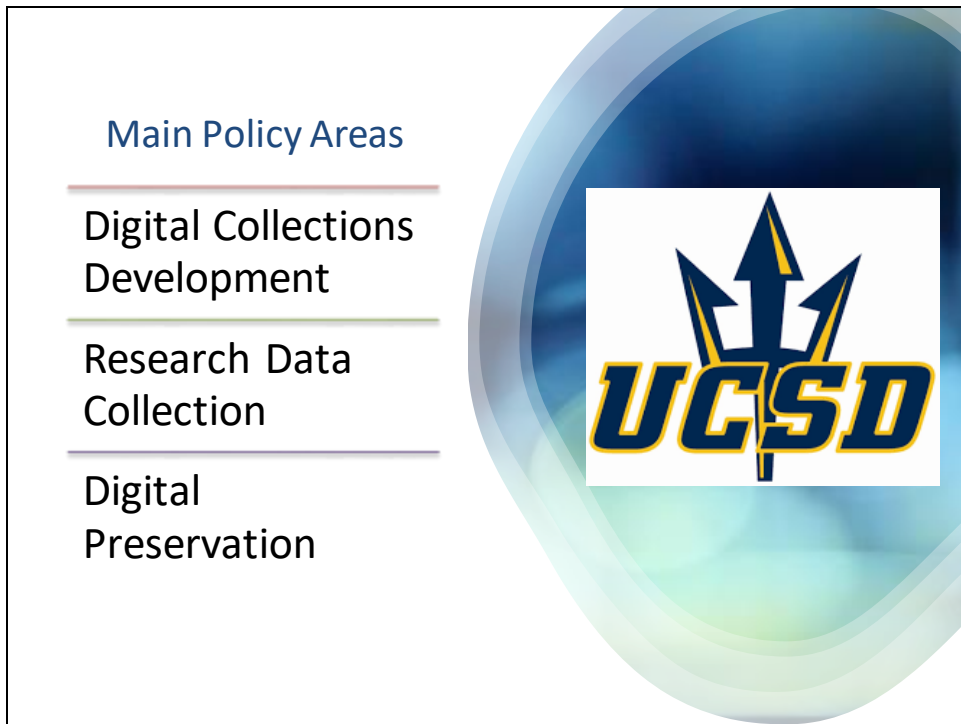




This is the unique Geisel library building at UC San Diego. It's a Brutalist architecture design, supposed to represent open hands holding expanding knowledge.

It is ranked among the top 25 public academic libraries in the country. It's named after Dr. Seuss and contains a special archive of his work with about 8,500 items in its collection.

A tagline on their website is that "all research starts in the library, from healthcare and science to public policy and the arts." So, as you can imagine, digital collections and digital services are a core facet to their offerings, and their Digital Collections Policy supports that mission.



Interesting aspects of UC San Diego's digital collection policy that I found are that they've separated it into three comprehensive sections. They are listed on the screen.

The Digital Collections Development section covers the purpose, selection criteria, donations, deposits, and transfers, reformatting, and deaccessioning. This is the bulk of the policy. I liked how they really laid out what they accept in the general selection criteria and detail what the different staff positions do to review everything submitted. Documentation, property rights, metadata, and discovery are the ways the curators create sound stewardship to properly maintain the collection. They have specific topics in mind that support the university's area of study mission. The donations, weeding considerations, and reformatting are also in this section of the policy.

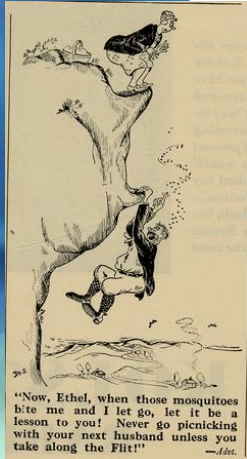
The Research Data Collection section covers the acceptance criteria, rights management, and take-down policy. This part of the policy mainly goes over the university-created data. This includes research datasets, software, visual materials, audiovisual recordings, documents, and other research output generated by the community or sponsored by UCSD.

The Digital Preservation section covers the scope and principles, levels of preservation, key characteristics of digital preservation, partnerships and collaboration, and staff roles and responsibilities. Long term access is the primary

goal. There are five levels of preservation. Much of the digital preservation activities are done in collaboration with other institutions.

Seuss Advertising

- Flit
- Ajax
- NBC
- General Electric
- Standard Oil



"Now, Ethel, when those mosquitoes bite me and I let go, let it be a lesson to you! Never go picnicking with your next husband unless you take along the Flit!"
—*Seuss*.

Library Collections

Digitized versions of selected collections covering topics such as art, film, music, history and anthropology

Research Data Collections

Research data generated by UC San Diego researchers

Through the library collections, since I didn't have a specific search idea in mind, I really liked how the landing page had those yellow buttons you see on the screen so I could narrow my search to see the collection verses data repositories. That's helpful in timeliness for all users. I chose library collection and could browse by the collections, creator, format, or topic. I tried looking up California-specific things like the film industry, bears, environmental studies, and wineries. But I was curious to learn more about that massive Dr. Seuss collection.

So, I found Dr. Seuss's advertisements particularly amusing because his illustration style from the children's books are shining through all of them. The ad on the screen is for Flit, a popular DDT containing pest control spray from the WWII era.

Dr. Seuss created advertisements for 14 companies. I put the five most notable names on the screen.

- Flit = insecticide
- Ajax = cleaning company
- NBC = broadcast television and radio
- General Electric = world energy leader for generation and consumption
- Standard Oil = has gone by many names, most famously Exxon Mobile



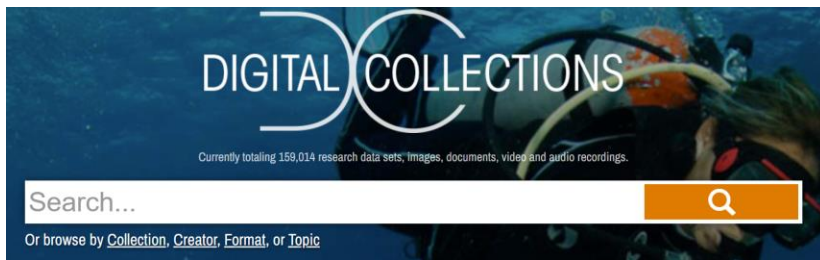
UC San Diego consulted many libraries policies when developing their structure. Notable ones are Emory, Northwestern, and Ohio State, and also the National Archives and Record Administration and the Rockefeller Archive Center.

What those institutions have in common with UC San Diego in their collection development policies have the five areas listed on the screen. They also all host their own research data management repository. At UCSD, it's called the Research Data Curation Program (RDCP).

Project planning starts at infancy idea stages. As the Geisel Library hails, the library plays a major role in the institutions research. This means the librarian staff work with the faculty and students to ensure they capture complete metadata throughout the research process. Doing so reduces the spending to correct metadata errors, allows for better tagging, and helps with the weeding process so they can cross-search for similar topics to replace outdated information already in the collection.

A major consideration of what gets added to the digital collection is how accessible it'll be to users, how large the file is, and how likely is it to get viewed as a distinct area of study that supports the university's mission. A few of those areas are Baja California, Cultural history of Mexico, Latin America, Contemporary China studies, and the Pacific Rim.

There's a budget that the library and IT department at the university share that supports the RDCP. Donations to the library specifically help keep them in the high academic rankings in the country. The librarians also look for grant-funded projects to digitize the collection to gain more accessibility. For large-file size items, those take the most funding because there is staffing, hardware and software, subject expertise, funding for reformatting, and digital storage space considerations.



- Long term access
- Compliance with Intellectual Property
- Observe appropriate standards
 - Creation, owner's rights, metadata
 - Storage, maintenance, delivery
- Future sustainability
- Review of policy

The library staff provide guidance so content creators are fully aware of the how future users will access and use their shared work. Throughout the digital collection policy, digital services are touched upon. Particularly, legal and copyright aspects have a separate staff to ensure all the paperwork is in order. Additionally, risk assessment, take-down, and fair use are also explained to the creators before anything is added to the collection or digitized.

Faculty have grown in their use of digital library services to create on-demand scans of textbooks to share with students. There's also a growing need to digitize more. The librarians have a reputation for reminding students researching history that only the tip of the iceberg has gotten digitized. So they are collaborating with various departments and other institutions to help preserve the archive, which, in turn, will make those once inaccessible items available to all.

The types of things the digital library service is focused on are born-digital content, digitized items both in analog and non-analog format, licensed and commercially available materials, and things that won't get kept in the collection for long, like scans for digital delivery.

The policy uses the term Fixity checking, also known as integrity checking, which means they are reviewing all items to ensure it remains unchanged over time. There's also documenting practices to capture any history of the collection regarding

information updates to preserve authenticity.

Statistics

Between July 1, 2018 and June 30, 2019

- 2,648,564 people visited one of the two Library buildings
- 59,289 information and reference questions were answered in person and remotely
- 215,785 items were checked out
- 26,161 items were loaned to users at other libraries
- 1,315,948 views were made of the Library's digital collections
- 55,055 tech lending items were lent to users
- 79,658 group study room reservations were made

As for my thoughts and impressions of UC San Diego's library's service, I was impressed with the level of detail in the policy. It's clear who is responsible for what and what the goals are to support the university's mission.

On the screen, I found these statistics that reflect the pre-COVID world for library and digital collection usage.

As we've discussed in class, there are high metadata standards, and UCSD is a stickler for them. I really see why that's important when considering how involved the librarians are to work with content creators to guide them through the process and why they need to document everything.

Text data mining got featured in March of this year for students to explore the Nexis Data Lab and TDM. There's also specialty extension classes in partnership with the IT schools for artificial intelligence learning. It's called UC San Diego's Data Science/Machine Learning Platform. I suspect the library will get more involved in that service in the future.

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Questions