



Digitisation toolkit

Write a Digitisation Plan for your Queensland heritage collections

Digitisation is a powerful tool that enables your organisation to place digital surrogates (copies) of your Queensland heritage materials online. By writing an annual Digitisation Plan, you will bring structure to your digitisation goals and provide all with a road map that aligns with your mission statement and strategic plan.

Why write a Digitisation Plan?

A Digitisation Plan provides a number of benefits to the organisation that include:

- Recognising and recording significant and unique materials
- Increased community discoverability about your collections
- Provides access to hidden treasures
- Aligns with your organisational strategic plan
- Utilises funding opportunities – most grant applications will ask for a plan
- Preserves fragile or about-to-become obsolete materials
- Showing your collections in exhibitions and programs
- Supporting community initiatives
- It may be an aspirational plan in first year, that provides the platform for more specific plans in following years
- Provide a way to share, engage and participate in the distributed collection of Queensland's memory

Utilise a strong tool for community engagement

An Annual Digitisation Plan can cover many things, some of which you may not have considered. To make things easier for you, we've provided a sample basic Annual Digitisation Plan outline to help you get started (see next page). There are also a few additional resources to learn more.

Additional resources:

- *SLQ Digitisation Policy* www.slq.qld.gov.au/about-us/corporate/policies/digitisation-policy
- *Smithsonian 2010-2015 Digitization Strategic Plan* www.si.edu

Basic Annual Digitisation Plan outline

1. Introduction:

- Identify your audience (are you writing this to your Board?)
- Describe why you want to digitise
- Describe how digitisation aligns with your strategic plan or mission statement
- What have you digitised so far?
- What do you plan to digitise this year?

2. Scope:

- What is the overarching theme for your Queensland heritage materials?
- What are your themed priorities for your Digitisation Plan?
- Outline your selection criteria for digitisation
- Note what is in the scope of the plan and what is out of your plan for the next 12 months
- Curate heavily here; note that your material is not digitised elsewhere and that you have copyright permission

3. How:

- How will you digitise?
- (Use [SLQ capture standards](#) as a guide)
- What processes/people will be included?
- How much/ format/ numbers (keep it reasonable)
- How will you pay for digitisation? What is your budget?
- How will you store your digital files?

4. Equipment or resources:

- Spell out what you have, what you need to accomplish the plan
- Note your storage system and backup systems
- Note staff and equipment

5. Engagement:

- Once digitised, how will you make the content accessible?
- How will you place the content online?
- How will you use the content to engage with your community?
- How will you share with the distributed collection of Queensland memory?

6. Sharing the Annual Digitisation Plan

- Share the draft with all of your internal stakeholders
- Ensure that the plan is reasonable and do-able
- Ask for input before you finalise
- Submit plan to your governing body
- Share approved plan and evaluate at the end of the year

7. Evaluate:

- How will you evaluate the digitisation plan at the end of the year?
- How will you measure success?
- Use Google analytics
- Use social media platforms with statistical information
- Note use of digitised content for engagement in programs, exhibitions and so on

Need further information?

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