

Strategies for Advancing Hidden Collections Webinar 6
Closing the loop: Project Assessment and Leveraging Goals for Future Planning
Speaker: Ellen Ryan
February 15, 2017

Notes and Chat History, Project ROI (return on investment)

Notes

What are some ways your project will help contribute to your organization's increased profits?

Increased digital assets

Increased visibility for collections and organizations

Grants increasing bottom line and provide visibility to admin leaders

Digital surrogates preserving original copies, extending their life

Increased attendance at events

Increased items sold in gift

Collections better able to support the research needs of other departments and visitors

Increased in-kind donations bolster overall budget

Increased efficiency

Chat History

Ellen Ryan: What are some ways your project will help contribute to your organization's increased profits?

Melissa Anderson: increase digital assets - images and metadata

Katharine Rapkin: Increased visibility for collections and organization

Allison Young: Better physical control (more usable space), better intellectual control (faster collection access), and more efficient exhibit design

Jessica Holada: make new collections (assets) available to different audiences that were not available before

Christine Walde: Grants increase bottom line and visibility to admin leaders

Naomi Steinberger: grants that have "overhead" are profitable for our organization.

Sachiko Iwabuchi: By making "hidden" collection will contribute to the institution's value

Katharine Rapkin: Digital surrogates preserve originals

Melissa Anderson: improve institutional cash flow - offset indirect costs and some % of staff time

Jaime: Increased (& corrected) historical information to share with visitors

Purdue Archives:Project will build awareness of our resources among our university community, users, and donors.

Christine Walde:In-kind contributions bolster overall budget

Jessica Holada:connects library to more departments (and more alums by extension).

Naomi Steinberger:sometimes grants provide budget relief for the organization if we put current staff onto a special project.

Cherry:Cultural production for knowledge generation - institutional and national growth

Melissa Anderson:increased attendance at programming and outreach components

Ricki Moskowitz:facsimile copies of images sold in our gift shop

Jaime:Better/more easily support efforts of other dep'ts

Naomi Steinberger:making our collections available digitally reduces the wear and tear on the physical object, thus sustaining the value of the physical item.

Christine Walde:highlighting rare and unique collections has value and investment beyond dollar figures

Ricki Moskowitz:collections often have a reach to areas of scholarship and research outside the scope of an institutions mission, bringing attention to areas not known prior to processing projects

Lo:none of these arguments get me anywhere with our director. he only sees dollar signs..

Jaime:Increase engagement w/ the collections - spawns more support (financial & other ways)

Sachiko Iwabuchi:I agree with this: "Project will build awareness of our resources among our university community, users, and donors." (Purdue Archives)

Melissa Anderson:increased efficiency ... new tech means it takes staff less time to do work, means greater productivity

Naomi Steinberger:grant can sometimes pay for software that we would otherwise not be able to acquire

Jessica Holada:ultimately, if we can allign projects with university strategic plan, we can get more traction. Some of our library-centric interests are hard to make cases for, even if there is a bottomline \$ impact.