

Principles for Digitized Content

1. Digital libraries ARE **libraries**. The policies of the Association apply fully to digital libraries including the core values such as commitment to access, confidentiality/privacy, the public good, and professionalism.
2. Digital content, like other **library materials**, must be given the same consideration for collection development, ease of access, freedom of information, and preservation.
3. Digital activities and the resulting collections must be sustainable by libraries. **Sustainability** requires secure and ongoing funding, technology solutions that are appropriate to the longevity of the cultural record, and long-term management capabilities.
4. Digitization on a large scale requires **collaboration**. Collaboration enables the building of collections that support research, scholarship and information needs of diverse communities. Collaboration will require strong organizational support and promotion by cultural heritage professionals, their institutions, and their associations.
5. Digital activity requires ongoing **communication** for its success. The library and cultural heritage community must reach out to the public, to government, and to funding institutions with a clear and compelling message regarding the role of digital libraries and collections.
6. Digital collections increasingly address an **international** audience. These collections are part of a global information infrastructure that is not limited by geography.
7. Digital collections are developed and sustained by an educated workforce. Members of the cultural heritage professions must engage in **continuous learning** and be able to explore new technology, to work with new partners, and to reach new audiences.
8. Digital materials must be the object of appropriate **preservation**. Preservation activities require the development of standards and best practices as well as models for sustainable funding to guarantee long term commitment to these materials.
9. Digital collections and their materials must adhere to **standards** to maximize their usefulness. Standards must serve the broadest community of users, support sustainable access and use over time, and provide user functionality that promotes the core library values (<http://www.ala.org/ala/oif/statementspols/corevaluesstatement/corevalues.htm>).