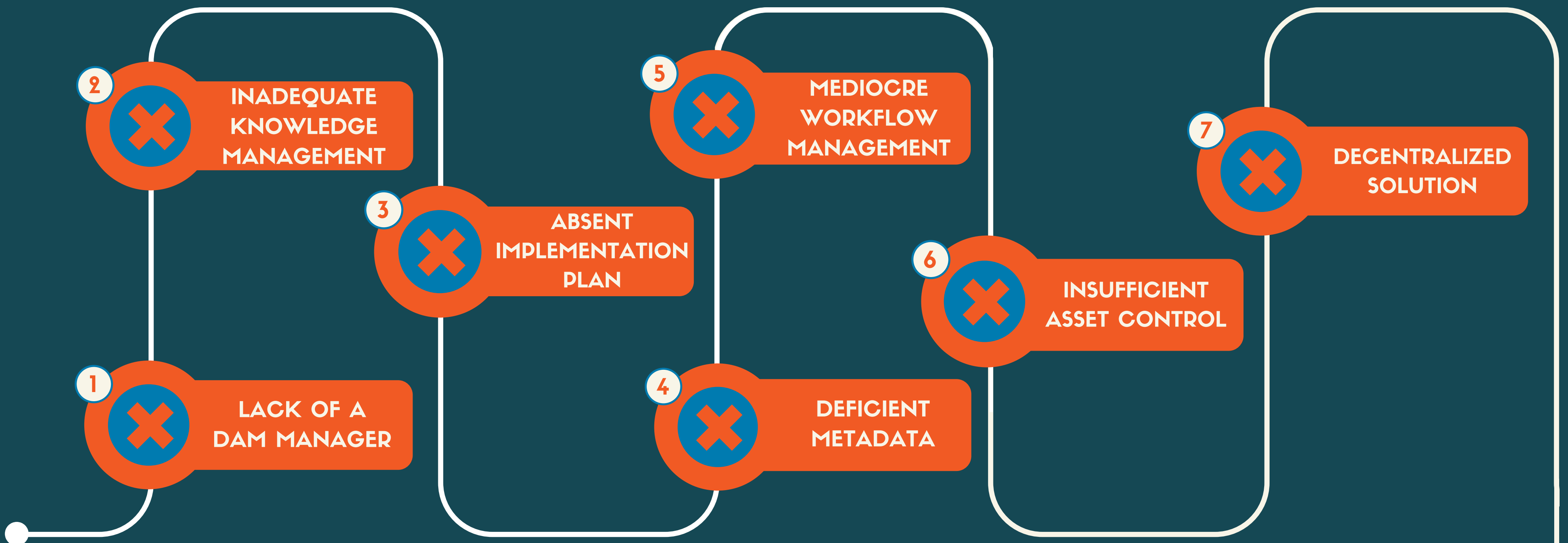


GETTING THE DAM ASSETS TOGETHER

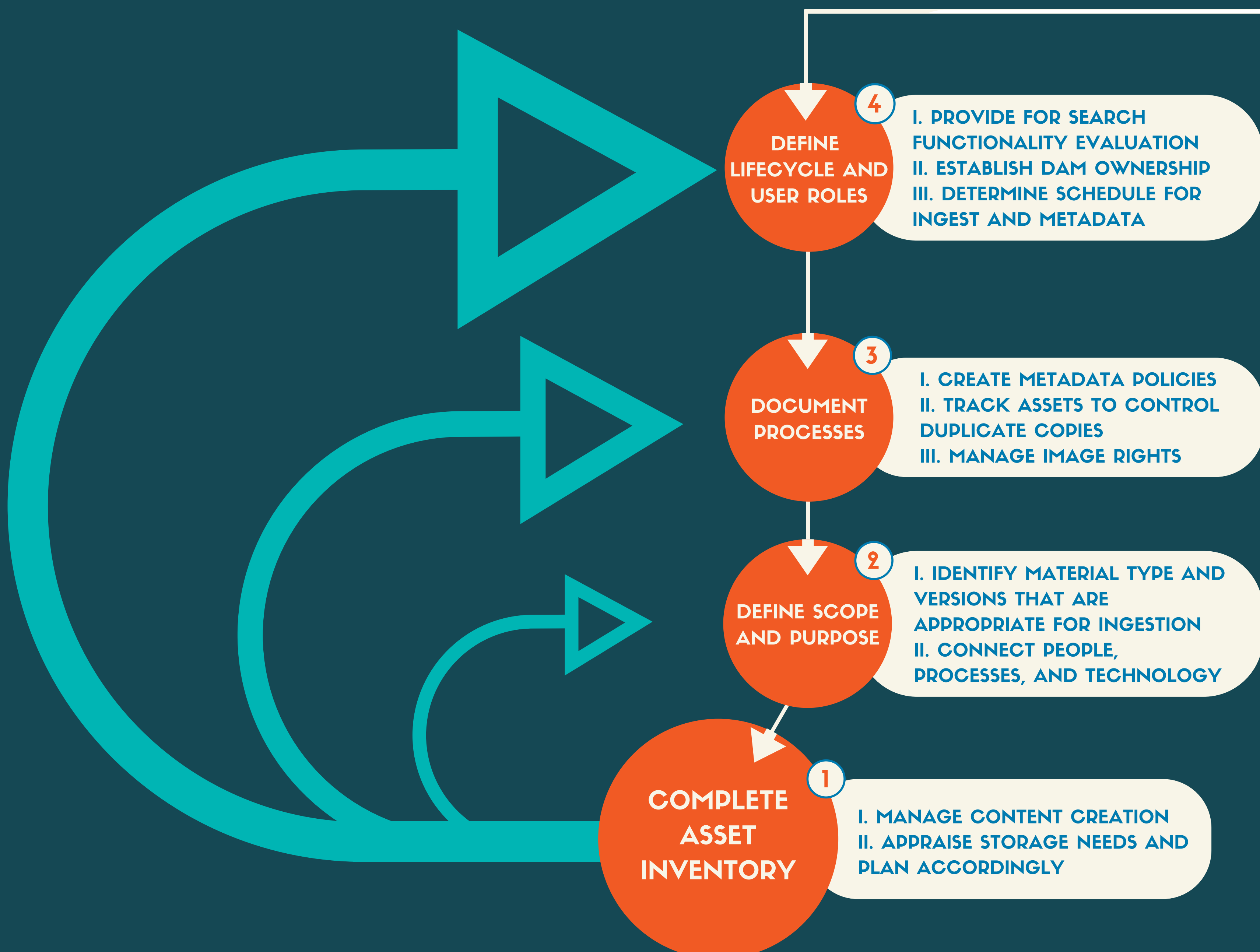
THE IMPLEMENTATION OF A DIGITAL ASSET MANAGEMENT SYSTEM
ANASTASIA BENNETT, MLIS CANDIDATE & KATELYN HARPER, MLIS CANDIDATE

A NARRATIVE SYNTHESIS OF ROADBLOCKS



- 1 THE SAM HAS NO INTENTION OF HIRING FOR THIS POSITION
- 2 LACK OF PROCESS DOCUMENTATION AND HIGH STAFF TURNOVER CREATES WORKPLACE INEFFICIENCY
- 3 THE DAM SCOPE AND PURPOSE WERE NOT DEFINED PRIOR TO SOFTWARE ACQUISITION
- 4 THE SOFTWARE DOES NOT SUPPORT ALL METADATA NEEDS AND THE RELIANCE ON TAGGING IS CAUSE FOR INCONSISTENCIES
- 5 THE SOFTWARE LACKS NATIVE WORKFLOW MANAGEMENT CAPABILITIES REQUIRING STAFF MEMBERS TO BE RESPONSIBLE FOR RIGHTS AND PERMISSIONS AND CROSS-DEPARTMENTAL COLLABORATION
- 6 DEPARTMENTS GENERATE EXCESSIVE CONTENT AND STORE DUPLICATE COPIES ON VARIOUS PLATFORMS
- 7 THE DAM IS ORGANIZED AROUND THE NEEDS OF A FEW POWER USERS AND NOT THE NEEDS OF THE INSTITUTION

THE RECOMMENDED STRATEGY



A FUTURE ORGANIZATIONAL STRUCTURE

- 5 I. HIRING A FULL TIME STAFF PHOTOGRAPHER ALLOWS FOR A TARGETED CONTENT CREATOR. IN EFFECT, THE SAM WOULD OWN ALL THE RIGHTS TO THEIR IMAGES WITHOUT CONTRACTING INDIVIDUAL WORK FOR HIRE PHOTOGRAPHERS
- 6 II. EMPLOYING A DAM MANAGER PLACES A TRAINED PROFESSIONAL INTO THE POSITION TO EFFECTIVELY ADMINISTER THE DAM IN SERVICE OF ALL INVESTED STAFF MEMBERS
- 7 III. ACCOUNTING FOR THE VOLUME OF ASSETS THE SAM HOLDS AS WELL AS THE DIFFERENT METADATA NEEDS OF DEPARTMENTS, IT MAY BE BENEFICIAL FOR THE SAM TO HAVE TWO OR MORE DAM SOLUTIONS AS OPPOSED TO ONE CENTRAL REPOSITORY