

Biodiversity Heritage Library
Vision | Mission | Goals | Objectives | Tasks
Program Director Objectives for BHL and the Secretariat

Vision

Inspiring discovery through free access to biodiversity knowledge.

Mission

The Biodiversity Heritage Library works collaboratively to make biodiversity literature openly available to the world as part of a global biodiversity community.

Goal 1: Relevant Content

Maintain BHL as the largest trusted and responsive repository of biodiversity literature and archival materials

Objectives

1. Increase quantity of BHL content by 5% by 4QFY13 (BC)
2. Create Permissions and Copyright guidelines by 3QFY13 (BC)
3. Revise and develop Collection Development plan in conjunction with Collections Committee; iterative drafts quarterly starting 3QFY13 (BC)
4. Increase the quality of BHL content through enhanced metadata for titles, volumes, and pages (ongoing by all BHL member staff) (coordinated by BC)
5. Develop planning process for creating a Trusted Repository project w/in BHL for journals and taxonomic descriptions (during CY13) (MRK and BC)
6. Integrate content from the Field Book Project on a test basis (3QFY13) (MRK)
7. Identify collections and subcollections of BHL content in need of digitization (3QFY13)
8. Perform collections analysis to know what the BHL corpus contains and identify gaps (2QFY14) (via CLIR Fellow or Lounsbery grant)
9. Provide collections content to support outreach activities (ongoing) (BC and Collections Committee)

Goal 2: Tools and Services [to be aligned with Technical Team goals & objectives]

Develop services and tools which facilitate discovery and improve research efficiency of BHL content

Objectives

1. Stabilize the BHL technical platform and infrastructure
 - a. Launch new UI and continue incremental development and improvements (2QCY13)
 - b. Prepare for mirror copy of BHL portal/UI at a second US location (1QCY14)
 - c. Create a stable copy of all BHL data in the US that is (3QCY13):
 - i. Accessible
 - ii. Computational
 - iii. Servable

2. Continue to develop Macaw software for ingest of non-Internet Archive scanned materials (4QCY14)
3. Under advisement of Technical Director and TAG implement grant-funded projects (MRK)
 - a. NEH
 - b. Global Names
4. Continue to develop tools and services for workflow management (BC)
 - a. Deduplication for monographs
 - b. Serials bidlist
5. Create user instructional materials (GC)
 - a. Tutorials
 - b. Public Wiki

Goal 3: Financial Sustainability

Ensure sustainability and relevance by being flexible, adaptable, and financially sound while remaining openly and freely available.

Objectives:

1. Stabilize the financial structure and outlook of BHL
 - a. by increasing participation at the SC level;
 - b. increasing funds raised by individual donations to \$10,000 in FY 2013;
 - c. receiving one significant external grant that supports central services;
 - d. continue partnership with EOL for grant opportunities;
 - e. creating financial plan for 2015-18 for Smithsonian (Seidell) support of BHL
2. Create Business Plan; draft by 2QFY13
3. Develop fundraising strategies in coordination with social media and outreach (MRK)
4. Explore commercialization of BHL content while remaining open and free (e.g. print on demand, Cafe Press, etc.) (MRK)
5. Establish major endowment for BHL at SIL
6. Increase in-kind contributions from BHL members

Goal 4: Outreach to Users

Increase global awareness about the BHL through outreach, learning and education, branding and collaboration with existing and new user communities

Objectives

1. Create Marketing and Branding plan (CY13)
2. Create Communications and outreach plan (3QFY13)
 - a. Identify and define target audiences for BHL outreach:
 - i. science librarians
 - ii. taxonomic community
 - iii. bioinformatics community
 - iv. citizen scientists
 - v. artists, graphic and interior designers, art historians (humanities people?)

- vi. bibliophiles and historians of science
 - vii. science-aware general public and learning community
- b. Develop strategies and tasks to target identified audiences
- 3. Grow the BHL social media audience by x% (TBD)
 - a. Showcase hot biodiversity topics with large existing followings to appropriate more audience members
 - b. Collaborate with external partners and members for social media cross-promotion to increase reach of our content and gain new audiences
 - c. Feature publicity campaigns that target large existing audiences
- 4. Raise awareness and foster dialogue within BHL audiences about biodiversity topics and corpus publications using BHL collections
 - a. Interface with identified audiences via social media outlets (ongoing)
 - b. Maintain BHL Calendar to organize outreach events and identify social media topics
 - c. Repackage BHL content in user-friendly ways (ongoing)
 - i. iTunes Collections (add metrics and timeline for all)
 - 1. iBooks
 - 2. Courses
 - ii. Flickr
 - iii. BLE
 - d. Feature monthly publicity campaigns structured around specific biodiversity or appropriate cultural topics
 - e. Work with EOL to incorporate BHL material into educational outreach (GC, ongoing)
 - i. Flickr Tagging Parties
 - ii. Collaborate on social media with EOL
- 5. Aggregates the complete “collection” of public facing articles, scholarly papers, posters, and presentations about the BHL into an appropriate platform, or hyperlinked bibliography, for internal and public use (BC in conjunction w/ MK)
- 6. Develop appropriate and tasteful marketing materials for BHL (GC and ongoing)
- 7. Attend appropriate discipline-specific meetings and conference to promote BHL (everyone, ongoing)
 - a. Maintain BHL calendar to retain record of possible conferences to attend/present at (GC; all)
- 8. Keep BHL Staff Users informed about program news and development
 - a. Newsletters
 - b. Quarterly Reports
 - c. Social Media
- 9. Collect and respond to user feedback in order to continually improve the BHL website and further connect with users
 - a. Monitor and process Gemini non-scan requests and continue to utilize to improve BHL experience
- 10. Develop BHL Awareness Program (staff as audience) (GC define program, others may

contribute the content) (CY13)

Goal 5: Growing Membership and Partnerships

Grow BHL consortia membership and partnerships while fostering cross-institutional collaboration that continues to serve as a model for digital library development

Objectives

1. Increase consortia institutional membership of BHL by 1 Steering Committee and one IC partner by 3QFY13
 - a. Develop BHL orientation tools and materials
 - b. Define membership criteria and categories
2. Participate in launch BHL Africa in CY 2013
3. Continue to engage with global BHL community through meetings, email, and global coordination leadership
4. Integrate a closer relationship with the [Field Book Project](#) with BHL by 3QFY13
5. Grow relations with other biodiversity projects
 - a. Establish BHL GBIF membership
 - b. GIASP
6. Increase partners from the community of US government agencies (e.g. NAL) and land-grant institutions
7. Maintain communication strategies to ensure transparency of policies, procedures, workflow, governance, and staff