

Case study: *The Erindalian* campus newspapers – increasing discoverability and searchability for students and alumni through Quartex

Mary Atkinson, Digital Assets Management Technician, and Shelley Hawrychuk, Chief Librarian, both at University of Toronto Mississauga Library (UTML), share their experiences partnering with the Adam Matthew Quartex team...

The challenge: researchers can't find or search UTML's archival content

Adam Matthew has a long-standing relationship with UTML, and knew the Library were facing a key challenge. "Our student newspaper collection was hosted online; there was so much rich content that people couldn't find or didn't know we had - and that was highly frustrating," explained Mary. Shelley told us that the Library used an array of platforms to manage its special collections and this didn't allow for effective display or use of the content.

"We needed a solution to increase the searchability and visibility of our collections. We really wanted people to discover our content."

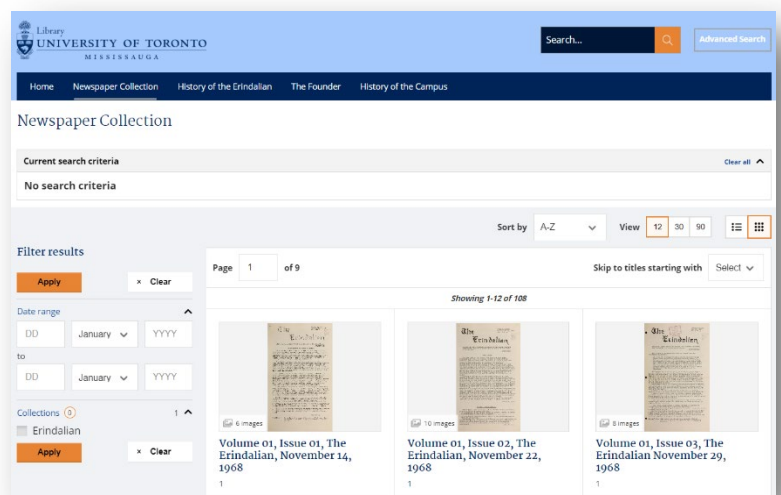
The solution: easy to set up, without technical expertise

The Library's researchers have long been familiar with Adam Matthew's content and platform, and when the AM team first talked to Mary and Shelley about launching Quartex, they were immediately confident that the new platform would be easy to use and would meet their requirements.

Throughout implementation, Mary was able to easily build *The Erindalian* collection using the Quartex out-of-the-box platform. This collection of digitized newspapers provides coverage of student politics, activities, and campus events, and features original poetry and cartoons. Some of the key features that Mary found invaluable in Quartex were: easy creation of document lists, ability to sort documents by category, ability to upload different material types, and most critically, OCR functionality.

The results: increased visibility, further projects on the horizon

UTML sees Quartex as an opportunity to use this one platform to present its digital products. This collection, *The Erindalian*, is the first step along the journey of providing increased visibility to the University's wealth of content. Shelley told us that "the support from the Quartex team has been great – sometimes it's hard dealing with vendors and publishers but we always enjoy working with Adam Matthew. Their excitement for the platform is contagious!"



"Through Quartex, we can now publish our collections on one robust platform, making them discoverable and easy to use." Shelley Hawrychuk, UTML