**Page 1:**

Hello, and welcome! My name is Elissa Newland and today I am presenting DAM Success: The Inaugural Year and Beyond

The image you see here is of Kirkland Hall, the first building on the Vanderbilt University Campus, and it is the most searched for, and downloaded asset in Cortex, which is the new Digital Asset Management system that Vanderbilt University implemented in May 2019.

This is a highly customizable system intended to provide a central repository for all digital assets used by the University. I was brought on as the DAM Manager in January 2020, and this presentation is a quick overview of the DAM’s success in it’s first year, with recommendations of how to increase the success of the DAM moving forward.

**Page 2:**

Here I have a quick view of the archive that has migrated from the previously used system.

* Total Assets, dating back to 2015
* Reasons for bumps in Uploads
* Started with Image Archive and are now seeing an increase is other assets due to new departments are on-boarding.

**Page 3:**

In general we have 4 types of Users

**DAM Administators** provide the foundation, maintenance, and liase with the developers to improve the User Experience and meet the needs of the DAM Community.

**DAM Champions** are adept Users and act as a presence within their schools and divisions to promote its use by being metadata specialists and reducing the use of multiple repositories.

**DAM Teams** are a collaboration of content creators and metadata specialists. They work together to identify needs and produce market-specific assets within their neighborhoods of the DAM.

**DAM Users** can be staff or external clients performing basic searches for assets for a myriad of reasons.

**Page 4:**

The login data shows an increase as more dedicated Users are working on their collections. An Administrator may have multiple logins throughout a single day due to attending meetings, supporting the community, going to lunch, etc…

Hit the highlights!

**Page 5:**

To get an idea of how well the DAM is performing for our Users I have defined a Success Behavior as when a User downloads or shares an asset.

In this case the data is telling me that we have an extremely high success rate of Downloads and Shares vs. the number of searches performed. What the data doesn’t take into account is when a User is familiar with the taxonomy of the Library and actually navigates through the folder system to find what they need and then performs a Success Behavior.

Note that the Volume is in Assets Downloaded or shared, NOT the frequency of Actions by a User. This has alerted me to working with the Developers to create a new report that will provide us a better measurement of a User Behavior. So, if we look at the Folder Shares here, the volume is actually the number of assets shared and not the number of times Users have shared a folder of assets. Because the volume of the Null column is more in line with the other types of shares, I have kept it until I hear back from the developers as to what would cause this value.

**Page 6:**

Here we get an idea of how assets are being used based on the types of files that are being Downloaded. Knowing that a majority of the archive is currently image files, we can assume that the 84% of original-sized downloaded assets this last year were intended to be used in printed materials. You can also see here that the News Archive team is enjoying some success in their first 2 months within the DAM as they have 150 downloads. This was a big shift for them as they migrated from an analog to an electronic, library process.

**Page 7:**

Over the coming year as the DAM Manager I want to Improve the User Experience, create a Training Program and grow the DAM Community. Here are the ways I can focus my efforts to make it happen.

Thank you for your time and interest. I am happy to answer any questions you may have.