Digitizing the Hawai'i Tourism Brochures Collection

The Hawaiian & Pacific Collection is housed within the Hamilton Library at the University of Hawai'i at Mānoa. It is an internationally recognized collection of materials from both Hawai'i and the Pacific. Within the main collection there are many sub collections, such as the Hawaiian Sugar Planters' Association Plantation Archives, Trust Territory of the Pacific Islands Archives, and the Margo Duggan Collection. There is also a little known and fairly inaccessible collection, the Hawai'i Tourism Brochures Collection (HTBC). The HTBC contains approximately six cubic feet of material covering the 1900s to the 1980s. The information that is contained within the collection provides people with a snapshot of Hawai'i as it was seen and perceived by the outside world at the time of production. This type of ephemera is not typically printed upon materials that allow for longevity or stability, and this is one of the primary reasons that this collection must be digitized. Many of the pieces within the collection are already beginning to deteriorate, and the information contained within will soon be lost forever. This proposal is designed to stop that from happening; to protect this valuable portion of Hawaii's history from following in the same path as the Laysan Rail ("Hawaii's Extinct Species--Birds," n.d.).

According to the Hawai'i Tourism Fact sheet published by the Hawai'i Tourism Authority (*Hawai'i Tourism Facts*, 2015) "tourism is the largest single source of private capital into Hawaii's economy". In 2014 alone, the industry generated nearly $15 billion in visitor spending; this breaks down to approximately $40 million per day, spent by more than 200,000 tourists daily. Clearly this industry is extraordinarily important to the preservation of Hawai'i. Although the tourism industry has evolved, and the statistics have changed, the idea behind the brochures has not. If one were to look at the ephemeral materials of this nature that are being released today, both in print and digitally, they would still see Hawai'i being portrayed as a slice of paradise in the middle of the vast Pacific.

The Hawai'i Tourism Brochure Collection came from a time period when information was less readily available, when it took longer to update and to distribute. Not only did the data that was

contained within the pages of these historical compilations have to reach a wide variety of individuals from different cultures across the globe, but it also had to speak to them, to entice them, to enchant them. The tourism industry was using these leaflets to sell an idea, a way of life, an "escape" to an island paradise. Often times the pictures that these brochures painted were the only "real" connection that individuals had to Hawai'i, so they helped to shape the expectations and ideals of those outside of the islands (D. Minatodani, personal communication, July 21st, 2015). It is necessary to preserve these artifacts, this collection, this snapshot of Hawai'i.

According to Dore Minatodani, one of the experts in Hamilton Library's Hawaiian Collection, this is the only known collection of its kind. The items contained within were not actively sought out, but rather trickled in from different avenues over the past few decades. There have been attempts by various individuals to catalog the collection, however none have been successful, and the items remain boxed. They have simply been sitting and waiting for time, funding, and staffing to be properly inventoried, cataloged, and digitized. This is that time.

The HTBC contains far more than just brochures. There are six full-sized (12x15x10) record storage boxes, four mid-sized (6x12x10) record storage boxes, and two small-sized (4x12x10) record storage boxes. Within those archival quality walls are a mixture of brochures, both in color, and black and white, newspaper clippings, industry maps, shopping guides, magazines, miscellaneous government reports, postcards, and nearly 260 photographic slides. In spite of the diverse grouping of materials, this collection needs to be digitized and made available via the internet for those who wish to study tourism in Hawai'i over the better part of the twentieth century, as well as anyone interested in how Hawai'i was portrayed in the tourism industry, and to the rest of the world.

Getting this digitization project completed will take a team of three individuals. We will need a library staff member to serve as the Project Manager, a student worker, and finally we will need to employ the services of Wing Leung, an Information Technology Specialist with the DNS department at the Hamilton Library. Please see appendix A for a complete breakdown of the duties of all three persons.

The Project Manager will be in charge of the overall details and finalization of the project. They will need to be accountable for constructing the appearance of the site, which will be created using the Streetprint system. Streetprint has been used regularly to digitize photographic collections here at UH Mānoa since 2005. It allows us the freedom to create collection-specific interfaces that may continue to be edited after inception. Some important decisions that the Project Manager will have to make are: how the interface will be formatted; what size documents and images will be set at, both in thumbnail form and full sized; whether or not to include text documents alongside images or put them in an entirely different area of the site; and what DPI (dots per inch) to scan the items at. They will need to confer with the staff of the Hawaiian & Pacific Collection to determine what information will be searchable, and how so. This will all need to be relayed to the student worker so that all items are handled accordingly.

The student worker will be budgeted for twenty hours per week and will report directly to the Project Manager. They will be the primary employee for this project. The student will be responsible for sorting the items to be scanned. The determination of how to sort will be left up to the Project Manager and will require insight from the librarians in the Hawaiian & Pacific Collection. Most likely items will be sorted by size within the records boxes that they are stored, and organized digitally at a later point in time. The next sort level will be by necessary scanner. The majority of the items to be scanned should be done so using the Epson GT-20000 scanner attached to the MAC workstation. This scanner supports documents up to 12" x 17", and scans in color, black and white, and grayscale. For document that are larger than 12" x 17" the student will utilize the Quartz A1 Supra Scan scanner. This scanner has an easily resizable scan bed and adjustable camera. It is ideal for scanning maps and other fold-out items. The box of photographic slides will be scanned on the AGFA Duo Scan T2500 workstation. This scanner is capable of scanning twelve slides simultaneously and is the best scanner for slides that the Hamilton Library owns (M. Chantiny, personal communication, August 7th, 2015).

Although scanning times vary depending upon the materials that are being scanned, the average time per item is 45 seconds (J. Beamer, personal communication, August 7th, 2015). No items should take longer than 1.5 minutes to scan. One completely full records storage box holds 1800-2200 pieces of paper (Administrator, n.d.). The HTBC contains the equivalent of seven records storage boxes; none are completely full. We are estimating the collection to be five completely full records storage boxes, or approximately 9,000 pieces of paper. Using these calculations we anticipate the total scanning time to be 6,750 minutes, or 112.5 hours. Allowing for a margin of error and other complications with machinery

the total estimated scanning time for this project is 120.5 hours. With the student worker working twenty hours per week, this would equate to six weeks' worth of scanning time.

Once the items are scanned they will need to be processed and saved as PDFs. Processing time for each item will vary based upon the quality and type of item. Items will need to be checked for any peculiarities, and any errors will need to be rescanned and/or fixed. The metadata spreadsheet will contain the complete listing of all PDFs related to the project. Once this portion of the project is complete then the student will filter the information into the predetermined streetprint outline. Items will need to be tagged using appropriate descriptors so they will be easily searchable by future users. An acceptable amount of time for this processing period would be identical to that of the scanning process, six weeks.

After the Streetprint interface is populated with data it will need to be processed and uploaded to the Hamilton Library Servers. Upon completion of all portions of the project it will consume approximately one terabyte of space on the servers. The upload of the HTBC will be performed by Information Technology Specialist, Wing Leung, of the Desktop Networking Services (DNS) Department. The process should not be lengthy and will be completed within one business day (M. Chantiny, personal communication, August 7th, 2015).

Once the Hawaiʻi Tourism Brochure Collection is uploaded to the server and becomes live it will require virtually no maintenance (M. Chantiny, personal communication, August 13th, 2015). Any maintenance that is necessary will be overseen by the curator within the Hawaiian & Pacific Collection, or the DNS department. The Streetprint site will contain a tracker that will allow us to maintain a record of the number of hits the site receives. There will be a tab on the site containing information on how to contact the curator in the Hawaiian & Pacific Collection for further inquiries,and/or to give feedback. Random tests of a cross-section of each type of scanned item will be conducted to ensure active and correct linkage. At this time there is no firm discussion happening to migrate the library's digital collections to another software platform (J. Beamer, personal communication, August 7th, 2015). If/when the Hamilton Library opts to upgrade we will need to work closely with the DNS and systems office to plan for the implementation.

If funded, this project is scheduled to begin in January 2016, and is expected to be completed by the end of March 2016. It is estimated to actively run for 16 weeks, with the bulk of the time dedicated to the

scanning and processing of materials. An implementation timeline is included at the end of this proposal in Appendix C. The breakdown of costs for the HTBC digitization project are as follows:

- Student Worker:
    - (student wages per hour) x (hours per week) x (length of project) = Total Cost
        - ($15.00) x (20) x (16) = $4800.
- Project Manager/ Library Staff Member:
    - The costs for this individual would be covered under their primary salary and therefore will not be necessary for the budgeting of this project.
- Wing Leung, Information Technology Specialist:
    - The costs for this individual would be covered under their primary salary and therefore will not be necessary for the budgeting of this project.
- Materials:
    - All scanners, workstations, and software are owned by the Hamilton Library DNS department. There is no extra cost associated with using them.
- Server space:
    - 1 Terabyte of space costs $500 (M. Chantiny, personal communication, August 7th, 2015).

Factoring in these items, the projected cost of the digitization and uploading of the collection is $5,300. As we would like to plan for possible issues arising, we recommend budgeting this project at $5,900. This would allow us to employ the student worker for an additional two weeks, if necessary. Any leftover funds will be returned to the department from which they were appropriated.

Information comes in a wide variety of formats, some are meant to stand the test of time, and some are not. The information contained within the pages of the Hawaiʻi Tourism Brochure Collection serves as a depiction of Hawaiʻi as it was marketed to the world throughout the course of the twentieth century. It is imperative that we digitize and electronically publish this information for users to access before it falls into a state of utter disrepair and becomes lost forever.

Appendix A

Responsibilities List:

Task	Librarian	Student Worker	Wing Leung
Sort items		X	
Scan items		X	
Process the scans		X	
Create metadata spreadsheet	X		
Populate metadata spreadsheet		X	
Process metadata spreadsheet (all parties have a hand in this)	X	X	X
Upload files into Streetprint (SP)		X	
Tag items in SP		X	
Make mock SP templates for HPC to choose from	X		
Design SP site	X		
Create filler content (tables, text body, etc…)	X		
Edit & finalize SP site	X		
Upload to Library servers & make live			X

Appendix B

Proposed Expenses:

Expense	Cost	Total Cost
Student Worker	($15.00/hr) x (20 hours per week) x (16 weeks)	$4800
1 Terabyte Server Space	$500	$500
Slush fund (will be returned if not needed)	$600	$600
		$5900

Appendix C

Implementation Timeline:

PM = Project Manager, SW = Student Worker, WL = Wing Leung

January 4-15, 2016	January 16-31, 2016	February 1-14, 2016	February 15-29, 2016
Create metadata spreadsheet (PM)			Process the scans/Populate metadata spreadsheet (SW)
Make mock SP templates for HPC to choose from (PM)	Design SP site & input filler content (PM)		
Sort items into scan order (4 hours per box)(SW)			
Scan items (SW)	Scan items(SW)	Scan items(SW)	
Make mock SP templates for HPC to choose from (PM)			
Sort items into scan order (4 hours per box)(SW)			

PM = Project Manager, SW = Student Worker, WL = Wing Leung

March 1-15, 2016	March 16-31, 2016	April 1-15, 2016	April 16-30, 2016
Process the scans/Populate metadata spreadsheet (SW)	Process the scans/Populate metadata spreadsheet (SW)	Process metadata spreadsheet (PM/WL)	Edit & finalize Streetprint site (PM)
		Upload files into Streetprint (SW)	Upload to Library servers & make live (WL)
		Edit/tag files in Streetprint (SW)	

Reference List:

Administrator. (n.d.). Paper & Image Estimator - How to Estimate the Number of Pages - ILM. Retrieved

    August 13, 2015, from

    http://www.ilmcorp.com/tools-and-resources/estimate-the-number-of-pages-or-images

Hawaii's Extinct Species--Birds. (n.d.). Retrieved August 11, 2015, from

    http://hbs.bishopmuseum.org/endangered/ext-birds.html

Hawaiʻi Tourism Facts. (2015).