Those DAM Info Pros: Skills for the Future
“Modern civilization will not collapse from a lack of resources or a war -- it will collapse from the crush of information. I am only half joking."

Case Study: Exploratorium

Soap Film Painting
Image by S. Schwartz bergen
Exploratorium

- Science, Art and Human Perception
- Hands-on science in over 500 interactive exhibits
- Museum as an educational center
- 14,000 indexed assets
- Images, PDFs, Word files, audio and video files

Pinscreen Faces
Image by A. Snyder
EDAM
Exploratorium Digital Asset Management

- IMLS funded
- 2.75 FTE staff
Audiences

- Educators
- Museum Partners
- Commercial Media
- Journalists
- Historical Researchers
- Staff

Salt Piece
Image by A.Snyder
Departments

- Photography
- Media Production and Marketing
- Learning Tools
- Public Information
- Teacher Professional Development
- Exhibit Services

Rotunda at Night
Image by S. Schwartzenberg
Conceptual Framework
Categories / Keywords

- By Audience
- By Conceptual Area
- By Exhibit Name
- By Phenomena
- By Date
- By Place
- By Event

Light Walk
Image by S. Schwartzenberg
Field Structure

- Asset Creator
- Other Contributor
- Caption
- Exhibit Builder
- Person Portrayed
- Master Format
- Master Location
- Asset Quality
- Copyright
Dissemination

• Internal network
• External web

Brine Shrimp Ballet
Copyright

Solar Eclipse Sun’s Corona

Image by A. Snyder
Challenges

- Took a long time to get started
- Processing/indexing time
- We spent much more time on infrastructure than we intended; time well spent
More Challenges

- Physical organization of assets
- Territoriality
- Setting priorities
- Lack of intellectual property policies

Bubble Demonstrates Osmosis
Image by S. Schwartzenberg
Solutions

• Have patience with territorial feelings -- new system asserted itself
• Train and retrain
• Document processes and policies through an internal website
• Museum slowly changing processes
Pleasant Surprises

• Popularity of the digital assets with staff and external users

• Some of our best assets were created by non-media department staff

Cracks in a Door
Image by S. Schwartzenberg
More Challenges

- What’s lost is lost
- Prevent future loss

Air Rings
Image by S. Lani
Exploratorium Digital Library

http://archive.exploratorium.edu:8080/exploratorium31/
Username: archive  pw:explo.staff

- Asset Archive
- Explo.tv
- Polar Media Collection
- Math Explorer Activity Database
- SMILE Pathway
Those DAM Info Pros

• Know audiences – who they are, what they look for and how
• Expertise in building metadata schema and taxonomies
• Recognize the business value that finding information brings to an organization
• Create IP policies that address copyright issues
• Extensive experience and expertise organizing assets of all kinds and know that you get out of a record, what you put into it
Those DAM Info Pros (more)

• Know how to organize information and assets for findability
• Generally are viewed as neutral working for the good of the entire organization
• Have big picture view
  – Contribute to workflow strategies
  – Able to prioritize what needs to be indexed first and why
• Know to start small and let the success of a DAM project speak for itself
The Librarian’s Skillbook: 51 Essential Career Skills for Information Professionals

Deborah Hunt and David Grossman

This book is your ticket to a new or enhanced career

Essential Skills for Info Pros! Cybertour and Book Signing
Wednesday, 12:00 p.m. – 12:15 p.m.
Exhibit Hall

www.librarianskillbook.com
Thank you!

dhunt@milibrary.org
http://www.linkedin.com/in/in/informationedge
http://twitter.com/debhunt6
Join my LinkedIn Career Sustainability Group
http://ow.ly/pmzBg
My book: www.librarianskillbook.com