THE UNIVERSITY OF WISCONSIN-MADISON ARCHIVES
BORN-DIGITAL AND ELECTRONIC RECORDS COLLECTION DEVELOPMENT POLICY
Updated: May 5, 2014

MISSION
Dedicated to serving all individuals, groups, and units, the University Archives:

A. Preserves University records of permanent and historical value. Designated an official state repository for records, the University Archives is charged by both the State of Wisconsin and the Board of Regents to preserve records that have permanent administrative, legal, fiscal, or historical value. The University Archives will preserve the records created by the University of Wisconsin-Madison, University of Wisconsin System Administration, and University of Wisconsin Extension and Colleges.

B. Provides records management services. The University Archives is the only University agency that provides systematic assistance in managing non-current records, whether housed in the University Archives or not. In the latter case, the University Archives strives to 1) see that such records are identified; 2) find an appropriate home for them; and 3) inform users of their location and accessibility.

C. Serves as an educational resource to the University and State. The University Archives makes its collections available and encourages their use for research, scholarship, teaching and learning.

COLLECTING SCOPE
The University Archives will actively collect digital records that document University of Wisconsin-Madison faculty and staff, administrators, organizations, departments and student life. The University Archives does not discriminate against format or time period.

The University Archives accepts, but does not limit itself to, the following formats: TIFF, JPG, pdf, Microsoft Office formats including .doc, .xls, .ppt and others; Audio and video formats including mp3, WAV, mp4, avi, flv, mov. In particular, digital records from 1995-2000 interest the University Archives not only because the integrity of those files is most at risk of degrading, but also because they document a campus wide transition from analogue to digital forms of internal and external communication.

Because of the vast amount of digital records created and available to the University Archives, the University Archives is unable to actively collect all records that document the aforementioned categories. The University Archives will accept, preserve, and make accessible digital records donated from University entities not mentioned above. The University Archives will collect both electronic and born-digital records. Electronic and born-digital records can be defined as the following:

DEFINITION
Electronic records are records created digitally in the day-to-day business of the organization and assigned formal status by the organization. They may include for example, word processing documents, emails, databases, or internet web pages.

Born-digital records are digital materials which are not intended to have an analogue equivalent, either as the originating source or as a result of conversion to analogue form. This term has been used to differentiate them from 1) digital materials which have been created as a result of converting analogue originals; and 2) digital materials, which may have originated from a digital source but have been printed to paper, e.g. some electronic records.

Digitized records are materials that have been converted from their original, analogue form to a digital version.

The University Archives will, however, attempt to limit its active collecting scope to the following guidelines and themes:

COLLECTING GUIDELINES
ADMINISTRATORS
The University Archives seeks out the digital records of administrators that hold influential positions at the University of Wisconsin-Madison. The University Archives accepts, but does not limit itself to, the digital records from the following entities:
- Chancellor, Provost, Vice Chancellor
- College and school deans
- Faculty and academic staff leadership
- UW System Administration, Extension and Colleges Administrators
- Leadership within Governance, housing, campus recreation, campus police, health facilities and other key entities

FACULTY AND STAFF
The University Archives seeks out the digital records of faculty and staff most likely to retire or leave the university in the near future, and/or those who have made a significant contribution to the University. The University Archives is interested in personal collections of faculty and staff as well as research associated with their time at the University of Wisconsin-Madison. The following is an example of kinds of digital records the University Archives will collect:
- Personal websites that relate to their UW research/work
- Blogs that relate to their UW research/work
- Presentations and publications
- Photographs
- Audio and video recordings

UNITS
The University Archives seeks to collect a summary of units, including but not limited to, colleges and schools at the University of Wisconsin-Madison. The following are examples of digital records the University Archives will collect from units:
- Annual reports
- Faculty hires and retirements
• Research milestones
• Space and facilities
• Newsletters
• Publications
• Celebrations/key events

ORGANIZATIONS
The University Archives is interested in collecting digital records from organizations that are short lived, associated with the University, or have a high membership turnover or a long history at the University of Wisconsin-Madison. The following are examples of those organizations:
- Associated Students of Madison (ASM)
- Wisconsin Alumni Association (WAA)
- Center for Leadership and Involvement (CFLI)
- Wisconsin Union Directorate (WUD)
- Student Leadership Center (SLC)
- Software Training for Students (STS)

STUDENT LIFE
The University Archives will collect both formal and informal digital records that document the leadership and extracurricular activities of students at the University of Wisconsin-Madison. Topics on diversity, recreational sports, religion, violence, and crime in relation to the student body are also of interest for the University Archives.
- Key events
- Social trends on campus
  o Students' health
  o Fashion
  o Student employment
  o Student lifestyles
- Traditions
- Changing demographic
- Diversity

THEMES
Every year, the University Archives staff will select new themes to focus their collecting efforts. Within the presented collecting guidelines the University Archives will collect born-digital and electronic records that document many of the following themes:
- Agriculture
- Changing landscape
  o Buildings, landscape
- Greek organizations
  o Other social or academic organizations
- Animal testing
- Stem cell research
- Environmental sustainability on campus
- Digital Humanities
SOCIAL MEDIA
As most student organizations and key events are published on social media, like Facebook and Twitter, the University Archives must collect the information contained on these sites. Social media is also rapidly changing and subject to a short life span. The urgency to archive the content produced on these sites by University entities is a priority for the University Archives. More importantly, though, archiving social media fills a gap in the University Archives’ collection. Student life is often an overlooked or difficult element of a University to document. Social media provides insight into the life of the University’s students and provides its students with a platform to share their opinion and voice on key events.

The University Archives will collect the social media sites which represent student life or are affiliated with the aforementioned departments and organizations. All social media sites selected to crawl will be made available online at the Internet Archive’s Wayback Machine https://archive.org/web/.

ACCEPTABLE FORMATS
Born-digital and electronic records, first and foremost, need to be readable and accessible by the University Archives. The University Archives has many campus resources to assist in recovering digital media, like the Division of Information Technology (DoIT) and Library Technology Group (LTG). If the information contained in digital records is irretrievable, then the University Archives will not accept them into their collections. The University Archives would prefer, at minimum, the following formats for audio/visual materials:

PHOTOGRAPHS
- 300 dpi
- 16-bit color depth
- TIFF, JPEG, JPEG-2000

AUDIO
- 16-bit depth
- 44.1 kHz
- WAV, mp3

VIDEO
- 4:3 original aspect ratio
- 320 x 240 resolution
- 24-bit depth
- MPEG-4, mov, avi, flv

REQUIRED DESCRIPTIVE INFORMATION
The minimum amount of metadata required for each digital record is the following:
- Date of creation
- Creator
- Description

There may be exceptions to these minimum requirements, provided the donor and/or creator of the digital records are willing to work with the University Archives staff.
Ideally the University Archives staff would like the following information on digital records:

- **Format**
  - File type
  - Size
- **Language**
- **Software used to create the digital record**

For emails, the following documentation is required:

- **Recipient**
- **Sender**
- **Subject**
- **Date sent**
- **Time sent**
- **Text**

**NOT COLLECTED**

- Short, poor quality videos, for example:
  - Vine videos or other smartphone app videos
- Small-sized and altered photographs that use filters or other editing features, for example:
  - Instagram photos, other smartphone app photographs, images from social media sites
- Altered records
  - The University Archives collects original records. We aim to collect records in their purest form. Any digital record altered from its original state using Adobe Photoshop or any other editing software will not be accepted.
- In general, records of individual alumni
  - Special exception by permission of University Archivist
- **Drafts (unless the final version is unavailable)**

**TRANSFERRING DIGITAL RECORDS**

The University Archives will accept, but not limit itself to, the following formats for the delivery of digital records:

- DVD/CD
- External hard drive
- Hard drive
- Flash drive/memory stick
- SD card
- Floppy disks
- Shared webspace
  - Dropbox
CONCLUSION
The University Archives has set these guidelines to assist in collecting digital records. The University Archives will only seek out the digital records of campus entities that meet these guidelines. With that said, the University Archives will accept donations of digital records of people or institutions that do not meet these guidelines; they will just not be actively sought out by the University Archives staff. It is the discretion of the archivist to deviate from these collecting guidelines as he or she sees fit.

CITATIONS
Practical E-Records

Template Electronic Records Policy for Repositories
http://www2.archivists.org/sites/all/files/Template%20Electronic%20Records%20Policy%20for%20Repositories.pdf

Digital Preservation Coalition
http://www.dpconline.org/advice/preservationhandbook/introduction/definitions-and-concepts?q=definitions