

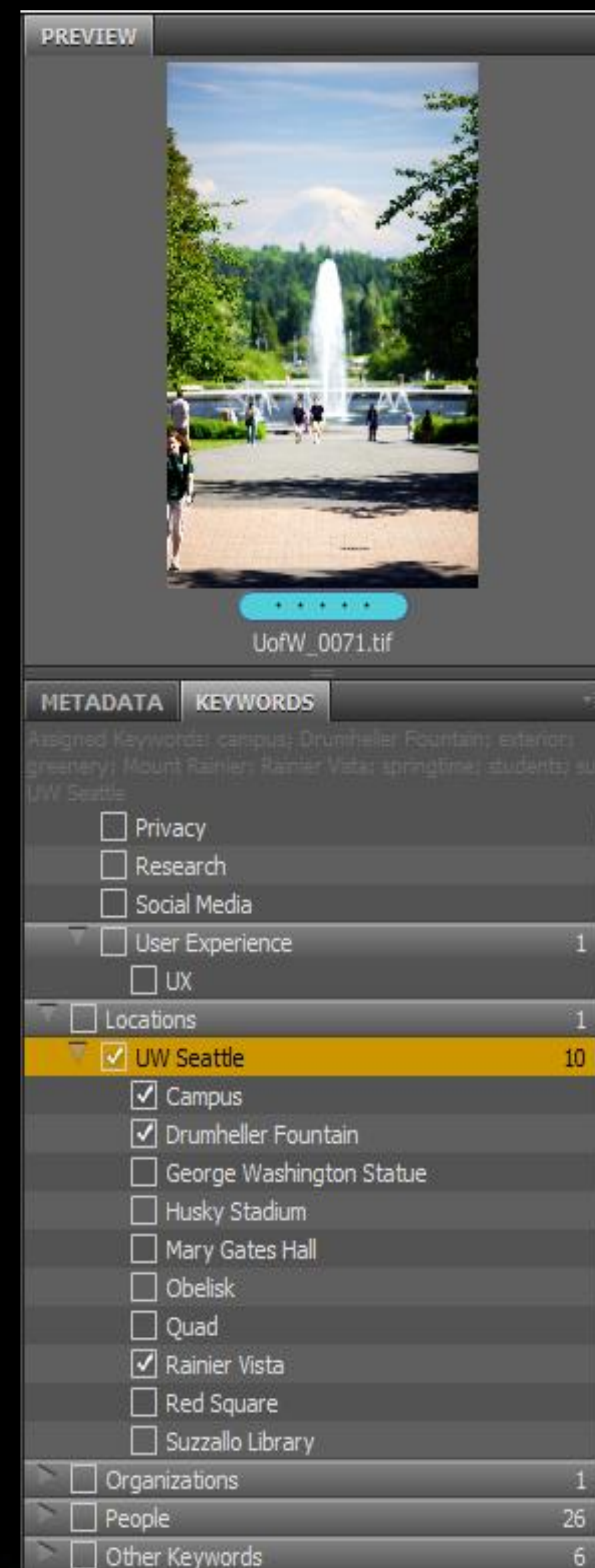
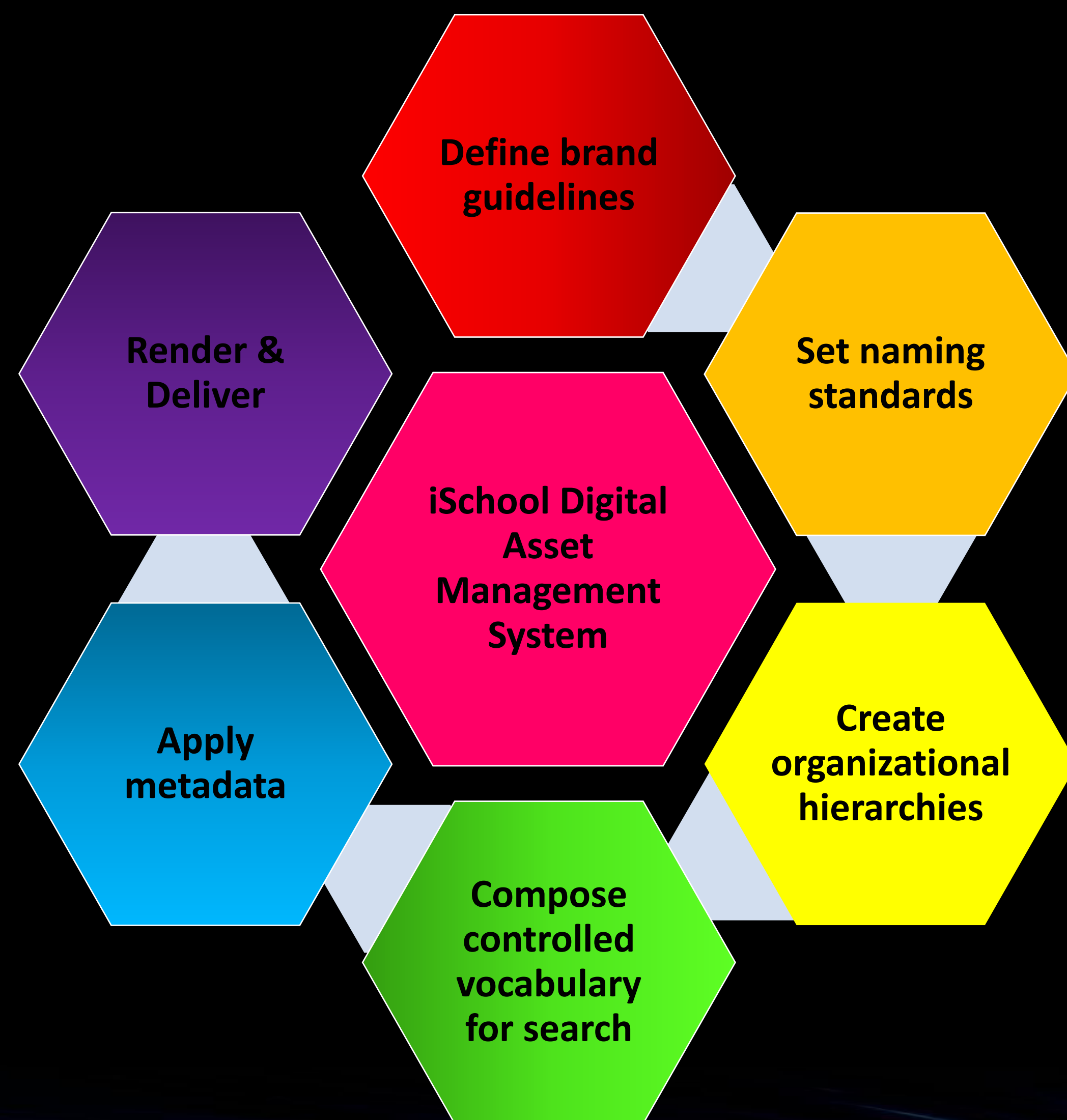
iSchool Digital Asset Management

Irma J. Vela, MLIS

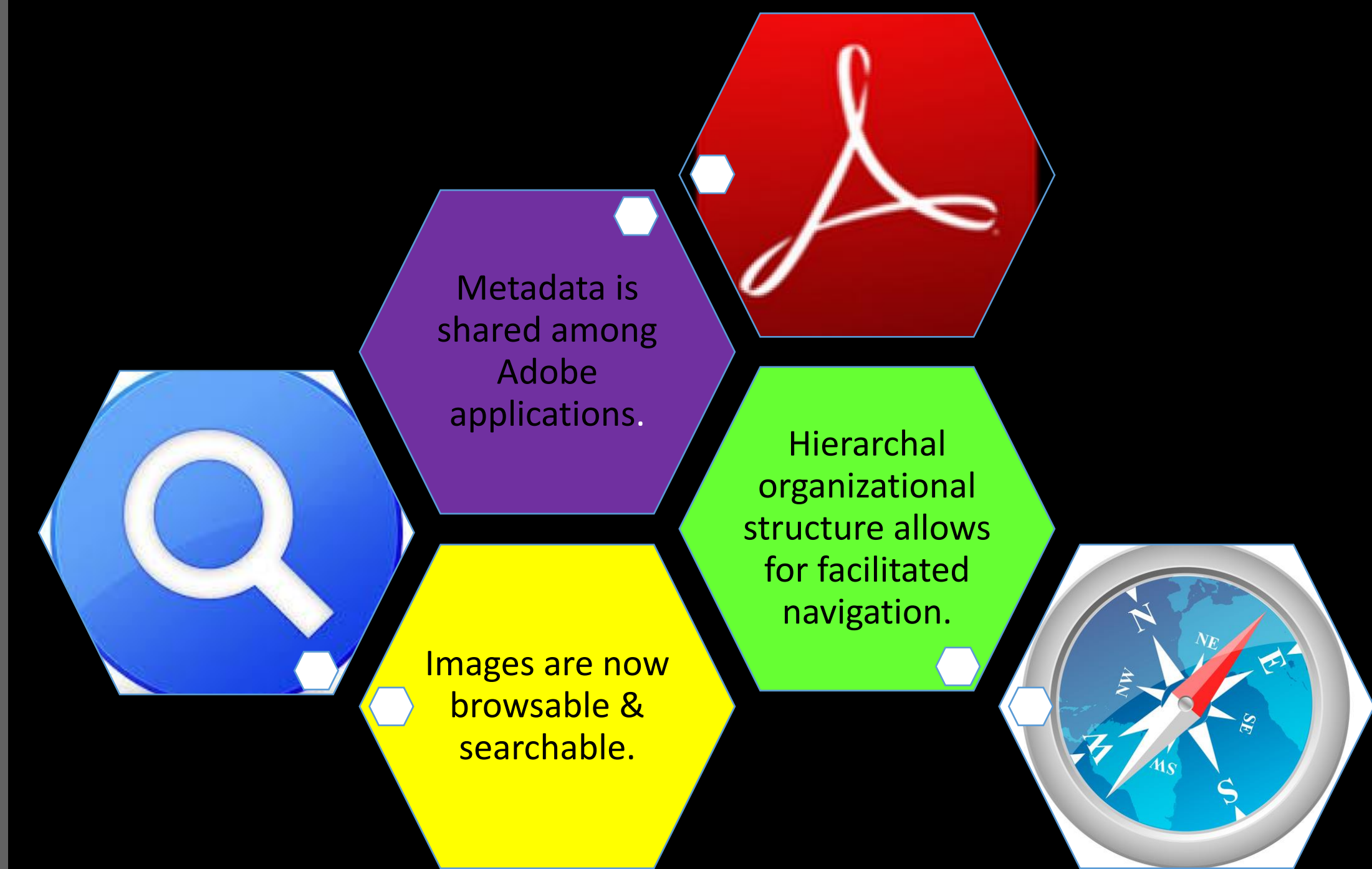
What was the problem?

The iSchool Communications Department had amassed over 5,000 photo images. These images had no naming, metadata, or organizational standards making them difficult to locate for use.

What needed to be done?



What was accomplished?



What are the benefits?

Through the use of a digital asset management system, the iSchool Communications Department is better able to search, locate, and organize their digital assets; thus promoting efficient and effective workflow and collaboration as they strive to promote and propel the iSchool brand.