California State Library
Library Services and Technology Act (LSTA)
Fiscal Year 2003-2004

APPLICATION (LSTA 6)

Submit in <u>five</u> (5) copies <u>to be received</u> by 4:30 p.m. on the date specified in the LSTA Planning Calendar, to Attn: Jay Cunningham, Library Development Services, California State Library, P.O. Box 942837, Sacramento, CA 94237-0001, for mail. (Non-postal <u>delivery</u>: 900 N Street, Suite 500, Sacramento, CA <u>95814</u>). FAX is not acceptable. INFORMATION: Tel. (916) 653-5217.

1. Project title: _____*Silicon Valley History Online*_____

2. Applicant organization/jurisdiction: <u>History San José</u>

3. Address: 1650 Senter Rd.
        San José, CA   95112-2599

4. Applicant contact: ____Paula Jabloner_____ Phone: _____

   Address (if different from #3): _____

   FAX: _____   E-mail: _____

5. District: Assembly <u>23</u>_____ State Senate <u>13</u>_____ House <u>16</u>_____

6. Population: Client <u>1.6 million (Santa Clara County)</u> Total <u>35.6 million (State of California)</u>

7. Participants <u>other than</u> applicant: (*grant recipient signs <u>only</u> on page 11*)

SIGNATURE	LIBRARY/AGENCY
Please see Attachment A – letters of endorsement	

8. Amount of LSTA requested: $_____ IF Continuation: From FY__<u>n.a.</u>_____

9.   Project Summary: complete in space provided. BE SURE TO USE 12 POINT TYPE.
      State Plan Reference: Goal#: 2   Outcome#: 1 & 2
      Seven member institutions of the *Silicon Valley Local History Network* (History San José Research Library, Santa Clara University Archives, San José State University Special Collections Department, California History Center at De Anza College, Intel Museum, San José Public Library California Room and the Santa Clara City Library Genealogy/Local History Room) will collaborate to implement *Silicon Valley History Online (SVHO),* a project that will digitize, catalog and create web access to a collection of 1,000 images that are representative of the history of California's Santa Clara Valley.

Silicon Valley History Online will create a new link between existing users of non-circulating materials and potential new users expanding the user group globally. It will bring together for the first time the most significant historical photographs, maps, manuscripts, and ephemera of local history, which are now scattered throughout repositories in Santa Clara County. The project will bring these collections to a wider audience; heighten interest in local and state history; expand access to the collections of all seven repositories, and provide primary source materials for California educators.

Results of San José State University Special Collections focus groups with faculty and the local historical community, and a recent survey conducted by the California History Center, indicate a keen interest in digitizing photographs and posting images online. Demand for reference services at participating institutions has increased in recent years, particularly for photographic materials.

The goals of *Silicon Valley History Online* are 1) to provide full, open and equal access to a wide variety of materials documenting the socio-economic growth and the ethnic and cultural evolution of the Santa Clara Valley and 2) to educate those who view the website about the rich and diverse history of the Valley and provide a resource for school curricula. Objectives are to use the diverse collections of the seven participating institutions as a source for unique images that document the visual history of Santa Clara Valley and to generate teaching materials and curriculum packets for local history teachers to use in conjunction with traditional textbooks.

Paula Jabloner, Archivist at the History San José Research Library, will direct the Project. Each participating institution will provide staff time to select and caption more than 125 items from their collections from time periods relating to eight major cultural themes (Ethnic Diversity, Immigrants, Agriculture, Commerce, Education, Technology, Transportation and Urban Life). Santa Clara University will host the image database and website and provide systems administration support. San José State University will provide curriculum development resources and web page design. The Intel Museum will provide a server and workstation. Santa Clara City Library will take the lead with marketing and public relations strategies. The *Silicon Valley History Online* web page will be created in Spanish and English. The project will also produce and distribute brochures to local community groups, historical organizations, schools and libraries to make users aware of the new website and introduce it to local ethnic communities.

SVHO seeks support for digital imaging as well as a Project Archivist and a Metadata Cataloger. Evaluation will be achieved through web statistics from website activity and reference statistics at each institution. Customer satisfaction will be measured by conducting user surveys. To continue the project, Santa Clara University is committed to hosting and maintaining the SVHO database platform and website. The SCU Archives intends to use the SVHO platform as its own platform and will migrate its current image database, ClaraVision (see http://archives.scu.edu/claravision/index.CFM), to the SVHO platform if necessary. We also intend to expand digital content by soliciting other libraries and archival institutions to contribute materials for inclusion as the project expands in later years. Finally we plan to solicit follow-up funding from the Institute for Museum and Library Services' National Leadership Grants for Libraries.

10. Budget Summary	LSTA (1)	Other funds (2)	In-kind (3)	Total (4)
a. Salaries & Benefits	------	0	-------	123,005
b. Library Materials	0	0	0	0
c. Operation	------	0	-------	56,950
d. Equipment ($5K+)	0	0	-------	10,000
e. Total for Objectives	131,100	0	58,035	189,955
f. Indirect Cost	13,110			13,110
g. TOTAL	144,210			203,065

11. Client Needs and Project Goals

The Asian American population of Santa Clara County is significant (27% in San José, 26% in the overall County), as is the Latino population (30% in San José, 24% in the overall County), while the African American population is relatively small at 2.8%. Overall, the population is young, well-educated and affluent. The age, wealth and education demographics suggest a strong market for artistic and cultural activities but the cultural diversity challenges libraries and archives to meet the needs of many ethnically diverse audiences.

To meet the needs of the Santa Clara County population and people throughout the nation who are interested in Silicon Valley, this proposal was developed with the cooperation of seven member institutions of the Silicon Valley Local History Network. The first collaborative project of this group was the creation of a Silicon Valley Local History Resource at: http://www.library.sjsu.edu/subject/history/SVLH.htm.

The audience for *Silicon Valley History Online* will include patrons of archives, libraries and historical societies; research scholars and local historians; teachers and K-12 students; and the broader Internet community. Through the diverse collections of the seven collaborating institutions, the project will provide 1) improved access to unique images that document the visual history of Santa Clara Valley/Silicon Valley; 2) teaching materials and curriculum packages incorporating these images and primary documents for local history teachers to use in conjunction with traditional textbooks.

Silicon Valley History Online will build on Santa Clara City Library's *Read Santa Clara* Literacy Program which has involved and assisted a variety of people from diverse ethnic backgrounds, including new immigrants to the Valley. Each year participants write essays about their life in the Valley and how they came here. These stories with photographs become part of the local history collection and will become integrated into *SVHO*. SVHO will encourage others to participate

in the *Read Santa Clara* Literacy Program and will enhance future local history collections.

11. Client Needs and Project Goals (cont.)

Silicon Valley History Online has two primary goals:
1) provide full, open and equal access to a wide variety of materials documenting the socio-economic growth and the ethnic and cultural evolution off the Santa Clara Valley, and
2) educate those who view the website about the rich and diverse history of the Valley.

These goals will be achieved by providing users access to a collection of 1,000 historically significant images representative of California's Santa Clara Valley, drawn from seven cooperating libraries and archives, which will be digitized, cataloged and mounted on a website. This will be the first time many of these items will be given item-level cataloging. The images include photographs, ephemera, manuscripts and other graphic materials spanning the pre-European contact era through the 21st century and embracing eight major cultural themes: Ethnic Diversity, Immigrants, Agriculture, Commerce, Education, Technology, Transportation and Urban Life.

Silicon Valley History Online will expand the user group of non-circulating materials to anyone with an Internet connection and an interest in the world-renowned Silicon Valley.

12. Measurable objectives to reach goals.
Goal #1, to provide full, open and equal virtual access to a wide variety of materials documenting the socio-economic growth and the ethnic and cultural evolution of the Santa Clara Valley.

Objectives:
1. Virtually exhibit 1000 historically significant images that document the visual history of Santa Clara Valley/Silicon Valley.

2. Curate images that represent eight cultural themes: ethnic diversity, immigrants, agriculture, commerce, education, technology, transportation, and urban life.

3. Achieve 80 percent satisfaction ratings from users based on ease of access, and the educational value of the content.

4. Perform quality control of scanning process and output. SVHO will perform on 25%:
   a) ensure that complete photograph is scanned
   b) compare digital image to original to ensure it is not blurry or flawed by dust or artifactual noise
   c) open files to ensure they open and display and that the CD's are complete
   d) check files to ensure they meet specifications for resolution, bit depth, level of compression
   e) check that filenames match accession numbers [or image numbers] on photographs
   f) review the documentation in final report to ensure it discusses methods and specifications

12. Measurable objectives to reach goals (cont.)

5. Perform quality control of metadata cataloging:
    a) test accuracy of data entry through reporting tools
    b) test establishment of scanned image in digital asset management software
    c) perform specific searches and evaluate results
    d) test usability of searches both with and without thumbnail images

6. Perform reasonable inquiry to determine copyright on all digitized items:
    a) ascertain date of original material; if created prior to 1926, item should be free of copyright. We estimate that 50-75% of materials will be in this category, and 90% of all materials were created prior to 1978 and not copyright registered
    b) metadata records will record all information relevant to copyright such as the photographer or agent (such as "Chamber of Commerce") indirectly connected to creation of work, and the copyright holder if identified
    c) a copyright statement as outlined on the Online Archive of California at http://ww.cac.cdlib.org/about/copyright.html will also be included in SVHO
    d) a full search will be made of all applicable donors records at each repository

Goal #2, educate website users about the rich and diverse history of the Valley.

Objectives:
1. Provide access to primary source material relevant to curriculum that encourages students to engage in historical research.

2. Reinforce objectives required by the California History/Social Science Content Standards that expect students to use and understand primary resources.

3. Expand access so that groups of students can work from and discuss individual documents, photographs and maps.

4. Encourage additional research by supplying multidisciplinary links.

5. Provide the opportunity for students and website users to develop an excitement about the past by exposure to primary resources unavailable elsewhere.

13. Project actions in time sequence.

June 2003
Post job descriptions to appropriate listserves and contacts

July 2003
Establish Project Work Center at History San José
Issue press release announcing award of grant
Hire Project Archivist and Metadata Cataloger
Purchase Digital Asset Management software
Meet with Advisory Committee
Establish Project Procedures
Convene Executive Committee, which will continue to meet monthly to monitor progress

August 2003
Review & refine Project Procedures
Complete hiring of staff
Create preliminary list repository strengths to initiate selection process
Select 50 History San José images representing the scope of Santa Clara Valley history
Start creation of SVHO Handbook on cataloging conventions and local thesaurus terms
Start creation of demonstration website
Continue installation of DAM software
SVHO Steering Committee meeting & continue to meet every three months to monitor progress

September 2003
Scan 50 HSJ images
Complete process (guidelines) for image selection
Select 125 images from first repository, confirm rights and restrictions *(total 175 selected)*
Continue demonstration website creation
Start creation of curriculum with initial 50 images selected

October 2003
Select 125 images from second repository, confirm rights and restrictions *(total 300 selected)*
Scan 125 images from first repository *(total 175 scanned)*
Continue creation of Handbook
Continue creation of curriculum materials
Catalog first 50 images
Meet with Advisory Committee for input on demonstration website and update

November 2003
Post online demonstration website with initial 50 images and user feedback forms
Announce the launch of website to media with press releases and flyers
Scan 125 images from second repository *(total 300 scanned)*
Select 250 images from third & fourth repositories, confirm rights and restrictions *(total 550)*
Catalog 125 images from first repository *(total 175 cataloged)*
Continue creation of Handbook

Continue creation of curriculum
13. Project actions in time sequence (cont.)

December 2003
Scan 250 images from third & fourth repositories *(total 550 scanned)*
Select 125 images from fifth repository, confirm rights and restrictions *(total 675 selected)*
Catalog 125 images from second repository *(total 300 cataloged)*
Complete creation of Handbook
Continue creation of curriculum
Evaluate feedback forms from website
Update website with next 125 images *(total 175 online)*
Submit first set of images and metadata to Online Archive of California

January 2004
Scan 125 images from fifth repository *(total 675 scanned)*
Select 125 images from sixth repository, confirm rights and restrictions *(total 800 selected)*
Catalog 150 images from third repository *(total 450 cataloged)*
Update Handbook as needed
Continue creation of curriculum
Update website with next 125 images *(total 300 online)*

February 2004
Post demonstration curriculum online
Announce website curriculum to local schools and local media
Send website curriculum evaluation forms to selected schools and SJSU teacher education classes
Incorporate changes into website from initial user feedback form
Scan 125 images from sixth repository *(total 800 scanned)*
Select 125 images from seventh repository, confirm rights and restrictions *(total 925 selected)*
Catalog next 150 images *(total 600 cataloged)*
Update Handbook as needed
Continue creation of curriculum
Update website with next 150 images *(total 450 online)*
Meet with Advisory Committee for an update on Project

March 2004
Evaluate evaluation forms on online curriculum
Scan 125 images from seventh repository *(total 925 scanned)*
Select last 75 images from all repositories filling in gaps as noted on feedback forms *(total 1000)*
Catalog additional 150 images *(total 750 cataloged)*
Continue creation of curriculum creation
Update website with next 150 images *(total 600 online)*
Update Handbook as needed
Open SVHO exhibit at Martin Luther King Library in San José

13.   Project actions in time sequence (cont.)

April 2004
Complete image selection if needed
Incorporate changes into website based on information in user feedback forms
Scan last 75 images (total 1000 scanned)
Catalog additional 175 images *(total 925 cataloged)*
Continue creation of curriculum
Update website with next 150 images *(total 750 online)*
Update Handbook as needed

May 2004
Update website with additional curriculum
Catalog last 75 images *(total 1000 cataloged)*
Complete Handbook and post on website
Update website with next 150 images *(total 900 online)*
Implement final part of public relations plan
Complete scanning as needed
Promote *SVHO* at the Multicultural Festival sponsored by History San José and Resources for Families and Communities held annually on Memorial Day weekend.

June 2004
Complete cataloging as needed
Update website with any additional changes & last 100 images *(total 1000 online)*
Meet with Advisory Committee to evaluate and critique Project
Prepare a final report on the Project
Submit final set of images and metadata to OAC
Make presentations to various user groups such as the Heritage Council and teachers

14. Personnel requirements and staff training.

PROJECT ARCHIVIST
Duties
- Provide oversight and workflow management for all aspects of the Project
- Work closely with participating repositories, steering committee, and Advisory Committee to ensure objectives of the Project are met
- Develop work plan and procedures for Project
- Evaluate, advise in selection of and monitor outside vendors
- Evaluate and select hardware/software
- Supervise Metadata Cataloger
- Coordinate and supervise delivery and return of each partner's documents to Project headquarters
- Coordinate with outside vendors for reformatting of oversized materials
- Coordinate with SJSU website designer and SCU Information Technology staff in developing web page and launching the database online
- Monitor quality control of vendors and Project staff
- Monitor expenses
- Assist in creation of Handbook with best practices and guidelines for SVHO incorporating LSTA/OAC guidelines for the collaborating repositories to use
- Complete quarterly reports for LSTA
- Perform quality control for vendor output and metadata cataloging

Abilities and Skills
- Good oral, written and interpersonal communication skills
- Good organization skills
- Proven ability to supervise others and work as a team member
- Familiarity with digital technologies, standards, and digital asset management software
- Attention to detail

Experience and Education
- Masters degree in Library Science, History, Museum Studies or related field
- 1 year library and/or archival experience
- Database and/or spread sheet software experience
- Familiarity with Dublin Core metadata standards
- Knowledge of Adobe Photoshop
- Project management experience preferred
- Experience with digital imaging or photography
- Class C Driver's License
- Knowledge of California history, particularly of Santa Clara Valley preferred

14. Personnel requirements and staff training (cont.)

METADATA CATALOGER
Duties
- Create a Handbook with best practices and guidelines for SVHO incorporating LSTA/OAC guidelines for collaborating repositories to use
- Create a local term thesaurus (authority list) for the Santa Clara Valley history
- Assign descriptive and administrative metadata to each scanned image
- Work closely with participating repositories, steering committee, and advisory committee to ensure objectives of the Project are met
- Assist in evaluating and selecting outside vendors
- Assist in evaluating and selecting hardware/software
- Catalog primary source materials (mostly images) in Dublin Core metadata standards

Abilities and Skills
- Good oral, written and interpersonal communication skills
- Ability to synthesize information from disparate sources
- Ability to work as a team member
- Familiarity with digital technologies and standards, and digital asset management software
- Attention to detail and good organizational skills
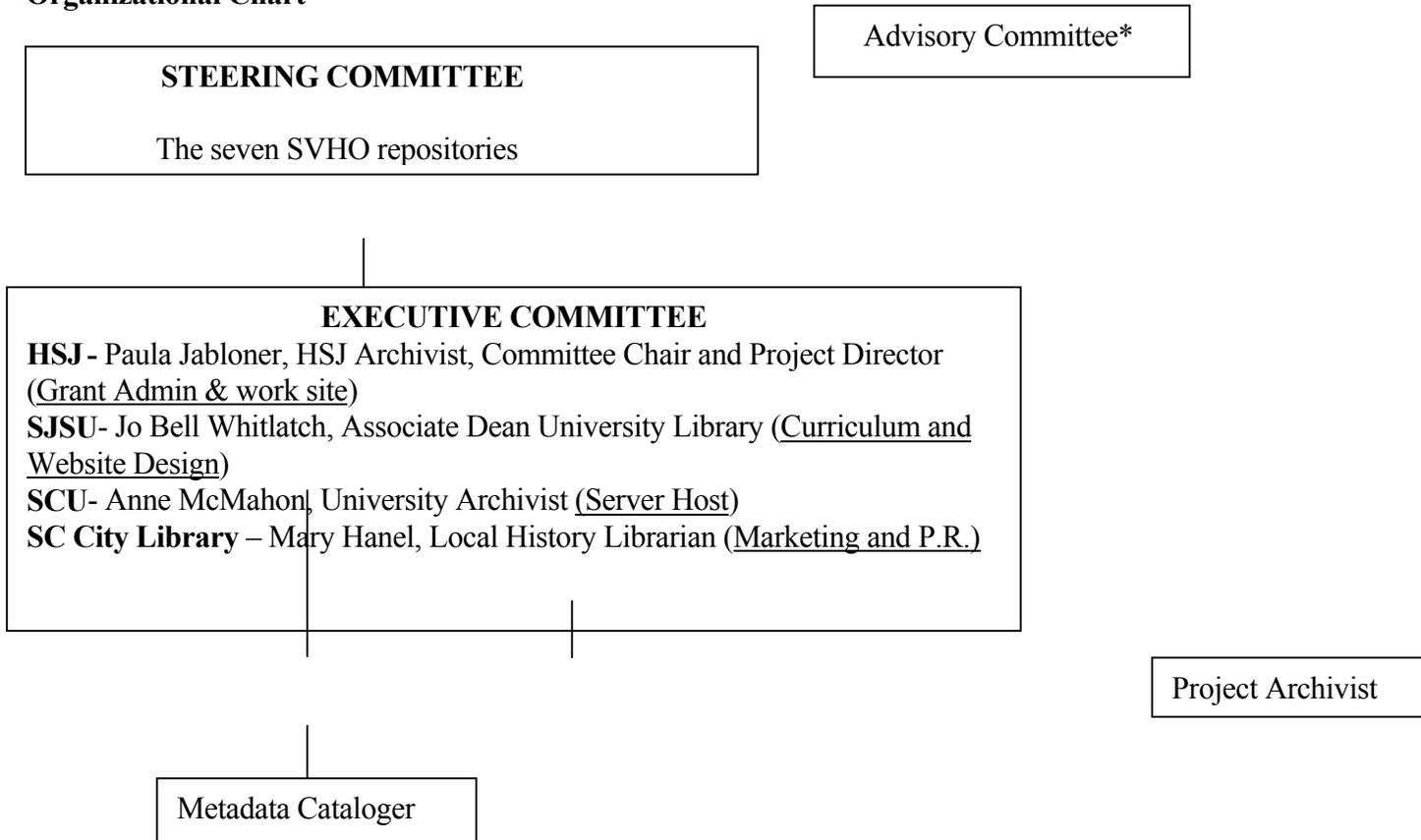- Knowledge of subject thesauri

Experience and Education
- Masters Degree in Library Science
- Database and/or spreadsheet software experience
- Knowledge of Dublin Core metadata standards
- Familiarity with Online Archive of California Metadata Standards
- 1 year cataloging experience preferred
- Experience with digital imaging or photography

STAFF TRAINING
Project Director, Paula Jabloner will train the Project Archivist and Metadata Cataloger. Jabloner along with Anne McMahon, Santa Clara University Archivist, and Sarah Puckitt, History San José Visual Resources Manager completed, in the Spring of 2003, the three newly created digital workshops, hosted by InfoPeople and offered by the California State Library. Puckitt and McMahon will assist in the training. The Project Archivist and Metadata Cataloger will also attend any trainings offered by OCLC for the CONTENT dm digital asset management database.

14. Personnel requirements and staff training (cont.)

Organizational Chart

Advisory Committee*

STEERING COMMITTEE
The seven SVHO repositories

EXECUTIVE COMMITTEE
HSJ - Paula Jabloner, HSJ Archivist, Committee Chair and Project Director (Grant Admin & work site)
SJSU- Jo Bell Whitlatch, Associate Dean University Library (Curriculum and Website Design)
SCU- Anne McMahon, University Archivist (Server Host)
SC City Library – Mary Hanel, Local History Librarian (Marketing and P.R.)

Project Archivist

Metadata Cataloger

*The Advisory Committee, experts drawn from prospective user groups, will assist in selecting materials and evaluating the website. The committee will include:

Rose Marie Beebe, Associate Professor of Modern Languages (Spanish), Santa Clara University (Dr. Beebe team-teaches a course in historical translations of local documents with Robert Senkewicz, Professor of History at Santa Clara University)

Charlene Duval, local historian and Executive Secretary for the Sourisseau Academy for State and Local History at San José State University

Mary Jo Ignoffo, local historian

Laura Bajuk, President of the Heritage Council of Santa Clara Valley (a group comprised of local heritage organizations) or another representative from Council

Randall Mitchell, currently teacher of 8th grade Social Studies at Chaboya Middle school (has taught 3rd through 8th) and also teaches *History Curriculum and Methods for Teachers* at San José State University

Patricia Lopes-Don, Assistant Professor of History at San José State University. She regularly teaches the methods course for social studies in the Education Department at SJSU and spent 15 years teaching in public schools before returning to school herself.

Robert Senkewicz, Professor of History Santa Clara University

15.   Public Relations Plan.

The San José Convention & Visitors Bureau, the City of San José, and the County of Santa Clara along with other cooperating local government agencies, historical societies, libraries, and chambers of commerce have agreed to provide links from their websites to SVHO. Santa Clara City Library will assist in marketing and public relations efforts by building further outreach on its successful *Read Santa Clara Literacy Program*. Publicity and accessibility will increase through linking the website from each of the seven participating institutions. *Silicon Valley History Online* will be self-promoting as an electronic website and online database through Internet searches. Priority identification will be requested from major search engines such as *Google*.

LSTA funds will enable the *Silicon Valley Local History Network* to produce tangible publications to promote, publicize, and inform the public about *Silicon Valley History Online* in its initial development. These publications would include professionally produced brochures with attractive graphics that acknowledge LSTA and are suitable for dissemination at the public service areas of the seven participating institutions and at professional conferences (local, statewide and national), workshops, local schools, libraries, and historical societies.

Continuation of public relations on a local and statewide level will be enhanced through dissemination of the results of the project to the local education community. Methods of dissemination will include teaching materials and curriculum packets distributed via the World-Wide Web, presentation of a workshop at a California Library Association conference, preparation of an article for publication in *California Libraries* and the *College & Research Libraries Newsletter*, and preparation of a Handbook containing local standards for describing images that will be disseminated through the web.

The merger of public services between San José Public Library and San José State University Library within the new Dr. Martin Luther King, Jr. Library will provide an excellent conduit for continuing public relations. A demonstration website will be established in the later stages of database development, with one terminal dedicated to public access to *Silicon Valley History Online*. This terminal will be located in the fifth floor of the new library in the San José Public Library California Room and the University Library Special Collections Suite. In the display area of the suite a special exhibit will be established to showcase examples of images available on the website, accompanied by supporting literature and brochures. Librarians from two of the sponsoring institutions will be on hand to provide information and guidance. This exhibit will provide library visitors with good exposure to the website and will create an ideal setting for media events to publicize the database.

Short presentations to various user groups such as the Heritage Council, Santa Clara County Historical and Genealogical Society, Sourisseau Academy and History San José Museum docents and teachers will be made in May and June 2004 to present *Silicon Valley History Online* to the local historical community. History San José and Santa Clara City Library will jointly issue press releases to announce the awarding of grants to support the project and the availability of the website to the public. The Advisory Committee members will help publicize SVHO through their professional and community connections. SVHO will be promoted at the Multicultural Festival held Memorial Day weekend 2004 and sponsored by History San José and

Resources for Families and Communities.

16. Statewide significance.

Although *Silicon Valley History Online* will focus on local area history, the database will have statewide significance:

Any comprehensive study of California history would necessarily include access to in-depth historical collections of local areas within the state. This is especially true of Silicon Valley, which is one of the major metropolitan areas of California. The region (and its hub, the City of San José) plays a significant role in some of the oldest chapters of California history:
- the story of native populations in the pre-European contact era, such as the Ohlone peoples
- the Spanish and Mexican eras (during which time San José was the first European Civil settlement and Mission Santa Clara was the 8th of 21 missions founded in Alta California)
- conquest by American settlers and the Gold Rush era and statehood (including a brief period when San José served as the state capital)
- the agricultural development of Santa Clara Valley (in the early 20th century the Valley produced 1/3 of the world's fruit including 90% of the world's prunes)
- the post-World War II industrial and aerospace era
- the technological boom of the late twentieth century that created what has become the world famous Silicon Valley.

All of these developments are intertwined with the history of the entire state.

Access to this important facet of California history on the World wide Web will benefit historical researchers within the state and national and international researchers as well. Distribution of the results of this Project to the local education community will serve as a basis for educational materials to be made available to educators statewide.

Participating institutions will present a workshop on the Project at a conference of the California Library Association. They will write an article on the Project for publication in *California Libraries*. National and international attention will be drawn to the Project through publication of an article about the database in the *College and Research Libraries Newsletter*. Participants will also prepare a Handbook containing local best-practice cataloging standards so that cataloging will continue each year after the first year of the Project is completed. The Handbook will adhere to the OAC/LSTA Sustainability Project standards for description. It will be published in appropriate archival and library newsletters and will also be disseminated through the World Wide Web. Creation of the website will also serve as an example of a pilot project of cooperation among seven repositories in compliance with the new standards created by the OAC/LSTA Sustainability Project.

17. Evaluation.

Surveys of regular users of the *Silicon Valley History Online* will measure satisfaction by users on ease of access and value of the content of the website. These surveys will be administered primarily through user feedback surveys mounted on the website. They will be used throughout the project to provide continuous feedback and improvement for enhancing the ease of access and the content. The website will be designed to monitor searches and provide reports on unsuccessful searches (zero result searches) and types of searches performed to improve usability. Web statistics will be collected to evaluate the actual use of the site. To encourage response on our web-based evaluation form, every 100th respondent will be given a free duplicate image from one of the collections such as a Santa Clara Valley fruit crate label. Respondents will be motivated to complete the survey with a banner ad advertising the free image.

Historical significance and diversity of materials on the site will be evaluated primarily by the Advisory Committee and librarians and archivists from the seven institutions. These participants will collaborate in selection of materials and evaluate their significance and relationship to one or more of the eight cultural themes. Input from educators in the Santa Clara Valley will be sought through interviews and seriously considered in selecting appropriate content.

Librarians will work with students in the education program at San José State University to develop curriculum packets. Faculty at San José State University will evaluate the quality of the teaching materials and curriculum packets and the primary source materials. Educators in Santa Clara Valley will be asked to provide feedback through a web survey about the value of the project after information concerning the project has been disseminated. Educators will also be asked to provide suggestions for future enhancements.

18.   Methods of continuation:

A. Local

The seven institutions participating in this project are committed to maintaining and updating materials on *Silicon Valley History Online* using institutional resources, once the grant funds have been exhausted. The LSTA funds will enable the *Silicon Valley Local History Network* to begin this new service, develop standards for the service, procure software, develop processes and procedures for selecting materials, and mount a core of significant materials. Santa Clara University has agreed to host *Silicon Valley History Online* for the next five years on its web servers. Santa Clara University already has many images mounted on an Access Database and has a strong institutional commitment to increasing the number of images. Other institutions have a large number of images that they are committed to making available in the future. After the basic site has been established during the first year, the institutions will seek grant and other private funding opportunities that will allow faster development and enhancement of the site than possible with existing institutional resources.

B. Statewide

In addition to disseminating the results of the project to the local education community, participants will present a workshop on the project at a California Library Association conference, prepare a Handbook that contains local standards for describing images, and prepare an article for publication in *California Libraries*, and the *College & Research Libraries Newsletter*. The Handbook would be disseminated through the web. Its availability will be published in appropriate archival and library newsletters as well as listserves. *Silicon Valley History Online* will continue to be available on the Online Archive of California Sustainability Project as well.

19. Program budget: LSTA funds requested. (Use extra pages if more than 3 objectives.)

****** *OBJECTIVES* ******

(1) Collection (i.e. selection of images, copyright issues)
(2) Access (i.e. webpage, scanning, cataloging)
(3) Outreach (i.e. PR and Curriculum)

a. Salaries:

	Collection (1)	Access (2)	Outreach (3)	Total (4)
Project Archivist ----- with benefits at 25%	-------	--------	--------	--------
Metadata Cataloger ---- with benefits at 25%	--------	--------	--------	--------
Recruitment	$50	$50	$50	$150
Subtotal	--------	--------	--------	--------

b. Library Materials: $0

c. Operation:

	Collection (1)	Access (2)	Outreach (3)	Total (4)
Contracts				
Systems Administration	$1,667	$1,667	$1,666	$5,000
Scanning		$8,000		$8,000
Equipment ($5,000 or less)				
1 workstation	$500	$500	$500	$1,500
photo quality printer	$234	$233	$233	$700
Laser Printer	$134	$133	$133	$400
Computer Software				
Digital Asset management		$6,000		$6,000
DAM annual Maintenance fee		$1,000		$1,000
Adobe Photoshop		$600		$600
Windows Office	$167	$167	$166	$500
Postage		$500	$500	$1,000
Printing (brochures)			$2,500	$2,500
Supplies	$667	$667	$666	$2,000
Telecom (including dedicated web access)	$1,500	$1,500	$1,500	$4,500
Travel	$250	$250	$250	$750
Training		$1,500		$1,500
SUBTOTAL	$5,119	$22,717	$8,114	$35,950

19. Program budget (cont.)

d. Equipment (more than $5,000) $0

e. TOTAL FOR OBJECTIVES $27,461 $73,184 $30,455 $131,100

f. Indirect cost, maximum 10%
   of line e. TOTAL $13,110

g. **TOTAL LSTA**   **$144,210**

h. Other funds $0

i. **In-kind**
   Salaries:

Project Director Paula Jabloner	------
(15% Total Time, 10% Project Director, 5% Image Selection)	
Systems Administration Support @ SCU	------
Image selection from six contributing institutions	$15,000
(1/2 hr. per image @ $30/hr.)	
Curriculum Development, SJSU	$6,000
Web Page Design @ SJSU Library	$1,000

Operations:

Office overhead @ HSJ	$3,000
Grant Administration @ HSJ	$2,500
Intel Museum donated workstation for work site	$1,500
Use of web server capacity @ SCU	$7,000

Equipment (over $5,000):

Intel Museum donated file server for work site	$10,000
SUBTOTAL	$58,855

j. **TOTAL PROJECT** $203,065

20. Narrative support for budget.

Salaries

The Project Archivist will coordinate all aspects of the grant including helping repositories select images, sending originals to the vendor and working with the curriculum development professionals. The salaries and benefits are consistent with current salaries for entry level professional positions at History San José.

SVHO has determined that in the first year of this project a Metadata Cataloger is essential to implement smooth operation of SVHO. The cataloger will create a handbook of guidelines for working with our probable software choice CONTENTdm, the Dublin Core metadata requirements for the OAC-LSTA Sustainability Project, so that consistent cataloging is done throughout the project. Because these OAC-LSTA guidelines were only recently created, a Metadata Cataloger on the Silicon Valley History Project will test the implementation of them for future use of all parties. Additionally, almost all the repositories are run by one person with multiple duties, which means very limited materials have been cataloged to date for the seven repositories and none has been cataloged in Dublin Core. Only with the Metadata Cataloger and the creation of a handbook in the first year will the repositories be able to catalog additional materials on their own after the first year. SVHO will also post the handbook online for the benefit of any other digital collaborative project.

Operations

SVHO institutions have explored the most cost-effective way to bring 1,000 images to the Internet. We estimate a cost of $22 per image in-house if we were to purchase a scanner and hire a technician. We explored outsourcing by contacting Luna Imaging and OCLC Digitization & Preservation Services. Quotes for outsourcing ranged from $6.50 an image from OCLC to $12.50 per image from Luna, with added SVHO staff time to do project quality control at $1.50 per image. Based on the cost estimates we have decided that OCLC provides the best value for our project. Because all prices quoted are estimates based on the best available current information, the $8,000 allows for flexibility if vendor prices increase or our needs change.

The choice of OCLC will also benefit us because we have investigated digital asset management software as well. We considered upgrading and using the MS Access database created by Santa Clara University Archives as well as CONTENTdm (offered through OCLC), Luna Insight and Cumulus by Canto Software. Cumulus and MS Access present a cost saving over the other products, but would not provide the efficiency that is needed in a one-year project. Luna Insight, with the most expensive product ($20,000), provided more capacity than is needed and results that would not be in the most ideal format for this project. After talking with users of CONTENTdm and testing the software we believe that it will provide the project with the best choice in ease of use, efficiency and functionality to work with the LSTA/OAC Sustainability Project for a cost of $6,000. All its fields are mapped to the OAC Dublin Core standards that we intend to use throughout the project. We also believe that with OCLC supporting CONTENTdm it will be used by many cultural institutions and therefore will continue to supply the support and upgrades needed in the long term. Santa Clara University will host the CONTENTdm server that will provide administrative access for the project staff and Internet access. The Telecom

charges

20. <u>Narrative support for budget</u> (cont.)

in the budget will provide dedicated high-speed access to the SCU server from the work site. Due to the other demands on History San José's server and data lines, this project it requires a dedicated line of its own to work efficiently. We will install a dedicated line for $500 with a monthly charge of approximately $330 for the high-speed line. We will contract with a Systems Administrator who already does computer contract work for HSJ to set up the server, internet access and workstations.

The $2,500 earmarked for designing and printing the brochures will effectively allow SVHO to be promoted throughout the Santa Clara Valley in conjunction with the exhibit and the presentations and promotions outlined in the Public Relations Plan. The $1,000 earmarked for postage will allow us to properly market SVHO and provide funds to deliver original materials to the digitization vendor.

In-Kind

Project Manager Paula Jabloner has assumed management of this project as part of her workload at HSJ, 15% of her compensation is included in the in-kind budget. Additional salary percentages include Systems Administration support at SCU, Image Selection from the six contributing repositories (1/2 hour per image @ $30/hour), Curriculum Development at SJSU School of Education, and web page design from SJSU Library staff.

In-kind operations support includes office space overhead and grant administration at HSJ. The Intel Museum has donated a workstation and file server for the Project worksite at HSJ. SCU has donated space as well as systems administration on one of their University's Internet servers to host SVHO.

21. Certification.

a. I affirm that the jurisdiction or agency named below is the legally designated fiscal agent for this program and is authorized to receive and expend funds for the conduct of this program.

b. I affirm that any or all other agencies participating in the program have agreed to the terms of the application/grant award, and have entered into an agreement(s) concerning the final disposition of equipment, facilities, and materials purchased for this program from the funds awarded for the activities and services described in the attached, as approved and/or as amended, application.

(Signed): _____ _____ Authorized
representative (For schools, should be Principal/Supt.)   Date

(Printed): _____David Crosson, President & CEO_____
            Name and title

Organization: _____History San José_____

Street/mail address: 1650 Senter Road_____

City: San José_____ County: Santa Clara_____ ZIP+4: 95112-2559

Telephone: _____ FAX: _____

INTERNET E-mail: _____

Attachments

a) Letters of endorsement from participating institutions

b) Letters of endorsement from the community

c) Initial price quotes from digitization vendors

d) Résumé of Paula Jabloner, Project Director