

# DAM and Higher Ed: Best practices from real admins

April 8, 2016

# Today's Speakers



Maile Thiesen  
Digital Asset Manager  
University of Massachusetts  
Amherst



Corey Chimko  
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

**UMassAmherst**  
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.<sup>4</sup>

**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.<sup>1</sup>



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)





# Metadata: good management makes search a cinch

## 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










































# Metadata: define your fields

## Editing Metadata Type: UMass Amherst Metadata Type

[Return](#)

 Create Field

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

 Job Number	Limited Text   Permitted   Permitted   Required 
 Event or Project Title	Text Field   Visible   Editable   Required 
 Date - Original	Date   Visible   Permitted   Not Required 
 Date/Time Original	Limited Text   Permitted   Permitted   Not Required 
 Caption	Text Area   Visible   Permitted   Not Required 
 Person(s) Shown In Image	Palette Field   Permitted   Permitted   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   Permitted   Permitted   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   Permitted   Not Required 
 Original Filename	Text Field   Hidden   Not Editable   Not Required 
 Original Filepath	Text Field   Permitted   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)		

# Browse/Search: simple entry interface

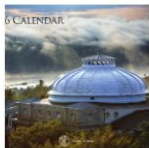
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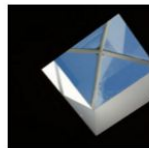
2016 Cornell Calendar



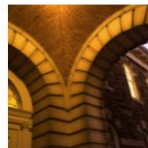
2015 Year in Photos



Senior Leadership



AAD Assets (MKTG)



AAP Assets (MKTG)



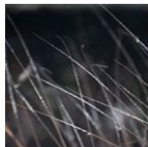
AAP Assets (AAP)



AMAG Assets (MKTG)



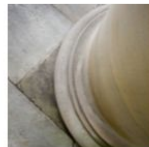
CALS Assets (MKTG)



CALS Assets (CALS)



CAS Assets (MKTG)



CAS Assets (CAS)



CCB Assets (MKTG)



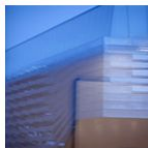
CCE Assets (MKTG)



CCE Assets (CCE)



CESS Assets (MKTG)



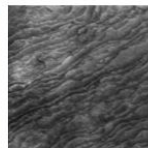
CIS Assets (MKTG)



CIT Assets (MKTG)



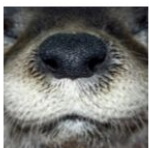
CLASSE Assets (MKTG)



CNSL Assets (MKTG)



CVM Assets (MKTG)



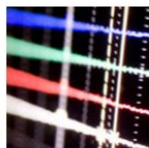
CVM Assets (CVM)



CVM Partners Assets



DBP Assets (MKTG)



DFA Assets (MKTG)



ENGR Assets (MKTG)



GRAD Assets (MKTG)



HRSS Assets (MKTG)



HUMEC Assets (MKTG)



HUMEC Assets (HUME...)



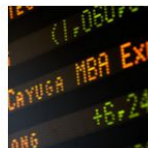
ILR Assets (MKTG)



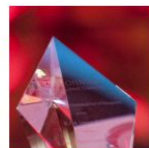
ILR Assets (ILR)



IPP Assets (MKTG)



JGSM Assets (MKTG)



JGSM Assets (JGSM)

Drop Files or Folders Here

Select Files...

Upload Wizard

My Recent

New Uploads Downloads Shares Comments



**0544\_11\_129\_select** downloaded by **Michael Carroll** for "Social Media" from order **COR-84871** 5 minutes ago



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**63 assets** were shared by **Corey Chimko** an hour ago

# Search: multiple tools for users find assets



Find Assets Insights Admin

Enter keyword(s)

Search

More Searches ▾

Categories ▾

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Advanced Search

All Assets Search

Global Collections Search

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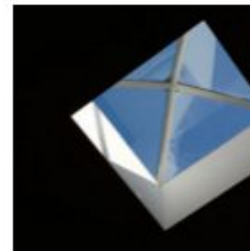
2016 Cornell Calendar



2015 Year in Photos



Senior Leadership



AAD Assets (MKTG)





## Governance best practices

- Work with stakeholders in advance to define permissions
- Identify the needs of different user groups
- Manage access using roles



The background of the page is a photograph of a snowy campus scene. In the foreground, there is a statue of a person in a military-style uniform. In the background, there are bare trees and a large brick building with a clock tower. The sky is clear and blue.

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**COLLECTIVE**

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# Governance: control group permissions with roles

## Create & Manage Roles

 Create New Role

Displaying 1 - 25 of 37

Results/page 25 ▼





















































Display Name ▲	Users	Description	Options
160over90	<u>3</u>	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)	<u>1</u>		 View  Edit  Edit Permissions  Duplicate
Athletics	<u>1</u>		 View  Edit  Edit Permissions  Duplicate
Campus Communicators	<u>0</u>		 View  Edit  Edit Permissions  Duplicate  Delete
College of Education (COE)(EDU) (Formerly: School of Education (SOE))	<u>0</u>		 View  Edit  Edit Permissions  Duplicate  Delete
College of Engineering (ENGINEERING)	<u>1</u>		 View  Edit  Edit Permissions  Duplicate
College of Humanities and Fine Arts (HFA) (CHFA)	<u>4</u>		 View  Edit  Edit Permissions  Duplicate
College of Information Computer Sciences(CICS) (CS)	<u>1</u>		 View  Edit  Edit Permissions  Duplicate
College of Natural Sciences (CNS)	<u>4</u>		 View  Edit  Edit Permissions  Duplicate
College of Nursing (NURSING)	<u>1</u>		 View  Edit  Edit Permissions  Duplicate
College of Social and Behavioral Sciences (SBS)	<u>4</u>		 View  Edit  Edit Permissions  Duplicate
Commonwealth Honors College (CHC)	<u>1</u>		 View  Edit  Edit Permissions  Duplicate
Development and Alumni Relations	<u>6</u>		 View  Edit  Edit Permissions  Duplicate
Editorial	<u>4</u>		 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

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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



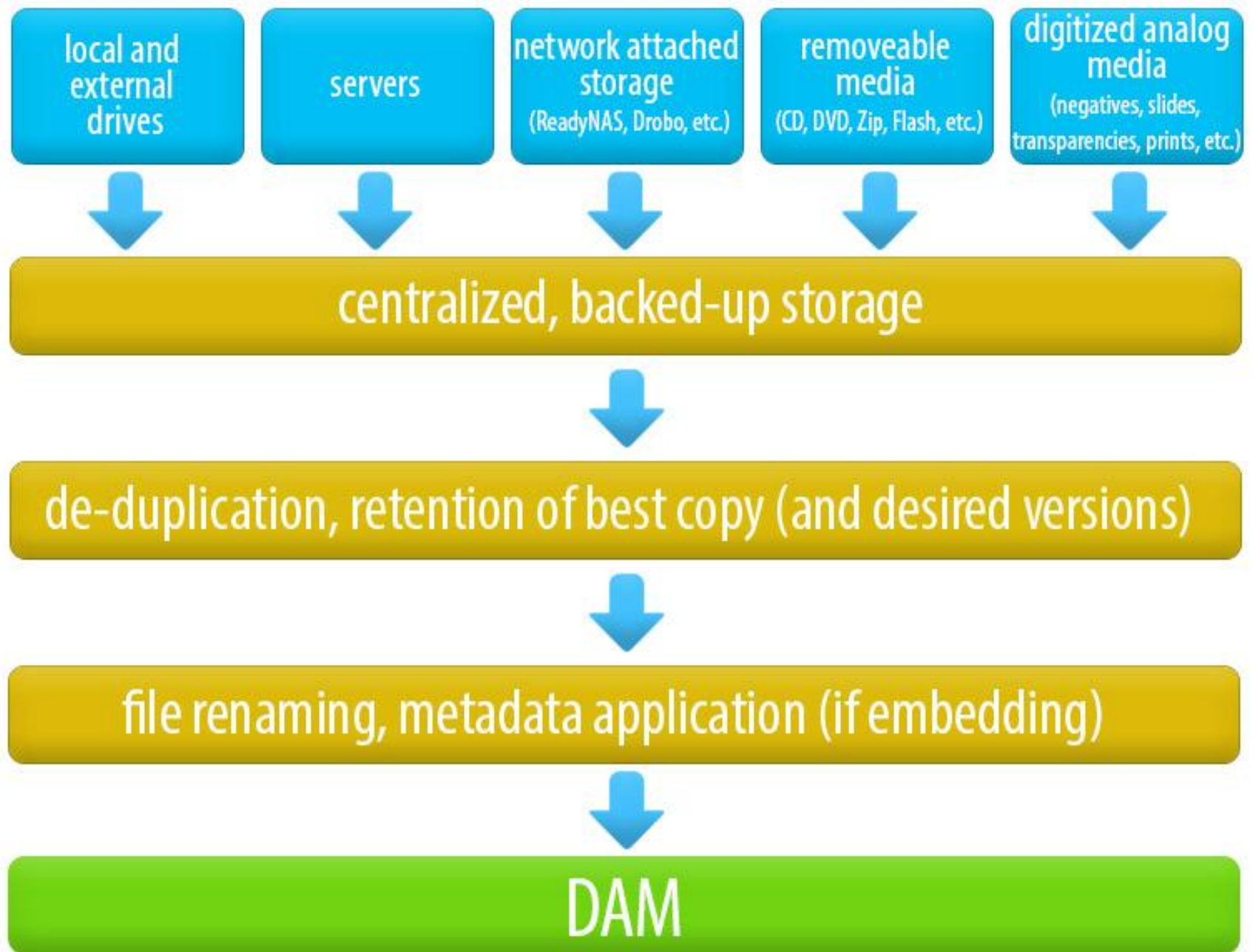
## KEEN INTEREST IN...

Keeping up with  
technology

---

Finding workflow  
efficiencies

# DAM Administration: implementation overview



# DAM Administration: system maintenance

- 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: analysis

UMassAmherst

Find Assets Insights Admin



Exports

Home Last 12 Months



106k

Views Last 12 Months

14.5k

Downloads Last 12 Months

2.67k

Logins Last 12 Months

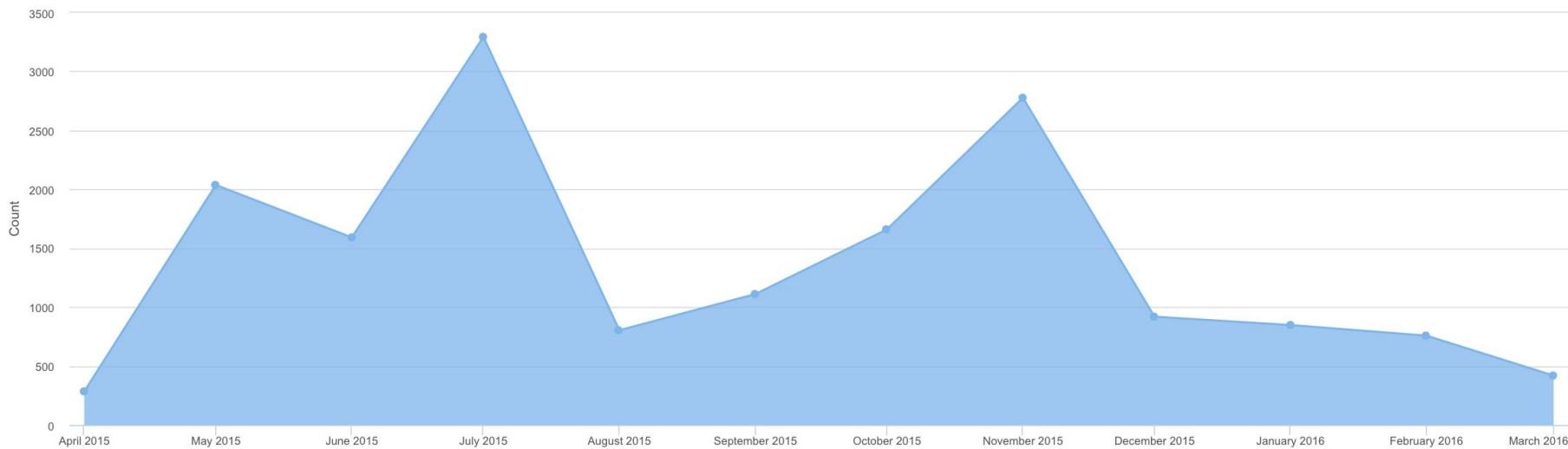
16.5k

Uploads Last 12 Months

51.8k

Assets Today

Uploads Last 12 Months



# 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.

# DAM Administration: user engagement

- 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



# 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

# 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



# Q and A



# Thanks!

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[YouTube.com/user/WidenDotCom](https://youtube.com/user/WidenDotCom)

**Contact Maile:**

[mthiesen@umass.edu](mailto:mthiesen@umass.edu)

**Contact Corey:**

[cjc85@cornell.edu](mailto:cjc85@cornell.edu)

**UMass DAM:**

<https://umassamherst.widencollective.com/>

**Cornell DAM:**

<http://photo.cornell.edu>

**Cornell taxonomy/best practices:**

<http://univcomm.cornell.edu/photography/taxonomy.html>