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Digital Renewal: Exposing Local Urban Planning Publications to a New Audience

Emily Stenberg

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DIGITAL RENEWAL
Exposing local urban planning publications to a new audience

Emily Stenberg
Digital Publishing & Preservation Librarian
Washington University in St. Louis
Library Publishing Forum, March 2017
Background & History

- Used in Landscape Architecture class
- On reserve for 2 different classes between Spring 2013 and Spring 2014
- WashU Libraries had 1 print copy & on microform
- Additional copies at Missouri History Museum (non-circulating) and Saint Louis Public Library (microform)
- DLS contacted by A&A in October 2015
- Digital version posted November 2015
  @ openscholarship.wustl.edu/books/14/

Pruitt-Igoe Myth, Breezeway, CC BY 2.0 www.flickr.com/photos/pruitt-igoe/3840489224/
We hoped to identify and preserve rare, local titles in support of the Divided City Initiative (thedividedcity.wustl.edu). The DC builds the Urban Humanities as an interdisciplinary curricular strength, focusing on segregation/urban renewal in St. Louis. The SFS (samfoxschool.wustl.edu) Architecture school is a partner in DC and...they often use St. Louis as a case study for courses. So making sure these rare publications are readily available for students directly supports the school as well as The Divided City.
Identifying Titles

- Search Sierra based on (Missouri AND Saint Louis) and each of the following terms:
  - City planning
  - Case studies
  - Urban renewal
  - Zoning
  - Land use
  - Completed “community development” and “housing”
- Export the results and review
  - High circulation
  - Rare
  - WashU produced
  - Anticipated use for The Divided City
- Have also received specific faculty requests
Digitization Process

1. Receive email from A&A Librarian w/ information about book and request
2. Check with copyright librarian on rights *
3. Contact digital imaging specialist and add to unit’s Queue board on Trello
   1. Student workers scan book; Trello updated
   2. Digital imaging specialist adds to BOX and notifies me
4. Create record in Open Scholarship (repository on Digital Commons)
   1. Added to Books & Monographs collection
   2. Enter metadata based on library catalog record
   3. Add “stl” as one of the keywords to filter to STL Case Studies and Reports virtual collection (openscholarship.wustl.edu/stlouis/)
   4. Include library catalog link in Comments field
   5. Assign DOI and add to record
   6. Email cataloging dept about adding electronic record to library catalog
5. Notify A&A librarian when it’s available and share the link
COPYRIGHT CONSIDERATIONS
Rights Analysis

Paths to Public Domain
• “Generally published,” 1923-89 (Feb 28)
  • author authorized ≥ 1 copy to public
• United States government work

Paths to Low Risk
• Publishing entity defunct / no clear rights holder
• Fair use: report’s value for comment, criticism, news reporting, scholarship or research purposes—“making intended reproduction and distribution statutorily favored”

Obstacles
• “Limited publication” (to select group, for limited purpose with limitation on dissemination)
• Government research contracts by 3rd parties or independent contractors
<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHED</th>
<th>WASHU COPIES</th>
<th>CHECKOUTS</th>
<th>WORLDWIDE WORLDCAT</th>
<th>DATE ADDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Plan: East St. Louis</td>
<td>1960</td>
<td>1 copy. Lib use only.</td>
<td>20</td>
<td>3 other copies at MoHist, SIUE, and UIUC. Also a 1961 version at multiple locations, not part of STL collection</td>
<td>April 2016</td>
</tr>
<tr>
<td>Urban renewal plan for the Kosciusko urban renewal area.</td>
<td>1958</td>
<td>1 copy – lib use only.</td>
<td>6</td>
<td>MoHist and UMSL (1958) / MoHist, WUSTL, and SLPL (1966?)</td>
<td>Oct 2016</td>
</tr>
<tr>
<td>Redevelopment Plan for Mill Creek Valley Project (1958)</td>
<td>1958</td>
<td>1 copy – lib use only.</td>
<td>5</td>
<td>at MoHist and Cornell</td>
<td>Nov 2016</td>
</tr>
<tr>
<td>Redevelopment Plan for Mill Creek Valley Project</td>
<td>1960</td>
<td>1 copy – noncirc.</td>
<td>13</td>
<td>at MoHist and Cornell</td>
<td>Nov 2016</td>
</tr>
<tr>
<td>Urban Design Studies for the Delmar Loop</td>
<td>1964</td>
<td>1 copy – noncirc. Was previously lost.</td>
<td>19</td>
<td>U of Pretoria; WUSTL didn't show up in WorldCat</td>
<td>Nov 2016</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>141</strong></td>
<td></td>
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</tbody>
</table>
RESULTS & IMPACT
The materials in this collection are reports and case studies about St. Louis, primarily discussions of housing, segregation, public policy, and urban renewal. Because of the limited availability of print copies and the high demand for these publications in courses and for research across Washington University, these materials have been digitized and made freely available online. These publications also help support The Divided City: An Urban Humanities Initiative.

*(Photo credit: Washington University in St. Louis, Office of Public Affairs)*
By the Numbers

- **8 titles** added between November 2015 and November 2016
- **456 downloads** for Pruitt Homes and Igoe Apartments report
  - 11 – 55 downloads for other titles
- **640 total downloads** (by February 28, 2017)
  - 60 institutions
  - 39 countries
- 29 downloads (Washington University)
- 72 downloads (St. Louis area)
In a Broader Sense

What was the end goal?

* Support local history by making publications available online for wider access
* Support university courses and initiatives
* Bring attention to less recognized publications
Has that been accomplished?
Yes/No

* Only about 75 downloads from St. Louis area
* First title had amazing download count, but the rest have not done as well
* Overall downloads higher than print circulation
* Possibly works are being used in ways we can’t count
  – downloaded once but used often
* Art & Architecture librarian is happy
  – takes pressure off limited access to print copies
Looking Ahead
Next Steps

1. Seek out new titles
2. Design new covers for the digital titles
3. Add value-added content that relates to titles?
4. Add related theses and dissertations
   - Determine criteria – any St. Louis topic?
     Or topics directly related to the existing content?
5. Increase outreach & publicity
   - Internal: Library, Sam Fox School, Divided City participants
   - External: University, surrounding communities