1#IIIFweek online via Zoom because of Covid … 300 attendees worldwide now ☺
The sessions have been recorded, so it should be available online with the slides soon

June 1ˢᵗ, 2020 – 5 pm CET
Short introduction by Josh Hadro (IIIF managing director)
General conversation about digital strategy in three institutions:
Library of Congress (US), BnF (France) and Wellcome Collection (UK)

Kate Zwaard – Director of digital strategy & Library of Congress Labs (Washington DC, USA)
Digital strategy: https://loc.gov/digital-strategy How they are implementing it?
> **trust** & respect for colleagues
> very **decentralized**
> a seven-person team used very strategically
Four major bodies of work: vision, experimentation (time-limited + result needed, either evidence or product) , culture and capacity (also fund-raising)

Library of Congress is currently closed + staff @ maximum telework => **replanning events**:
- For the first time ever, the National Book Festival will be 100% online this year (Sept. 2020: https://www.loc.gov/programs/national-book-festival/national-book-festival-presents/)
- Staff programs have also shifted online = an opportunity to **broaden their reach**, some people would have never attended otherwise
- Idem with Pop-up Lab = larger capacity online than on-site

Experimentation: providing a pathway for experiments in the library. An experiment should always result in sg (evidence or program), you should know what you want to achieve. A very successful crowdsourcing initiative: https://crowd.loc.gov/

Culture: **resident program** – Brian Foo, **citizen DJ interface**
(https://labs.loc.gov/work/experiments/citizen-dj/) where people can make music with samples from their collections (copyrights clearance > what kind of uses do we want the material to be for?) = rethink usage
Likewise with Ben Lee & his **newspaper navigator**
(https://labs.loc.gov/work/experiments/newspaper-navigator/): he used digitized newspaper online + machine learning and invited people to spot images & captions .

Machine learning could offer solutions + bring up challenges: Final Report by the Project Aida research team at the University of Nebraska-Lincoln (https://labs.loc.gov/static/labs/work/reports/final-report-revised.pdf): what is promising and what seems not worth doing

Computing cultural heritage in the cloud: enormous amount of data in LC!
https://labs.loc.gov/work/experiments/cchc/
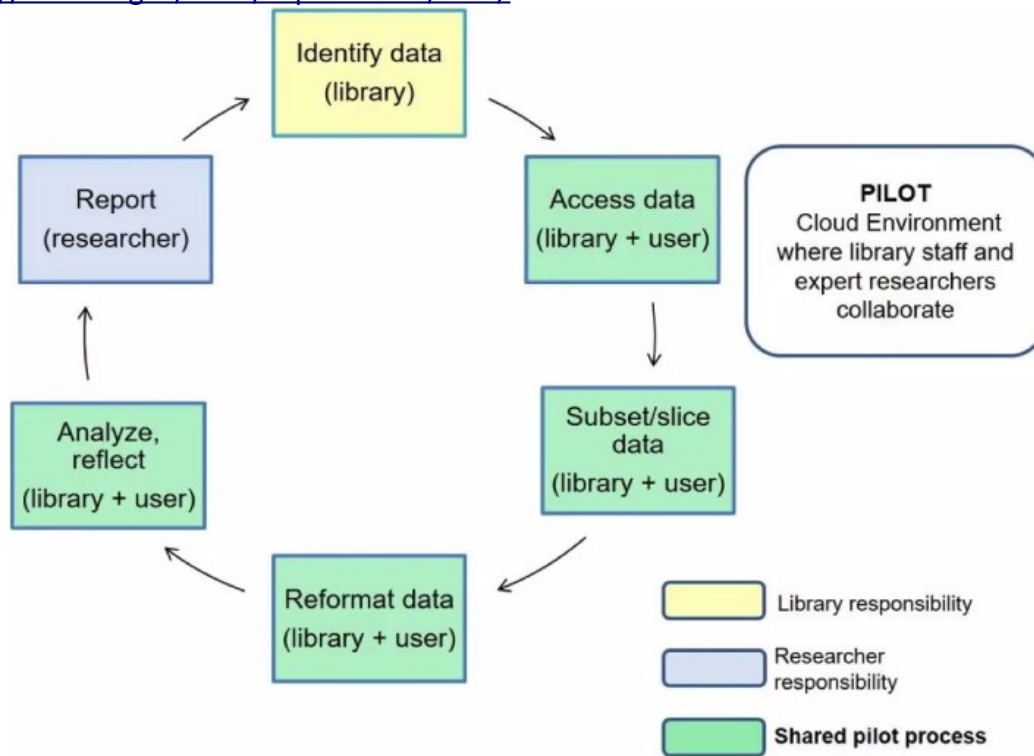
Emmanuelle Bermès - Adjointe chargée des questions scientifiques et techniques auprès du Directeur des services et des réseaux – BnF (Paris, France)
BnF **digital strategy**: the document can be downloaded on their site (English version online soon); it was done in 2016 yet is still quite valid: https://www.bnf.fr/fr/le-schema-numerique-de-la-bnf
Collections => **Digitalization** started early (in the early 90s)
Preservation: SPAR has been up and running since 2010 = https://www.bnf.fr/fr/spar-systeme-de-preservation-et-darchivage-reparti
Cataloging is also part of the digital strategy => try to be leaders in that field – 2011:
DataBnF https://data.bnf.fr/ => semantic compliant, RDF / suitable for the web
Public development: **Gallica** https://gallica.bnf.fr/ is their digital library (not only from BnF but also from partners); they have an inhouse version: **Gallica intramuros** https://gallica.bnf.fr/blog/01082016/gallica-intra-muros-encore-plus-que-gallica?mode=desktop
Digital exhibitions, resources, social networks …
Gallica studio is dedicated to crowdsourcing http://gallicastudio.bnf.fr/
A network of professionals / cooperation strategy => building a collective

For 4 years now they've been running **Gallica marque blanche** (https://www.bnf.fr/fr/gallica-marque-blanche) – using Gallica's infrastructure for partners

Cooperation initiatives, **Europeana** for instance: https://www.europeana.eu/fr

Develop also more experimental approaches, such as a **datalab** (research on digital collection using AI, etc.); promoting open data is also a strong feature

A lot of back-office application to make staff & partners life easier!

You can **mirror any activity into digital** = "la culture numérique"; our whole lives are impacted by the digital, BnF has to be present in the digital world to fit the world we live in

Lockdown made us aware of some **digital tools** that used to be stuff for geeks – and it turned out to be easier to handle than some people feared.

+25% **audience** on average on their websites during lockdown

On **Facebook**: "La BnF dans mon salon" has changed the way the public sees the staff https://www.facebook.com/events/bnf-biblioth%C3%A8que-nationale-de-france/la-bnf-dans-mon-salon-les-tr%C3%A9sors-de-la-bnf-en-direct/255530192261366/

Christy Henshaw - Digital production manager; Wellcome Collection (London, UK)
The Wellcome Collection is both a **museum** and a **library** about what does it mean to be healthy and human; a small collection: https://wellcomecollection.org/

"we aim to design and build a free and unrestricted digital space, we sant to inspire, engage, and challenge people to think about what it means to be healthy and human"

Online presence is who they are; they have been investing heavily in the web for the last ten years; **free and unrestricted access** to the digital collections => they'll go on with digitalization for at least the next five years

Heavier reliance on **user testing** => new user design, closer to the physical collection

They implemented IIIF about 5 years ago

Much is in the **cloud** – as it could not have been on their premises

Open source code

=> "make sg" = use **open APIs and datasets** for users to make sg new from their collections:
  – catalogue: create apps that search the collections, using the same APIs

- images: access using IIIF APIs
- datasets about their collections: download openly available (for research)

Social distancing doesn't affect their digital strategy that much even though they may rethink it; there might be an increased demand

Documents **easier to access** off-site

Lots of creative ideas to provide digital access to other material; a bit early to say what impact the situation we are living in will have, don't want to rush it, but shifting emphasis on digital to **adapt and improve** their services.

Q&A

Permanent changes have to be made; what does your gut instinct tell you now?
LC: many people had never **telework** before, and folks are using teleworking tools; festival = opportunity to **reach people further** away than the DC area = this is shifting their thinking.
EB: same impression remote work has changed a lot of things for those who were not used to it; we have been overwhelmed by the **human aspect** of what we do every day, we've tried to think about that; BnF webinar for the staff during lock-down = important to see your colleagues ☺ A different sensation; what impact on **international conferences?** It **evens the relationships** between people, lower barriers, webinars are more **interactive** that sessions in an auditorium, enables things that were not possible before.
CH: permanent changes hard to say; licensing is a potential area where online resources are accessed from a legal point of view = hopes it will be more open access rather than monetized.

How can we measure success?
EB: quantitative view of things is **neither easy nor optimal**; audience is a metrics; focus on the quantity of material available; need to have a **qualitative** way to see how people use their material
KZ: so many stats! think about how do we convey progress
CH: they look at **reach** (content to more people), **engagement** (how do people engage with their material = difficult to measure) and **effectiveness**

Labs... How can they be 'sold' to the management?
EB: **relate it to what a library is about**
KZ: **experiment** needs to be top level priority; enable staff experiment; **staff innovator** pilot (ability for staff experimentation)

Notes Aurélie Lacouchie le 1er juin 2020