections. Staff use this data in conjunction with log files to identify usage trends. They are planning to implement Matomo, an open-source analytics platform, which will give them more detailed usage data.*

Objective B: Develop products and services that expand the use of Florida's digital collections.

Activities:

- Develop an online toolkit for teacher workshops about using content.
- Seek and collect or develop online tools for teacher use of content.

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<sup>5</sup> CPALMS is Florida's official source for K-12 educational standards.

*As noted elsewhere in this document, DLIS has staff devoted to creating educational materials for the Florida Memory Online Classroom that are open-access materials. These materials draw on content from the State Library and Archives to create educational units on Florida specific topics, complete with lesson plans for different grade levels.*

- Implement teacher workshops.
- Link to CPALMS, Florida’s official source for education standards information and course descriptions.
- Explore opportunities to connect Florida collections to Wikipedia.
  - Enable reuse of data to promote digital scholarship.

### **Goal 3: Provide access to digital content held by Florida’s archives, libraries, museums and other cultural heritage organizations.**

Objective A: Explore digital aggregation methods.

*As noted in the introduction to this document, the emergence of the SSDN as a feeder for statewide participation in the DPLA has required a recasting of many of the activities recommended in the Digital Initiatives Plan 2015-2018. This is particularly true of the objective to explore digital aggregation methods.*

Activities:

- Explore partnership strategy for implementation of on-ramp to the Digital Public Library of America.

*The Digital Initiative Consultant has been working with SSDN and DLIS staff to better integrate the efforts and goals of the DLIS with those of the SSDN. At the time of this writing, the following have been achieved:*

  - *The DLIS named a primary contact for the SSDN project.*
  - *DLIS staff attended DPLA’s inaugural Hub Network Members Meeting on March 13-14, 2018.*
  - *DLIS staff joined the SSDN Implementation Team and began participating in weekly meetings.*
  - *Monthly meetings between DLIS and SSDN staff regarding the Statewide Digital Initiative and SSDN are being held.*
- Explore portals, hubs and other methods of providing access to Florida’s digital content.

*The Digital Initiative Consultant, in conjunction with DLIS staff and partners, is exploring options for portals, hubs and other methods of providing access to Florida’s digital content.*
- Determine future of Florida on Florida.

*Eventually the metadata that comprises Florida on Florida should feed into the SSDN. In the meantime, FALSC staff have reviewed the list of sources being harvested for success rates and updated or removed harvesting targets as necessary.*

- Determine final strategy for implementation of central portal.
- Develop implementation plan for central portal.
- Initiate implementation of portal.
  - Launch central portal.

Objective B: Harvest metadata.

*As noted in the introduction to this document, the emergence of the SSDN as a feeder for statewide participation in the DPLA has required a recasting of many of the activities recommended in the Digital Initiatives Plan 2015-2018. This is particularly true of the objective to harvest metadata. An [SSDN Metadata Working Group](#) has been established, with the charge of being “responsible for providing the state standards, documentation and other supporting material in order for potential and current data contributors to the SSDN DPLA hub to understand and implement the metadata documentation necessary for participation. It provides assistance with training and outreach materials and serves as a contact point for questions about metadata from data contributors.”<sup>6</sup>*

Activities:

- Identify metadata harvesting capabilities of cultural heritage organizations.
  - Develop Florida metadata data profile.
- Confirm metadata harvesting capabilities of cultural heritage organizations.
- Evaluate existing cultural heritage organization metadata as part of the aggregation planning.
- Deliver training for metadata harvesting.
- Develop toolkit on metadata harvesting.
- Initiate workshops or webinars on metadata harvesting.
- Implement harvesting.
- Implement OAI-PMH harvesting initiative.
- Implement non-OAI-PMH harvesting initiative.
- Harvest collections to continue building the repository.

Objective C: Investigate methods of providing a portal interface to deliver statewide digital content to the public.

*DPLA intends to provide a “DPLA Local” package to its member organizations that would support the creation of a DPLA local site by providing a custom API feed and template. This package could provide for the creation of a Florida-specific portal but is not yet available.*

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<sup>6</sup> [sunshinestatedigitalnetwork.wordpress.com/about/metadata-working-group/](http://sunshinestatedigitalnetwork.wordpress.com/about/metadata-working-group/)

*A Florida-specific portal is a high priority for DLIS and options for its development are being explored with DLIS and its partners.*

Activities:

- Identify high-level requirements for a portal interface.
- Design a user-friendly interface for the public portal.
- Investigate opportunities for enhanced user interaction, such as tagging and commenting.
- Investigate requirements for multiple languages.
- Implement mobile access capabilities.
- Implement social networking functionality.
- Implement curated online exhibit capabilities.

#### **Goal 4: Support growth and sustainability of the Florida Statewide Digital Initiative.**

Objective A: Develop a statewide model and governance structure for the Initiative.

Activities:

- Establish a task force/steering committee that will recommend a statewide digital initiative model and governance model.
- Review existing governance models, including those of existing successful statewide digital initiatives.
- Recommend a Florida statewide model and governance structure that includes:
  - A governing/advisory board that represents the range of participants, with additional experts as required.
  - Partnerships with identified responsibilities.  
*The Digital Initiative Consultant has met with the MLCs and FALSC to explore each partner's level of interest and ability to participate in the Statewide Digital Initiative project. It is anticipated that further recommendations in this area will be part of the consultant's final report.*
  - Establish a Florida Statewide Digital Initiative governing/administrative structure.

Objective B: Implement a project management structure.

Activities:

- Develop governance documents and plan.
- Create a program vision/scope for future development and sustainability.
- Create a three- to five-year strategic plan.
- Develop a technology plan to support the project.
- Define task groups, including charge, membership, etc.

- Establish the targeted number of institutions that will participate in the Initiative.
- Establish a target number of records/collections to be made available to the public through the Initiative.
- Identify an institutional home for the project.
- Create a permanent program director position.
- Hire a program director.
- Expand the project website.
- Create and maintain project documentation.

Objective C: Develop strong collaboration and expertise-sharing to generate the broad-based support needed to develop and sustain the Initiative.

*The DLIS continues to build collaboration and share their expertise around the state. As noted within the update to Goal 1, Objective D, DLIS staff are involved in outreach efforts to various communities and organizations around the state.*

Activities:

- Conduct frequent communication in a variety of formats to build awareness of the program.
- Conduct regionally-based site visits and presentations on the statewide Initiative, including live demonstrations when available.
- Encourage broad-based participation across libraries, archives and museums.
- Explore opportunities to expand existing regionally-based digital collaboratives and existing digital collaboratives, bringing libraries, archives and museums into these collaboratives.

Objective D: Develop a funding and sustainability program for the Florida Statewide Digital Initiative.

Activities:

- Investigate other statewide collaborative funding structures and their models for sustainability.
- Develop tactical strategies for funding the Initiative.