



STRATEGIC DIGITIZATION GOALS

PART 1: DIGITIZATION PURPOSE STATEMENT WORKSHEET

This worksheet will help you create a *Digitization Purpose Statement* that clearly communicates the reasons why your institution has a digitization program. A concise and thoughtful *Digitization Purpose Statement* will help others understand the value of your digitization program and how it fits in with larger goals in your department, institution, or community.

This worksheet is part of a series, including: **Strategic Digitization Goals Part 2: Digitization Selection Criteria Worksheet** and **Part 3: Digitization Policy Worksheet**. Creating a *Digitization Purpose Statement* will formalize and communicate the purpose of digitization at your institution. The suggested steps in this worksheet are recommendations, and you can reorder and combine as needed to create a useful statement for your institution.

1. Discuss Goals

Before creating your digitization goals, discuss the following questions with your department/unit/team:

- Why do we want to digitize?
 - Be as specific as possible when defining “why.” For example if providing access is one reason you want to digitize your collections, list specific access goals such as: community member access, public access, or access to educators. Define how each of these types of access will be determined.
 - Create a list including many reasons.
- How does digitization fit into your organization’s mission and strategic plan?
 - Look at the keywords and phrases that define core values and needs and align your goals to those.
 - Create a list of goals that are mission driven.

2. Review Organization's Existing Goals and Strategic Directions

Review your larger organization's strategic directions and objectives to determine how your strategic goals can align with both short and long-term support and sustainability.

- Many tribal communities, councils, and libraries have developed specific strategic goals and your digitization goals should align with these larger strategic priorities.
- Examples of strategic directions or goals could include:
 - Advance our knowledge and understanding of our tribal history.
 - Improve cultural awareness and traditional knowledge.
 - Increase the number of tribal members speaking our language.
 - Support the development and creation of oral histories.

3. Tie in Digitization Goals to Larger Organizational Goals

Develop your department's strategic directions and objectives for digitization by aligning them with those of the larger organization.

- For example, most tribal councils or cultural committees will have a strategic direction that is tied to cultural awareness, education, history, or traditional knowledge, of which much of your strategic directions and objectives should align. Thus, the top down strategic directions and objectives would be as follows:
 - Tribal Council or Cultural Committee
 - Strategic Direction: Improve cultural awareness, education, and traditional knowledge
 - Tribal Cultural Resources, Library, Archive or Museum
 - Strategic Objectives
 - Identify and address priorities for digitization
 - Develop systems and resources to capture traditional knowledge of digital resources.
- Using organization and department goals as a foundation for your strategic digitization goals will ensure your work supports the larger organization and provides sustainability and consistency.

4. Establish a *Digitization Purpose Statement*

A Digitization Purpose Statement is concise and focused on the larger goals and framework for digitization. This statement should be no longer than a few sentences.

More specifics about digitization will follow in your policies and procedures.

- Purpose Statement should:
 - Link to your tribe, unit or department's overall mission, values and goals.
 - Define general values for digitization.
 - Define overall goals for digitization.
 - For example "To identify and digitize a variety of materials to be added to our larger database for use by tribal community members to increase cultural awareness, history, and traditional knowledge."

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