UC Digital Library Services Task Force
SWOT Document
July 24, 2009

UC Digital Collection:
The University of California (UC) Digital Collection is a collaborative effort of the UC Libraries to strategically create, manage, preserve and enable reuse of authoritative digital collections. It features selected resources both licensed for and created within the UC system, targeted to the diverse needs of a vast and broad ranging academic community. Using advanced technologies, the UC Digital Collection is integrated with and extends the collections and services of the UC Libraries.

Strengths	Weaknesses

• Rich and diverse collections
 • Long history of collaborative projects
 • Systemwide committee structures in place
 • Expertise of staff spread over 10 campuses, CDL (Specifics? Subject, format, language)
 • Ability/experience to handle large files/cataloging records
 • Track record for receiving grants
 • Considered a leader in our profession/among libraries
 • Instruction and research programs rely on our collections
 • Technology foundation/infrastructure in place
 • Standards in place in many areas
 • Participation in HathiTrust – soon to be in place
 • RLFs
 • DPR
	• Technology foundation/infrastructure is variable across campuses
	 • Standards in place in many areas, but not for all materials
	 • Authentication/authorization
	 • Financial; funds are tied up (e.g.,. Licensed content)
	 • Not well partnered/integrated with other UC entities, such as:
	     o SDSC (www.sdsc.edu)
	     o LBL (http://www.lbl.gov/)
	     o CALIT2 (http://www.calit2.net/)
	     o HASTAC (http://www.hastac.org)
	 • Current systemwide committee structure may not effectively support this sort of effort
	 • Project management not integrated in all activities
	 • User experience/user interface development is not evenly integrated across institutions
	 • There are lots of libraries on some campuses, making communication and coordination more difficult
	 • Many working in libraries are uninformed about projects, activities outside of libraries
	 • No mechanisms for managing, documenting copyright and rights issues
	 • Lack of funds for storage that is needed for large digitization projects
	 • Too slow to react to change, to jump on opportunities
	 • Sustainable funding models not there – how do we do this over the long term
	 • Lack of a structure to keep track of reports/ development in these areas

Opportunities	Threats
- Development of new technology tools - Build capacity beyond the OPAC - Engage in proactive collection building - Private sector partners available (Sun, Google, etc.) - CSU could be partners, also Community colleges - Increased participation in HathiTrust - Build on current systems such as OAC, Calisphere, eScholarship, ETDs - Test the infrastructure of the DPR, etc. - Increase number and access to e-books - Increase collaborations with non-library partners, such as SDSC, Museums, other cultural heritage organizations - Improve user experience and develop effective user interfaces - Opportunity to market the libraries - Develop a new role for libraries - An unfunded mandate is an opportunity to show people we know what we're doing - Pool resources such as staffing, technology - New revenue streams/sources - Wider access to UC collections (publicity, research, etc.) - Showing off UC's best/brightest - Cost-savings by developing/implementing standard processes - Reach new audiences - Increased opportunity to get grants - We will maintain our respected position in the library world and continue to be a player on the national/international agenda; if we don't do this we risk getting left behind - Maintain and make UC more desirable for Faculty/researcher recruitment - Cloud computing	- Government suing our private sector partners - Legislature that doesn't support higher education or libraries - Don't get complete buy-in from all campuses - Copyright (infringement?; as a barrier to reproduction and dissemination) - Current financial situation – impact on staffing levels, technology budgets - Changing technologies make it harder to maintain current technologies over time - Inability to let go of old technologies - May not save us money (we may need to trade off other goods and services)