

# Action Plan 2017-2020

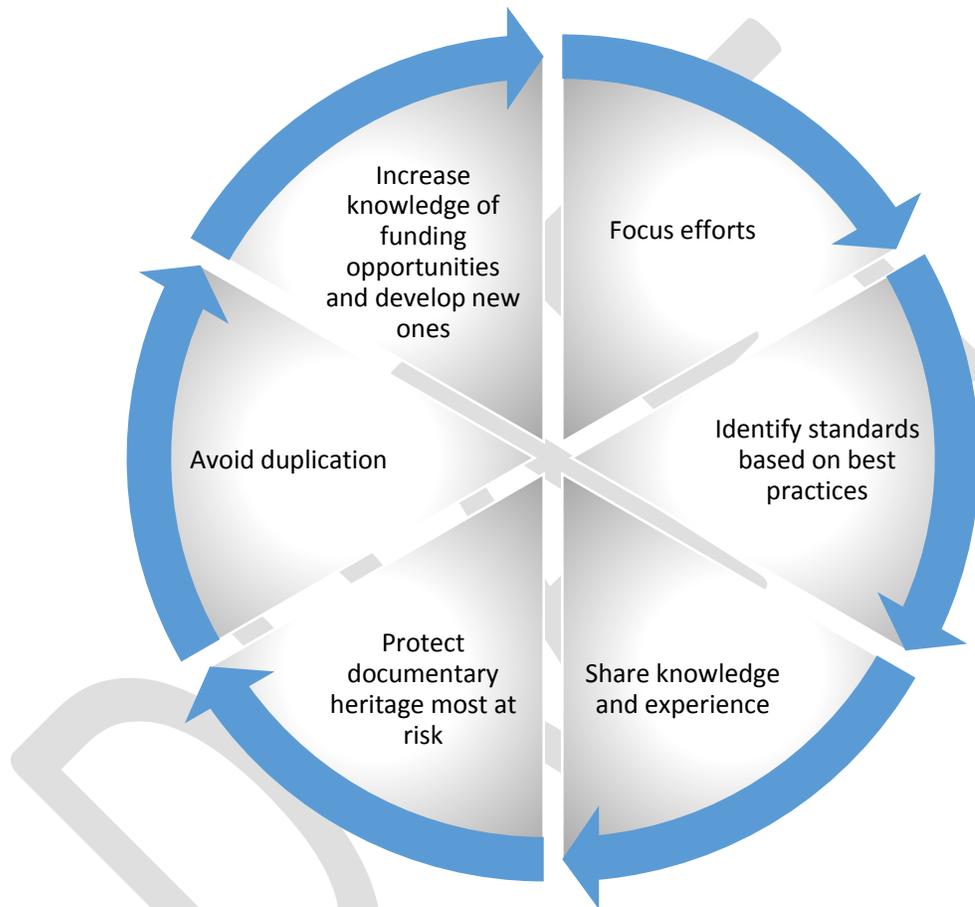
Canadian National Heritage Digitization Strategy  
November 2016

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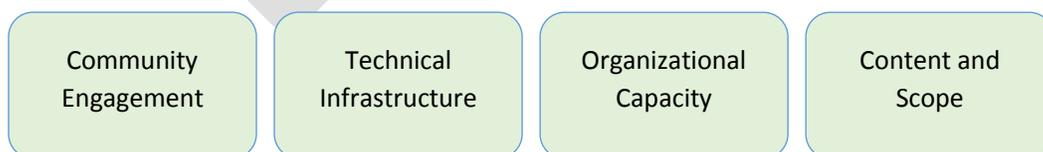
## Purpose

This action plan follows the ideas generated during the fall 2016 Canadian National Heritage Digitization Strategy (NHDS) Foundational Assembly as well as the broad direction outlined in the *Building a Canadian National Heritage Digitization Strategy* document. The plan outlines high-level activities to guide the work of the NHDS Steering Committee for the next three years. The activities will be reviewed regularly and adjusted as required to ensure they continue to meet the objectives of the NHDS.

### NHDS Objectives



The action plan identifies four focus areas for the work moving forward:



Working groups will be established to further define the activities and to identify resources. While the creation of the Steering Committee and the Secretariat are positive first steps, the support of the broader community is critical if we are to deliver on the promise of the strategy.

## Principles

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These activities are guided by the following working principles:

- The activities are a collaborative effort based on openness, transparency and inclusion;
- The activities balance digitization, digital preservation and digital access;
- The activities encourage quality, standards-based efforts;
- The activities complement, and do not duplicate, strategies already in place, to help Canadian memory institutions fulfill their goals.

## Focus Area: Community Engagement

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The Steering Committee will develop common tools and approaches and engage the community in its work. The committee will look to best practices such as the Digital Public Library of America and Europeana to guide its efforts. The partnership community is broadly defined to include creators, writers, cultural communities, end users, as well as representatives from libraries, archives, historical societies, museums/galleries, universities, and the private and not-for-profit sectors. The potential audience is unlimited.

### Digitization Community Activities

- 1.1 Define an operating model, including establishing working groups; and identifying best practices, shared processes and tools.
- 1.2 Create best practices and tools to share with institutions and investigate meaningful training opportunities.
- 1.3 Develop approaches to help smaller and under-represented communities and organizations participate in NHDS digitization initiatives.

### End-user Community Activities

- 1.4 Develop a communications plan to engage interested stakeholders, including identifying key audiences; messages; methods of communications; feedback mechanisms; and user satisfaction metrics.

### International Community Activities

- 1.5 Establish contact with international counterparts to discuss common approaches.

## Focus Area: Technical Infrastructure

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Metadata and technology will form the backbone of the NHDS discovery framework. The NHDS will help institutions share their collections by developing standards and taking advantage of emerging technologies to create value for end-users.

### Activities

- 2.1 Define and develop a discovery mechanism that is sustainable, user-focused and forward-looking.

- 2.2 Research and develop future requirements in the area of metadata standards.
- 2.3 Research and develop end-user policies for the discovery mechanism (Privacy, Accessibility, Official Languages and Terms of Service etc.).
- 2.4 Research and develop best practices for infrastructure to ensure sustainability of repositories.
- 2.5 Develop strategies to release data as open information and examine models for re-use such as linked open data.
- 2.6 Research and communicate best practices for file formats for access and preservation, thinking ahead to future potential uses and access.
- 2.7 Recommend policies and best practices for clearly identifying the copyright status of digitized works, through licensing (e.g., <http://rightsstatements.org/en>) or other means, to reduce barriers to maximum access and reuse of digitized collections.

## Focus Area: Organizational Capacity

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Establishing systems, policies and procedures will build capacity and contribute to the sustainability of our efforts. Sustainability will be advanced by establishing sound governance and developing a diversified funding model.

### Funding Activities

- 3.1 Develop a funding model that considers partner resources (in-cash and in-kind); government funding; philanthropic support; public-private collaboration; cost-recovery services; and crowdfunding.
- 3.2 Promote existing funding opportunities to partners and collaborators.

### Governance Activities

- 3.3 Develop a governance model for the Steering committee that discusses leadership, policies, relationships and accountability.
- 3.4 Develop benchmarks and an evaluation framework to foster accountability and transparency.
- 3.5 Identify risks and risk responses.

## Focus Area: Content and Scope

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Collective effort will ensure projects are prioritized and managed effectively. Attention will be paid to adopt Canada-wide approaches that ensure collections represent the diversity of the country.

### Activities

- 4.1 Define a content strategy that considers all media types and formats (e.g. books, manuscripts, audio-visual material etc.) to identify a starting point (e.g. material in public domain, orphan works, out of commerce works that are still under copyright etc.).
- 4.2 Build on existing inventories of digitization projects to identify opportunities, strengths, gaps and areas of expertise.
- 4.3 Identify and prioritize projects, from the focus section of the strategy and elsewhere, that are of mutual benefit and interest.
- 4.4 Create a baseline of statistical data about digitization, digital preservation and online access to better understand the scope of Canada's digital heritage.

## Conclusion

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The activities in this document build on the results of research and consultation. The Steering Committee will work together with the broader community to realize the actions outlined in this document.