

WHAT IS DIGITAL ASSET MANAGEMENT?

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What is a Digital Asset Management System? What are you doing to catalog your growing collections of media assets and make them available for users to find, view and download? What metadata standards are you using to describe your media items? What features and functions would be desirable in building a shared repository or linking it to online courseware tools for delivery to your learners? Should you buy and build a DAM system or collaborate with other projects tasked with providing shared media and learning objects? What on-going costs and staffing issues will you face? This breakout session will sift and sort through key considerations while attendees discuss their experiences, comments and concerns.

BENEFIT: Attendees will be able to share their own experiences in building a Digital Asset Management System within their institutions or find out if a DAM system (small or enterprise caliber) is right for their needs. Key concepts will be discussed.