DAM and Higher Ed: Best practices from real admins

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Today's Speakers

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University of Massachusetts
Amherst

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Manager of Digital Assets
Cornell University

- Founded in 1865
- Private and Public
- 21,593 students
- 1,628 professors
- 526,484 digital assets in our DAM system
- 1,838 DAM system users

Main Campus

ITHACA, NY

- Founded in 1863
- Public R1
- 28,635 students
- 51K digital assets
- 100 DAM system users

UMass Amherst
The Commonwealth's Flagship Campus

Overview

About Digital Asset Management (DAM)

DAM Essentials

    Metadata

    Search

    User governance

Responsibilities of a DAM administrator

DAM Tips and Q & A

So, What are digital assets?

Digital assets are not merely digital files. They are pieces of content that are valuable to your organization and have high replacement costs if lost.[4]

Digital assets include:

| Product Images | Stock Photos | Audio Files | Video Files | Design Files | Logos | Presentations | Documents |

What is DAM and why do you need it?

Digital Asset Management (DAM) is the management, organization, and distribution of digital assets from a central repository.[1]

Access all of your content in one place

Search for assets intuitively

Use a metadata schema and taxonomy

Share approved, branded content

Control access, visibility and permissions

Control asset versions

Analyze your content

DAM Essentials
(metadata, search, user governance)

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Metadata: the (controlled) language of your DAM

Metadata and Search:
Best Practices

- Embed metadata

- Naming convention (UID)

- Taxonomy, standardization and

  documentation:

  - Categorize and tag in an intuitive way for USERS
  - Use all tools at your disposal

  - Avoid complexity

  - Be transparent

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Metadata: define your fields

Editing Metadata Type: UMass Amherst Metadata Type

⊕ Create Field   [Add Existing Field ▴▾]

Tip: Click and drag item in list to re-order items.

⸬ Job Number	Limited Text | Permissioned | Permissioned | Required ⊕
⸬ Event or Project Title	Text Field | Visible | Editable | Required ⊕
⸬ Date - Original	Date | Visible | Permissioned | Not Required ⊕
⸬ Date/Time Original	Limited Text | Permissioned | Permissioned | Not Required ⊕
⸬ Caption	Text Area | Visible | Permissioned | Not Required ⊕
⸬ Person(s) Shown In Image	Palette Field | Permissioned | Permissioned | Not Required ⊕
⸬ Credit Line	Text Field | Visible | Editable | Not Required ⊕
⸬ Location	Palette Field | Visible | Editable | Not Required ⊕
⸬ School/College/Department	Palette Field | Visible | Editable | Not Required ⊕
⸬ Centers and Institutes	Palette Field | Visible | Editable | Not Required ⊕
⸬ UMass Relation	Checkbox Group | Visible | Editable | Not Required ⊕
⸬ Points of Pride	Checkbox Group | Permissioned | Permissioned | Not Required ⊕
⸬ Keywords	Palette Field | Visible | Editable | Not Required ⊕
⸬ Quality	Checkbox Group | Hidden | Editable | Not Required ⊕
⸬ Rights Managed?	Checkbox Group | Visible | Editable | Not Required ⊕
⸬ Creator Name	Autocompleter Field | Visible | Editable | Not Required ⊕ ❓
⸬ Rights Usage Terms	Text Field | Visible | Permissioned | Not Required ⊕
⸬ Original Filename	Text Field | Hidden | Not Editable | Not Required ⊕
⸬ Original Filepath	Text Field | Permissioned | Not Editable | Not Required ⊕

Metadata: standardized value lists for consistency

Tip: Click and drag item in list to re-order items.

Create List Values

Tip: Press Enter/Return to quickly create new list values.

Tip: Click and drag item in list to re-order items.

List Value **Required**

[   ]

[Add] [Done]

Multiple Values **Required** [?]

[   ]
[   ]

[Add] [Done]

Sort Alphabetically

Existing List Value Name	Options	
358 North Pleasant (358NP)	✎	🗑
93 Fearing House (93FH)	✎	🗑
Adams, John House (JA)	✎	🗑
Adams, John Q. House (JQA)	✎	🗑
Ag Engineering Annex A (AEBXA)	✎	🗑
Ag Engineering Annex B (AEBXB)	✎	🗑
Agricultural Engineering Building Central (AEBC)	✎	🗑
Agricultural Engineering Building North (AEBN)	✎	🗑
Agricultural Engineering Building South (AEBS)	✎	🗑
Agricultural Experiment Station (AEXP)	✎	🗑
Alfond Hall (HAMC)	✎	🗑
All Souls Church	Greenfield, MA	✎	🗑
Amherst Family Center	✎	🗑
Animal House (ANHS)	✎	🗑
Apiary Laboratory (APIA)	✎	🗑
Army ROTC Building	✎	🗑
Arnold House (ARND)	✎	🗑
Art Barn (ATBN)	✎	🗑
Astronomy Building (ASTR)	✎	🗑
Auxiliary Services Food Storage Building/Warehouse (AUXS)	✎	🗑
Baker House (BAKE)	✎	🗑

Search: multiple search refinement options

Search ▾

Search Categories
All Colleges, Schools, Units (34)
Best Images (8)
Buildings and Places (84)
Events by Year (2)
People (7)
More ▾

Search Within
[Enter keyword(s)] **Go**

Document Search
☐ Search Document Text

Metadata

Affiliation(s)
☐ alumni (1)
☐ college or school dean (1)
☐ faculty (7)
☐ faculty emeriti (1)
☐ graduate student (1)
More ▾

Content Type
☐ photograph (98)

Country
☐ United States (US) (1)

Creation Date
[mm/dd/yyyy] 📅
to
[mm/dd/yyyy] 📅
GO

Event (Recurring)
☐ Commencement Weekend [OCE] (1)
☐ Cornell Alumni Leadership Conference (CALC) [AAD] (1)
☐ Presidential Inauguration [PRES] (3)
☐ Reunion Weekend [AAD] (7)

Gender
☐ M (3)
☐ N/A (45)

Location
☐ A D White Garden (2)
☐ A D White House (3)
☐ Arts Quadrangle (13)
☐ Cayuga Lake (1)
☐ Central Campus (8)

Results for "Collection Title (Global): is empty Tags: "iconic""

Select All   1 - 98 of 98

♥ **2015_0795_015B_select**
★★★★★ Engagement Score: **6**
✓ ⬇ Download < Share
The Sibley Hall dome, with fog rolling in over Cayuga Lake.
Credit: Lindsay France (MKTG)
TIFF (54.72MB) RGB 300 dpi
6,000 x 4,800 pixels (20 x 16 inches)

♥ **0688_14_067_select**
★★★★★ Engagement Score: **0**
✓ ⬇ Download < Share
Eduardo Penalver, dean of the Law School (LAW) near the Cornell seal in Myron Taylor Hall.
Credit: Jason Koski (MKTG)
TIFF (28.47MB) RGB 300 dpi
3,861 x 2,574 pixels (12.87 x 8.58 inches)
Versions: 2

♥ **0654_14_041_select**
★★★★★ Engagement Score: **9**
✓ ⬇ Download < Share
Details of the Cornell Seal at Myron Taylor Hall.
Credit: Robert Barker (MKTG)
TIFF (60.19MB) RGB 300 dpi
5,616 x 3,744 pixels (18.72 x 12.48 inches)
Versions: 3
Asset in Global Collection: Yes

♥ **0646_14_030_select**
★★★★★ Engagement Score: **0**
✓ ⬇ Download < Share
Gates Hall.
Credit: Jason Koski (MKTG)
TIFF (44.92MB) RGB 300 dpi
4,200 x 2,801 pixels (14 x 9.34 inches)
Versions: 4
Asset in Global Collection: Yes

♥ **0630_14_071_pano_select**
★★★★★ Engagement Score: **6**
✓ ⬇ Download < Share
Weill Cornell Medical College in New York (WCMC-NY) at dusk. Sunset overlooking the Weill Cornell Medical College with Roosevelt Island in the distance.
Credit: Lindsay France (MKTG)
TIFF (100.47MB) RGB 300 dpi
10,568 x 4,306 pixels (35.23 x 14.35 inches)
Versions: 3
Asset in Global Collection: Yes

♥ **0630_14_110_select**
★★★★★ Engagement Score: **12**
✓ ⬇ Download < Share
Weill Cornell Medical College in New York City (WCMC-NY) at night.
Credit: Lindsay France (MKTG)
TIFF (37.65MB) RGB 300 dpi
5,022 x 3,744 pixels (16.74 x 12.48 inches)
Versions: 4
Asset in Global Collection: Yes

♥ **0437_14_039_select**
★★★★★ Engagement Score: **18**
✓ ⬇ Download < Share
Pink blossoms on a tree near McGraw Tower at night, in spring.
Credit: Jason Koski (MKTG)
TIFF (72.04MB) RGB300 dpi
6,144 x 4,096 pixels (20.48 x 13.65 inches)
Versions: 3
Asset in Global Collection: Yes

♥ **0987_13_009_select**
★★★★★ Engagement Score: **3**
✓ ⬇ Download < Share
Stocking Hall at dusk, with the Dairy Plant aglow.
Credit: Robert Barker (MKTG)
TIFF (72.04MB) RGB300 dpi
6,144 x 4,096 pixels (20.48 x 13.65 inches)
Versions: 2
Asset in Global Collection: Yes

♥ **1098_12_060_select**
★★★★★ Engagement Score: **0**
✓ ⬇ Download < Share
Safety nets under the College Avenue Stone Arch Bridge.
Credit: Jason Koski (MKTG)
TIFF (32.04MB) RGB 300 dpi
4,096 x 2,731 pixels (13.65 x 9.1 inches)
Versions: 2
Asset in Global Collection: Yes

♥ **0530_12_024_select**
★★★★★ Engagement Score: **24**
✓ ⬇ Download < Share
Tents on the Arts Quad during Reunion 2012.
Credit: Robert Barker (MKTG)
TIFF (72.03MB) RGB 300 dpi
6,144 x 4,096 pixels (20.48 x 13.65 inches)
Versions: 2
Asset in Global Collection: Yes

♥ **0362_12_002_select**
★★★★★ Engagement Score: **9**
✓ ⬇ Download < Share
Trees in bloom on Ho Plaza in spring.
Credit: Robert Barker (MKTG)
TIFF (37.62MB) RGB 100 dpi
5,414 x 3,609 pixels (54.14 x 36.09 inches)
Versions: 2
Asset in Global Collection: Yes

♥ **0362_12_084_select**
★★★★★ Engagement Score: **0**
✓ ⬇ Download < Share
Storm clouds loom over the Arts Quad in the late afternoon.
Credit: Robert Barker (MKTG)
TIFF (72.04MB) RGB 300 dpi
6,144 x 4,096 pixels (20.48 x 13.65 inches)
Versions: 2
Asset in Global Collection: Yes

Governance best practices

- Work with stakeholders in advance to define permissions

- Identify the needs of different user groups

- Manage access using roles

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MEDIA
COLLECTIVE

Internal User?

UMass Login

Email Address

Password

☐ Remember Me

Sign In   **Create Account**

Forgot your password?

Visit our Support Center if you need assistance.

Create & Manage Roles

➕ Create New Role

Displaying 1 - 25 of 37

Results/page 25 ▾

Display Name ▲	Users	Description	Options
160over90	3	Role for Admissions Marketing Outsource to agency 160over90. This role should have download access with approval only. They should have upload access to their own upload profile.	🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
Administration and Finance (A&F)(AF)	1		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
Athletics	1		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
Campus Communicators	0		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate 🗑 Delete
College of Education (COE)(EDU) (Formerly: School of Education (SOE))	0		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate 🗑 Delete
College of Engineering (ENGINEERING)	1		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
College of Humanities and Fine Arts (HFA) (CHFA)	4		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
College of Information Computer Sciences(CICS) (CS)	1		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
College of Natural Sciences (CNS)	4		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
College of Nursing (NURSING)	1		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
College of Social and Behavioral Sciences (SBS)	4		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
Commonwealth Honors College (CHC)	1		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
Development and Alumni Relations	6		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate
Editorial	4		🔍 View ✏️ Edit ✏️ Edit Permissions 🗐 Duplicate

Governance: control ingestion with upload profiles

Asset Upload Profiles

⊞ Create Upload Profile

Displaying 1 - 23 of 23

Upload Profile	Options
160over90 Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
Box - Media Collective Uploader	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
Bulk Upload Overwrite	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
Campus Communicators Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
Editorial Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
ERUE Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
Freelance Photographers Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
General Public Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
General University Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
Grad Images Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
HFA Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
John Solem Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete
Maile Thiesen Uploads	✎ Edit ✎ Edit Permissions ✎ Edit Default Metadata 🗑 Delete

Responsibilities of a DAM Administrator

DAM Administration: a diverse skill set

EXCEPTIONAL...

Attention to detail and accuracy

Visual memory

Passion for organization

Writing/Editing skills

Research skills

KNOWLEDGE OF...

Software

A wide variety of computer systems

Output formats and compatibilities

Document, photo, and video editing applications

KEEN INTEREST IN...

Keeping up with technology

Finding workflow efficiencies

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local and external drives → servers → network attached storage (ReadyNAS, Drobo, etc.) → removeable media (CD, DVD, Zip, Flash, etc.) → digitized analog media (negatives, slides, transparencies, prints, etc.)

centralized, backed-up storage

de-duplication, retention of best copy (and desired versions)

file renaming, metadata application (if embedding)

DAM

- Arrange weekly, monthly, and yearly maintenance tasks
    - Review user permissions for accuracy
    - Delete inactive users
    - Record statistics
    - Review naming conventions and organizational hierarchies (they change over time)

- Use advanced search to help you locate and fill in missing metadata

DAM Administration: asset lifecycle

Sample Asset Lifecycle Policy:

1. All uploaded assets shall remain in the DAM system for a period of 5 years;

2. After the 5 year period, non-selected outtakes shall be removed from the system, though Cornell University Photography will retain access to the images offline. Selected images will remain in the system for another 5 years (total 10 years from date of shoot);

3. All assets 10 years or older shall be removed from the system on a yearly basis and transferred to the University Archives.

- Keep system messages current and relevant

- Inform users of upgrades, new features, and changes to system functionality or organization

- Make sure your DAM is featured and linked to on company websites, letterhead, business cards, etc.

- Offer periodic open-ended training sessions/webinars to solicit feedback and address user concerns

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Tip 1:

DO IT RIGHT THE FIRST TIME.

If you don't set it up right initially, it's hard to go back and do it over

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Tip 2:

ENGAGE WITH USERS.

Reach out to users, provide ongoing training, be an advocate

Tip 3:

ASSIGN A DAM ADMIN EARLY IN THE PROCESS.

Do this before you implement your DAM system, not after

Thanks!

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Cornell DAM:
http://photo.cornell.edu

Cornell taxonomy/best practices:
http://univcomm.cornell.edu/photography/taxonomy.html