

## **Archives & DAM**

**ALICE VALERIE DE SEGUR CAMERON**

### **Abstract:**

Digital Asset Management is rapidly changing the professional playing field for Archivists everywhere. As DAM and Records Management policies and practices across corporations, non-profits, and universities develop, Archivists and Librarians must evolve. This platform will discuss the trajectory of that evolution from the perspective of the Archivist & Digital Asset Manager for Global Marketing and Communications at Northwestern University. DAM will be considered as a genre of archiving, from the implementation of a tool which holds all born-digital marketing content to its adoption, addressing challenges and opportunities that will likely arise.

Northwestern University had a wealth of graphic material available for promotional purposes, but these assets were fragmented across 36 marketing and communications departments. In 2015, the decision was made to adopt a DAM system to integrate the University's digital assets, making them more easily accessible to all users. The short-term goal was to inventory a vast collection of repositories to facilitate legacy transfers, define best practices, train users, and ultimately make accessible and preserve these collections. Long term, the implementation of the DAM system will be a recursive process, seeking to better define what DAM means in relation to Archives, policy, and governance of the overarching lifecycle of asset management.

Highlights of this platform will include:

- The success of Northwestern University in pioneering the way for best practices in University DAM
- Keys to successful user adoption
- Defining the role of an Archivist in Digital Asset Management
- Creating a concise metadata process, providing long-term results
- Facilitating conversations with similar organizations to create a network of support and innovation

### **About the author:**

*Alice Valerie de Ségur Cameron* is the Digital Asset Manager and Archivist for the Office of Global Marketing and Communications at Northwestern University. Alice earned her B.A. in History at Trinity International University, with a research focus on Eugenics in 20th century America, and went on to earn her Master's in Library and Information Science at Dominican, specializing in Archives and Cultural Heritage. While pursuing her graduate degree, she interned for WFMT Radio, specifically with the Studs Terkel Radio Archive, transcribing digitized interviews, processing physical archives and curating the Studs Terkel Exhibit at the University of Chicago in May of 2014. She began her DAM career at McDonald's Global headquarters in 2015, working with both digital and physical assets as a Digital Asset Associate and eventually as the Archives Technician. Alice joined Northwestern University in January of 2016. She

oversees the storage and management of all promotional-related digital content from over 36 marketing and communications departments across the University. She recently created the 'University DAM Group' to serve as a resource for archivists and librarians in similar academic DAM settings.