



Appendix A: Questions from the Financial/Business Models Workstream

March 13, 2012 Workshop

The DPLA concept currently has no limits with respect to content, scope, audience, participation, or governance. Without some direction, it is difficult to pursue funding and create a business model for the DPLA. These are questions that need to be answered before we can proceed.

General Questions for the DPLA Leadership:

- When can we expect a list of things to fund? We are stalled without more information.
- Does the Financial/Business Model workstream have access to grant resources? Can we gain access to the budget, the grant, the grant proposal, and proposed deliverables?
- Realistically, if the DPLA is a team of 30 people, we are talking about 3-4 million annually plus heat, rent, etc. We need to think about where that will come from year after year.

Content & Scope Questions:

- What kinds of content (format, topic) will be in the DPLA?
- Do we have one or two willing and able contributors to get things up and running (as a seed collection)? HathiTrust? Internet Archive?
- If the focus is on cultural heritage, what does that exclude?
- Will the scope be international? There are many tricky intellectual property rules about sharing content across national borders; there are no worldwide rights.
- To what extent will DPLA be digitizing things?
- Are government documents being considered early on in the offerings?
- Will we normalize the metadata we ingest or allow only metadata that meets a minimum standard into the DPLA?
- Can we switch the order of Tier 2 (copyrighted information) and Tier 3 (user-generated information), as Tier 2 is the hardest to accomplish?
- Will content and/or metadata be DPLA centralized or linked to the home institution or linked to the node?
- Will some nodes offer full-text search? Others not?
- Do we need to find a host for content?
- Are nodes more of an infrastructure component or content contributor (or both and how)?
- How important are published materials for this enterprise? Non-published materials?

- Are we thinking library or cultural stuff like Europeana (artifacts as well)? Museums, archives? (Yes, definitely).
- Can there be a super-node, of say aggregates of historical societies that already deposit content centrally?
- CLIR grants to capture metadata on hidden collections: can this go into DPLA?
 - 16 million \$ since 2008 – 65 grants.
<http://www.clir.org/hiddencollections>
 - Will this help people identify candidates for digitization?
- Who are the initial people and data involved in the DPLA already? (Has the technical workstream collected content?)

Governance Questions:

- Will DPLA be embedded in another organization? Overhead implications?
- How will the transition go? Interim leadership for the DPLA? Who will be a decision-maker? The Steering Committee?
- What is the model for decision-making?
- How do you get to be a node? What's in the MOU to be a node?
- Do nodes have a say in governance? Do I have a seat at the decision-making table? Passive partner? Is there a council of nodes?
- If you have 30 tech people in an office with an executive director, and 70 nodes, who's telling whom what to do? Who has the money?
 - Is the voting seat at the table proportional to some aspect of the node?

Marketing Questions:

- Will contributors retain their brand?
- What distinguishes the DPLA from the Internet Archive, HathiTrust, etc? What is the value we are adding?
- Can we get funding for market research? What do users want from the DPLA? What can we offer contributors or nodes to make this venture worth it to them?

Audience & Participation Questions:

- Who is the primary beneficiary of the DPLA?
 - How do we define who the beneficiaries are?
 - Are you marketing to the supply side? The demand side? Both? Which is more important? Do we provide service to nodes?
 - Is this primarily about the direct-to-consumer offering? Or a benefit to institutions? This is important to address from a symbolic point of view. The more this is a direct consumer offering the more this is disintermediating the traditional library.
- What's the nature of the engagement with public libraries, state libraries, and academic libraries?