

Thursday, March 12, 2015

1:30-2:30PM

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[LINK TO CLIR CONNECT DISCUSSION THREAD](#)

Collaborating between the Public and Private Sectors

Discussion:

A discussion of the development of corporate & private sector partnerships that have been forged to make the Conference on World Affairs Audio Archive (CWArc) easily accessible and searchable to the largest potential audience.

The challenge of this spoken-word archive of 8,000 to 10,000 hours is how the end-user could utilize this unique corpus in a time appropriate manner while mining the content for specific information on desired topics. The main premise of the project is that "semantic web" technologies can be used to make archival collections more accessible from an end-user intent standpoint. From a proof-of-concept digitization project at the University of Colorado at Boulder, to a digital media studio project at the University of Edinburgh, to a project in the R&D department of Business Analytics industry leader SAS Software (www.sas.com) utilizing transcripts generated by Edinburgh Automated Speech Recognition experts Quorate Technology (quoratetechnology.com) -- the continuing success of the CWArc has been created and maintained by a synergy of public and private partnerships that has identified common interest and goals.

Discussion would be equally relevant to non-audio collections and depending on audience interest could also touch on the subjects of visualization and the use of emerging web technologies on archival collections. Could also see this as part of the previous discussion request around "collaboration."

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Outcomes:

(<http://www.clir.org/hiddencollections/2015-symposium-unconference/call-for-unconference-proposals>)

Describe what a small group of professionals (10-30 people) might achieve together in the space of an hour related to the topic you have defined. This could be as simple as:

- 1) a set of shared notes that could be made public,
- 2) an annotated bibliography,
- 3) a collection of examples of related activities taking place across participants' institutions,
- 4) a new page on the CLIR Hidden Collections website,
- 5) a draft collaborative proposal for a session proposal for another future conference,
- 6) an outline for a collaboratively written article,
- 7) or a description of a potential new collaborative initiative
- 8) Descriptions may offer two or three options of possible outcomes, since the nature of the desired outcome may evolve with participants' needs and interests expressed before or during the Unconference.

From RT prior to session:

Challenge: How to make archives interesting? (i.e. 1 hour plus recorded audio speeches on World Affairs) And how can this be done through collaborative initiatives?

Points to consider:

- 1) Digitization is essential but if the collection is not being used then is it accessible? Even if it is "accessible" it may still be "hidden." Speaks to general use and promotion.
- 2) How can collection curators reveal their collections to a wider audience? Technology wagging the Digitization :)
- 3) How can the non-profit and commercial industries collaborate for mutual benefit?

- 4) 90 percent of data on the internet was produced within the last 2 years. How much of that information is useful and/or interesting? How do hidden collections fit into that statistic?
- 5) Is historical data interesting to a younger audience? Archives as narrative?

Great discussion took place around the CWA project and it's partners in private industry. Group all shared stories about their projects and challenges of their respective institutions. There was a keen interest in how to establish public/private partnerships and very importantly how to maintain them. Question 5 and the question of how to engage younger audiences was of particular interest.

While the discussion was wide ranging the main take away was that in order to engage in public/private partnerships it was critical to identify what the interests were of each party and combine them. One must mesh the profit driven motives of the private sector with the research // general welfare interests of public institutions. While it initially seems that these two are not mutually beneficial, with a little "outside the box thinking" they certainly can be. It was also said in general that private institutions are looking for the next big idea and that public institutions (specifically universities) are looking to implement their intellectual property. It was also said that flexibility on both sides is essential. All institutions have their own cultures and best practices but often in order to break through to the next level in any endeavor one must be willing to try and experiment with ideas outside those frameworks. Maintenance of these relationships came up as an important point of consideration. These types of collaborations are all about relationships and throughout the process the parties must continue to think about how their needs and interest will change over time and how they can continue to compliment each other. As universities continue to try and justify costs and industry continue to try and stay relevant ... it seems like these missions are only becoming more closely aligned.

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