

## **Title: The Digital Content Reuse Assessment Framework Toolkit (D-CRAFT)**

**Project Team:** *Primary Investigator:* Santi Thompson (University of Houston); *Co-Investigators:* Elizabeth Joan Kelly (Loyola University New Orleans), Ayla Stein Kenfield (University of Illinois at Urbana-Champaign), Caroline Muglia (University of Southern California), Liz Woolcott (Utah State University)

The Digital Library Federation (DLF) Assessment Interest Group User Studies Working Group, Reuse Subgroup (hereafter: the project team) seeks \$249,999 in funding from an IMLS National Leadership/Project Grant to support the creation of the Digital Content Reuse Assessment Framework Toolkit (D-CRAFT).

### **Statement of National Need**

Content reuse, defined as how often and in what ways digital repository materials are utilized and repurposed, is a key indicator of the impact and value of digital collections. However, traditional library assessment analytics focus almost entirely on access statistics. These types of statistics do not provide a nuanced picture of how users repurpose or transform unique materials from digital repositories. This lack of distinction, combined with a lack of standardized assessment approaches, makes it difficult for institutions to develop user-responsive collections and to highlight the value of these materials. This in turn presents significant challenges for developing the appropriate staffing, system infrastructure, and long-term funding models needed to support digital collections.

Data collected as part of the “Developing a Framework for Measuring Reuse of Digital Objects” (hereafter: Measuring Reuse) IMLS national forum grant (LG-73-17-0002-17) identifies and confirms community needs and barriers for digital repository assessment overall and reuse assessment specifically. The foundational survey administered by the project team addressed both overall and reuse assessment. 60% of respondents did not collect reuse information, the most common factors being: nonexistent methodology or standards (35.7%); a lack of staff and/or time to do assessment (16.43%); assessment not being a priority or focus for their institutions (14.29%); and that they did not have the ability or knowledge for this type of assessment (7.14%).<sup>1</sup> Ultimately, the project team found that respondents wanted to do more reuse assessment and indicated that creating documented standards would be the best support for digital repository assessment work.

In addition to the survey, the project team conducted focus group to ascertain the most important uses cases for cultural heritage knowledge organizations (CHKOs) around reuse assessment. Focus group participants stated that they needed assessment technologies that functioned across platforms, were simple to implement, and were reliable. Developing tools that reduce the amount of time needed to collect and analyze reuse data would be an integral part of closing the capacity gap for institutions lacking staffing, time, and knowledge of assessment practices. The project team will leverage these findings to develop D-CRAFT.

### **Project Design**

IMLS funding will support two and a-half years of development for a toolkit that will sustainably measure and evaluate the reuse of digital assets. The three phases of this project, outlined in the table below, will establish the D-CRAFT platform and populate it with components such as recommended practices, tools, tutorials, guides, and templates for practitioners. The second phase of the project will investigate and build easy-to-use assessment tools identified by the CHKO community during the Measuring Reuse grant. It will conclude with a final six-month phase which will focus on training, outreach, and engagement to the community. Based on feedback from digital repository practitioners in the Measuring Reuse grant, this phase will feature the development of three in-person training workshops. The project team will design these workshops to prioritize the needs and participation of institutions supporting underserved populations. In order to reach the broadest possible audience, the project team will offer travel stipends for in-person workshops. They will also hold separate webinar training sessions in order to maximize involvement.

Throughout this process, the project team will consult and work with a suite of experts in the DLF and digital repository community on: assessment, accessibility, diversity & equity, privacy, instructional design, and application programming. The team will also engage an advisory team composed of practitioners in each of the

---

<sup>1</sup> For more information on the survey and results, see [Appendix III: Survey Report](#) in *A White Paper From the Developing a Framework for Measuring Reuse of Digital Objects project*, pp. 5-6, 38-39.

CHKO fields in order to leverage specialized feedback, utilize technical skills, and ensure the team is developing the strongest possible toolkit for the community. Each phase will also include outreach and engagement in the form of social media and conference presentations.

<b>Phase</b>	<b>Activities</b>	<b>(Potential) Deliverables</b>	<b>Labor provided by:</b>
<b>Phase 1:</b> Toolkit Development (1 <sup>st</sup> year)	<ul style="list-style-type: none"> <li>· Develop the D-CRAFT platform</li> <li>· Outline a code of ethics around reuse data</li> <li>· Outline methodologies for reuse data collection</li> <li>· Identify existing tools for reuse data collection</li> <li>· Identify reuse data collection tools that need to be developed</li> </ul>	<ul style="list-style-type: none"> <li>· Toolkit platform</li> <li>· Recommended practices</li> <li>· Code of ethics</li> </ul>	<ul style="list-style-type: none"> <li>· Project Team</li> <li>· Web developer</li> <li>· Assessment Consultant</li> <li>· Privacy Advisor</li> <li>· Diversity &amp; Equity Advisor</li> <li>· CHKO Practitioner Team</li> </ul>
<b>Phase 2:</b> Use Case Tutorials and Tool Creation (2 <sup>nd</sup> year)	<ul style="list-style-type: none"> <li>· Build identified tools from Phase 1</li> <li>· Develop tutorials specific to the use cases defined in the Measuring Reuse grant</li> <li>· Develop webinars and in-person trainings</li> </ul>	<ul style="list-style-type: none"> <li>· Assessment tools</li> <li>· Tutorials</li> <li>· Samples</li> <li>· Templates</li> </ul>	<ul style="list-style-type: none"> <li>· Project Team</li> <li>· Applications Programmer</li> <li>· Web developer</li> <li>· Assessment Consultant</li> <li>· Accessibility Advisor</li> <li>· CHKO Practitioner Team</li> <li>· Instructional Design Advisor</li> </ul>
<b>Phase 3:</b> Outreach and Training (6 mos)	<ul style="list-style-type: none"> <li>· Provide in-person trainings</li> <li>· Deliver webinars</li> </ul>	<ul style="list-style-type: none"> <li>· Trainings</li> <li>· Webinars</li> </ul>	<ul style="list-style-type: none"> <li>· Project Team</li> <li>· Instructional Design Advisor</li> <li>· Accessibility Advisor</li> </ul>

### **National Impact**

The outcome of this project will be D-CRAFT, a reuse assessment platform that can be utilized by information professionals working with digital assets. This work directly advances the IMLS priority of expanding digital cultural heritage capacities with sustainable and vetted assessment techniques that can be applied to a wide range of digital repositories, reinforcing the essential role that CHKOs play in preserving and providing access to the nation's cultural record. This toolkit will be a component of the DLF Dashboard,<sup>2</sup> a suite of tools and resources developed by DLF groups and affiliates to support the community of practice. Inclusion in the dashboard will help foster viability past the grant project time period.

The development of D-CRAFT will allow CHKOs to better understand the ways users engage with, reuse, and transform digital content. It will standardize approaches and recommended practices for assessing and communicating the economic, educational, scholarly, scientific, social, and cultural value and impact of digital collections. Ultimately, it will support the use of evidence-based approaches to build and improve on inclusive, user-centered platforms, systems, and collections.

### **Estimated Project Budget**

The anticipated total amount requested from IMLS is \$249,999. This amount reflects: (1) \$24,546 for salaries and wages for CLIR staff, who will perform grant administration; (2) \$118,200 for stipends to fund advisors, who will help develop the D-CRAFT toolkit platform, content, and training materials; (3) \$85,500 for travel to conduct presentations and workshops and provide travel scholarships for workshop attendees; and (4) \$9,995 for training and workshop costs. Additionally, we seek \$11,758 for indirect costs related to program administration, which are calculated based on the Council of Library and Information Resources' federally negotiated rate (47.9%).

<sup>2</sup> For more on the DLF Dashboard, see: <https://clirdlf.github.io/dashboard/about/>.