Overview:

On September 23, 2003 the University of Oregon Museum of Natural History and University Libraries were awarded a National Leadership Grant for Library – Museum Collaboration. The grant duration is for two-years, beginning October 1, 2003 and ending September 30, 2005.

The grant funds a unique digital archive project. The project will transfer from slide presentation to DVD the work of local photographer and audio archivist, Don Hunter. Beginning in the 1950s, Mr. Hunter developed a type of multiple slide projector show that creates cinematic events. These presentations were cutting edge precursors to current multi-media digital presentations. These shows utilize sound recordings and slide photography that Mr. Hunter has collected since the mid-1930s.

The project establishes a new partnership between the Museum of Natural History and University Libraries in which various resources and expertise will be leveraged to develop a useful and needed product, through a process that can easily be adapted by other cultural heritage institutions. Through this partnership, the museum will contribute its experience in working with Mr. Hunter and its history of public outreach. The Libraries will share their technical expertise by capturing and reformatting the presentations, then producing an accessible professional product that can be easily shared and played in a variety of settings.

The progress of the first six-months of the grant period has been focused on three areas. The first has involved the administrative details of University of Oregon grant clearance, public relations, legal licensing framework, budget allocation, and purchasing. The second has entailed the initial stages of archiving the first presentation – Don Hunter’s presentation *The Sandal and the Cave* on Oregon’s pioneer archaeologist Luther Cressman and his excavation of sandals that are among the world’s oldest footwear. Lastly, the museum and libraries sent the Project and Production Coordinators to take part in the IMLS’ two-day workshop on outcome-based evaluation in Washington, DC.

Administrative: Details of Grant Clearance

Administrative details for the project have followed a progression that has led up to the initiation of the second (archiving) and third (workshop) areas. Before the IMLS grant was awarded, the museum received the University of Oregon’s (UO) Office of Human Subjects Compliance ‘Approval-in-Principle’ on July 14, 2003, and on November 11 received the Office of Research and Administration’s own clearance approval form. These approvals confirm that the project is in accordance with UO human subjects compliance. The compliance allows for the initial development of focus groups that will involve the target audience (6th through 8th grade students). The ‘Approval-in-Principle’ will expire July 1, 2004, and can be renewed, if needed, for another year. Once the focus groups are developed to the point of being ready for recruitment and implementation, the ‘Approval-in-Principle’ will be expanded into an application for Research Category II (Expedited and Full Review) compliance.

After the grant was awarded Robert Voelker-Morris, Project Coordinator, and Andrew Kirkpatrick, Production Coordinator, were hired. (See Table 1 below for key project personnel with contact information.)
Table 1: Key Personnel – IMLS/Don Hunter Archive Project

University of Oregon Administration

- Lin Reilly, Sponsored Project Administrator, Office of Research Services and Administration (541 346-2504, lin@orsa.uoregon.edu)

Museum of Natural History

- C. Melvin Aikens, Principal Investigator, Director, Museum of Natural History (541-346-5115, maikens@uoregon.edu)
- Patricia Krier, Grant Administrator, Public Programs Director, Museum of Natural History (541-346-5089, pkrier@uoregon.edu)
- Robert Voelker-Morris, Project Coordinator – Don Hunter Project (541-346-3987, rmorris1@darkwing.uoregon.edu)

University Libraries

- Andrew Bonamici, Principal Investigator, Associate University Librarian (541-346-2682, bonamici@uoregon.edu)
- Carol Hixson, Head of Metadata and Digital Library Services, University Libraries (541-346-3064, chixson@darkwing.uoregon.edu)
- Andrew Kirkpatrick, Production Coordinator, Video Producer and Director, Media Services (541-346-1966, andrewn@uoregon.edu)
- Tom Matney, Head, Media Services (541-346-1947, tmatney@darkwing.uoregon.edu)
- Nancy Slight-Gibney, Grant Administrator, Director of Budget & Management Information Services (541-346-1831, nsg@uoregon.edu)

Because of the collaborative nature between the Museum of Natural History and University of Oregon Libraries, interdepartmental reporting has been another important administrative aspect. Elements of this reporting have included:

- A project listserv and Web site for administrative use was set up to streamline communications, including project updates and biweekly reports (see below).
- Biweekly reports submitted by the Project Coordinator through the above-mentioned list serve (the reports can also be accessed online at: http://www.uoregon.edu/~rmorris1/imls_reports/index.html).
- A 1st quarter meeting attended by the key project personnel was held on February 9, at the museum. Topics under discussion included:
  1. The outcome-based evaluation workshop the Project Coordinator and Production Coordinator attended in Washington DC, January 28 – 31 (see ‘Outcome-Based Evaluation (OBE) Workshop’ section below).
  2. Archiving progress (see ‘Archiving’ section below).
  3. Technology Transfer (see ‘Administrative: Legal Licensing Framework ’ section below).
  4. The Educational Center media redesign (see ‘Administrative: Budget Allocation’ section below).
6. The upcoming interim 6-month report to the IMLS, due April 1, 2004.
7. Focus groups for middle school learning feedback.

**Administrative: Public Relations**

Getting the word out about this project has been an important component during the early stages of administration. The Museum of Natural History has been working with the university’s Office of Communications to incorporate the project into a communications plan. The first public announcement of the IMLS grant award was made at a special Don Hunter presentation of *The Sandal and the Cave* on October 2, 2003. Press coverage has included articles in *The Corvallis Gazette-Times*, the local online local technology focused “Proscenia Newsletter”, the University of Oregon’s administrative newsletter “Inside Oregon”, and a feature in the university’s Web site news section. In progress is a feature length story about Don Hunter and the project to be featured on the local National Public Radio affiliate, KLCC, news show “The Northwest Passage.”

In addition, C. Melvin Aikens, Principal Investigator, sent out letters notifying our State of Oregon representatives about the grant project. Thank you letters were sent to the various state organizations that signed letters of support for the grant application (Oregon Historical Society, Oregon Public Broadcasting, our local school district, Oregon Department of Education, and the University of Oregon). Other outreach has included the Project Coordinator presenting information about the IMLS granted project at the Southern Willamette Archivists and Curators (SWAC) meeting. The meeting was held at the local community college, and participants included university archivists from Oregon State University and the director of the Lane Historical Museum. The topics under discussion were the fundamentals about archiving sound and video media.

**Administrative: Legal Licensing Framework**

Music copyright clearance and licensing, and licensing agreements with Mr. Hunter to non-exclusively release the materials that are owned by him are two other important components of the project. Initial stages of research have begun in identifying music sources, and development of possible alternatives to the copyrighted music if the budget will not allow for licensing of all the tracks (e.g. possible use of public domain music recordings). Part of the legal process has involved meeting with the University of Oregon Office of Technology Transfer. Key areas that have been identified and under continuing discussion are: 1) photographic releases of individuals featured in the presentations, 2) music licensing, 3) who will be liable for any problems that might arise from either image releases or copyright, 4) ownership of the presentations and transfer licenses, and 5) preparation of an end-user license for use with the DVD product.

**Administrative: Budget Allocation**

The University of Oregon assigned grant index numbers on November 11, 2003. Part of the budget allocation process was the reassignment of funds to better serve the project’s final outreach. The Museum of Natural History is in the process of a total exhibit redesign, which will include installing new mechanical (HVAC), electrical, and architectural components to the museum’s building. The Don Hunter Project will be able to utilize the contractors for the creation of an up-to-date media center in which visitors can enjoy the archived presentations. The decision was made to transfer funds from a traveling kiosk to a total electrical and lighting upgrade of the media center. Benefits of a technologically cutting-edge theater outweighed the costs and burdens of creating an outreach package to go along with a traveling and/or museum bound kiosk. If future funding is available, the kiosk option will be still open to pursue. This budget reallocation
has been approved and processed by the Office of Research Services and Administration. The budgeted amount before contractor bids has been estimated at $6,500 for electrical and lighting upgrade, and an additional $4,400 for architectural upgrades will be cost-shared by the University of Oregon.

**Administrative: Purchasing**

Both the archiving and administrative computer equipment and software have been purchased. Initial archival procedures have been implemented (see ‘Archiving’ section below). The learning process of creating a model for other archivists to utilize in archiving multi-media projects has been established. This is because the archiving staff was not fully versed in the equipment and software capability.

**Archiving**

Archiving has been initiated with the first presentation, *The Sandal and the Cave*. The first stage is completed. This included scanning in the 400 plus slides (see Table 2 below for digitalization specifications) and entering basic EXIF metadata for all the scanned images (done in PhotoShop CS). EXIF metadata information was gathered from Mr. Hunter during a meeting in which he went through the presentation to identify locations. Additionally, the museum’s collections and research directors assisted in identifying artifacts. The idea is to add additional metadata details in the future should the images be archived into a digital database. In progress is the next stage of color correction and individual digital image cleaning, along with laying out the video timings.

<table>
<thead>
<tr>
<th>Table 2: Slide Scanning Specifications</th>
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<tbody>
<tr>
<td>Pixel Dimensions: 25.5M</td>
</tr>
<tr>
<td>Width: 3613 pixels</td>
</tr>
<tr>
<td>Height: 2466 pixels</td>
</tr>
<tr>
<td>Print Size:</td>
</tr>
<tr>
<td>Width: 1.445 inches</td>
</tr>
<tr>
<td>Height: 0.986 inches</td>
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<tr>
<td>Resolution: 2500 pixels/inch</td>
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As part of the archiving implementation the Library Media Services and Museum of Natural History invited Mr. Hunter to tour the project’s progress. He was able to see the years of his hard and creative work being recognized in a new digital archive format. In addition, since the Media Services was originally founded and directed by Mr. Hunter, the visit was a way to catch up on the development of the department.

**Outcome-Based Evaluation (OBE) Workshop**

As required for the Institute of Museum and Library Services leadership grants, the Project and Production Coordinators attended the workshop on outcome-based evaluation in Washington DC.

The workshop was well presented by Performance Results, Inc., and allowed for the basic foundations of the evaluation process to be set into place. Focusing on the two main OBE questions assisted this foundation:

*How has my program made a difference?*

*How are the lives of the program participants better as a result of my program?*
From these questions the program purpose was identified (see table 3 below). This allowed for the development of basic inputs, outputs, program activities and services, and indicators, which led to identifying basic outcomes. Additionally, logic model feedback from Performance Results Inc. will be utilized in future reporting to the IMLS.

Table 3: Outcome-based Evaluation Workshop – Program Purpose

<table>
<thead>
<tr>
<th>What we do:</th>
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<tr>
<td>The program provides the archival procedures to library and museum staff to create, reformat, manage and disseminate a digital collection derived from multi-media presentations.</td>
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<table>
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<tr>
<th>For Whom:</th>
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<tbody>
<tr>
<td>1) University and archiving community,</td>
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<tr>
<td>2) Students and teachers (middle school).</td>
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<table>
<thead>
<tr>
<th>For what outcome(s):</th>
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</thead>
<tbody>
<tr>
<td>1) Increase skills and knowledge of archival procedures and best practices for various multimedia collections.</td>
</tr>
<tr>
<td>2) Increase student knowledge of Northwest cultural and natural history.</td>
</tr>
<tr>
<td>3) Increase access to older multimedia collections.</td>
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</tbody>
</table>

Conclusion

The first six months of the Don Hunter project have focused on administrative aspects. Much of this administration revolved around setting up the grant under university guidelines and initial purchasing of computer equipment. Because of the various levels of university administration, the project archiving schedule was initially revised. But once the grant clearances and purchasing were completed, the archiving schedule was able resume. The reassignment of funds and prioritizing the creation of a media center has pushed this part of the outreach ahead of schedule. Promotion of the project is ongoing, and the goal is to keep community and university interest alive as the project continues towards its date of completion. In general, the project has been progressing without large setbacks and is ready to create tangible output products in the next six-month period.

On a closing note, both the Museum of Natural History and University Libraries are very excited about the prospects for developing and implementing an archive project that is on the cutting edge of analog to digital conversion. A recent posting on a museum education listserv highlights the need for a project such as this – digitizing multi-media presentations. The posting inquired about ways to digitally archive a three screen and six-slide projector slide show (the exact format that we are working with). This reinforces the project goal to create a working model for other cultural institutions to utilize, while preserving the resource of Mr. Hunter’s presentations that the community has come to admire over the last forty years.