Discovery Channel: Bringing Collections to New Audiences through Digital Displays

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North Quadrangle
Academic & Residential Complex

Photo: LSA Wire, 2010
NQ Common Spaces: Media Gateway

Photos: Jamie Lausch, 2010
North Quad
Programming Coordinator

- Librarian position
- Bring programmatic vision to life
- Foster interaction and collaboration
- Use technology to
  - Connect students with the world
  - Showcase student and faculty work
Opportunity for MLibrary and Digital Collections on Campus

Left: http://quod.lib.umich.edu/l/lb/collist/
Right: http://www.flickr.com/photos/dentalmuseum
MLibrary’s Digital Library Production Service (DLPS) and UM Collections Committee

- DLPS
  - Almost 400,000 images
- UM Collections Committee
  - Collections managers from UM and beyond
- Showcase the resources of the university beyond student and faculty work
- Unique opportunity to reach students where they live and study
Goals and Objectives

Got Questions?
- research
- how do I
- where is
- which one
- help!

Ask a Librarian!
- email
- chat
- phone
- person

edu/ask

Inset: http://vimeo.com/2460478
Project Partners

Kelsey Museum of Archaeology

University of Michigan Museum of Art
Technical Issues

Left: http://www.flickr.com/photos/mac_users_guide/
Right: http://www.fourwindsinteractive.com
Copyright Issues

• MLibrary Copyright Officer
  • Temporal nature of displays
  • Simple to take down
• Expert project partners
  • Deferred to collections managers
Project Example:
Sindecuse Museum of Dentistry
Next Steps!

- Programming related to screens
  - Reinforce message
- Evaluation
  - Reaching intended audience?
  - More visits?
  - Project partners pleased?