Cultural Resources Core Services Program Evaluation Framework

Initial steps to complete

- Define what programs/projects fall within this core service
- Evaluate each program/service using the questions below

Core Services	Evaluation & Planning
Name of program	Montana Memory Project
1-2 sentence description of program [Also what is a cultural resource?]	The MMP is digital repository for cultural heritage materials relating to what is now Montana from organizations across the state. Provides free global access to these materials and provides preservation of digital copies of these resources.
Who is being served by this program?	Montanan's and people interested in Montana's history. Libraries and other Cultural institutions that hold these materials. Academic and independent researchers, educators, students, local historians, tribal entities, donors, genealogists, internet browsers
What benefits are they receiving from the program?	Provide an understanding of Montana and its people, free remote access to digital content, facilitate research, life-long learning, growth, collaboration, primary documents, contributing institutions benefit from donor relationships and being able to make available content online, build and maintain relationships, make connections between and among content held by different institutions, institutions and organizations preserve historic content Not providing: Interpretation or understanding

Desired outcomes for this specific program	Institutions and organizations learn the value and the process of preserving materials both physically and digitally, people discover content in a platform that is easy to navigate and meets users expectations, content continues to grow, content is accessible – provide transcripts, educational and ethical methods for looking at cultural resources, provide a guide for how to read the metadata and respectful descriptions, provide guides on how to search.
How are we doing in achieving these desired outcomes? Share qualitative and quantitative data	How can we make sure we are reaching diverse populations? Google analytics for MMP Social Media stats and comments Emails Survey results - Montana Memory Project - Pop Up - Sharedexplore - Public-view (alchemer.com)
What impacts are happening from the achievement of the desired outcomes?	We have gotten feedback about people finding materials they need or want. More often we hear about items that are missing and desire- both show relevance of our work. Reveals some of the gaps in our digital collections. Maybe we can do more outreach. Reflection of users tells us what we need to do to improve our metadata. Having content online forces us to look at how we describe items to be culturally sensitive. We also must be aware of how our audiences search and we can't change everything at a whim. Positive impact, as it creates room for dialogue. Social Media is showing people they did not know existed and are excited to find something new.
Who is not being served?	14 counties not represented. These are all remote counties with volunteers running museums. They have not had the manpower to contribute content and then their community does not have stories told or shared. Tribal communities are not well represented at this point. Higher ed students are not using this content as much as they could be. Users who do not have access to internet or understanding of technology.
What barriers are hindering usage?	We provide funding for digitization and so does MHF. The bigger issue is people and time is a barrier to contributing content. Time to work with faculty to develop course projects in which students could engage such as transcription

	projects. Learning curve of the new platform. Understanding how to set up our platform to best serve our users.
What are the solutions (short and long-term) that can address the barriers?	Outreach to each missing community is scheduled for this summer. Providing solutions to get collections created and assistance with applying for funding. Suggest working with teachers and schools to accomplish work. Outreach specifically to university faculty. Providing tutorials and knowledge base materials. Inviting teacher community to create exhibits and other engagement content for the MMP and for classroom use. Hiring interns for data entry, metadata mitigation, and migration issues.
Who can help us address the barriers? (Current and future partners)	Current – Montana History Foundation, BSCDN, Recollect user group, users will continue to provide feedback University libraries have their own digital repositories Humanities Montana Individual Museum websites Teachers Interns
Related CSC Programs: What other programs within this core service are working towards the desired outcomes?	Not a CSC – but these MSL programs are most closely related - Cadastral, place names, Natural heritage, Government Records
Related CSC Programs: What do we need to work on together to support the achievement of our desired outcomes?	Promotion of what we offer

Related Core Services: What other core services committees are working towards the desired outcomes?	Collection management? Technology?
How are we doing in achieving the overarching desired outcomes for this core services committee?	
How are we doing in achieving desired impacts? (Note: look for research that may support achievement of desired impacts)	
Final recommendations: what do we recommend as next steps for achieving our desired outcomes for this program?	Focus on developing out the MMP's new platform, continue outreach to new contributors, educate end-users, and develop end-user engagement. Develop the policies to allow the use of new features like crowd-sourcing transcripts and getting content from individual contributors. We recommend considering additional staff for the MMP to develop this content to the fullest. Policy development, promotion, outreach, engagement content, website maintenance, adding new collections, responding research questions, and support tickets.
Final recommendations: what do we recommend as next steps for achieving our desired outcomes for this core service?	
Future endeavors	Ways that we can support Montana Newspapers and Moving image content, based on rights limitations Music and audio content, based on rights limitations Music and movies that were created, produced in or by Montanas MHS Moving Image Archive - YouTube