

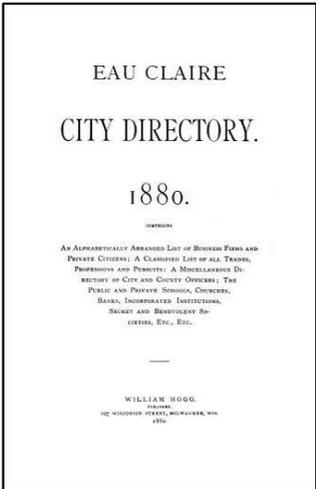


**CASE STUDY: IT STARTS WITH ONE PROJECT**



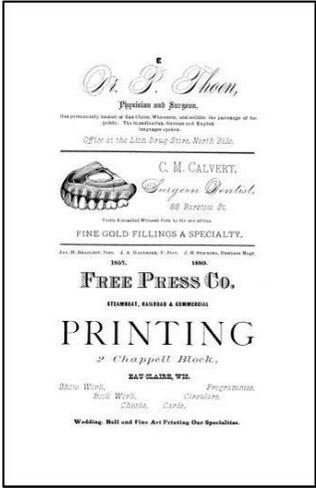
*In 1947, we established the first microfiche imaging production facility in the United States, making the new imaging method widely available for the first time. Ever since, Northern Micrographics has specialized in developing new solutions for both preservation and access.*

*Applying our broad experience, we consult with clients and make thoughtful recommendations based on their priorities. We offer a wide range of preservation services and software including microfilming, digital archiving, metadata creation, search and distribution of images, text and audio.*



**L. E. Phillips Memorial Public Library**

Sometimes one project can lead to a whole new area of expertise. At least that's what happened with L. E. Phillips Memorial Public Library in Eau Claire, Wisconsin. From the first project of digitizing and reprinting several city directories to digitizing and putting the complete collection of pre-1924 city directories and high school yearbooks and dozens of local and county histories online for searching and viewing, this library has re-created itself as a key source of local history for its area.



**City Directories**

Several years ago, John Stoneberg, now the director of the L. E. Phillips Memorial Public Library, approached Northern Micrographics about digitizing and reprinting a few city directories. Stoneberg was familiar with Northern Micrographics work through other Wisconsin libraries as well as through a county history reprint the library had purchased through Brookhaven Press, the publishing division of Northern Micrographics. "I liked the work I'd seen in the Brookhaven reprints and believed we could accomplish the same thing with our city directories," said Stoneberg.

Several of the earliest directories were scanned, reprinted and bound by Northern Micrographics, books that were in bad condition and needed to be replaced on the shelves with reprints. The following year, the library sent another 20 volumes of its city directories for digitizing and printing.

At this point, the library didn't have a need for digital copies but Northern Micrographics reminded Stoneberg that the images could be OCR'd and put online when the library was ready. "As part of the early projects, the library received the archival tiff digital images. And we also keep a copy in case the customer wants derivatives after the initial scanning," said Tom Ringdahl, Vice President of Sales and Marketing at Northern Micrographics.



## Putting the Directories Online

In 2008, L. E. Phillips Memorial Public Library was ready to go online with their city directories but didn't really know which option was the best. In talking with Northern Micrographics representatives, they learned about ResCarta software, an open-source software suite that could help the library put the directories online. "ResCarta software is open source and free; we were very interested in it because, well, it was cost effective. And after looking at how other libraries used it, we were convinced we could make it work here," said Stoneberg.

As the library started to enter the online world of digital books, they wanted to take small steps. Northern Micrographics offered to host the city directories, using the ResCartaWeb application on their servers, freeing up the library's technical staff to do other work while Northern Micrographics maintained this part of the library's web presence. "Hosting these kinds of titles, using ResCarta software, is a good fit for us," said Ringdahl. "We use the ResCarta applications to host data for a number of libraries and other organizations. It's simple to use and easy to maintain."

## Adding Local Histories

The online city directories were such a success, Stoneberg and his team were ready to add more online: high school yearbooks and local and county histories. So these titles were scanned (and some were also reprinted) and put online. Now, the histories, directories and yearbooks can be searched together, opening up a whole new world for genealogists and local historians. The ResCarta software also lets people print, save, or even email images from the collections. "The software is very user friendly," said Stoneberg "People like the fact that they can search one collection or all the collections at once. It makes it easier to find what they need."

Over the years, working with Northern Micrographics, L. E. Phillips Memorial Public Library has been able to capitalize on its genealogy and local history collections and create an extremely useful print resource for patrons as well as an extremely useable online resource. According to Mr. Stoneberg, "Northern Micrographics' attention to details like using consistent metadata for all our titles, archiving a copy of our digital images, and maintaining our collection online has really helped the success of our movement to online collection. We look forward to continuing to work with Northern Micrographics."

So sometimes a simple project can lead to a much bigger outcome than anticipated—a couple of digitized and reprinted city directories, in this case, led to a whole new online presence, creating access to lots of material that had been hard to access in the past.

If you have questions about how you can start with a small project and see where it leads, call us. We'd be happy to talk about the possibilities.

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