

August 17, 2005

Martha Crawley, PhD
Senior Program Officer
Institute of Museum and Library Services
1100 Pennsylvania Ave., NW
Washington, DC 20506

RE: "Civil Rights Digital Library Initiative"

Dear Dr. Crawley:

On February 1, 2005, the Board of Regents of the University System of Georgia on behalf of The University of Georgia submitted a proposal to the Institute of Museum and Library Services (IMLS) for a National Leadership Grant for Libraries to support the "Civil Rights Digital Library Initiative."

On August 9, 2005, IMLS instructed the University to make specific revisions to the proposal as a condition for remaining in the review process.

In response, the applicants have reconsidered their plans and re-written the project budget. The principal changes are outlined below. The applicants:

- Will complete digital conversion from 16mm film instead of VHS tape
- Will capture digital content at 1440x1080 resolution
- Will capture the digital content as uncompressed AVI files
- Have added an additional budget line for digital conversion services
- Have added additional budget lines for equipment and supplies necessary to store and backup the 4TB of master data that will result from the project
- Have reduced the number of Graduate Assistantships from three to two
- Have made a modest increase in the request for metadata services in lieu of the third Graduate Assistantship
- Have adjusted in-kind contributions of existing staff to include individuals with expertise and responsibility in the areas of film preservation and Digital Asset Management

Your interest in the University of Georgia is sincerely appreciated, and we look forward to working with you. If you have any questions or need additional information, please contact the Project Director, Dr. P. Toby Graham, at 706-586-0213 / tgraham@uga.edu or the Grants Officer, Barbara Parnell, at 706-542-5905 / bparnell@uga.edu.

Sincerely,

Art N. Dunning, Ph.D.
Vice President for Public Service and Outreach

Attachments

NARRATIVE

The Civil Rights Digital Library Initiative represents the most ambitious and comprehensive effort to date to deliver educational content on the Civil Rights Movement via the Web. The struggle for racial equality in the 1950s and 1960s is among the most far-reaching social movements in the nation's history, and it represents a crucial step in the evolution of American democracy. Activists marched through city streets, staged sit-ins at public facilities, picketed courthouses, and engaged in many other forms of non-violent protest to secure citizenship rights for African Americans. Across the nation, people watched the events of the Movement unfold on the evening news, and television, for the first time, helped to effect social and political change in America. The historical news film that remains presents as vivid an experience today as it did 40 years ago. The Initiative will seize the opportunity to provide this experience to a new generation of learners, and in the visual format to which they respond best. The Initiative acknowledges a second opportunity to support learning: It will connect the critical mass of primary sources on the Movement that has emerged on the Web. This body of letters, diaries, photographs, oral histories, organizational records, and multimedia files exists in large part as a result of IMLS support. Creating a seamless virtual library from these materials will generate a significant national resource for learners and the largest digital library on the Civil Rights Movement in existence. The Initiative also recognizes that digital information is most useful when it is presented along with the context, structure, and interpretation that help to convey meaning. The Initiative will address this third opportunity to create secondary learning objects through a creative partnership among humanities scholars, digital librarians, and academic publishers.

1. Assessment of Need

In his December 2004 article in *College and Research Libraries News*, IMLS director Robert Martin asserts the necessity of transitioning from an "information society," in which Americans are deluged with information but lack knowledge, to a "learning society," in which they have the resources required to pursue a lifelong habit of learning. Key to this transition is developing community-wide efforts among agencies of education and culture that share a social responsibility to create, organize, and disseminate knowledge toward the intellectual advancement of the public. It requires that professionals in our institutions of education and culture establish a "seamless infrastructure for learning" to support self-sufficient access. It requires that these professionals generate appropriate structure and context for the resources they provide in order to make information useful. Also critical to the vision of a learning society is that the nation recruit and educate future leaders who will be prepared to address the needs of learners in a changing information environment.

The Civil Rights Digital Library Initiative models the innovative partnerships, seamless infrastructure, contextualization, and knowledge apprenticeship that are essential for the "bold new vision" for learning that Dr. Martin describes. The Initiative addresses these and other needs through its three principal components: 1) a digital video archive of historical news film allowing users to be nearly eyewitnesses to key events of the Civil Rights Movement, 2) a civil rights portal to create a seamless virtual library on the Movement by connecting related digital libraries on a national scale, and 3) a learning objects component, in which humanities scholars, graduate students, and their digital library and scholarly publishing partners will develop secondary Web resources to support the use of the historical video content by a global audience of learners.

Addressing the need for innovative partnerships, the Initiative crosses disciplinary and organizational boundaries to eliminate the intellectual silos that Martin refers to as "Ghettos of our own making." Instead, the Initiative will foster a culture of collaboration among agencies that contribute different knowledge and skills to a common educational objective. The partnership includes the Digital Library of Georgia (DLG) at the University of Georgia (UGA) Libraries. The DLG is the digitization initiative of GALILEO, Georgia's virtual library. The partnership also includes the Library Services office at the Board of Regents, University System of Georgia, which administers GALILEO for its statewide membership of K-12 schools, colleges and universities, and public libraries. The Walter Brown Media Archives (UGA Libraries) is one of the largest broadcasting

libraries in the country. It holds 5 million feet of news film, including the WSB (Atlanta) and WALB (Albany, Ga.) collections from which the digital archive will be derived. The Franklin College of Arts and Sciences (UGA) sponsors the Multicultural Archive of Georgia project, in which students digitize, interpret, and design pedagogical resources for primary materials documenting the experience of peoples of color. Georgia Public Broadcasting (GPB) streams more than 30,000 video segments to schools across the state via its digital library. The Georgia Humanities Council, in partnership with the University of Georgia Press, Governor's Office, and GALILEO, launched the New Georgia Encyclopedia (NGE) in February 2004. This interactive, multimedia-rich resource is the first state encyclopedia designed exclusively for the Internet. (See: <http://www.georgiaencyclopedia.org>). The Civil Rights Digital Library Initiative draws on the diverse body of expertise held within these organizations, and it represents a convergence point for the endeavors of participant librarians, archivists, humanities scholars, public broadcasters, and scholarly publishers.

To address the need for seamless infrastructure, the project partners will build the Civil Rights Digital Library Portal, drawing together resources from libraries, archives, museums, public broadcasters, and related institutions across the country. Through the National Leadership Grants program, IMLS already has funded important civil rights-related initiatives, key among them the Civil Rights in Mississippi Digital Archive, Mississippi Digital Program, the Civil Rights Special Collection in the WGBH Teachers' Domain, and Emory University's initiative to enhance access to audio content related to the Movement. Through an LSTA grant, IMLS also supported the Atlanta in the Civil Rights Movement project by the Atlanta Regional Consortium for Higher Education. Project participants propose to aggregate the metadata describing content from these initiatives and others to provide seamless access to a virtual library on the Civil Rights Movement in America. See Appendix A: Civil Rights Digital Library Portal Scope Document.

Project partners also will promote the concept of seamlessness by integrating the content from the digital video archive into multiple statewide resources. The Digital Library of Georgia will make the video content freely available to a global audience of Internet users via the Civil Rights Digital Library Portal. The DLG also will deliver descriptive metadata from the project to Georgia Public Broadcasting, which will include the metadata (with links to the content) in its own digital library. Also, the New Georgia Encyclopedia will integrate the video content, using selected segments to support online articles and new multimedia features developed as a result of the project.

The learning objects component focuses on the need to provide context and structure for digital information. Under the tutelage of accomplished scholars, graduate students in the field of Humanities Computing will conceive and develop creative learning objects to provide structure, add context, and help users derive meaning for the streaming video content. Learning objects may include interactive maps and timelines, multimedia productions, online essays and articles, lesson plans, and learning activities. The faculty and students of the Franklin College (UGA) will develop the resources with support from the New Georgia Encyclopedia and Digital Library of Georgia.

The learning objects component also is a knowledge apprenticeship opportunity, helping to recruit and educate new leaders for a learning society. This component will promote learning among end users, but it also will afford these graduate students an opportunity to think deeply about the content itself, to envision innovative ways to convey meaning of primary source material in a Web environment, and to implement their ideas in a real world context with the support of digital library and Internet publishing professionals. Through a working group, the students will conceive new ideas, negotiate a shared vision, define deliverables, establish a work breakdown, implement their plans, and assess outputs. See Appendix B: Learning Objects Component Scope Document.

In addition to the broader needs Martin identifies, the Initiative will provide a resource for understanding concepts specified by the Georgia Department of Education's new K-12 Performance Standards (and related standards of other states). These include: 1) Impact of television on American culture, including news coverage

of the Civil Rights Movement (#SSUSH21), 2) Georgia's role in the Civil Rights Movement (#SS8H11), and 3) Dimensions of the Civil Rights Movement, including causes and consequences of the Civil Rights Act of 1964 and Voting Rights Act of 1965 (#SSUS22). The Georgia Performance Standards are available at: <http://www.georgiastandards.org>.

The Initiative will address a number of other needs, as well. It will provide learning opportunities for students in institutions of higher education, many of whom reach college lacking meaningful exposure to the history of peoples of color in America (see Appendix C). It will serve library and information professionals by demonstrating methods for connecting related digital collections across state borders, testing a model designed for greater customization, context, and functionality over current systems for metadata aggregation (see Appendix A).

The Initiative demonstrates an awareness of similar projects completed by other institutions. The Civil Rights Digital Library Portal will interconnect and increase public awareness of related digital collections. Also, the Initiative will proceed with close ties to the Music of Social Change (MOSC), a kindred IMLS-supported project at Emory University. Besides including MOSC in the portal, participants of the two projects will exchange contextual resources, and Emory will share metadata migration technology developed for MOSC. (See the letter of support by Martin Halbert, Director of Library Systems, Emory University.)

The products of this initiative will be freely available to a global audience of users in both structured learning environments and in the free-choice learning sector. The historical significance of the events depicted and the interpretive nature of the resource suggest that it will appeal to the broad range of users identified in the Digital Library of Georgia's audience profile, which includes voluntary learners, teachers and K-12 students, hobbyists, scholars, and users in the governmental and business sectors. It will address GALILEO's primary audience, which includes its 2,000 member K-12 schools, colleges and universities, and public libraries across the state, as well as that of Georgia Public Broadcasting, which targets K-12 schools and the free-choice learning sector. The initiative also will reach the users of the New Georgia Encyclopedia, which it defines as "anyone, anywhere with Internet access," and which has been adopted widely as an instructional aid by Georgia's K-12 community and higher education.

2. National Impact and Intended Results

The "Assessment of Need" section relates how the Initiative will address broad social priorities identified by Dr. Martin and IMLS: forging innovative partnerships, developing a seamless infrastructure for learning, generating appropriate structure and context to make digital information useful, and recruiting and educating promising students for leadership roles in a learning society. It also identifies specific needs related to K-12 learning standards and advances in digital library practice. The Initiative offers constructive responses to these needs, positioning itself to provide results with a substantial national impact.

The Initiative also has national significance based on the intellectual and educational merit of the resources it will deliver. The Civil Rights Digital Library Initiative will be a national resource that offers important new content, leverages existing investments by IMLS and others, and offers pedagogical and other supplemental Web resources in support of an enhanced understanding of the history of race relations in America.

Digital Video Archive

The Civil Rights Movement was the first major social movement of the television era. Americans watched in their living rooms as the major direct action protests of the 1960s unfolded. Their televisions showed them the marches and sit-ins, as well as the often violent tactics employed by the forces of massive resistance. It was through the television news that the nation became acquainted with Martin Luther King, Jr.'s singular oratorical abilities, his message of non-violence, and his vision of racial justice. The spotlight that the media turned on

racial segregation created a change in national conscience, and it helped to produce the two key pieces of civil rights legislation of the decade, the Civil Rights Act of 1964 and Voting Rights Act of 1965.

The video archive will reach a new generation of learners with the same compelling visual experience that motivated Americans 40 years ago. Delivering 30 hours of historical film in 500 segments, the video archive will feature news footage from the WSB (Atlanta) and WALB (Albany, Ga.) collections held by the University of Georgia Libraries. Atlanta was a regional center of civil rights activity, serving as a base of operations for the Student Non-Violent Coordinating Committee (SNCC), Southern Christian Leadership Conference (SCLC), and Southern Regional Council (SRC). The local WSB television station covered many of the key events of the Movement, including the 1957 desegregation of Central High School in Little Rock, Arkansas, 1955-1956 Montgomery Bus Boycott, 1961 Freedom Rides, and 1963 March on Washington. Georgia-related events in the WSB archive include the 1961 integration of the University of Georgia, desegregation of schools and lunch counters in Atlanta, and the 1963 Sumter County voting rights march. The WALB archive depicts the significant events of the 1962 Albany Campaign, the first citywide protest by Martin Luther King, Jr. and the SCLC, which set a precedent followed most notably in the Birmingham demonstrations of 1963.

The WSB and WALB archives hold nearly 4 hours of footage documenting the career of Dr. King. An example is an interview conducted on June 12, 1963, in which King responds to the two key events of that evening: President Kennedy's public endorsement of the cause of integration and the murder of NAACP leader Medgar Evers. Most Americans have seen images of the "I Have a Dream" speech, but this archive includes examples of King's inspirational oratory in the Southern churches where the Civil Rights Movement was born. Other clips include a press conference held upon his receipt of the Nobel Peace Prize and Dr. King in his hospital room after he was stabbed in Harlem, New York.

Project partners will create broad access to the video archive. The Digital Library of Georgia/GALILEO will stream the digital video files via the Internet without restrictions. Georgia Public Broadcasting will provide a second means of access, delivering the archive to the thousands of teachers and students in Georgia who look to GPB for educational content. The New Georgia Encyclopedia will include selected video content as a part of new online articles and educational multimedia productions on key individuals and events of the Civil Rights Movement. Also, an OAI-compliant Dublin Core record will accompany each clip in the interest of interoperability with other regional, national, and international union databases.

See Appendix D for a log of video segments to be included and Appendix E for the video archive scope document.

Civil Rights Digital Library Portal

Through the portal component, project partners will create a seamless virtual library on the Civil Rights Movement. The portal will aggregate metadata describing digital collections on a national scale, but with particular emphasis on civil rights resources created with IMLS support. IMLS-funded collections include the Civil Rights in Mississippi Digital Archive and Mississippi Digital Program, which will deliver thousands of oral histories, letters, diaries, photographs, and organizational records. The Civil Rights Special Collection—part of WGBH's Teachers Domain—provides dozens of video oral histories and news clips. Emory University is aggregating metadata on the Music of Social Change. Taken together, IMLS already has invested \$1.2 million in digitizing materials on the Civil Rights Movement through the NLG program, and the civil rights portal promises the opportunity to leverage this investment by promoting and adding value to these collections (and others) by connecting them in a subject-specific resource of a national scope. For information on confirmed and potential content partners, see Appendix F.

The design of the portal (based on GALILEO's META system) is distinguished from OAIster, AmericanSouth.org, and other aggregation projects in two key respects. It offers multiple levels of metadata (repository, collection, and item) to promote the holdings of partner institutions, preserve provenance and

context, and expand functionality. Also, the META system aggregates metadata by multiple methods (bulk load, OAI PMH, and collection builder interface) to give repositories several options for contributing records. They can deliver data as comma-separated values, XML, or MARC, generate OAI-compliant metadata, or enter records directly into the metadata repository via Web-based work forms. The scope document for the Civil Rights Digital Library Portal is available in Appendix A.

Learning Objects

In the learning objects component, project participants will develop innovative secondary resources for the Web, such as multimedia productions, essays, articles, lesson plans, and interactive timelines and maps. These learning objects will provide context and support the use of the video content in the learning process. Faculty members and graduate students in the Franklin College of Arts and Sciences (UGA) will build the secondary resources in partnership with the New Georgia Encyclopedia and Digital Library of Georgia with the objective of promoting a greater understanding of the history of race relations in the South and of a social movement that changed America as a whole.

The learning objects component builds on the Multicultural Archive of Georgia initiative, which project co-directors Drs. Barbara McCaskill and Tim Powell initiated in 1999 as a means to engage students simultaneously in multicultural studies and digital collection building. Past projects include digitization and SGML encoding of the Savannah *Colored Tribune* (1876), Southeastern Native American Documents (1730-1842), and the *Cherokee Phoenix*, which was founded in 1828 as the first Native American newspaper. The Multicultural Archive also includes projects on the images of African American photographer Robert Williams (d. 1937), pre-Colonial maps on the Cherokee presence in Georgia, selected works of W.E.B. DuBois, and, most recently, news film from the WSB archive. The “Narrative History of the Multicultural Archive of Georgia” in Appendix C provides additional background on McCaskill and Powell’s project, reinforcing the significance of the resulting content, but also providing many examples in which the experience of creating digital resources has enriched the intellectual lives of students and led to subsequent academic accomplishments.

The expertise, creativity, and infrastructure that the New Georgia Encyclopedia brings to the Initiative will help the Franklin students produce engaging, visually appealing, and substantive Web resources of national significance. The NGE is, itself, a model educational resource, providing freely to the public the authoritative online articles, interactive exhibitions and features, and multimedia, that have made the encyclopedia an instant success among Georgia learners. The NGE invested heavily in the creation of online publishing tools during its initial development, and the NGE will apply these tools in support of the learning objects component.

3. Project Design and Evaluation Plan

Project Design: Digital Video Archive

The digital video archive component is divided into the following high-level tasks:

Selection: Pre-selection of content from the WSB and WALB archives is complete, with additional narrowing to occur at project startup. The temporal focus will be 1955-1968, but project participants will include content from the 1970s based on opportunities to connect video segments with specific topics or themes.

Digital Conversion: Participants will create high-quality master versions for 30 hours of news film content comprising approximately 500 unedited segments in NTSC-DV format with a frame rate of 29.97 and size of 720x480 pixels. Minimum quality for audio will be 44.1KHz. Participants will copy master content to the DLG archival storage server with backups on DLT and DVD-R.

Generation of digital video access derivatives: From the archival masters, project participants will generate derivative segments on the historical events portrayed. As the WSB and WALB archives consist of raw,

unedited news footage, substantial editing is needed to create discrete segments that deliver maximum educational benefit and that lend themselves to Internet streaming. Participants will create multiple edited access derivatives for each segment to account for variance in bandwidth, hardware, and software available to potential users. The Video Archive Working Group will determine appropriate file types to employ during start up testing. Criteria will include: compatibility with user hardware/software platforms, interoperability with existing content delivered by project and content partners (Georgia Public Broadcasting, New Georgia Encyclopedia, WGBH Teachers Domain), and performance.

Metadata creation: For descriptive metadata, participants will create unqualified Dublin Core records to facilitate OAI harvesting and integration into the civil rights portal. Using Archival Moving Image Materials, 2nd ed. (AMIM2) as the descriptive element and content standard, participants will catalog all clips at AMIM2's second level. Thesauri employed will include LCSH, Moving Image Materials Genre Terms, and the Art and Architecture Thesaurus. Names will be controlled using LCNAF and will be established locally as needed in the Digital Library of Georgia's local name authority database by following AACR2 and NACO guidelines. Participants will trace key figures, events, organizations, and places.

The project also will capture administrative metadata necessary for sustaining the digital objects over time. The data captured in the project database will be mapped to the METS standard and be informed by the Library of Congress Audio-Visual Prototyping Project's audiovisual extension schema for METS (<http://www.loc.gov/rr/mopic/avprot/metsmenu2.html>) and by the work of the PREMIS working group's Core Elements subgroup.

Digital video delivery system implementation: The project's IT Manager selected as the delivery hardware a Sun Fire 440 Server, Sun StorEdge 6120 array, PCI Single FC 2GB Host Bus Adaptor (with SFS Drivers), rack kit, and related software and accessories. The system will provide 2TB disk storage, which is sufficient to store multiple access versions of the content. A price quotation and complete specifications are provided in Appendix G: Equipment.

Metadata sharing: Project participants will integrate metadata into the Civil Rights Digital Library Portal, Georgia Public Broadcasting's digital library, and, as needed, into the New Georgia Encyclopedia. They also will generate OAI-compliant Dublin Core records for harvest by other OAI service providers.

Rights resolution: The University of Georgia Libraries owns copyright for both the WSB and WALB archives. The transfer of copyright from the original owners to the Libraries is documented in the Deeds of Gift for the collections, which are provided in Appendix H. In addition, project participants have consulted with attorneys in the University of Georgia Legal Affairs Office and in the Office of the Vice President for Research to verify that the UGA Libraries is within its rights in digitizing and streaming via the Internet the contents of the WSB and WALB archives.

For more information on video digitization, see Appendix E: Digital Video Archive Scope Document.

Project Design: Civil Rights Portal

The portal will provide a seamless virtual library on the Civil Rights Movement by aggregating, indexing, and presenting metadata describing digital collections on a national scale. Resources digitized with IMLS funding will receive first priority. High-level tasks for this component include:

Metadata aggregation: Project partners will employ multiple means to acquire metadata for the union catalog, depending on the technical capabilities of content partners and the current state of their metadata: 1) harvest via OAI PMH, 2) bulk load of DC, MARC, and other records in comma-separated values format, 3) input by repositories via Web forms in the META collection builder interface, and 4) created by DLG staff in META collection builder interface. Participants recognize that they will need to create a substantial number of new

metadata records and have accounted for this by incorporating a Metadata Librarian and additional metadata services into the project budget. For information on metadata services, see the Budget Justification.

META system configuration: Participants will adapt the META database system as the mechanism for collecting, indexing, and presenting aggregated metadata for the portal. GALILEO programmers developed META in 2004 to serve as a union catalog of digital collections on Georgia history and culture. The META system provides for metadata at three levels: 1) repository, 2) collection, and 3) item.

Implementation of portal features: The portal will offer: 1) browsing collections by topic, institution, media type, and A-Z, 2) keyword searching of item records, 3) advanced searching of item records by creator, title, subject, date, and keyword, 4) advanced searching of item records with limiting by institution, collection, and date, 5) OAI compliance as a data provider, 6) integration of learning objects produced by the project, such as interactive timeline, maps, multimedia productions, etc, 7) automated link checking, and 8) collection builder interface for content partners to add or edit metadata records.

Interface design: The Civil Rights Portal Working Group will design the interface and make the resulting revisions to META.

See Appendix A for the Civil Rights Digital Library Portal scope document. For an example of metadata work forms, see Appendix I. For an example of the public interface of META for the Digital Library of Georgia, see <http://purl.galileo.usg.edu/dlgbeta>. Subsequently, the beta site will become the Digital Library of Georgia homepage at: <http://dlg.galileo.usg.edu>.

Project Design: Learning Objects

For the learning objects component, the Learning Objects Working Group will identify its deliverables at the beginning of the project, since to do so in advance would preclude the full participation of the Graduate Assistants. The Working Group's efforts will result in the creation of Internet resources such as multimedia productions, contextual articles in the New Georgia Encyclopedia, exhibitions, and interactive timelines and maps. In addition to these tangible results, however, the learning objects component will provide a valuable real-world learning experience for the Graduate Assistants selected for the project. The students will have an opportunity to participate in a creative process to conceive, plan, and implement a digital project. They will think deeply about digital library content of intellectual merit and negotiate a shared vision for maximizing the usefulness of the content for end users. They also will collaborate with humanities scholars, digital library professionals, and scholarly publishers to develop their concepts into high-quality digital resources.

Since much of the project planning for the Learning Object component will occur after startup, the preliminary high-level tasks are: 1) recruit and enroll Graduate Assistants, 2) provide project orientation sessions, 3) convene the Learning Objects Working Group, 4) develop a project charter, deliverables, schedule, and work breakdown, 5) implement a communications plan, 6) hold Working Group review of draft resources, 7) implement resources, and 8) assess outputs. See Appendix B: Learning Objects Component Scope Document.

Evaluation

Participants will employ outcome-based evaluation to measure their success in achieving project goals. In doing so, they will benefit from the OBE training program provided by IMLS. Project Co-Director P. Toby Graham has attended this training, and the project budget includes funding for attendance by other participants, as well. A completed Outcomes Logic Model is provided as Appendix J, but is summarized below:

Outcome 1: Target audiences will have an enhanced understanding of the Civil Rights Movement and the history of race relations in America. Assessment measures include use statistics and user comments collected by GALILEO and the New Georgia Encyclopedia. Indicators also include a stakeholder review process featuring focus groups of K-12 educators and university instructors.

Outcome 2: The project will produce sustainable cross-disciplinary partnerships that promote a “seamless infrastructure for learning.” Indicators include successful completion of the three components of the Initiative and evidence of continued collaboration among project partners.

Outcome 3: Recruit and prepare promising students for leadership roles in a learning society. Measures include student credentials, successful completion of the learning objects component, and student post-project feedback. Subsequent achievements of the graduate assistants recruited for the initiative will provide the best evidence of success for this outcome, however.

In addition to the OBE indicators, there are related efforts underway that will demonstrate value. The New Georgia Encyclopedia generates extensive information on use, demonstrated in Appendix K. The GALILEO user statistics database is available at: <http://purl.galileo.usg.edu/stats/stats.html>.

4. Project Resources: Budget, Personnel, and Management Plan

Budget

The Budget Justification describes each item in the project budget, all of which contribute directly to essential components of the Initiative. The requestors will provide a greater than 50% cost share on personnel and consulting. Unlike their permanent staff members who can contribute only portions of their time to the effort because of other duties, the requested new positions will insure that project participants are able to aggressively and consistently pursue the desired outcomes of the Initiative in the interest of its timely and successful completion. The intensive nature of descriptive work for the video archive and portal components necessitates adding a Metadata Librarian. A Video Conversion Specialist will complete the digitization, editing, and related tasks to generate the digital video archive. Graduate Assistants (3) will conceive and create Web-based publications to support use of the video content in the learning process. An NGE Project Editor will support the Graduate Assistants in the online publishing process and will complete a range of editorial tasks associated with generating new educational content for the New Georgia Encyclopedia. An entry-level Project Programmer will advance the many IT deliverables of the Initiative, including the development of an archive of streaming video content and development of the civil rights portal. Project participants request the \$4,000 per year in travel funds required by IMLS for partnership projects. The requestors will provide a 25% cost share in this category. The Initiative requires new equipment--hardware for a streaming video server and two personal computers—for which participants will provide a 50% cost share. The overall cost share by the applicants is just over 50%.

Personnel

The project participants possess the technical and subject knowledge required to complete the project successfully. The Digital Library of Georgia has generated more than 500,000 digital objects in 25 different collections. The DLG has demonstrated its ability to meet national standards and to aggregate metadata from multiple repositories. Project participants include accomplished scholars in the humanities with a track record of leading student projects to build innovative Web-based resources. Personnel include the scholarly publishers who created the New Georgia Encyclopedia, the first state encyclopedia conceived exclusively as an online resource. The project also includes IT professionals with a strong record of developing and maintaining systems for delivering digital library content.

Because of the ambitious scope of the project, at least 26 individuals will take part, both in existing and new positions. A complete listing of project personnel, along with information on their specific duties, is provided in the Budget Justification. Information on key existing personnel is provided below, however, as evidence of the project partners' ability to successfully complete the work described:

Project Co-Director for Digitization: Dr. P. Toby Graham is Director, Digital Library of Georgia, UGA Libraries. Formerly, he was Head of Special Collections, University of Southern Mississippi, where he directed the Civil Rights in Mississippi Digital Archive Project funded by IMLS in 2001 and was principal proposal

author for the Mississippi Digital Program funded by IMLS in 2003. Graham has won two national awards for his dissertation research on the Civil Rights Movement and libraries, and in 2004 he received the Alabama Author Award for Non-Fiction for his book, *A Right to Read: Segregation and Civil Rights in Alabama's Public Libraries, 1900-1965*. Graham will contribute to the effort at 25%.

Project Co-Director for Learning Objects: Dr. Barbara McCaskill (Franklin College, UGA) is an accomplished teacher and scholar in the field of multicultural studies having won three awards for instruction at the University of Georgia, most recently the Sandy Beaver Teaching Professorship. She has two edited books to her credit, including a volume of essays on Multicultural American Literature (SUNY, 1999) and essays on post-Reconstruction African-American Literature (NYU, 2005). Currently, McCaskill has a year-long fellowship at the Radcliffe Institute for Advanced Study, Harvard University. McCaskill will contribute at 32% for her 9-month contract and 100% for summers.

Project Co-Director for Learning Objects: Dr. Timothy Powell (Franklin College, UGA) is Associate Director of the Institute of Native American Studies at the University of Georgia. He is author of *Ruthless Democracy: A Multicultural Interpretation of the American Renaissance* (Princeton, 2000), editor of *Beyond the Binary: Reconstructing American Identity in a Multicultural Context* (Rutgers, 1999), and has written several articles on digitizing Cherokee culture. Powell has collaborated with the DLG on two digital conversion projects, and serves as a board member for the American Studies Association's American Crossroads project and for the Networked Interface for Nineteenth-Century Electronic Scholarship (NINES) project at the University of Virginia. Powell will contribute at 32% for his 9-month contract and 100% for summers.

NGE Editor: Dr. John Inscoe is Editor of the New Georgia Encyclopedia and Professor of History at the University of Georgia. He also has held editorships for the *Georgia Historical Quarterly* and *Journal of Southern History*. Inscoe has nine books and 34 articles, essays, and book chapters to his credit. He will contribute at 6.5%.

NGE Managing Editor: Kelly Caudle (UGA Press) is Managing Editor of the New Georgia Encyclopedia. She has been Managing Editor of *The Oxford American* magazine and Managing Editor of the University of Georgia Press. She will make a 12% contribution.

Video Archivist: Ruta Abolins is Director of the Walter J. Brown Media Archives and Peabody Awards Collection, UGA Libraries. The Media Archives is one of the largest broadcasting archives in the country, including more than 90,000 television and radio programs, 5 million feet of news film, field tapes, and home movies. Abolins has degrees in LIS, Popular Culture, and Film. She will make a 25% contribution to the effort.

IT Manager: Timothy Peacock is Head of GALILEO and Database Support at the UGA Libraries. Peacock is former director of COSMIC, a unit of the University of Georgia that produced software for NASA projects, and he also has held IT Management positions in the private sector. Peacock will contribute at 25%.

Management Plan

Project participants are equal to the task of managing the finances and workflow of the Initiative. The University of Georgia Contracts and Grants Department in the Office of the Vice President for Research will administer the financial aspects, including financial reporting to IMLS. The University of Georgia has a strong record of grant administration, managing nearly \$228 million in new awards in FY2004. Dr. P. Toby Graham, director of the Digital Library of Georgia, will direct the video conversion and portal components of the project. Graham is an experienced principal investigator, having directed an IMLS National Leadership Grant 2001-2003 and having served in key roles in five other federally funded initiatives between 2000 and 2005. Drs. Barbara McCaskill and Timothy Powell, of the University of Georgia Franklin College of Arts and Sciences, will co-direct the learning objects component. Both are accomplished scholars and have experience leading digital projects. A Steering Committee for the Initiative will coordinate activities among the project partners

with representation from the Digital Library of Georgia (UGA Libraries/GALILEO), Georgia Public Broadcasting, Franklin College of Arts and Sciences (UGA), Board of Regents for the University System of Georgia, New Georgia Encyclopedia (Georgia Humanities Council and UGA Press), and the Walter Brown Media Archives and Peabody Awards Collection (UGA Libraries). There will be Working Groups for the three principal components of the Initiative: 1) Digital Video Archive, 2) Learning Objects, and 3) Civil Rights Digital Library Portal. Dr. William Gray Potter (University Librarian and Associate Provost, UGA), Dr. Hugh Ruppensburg (Associate Dean, Franklin College of Arts and Sciences, UGA), and Merryll Penson (Executive Director of Library Services, Board of Regents, University System of Georgia) will provide general oversight and executive sponsorship of the Initiative.

5. Dissemination

Dissemination of project results is an area of particular emphasis in the project plan. The Digital Library of Georgia will distribute content to a global audience via the Civil Rights Digital Library Portal. Georgia Public Broadcasting will promote use of the content in K-12 schools on a statewide basis via its video digital library. The New Georgia Encyclopedia will integrate the new learning objects and will incorporate additional video content into its interactive online articles on key topics on the Civil Rights Movement. The NGE is used widely in Georgia schools, colleges, and universities, and it has a large international audience in the free-choice learning sector. As evidence of its popularity, the NGE reported 4 million page views in 2004, its first year of existence.

Project results will be available via state, national, and international union catalogs and bibliographic networks. Project metadata will be compliant with OAI PMH, facilitating its inclusion in the University of Illinois Urbana-Champaign IMLS union database, OAIster, AmericanSouth.org, and other metadata aggregation services. The DLG will register the project in the ARL Digital Initiatives database. Collection-level MARC records will appear in the OCLC catalog, as well as in the Georgia Integrated Libraries (GIL) Universal Catalog. The resource also will be available via GALILEO, which logged 10 million searches and 30 million total activities in 2003 by Georgians in schools, colleges, universities, public libraries, offices, and homes across the state.

Project participants also will promote the resource at state, regional, and national conferences, as well as through the news media. The Digital Library of Georgia and GALILEO regularly promote new resources at the following conferences: Georgia Council of Media Organizations, Georgia Council for Social Studies, Georgia Educational Technology Conference, GALILEO Annual Users Meeting, and the Society of Georgia Archivists. Project participants also will deliver presentations in regional and national conferences in LIS and the humanities. The University of Georgia Libraries Communications Officer will prepare press releases for local, regional, and national news media.

6. Sustainability

The Digital Library of Georgia and the GALILEO and Database Support (GDS) unit will maintain and continue to enhance both the video archive and civil rights portal during and after the grant period. The Digital Library of Georgia and GDS receive financial support both from the University of Georgia Libraries and from the Board of Regents, University System of Georgia. The GDS unit is the IT/Programming department for GALILEO. The Digital Library of Georgia and GDS have an established record of successfully sustaining and enhancing locally produced digital resources. The DLG and GDS currently manage 25 digital collections comprised of more than 500,000 images and pages of e-text, as well as a metadata repository/subject portal for digital collections on Georgia history and culture. To promote survivability of master data and facilitate future migrations, the Digital Library of Georgia employs a centralized archival storage server with a regular schedule of backups and off-site storage of backup copies.