

**Access, Outreach and Public Service in Cultural Heritage Institutions
INLS 754-1**

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Course Description

This course explores users of cultural heritage institutions, their needs and information seeking behaviors and how to provide them with access to and education about the materials and services offered.

Goals and Objectives

Upon completion of the course, students should be able to:

- Illustrate the experience from the user’s perspective.
- Establish the relationship between information seeking behavior and access and
- Justify the purpose of outreach activities.
- Explain the components of effective access
- Identify the relationship between outreach and advocacy
- Summarize the components of effective reference (public) service.
- Compare onsite service with online service.
- Explain the necessity of user instruction.

This course is a combination of lecture, discussion and activity, but discussion is emphasized because it is a good method to explore access, outreach and public service. Communication is key to access, outreach and public service and one benefit of discussion is that it will help you hone your communication skills.

Evaluation

Assignment	Due Date	% of Final Grade
Class participation	on going	20
User study	9/30/2013	25
Outreach paper	10/8/2013	25
User instruction tool	12/4/2013	30

Class Participation

As a member of this class, you should positively and actively participate in class discussions and class activities. To do this, you need to come to class but participation is not based on your attendance alone. Thoughtful, respectful contributions to the classroom discussion are expected.

While I understand that participating in any form of class discussion may come more easily to others, I expect all class members to make an effort. A discussion lacks if only a few voices participate and I want to hear everyone's voice.

Evaluation

Class participation will be evaluated on the following:

The student's contributions to class demonstrate:

- an appreciation of ambiguity and complexity
- an effort to recognize assumptions
- demonstrates an effort to listen attentively and respectfully
- increasing intellectual agility
- an effort seeking connections between material
- are communicated clearly
- participation in collaborative learning
- an effort to synthesize and integrate class material into class participation

At the end of the semester, you will write a one page evaluation of your class participation. I will consider your evaluation and my evaluation of your participation, when calculating your final participation grade.

SCHEDULE OF TOPICS AND READINGS

INTRODUCTION

WEEK 1:

August 21st Introduction

What do we mean by cultural heritage? What is a cultural heritage institution?

Discussion:

What is a cultural heritage institution really? <http://www.inherentvice.net/?p=146>

SILS student paper on Appalachian cultural heritage:

http://dc.lib.unc.edu/cdm/ref/collection/s_papers/id/1422

USERS AND USER STUDIES

WEEK 2:

August 26th Understanding users

Who goes to and uses the resources in cultural heritage institutions?

READINGS:

Demographic Transformation and the Future of Museums

<http://culturalpolicy.uchicago.edu/publications/Demographic-Transformation.pdf>

Who goes to museums and why?

<http://www.dallasnews.com/business/columnists/robert-miller/20110122-who-goes-to-museums-and-why-dma-booklet-explains.ece>

Are museums a dial that only goes to 5? <http://www.slideshare.net/edsonm/are-museums-a-dial-that-only-goes-to-5>

Super successful GLAMs <http://www.slideshare.net/edsonm/supersuccessful-glams-text-version-with-notes>

Nobody goes to museums anymore:

http://chicagoist.com/2006/01/20/nobody_goes_to_museums_anymore.php

Archive Fever: Uses of the Document in Contemporary Art

<http://www.icp.org/museum/exhibitions/archive-fever-uses-document-contemporary-art>

Public Library Use: ALA Fact Sheet No. 6 (2013)

<http://www.ala.org/tools/libfactsheets/alalibraryfactsheet06>

Who uses archives and why?

http://www.archives.gov.on.ca/en/about/archives_unboxed/who_uses.aspx

August 28th The User's Perspective

Readings:

Snow, K., et al. (2008). Considering the user perspective: research into usage and communication of digital information. D-Lib Magazine 14(5/6). doi: 10.1045/may2008-ross Retrieved from <http://www.dlib.org/dlib/may08/ross/05ross.html>

Yakel, E. (2002). Listening to users. Archival Issues 26(2), 111-127.

Social Media and Archives: A Survey of Archive Users

<http://www.oclc.org/research/publications/library/2013/2013-06r.html>

de Rojas, Carmen and Carmen Camarero, Visitors experience, mood and satisfaction in a heritage context: evidence from an interpretation center

<http://www.sciencedirect.com/science/article/pii/S0261517707001471>

Optional:

Speakman, M. N. (1984). The user talks back. American Archivist 47(2), 164-171.

Dearstyne, B.W. (1987). What is the use of archives? A challenge for the profession. American Archivist 50 (Winter), 76-87.

Freeman, Elsie. In the eye of the beholder: Archives administration from the user's point of view. American Archivist 47(Spring 1984), 111-123.

WEEK 3

September 2nd (Labor Day): NO CLASS

September 4th User Studies

Readings:

Web Archives for Users: Representations, expectations and potential uses

<http://dlib.org/dlib/march12/stirling/03stirling.html>

Snow, K., et al. (2008). Considering the user perspective: research into usage and communication of digital information. *D-Lib Magazine* 14(5/6). doi: 10.1045/may2008-ross Retrieved from <http://www.dlib.org/dlib/may08/ross/05ross.html>

Conway, P. L. (1986). Facts and frameworks: An approach to studying the users of archives. *American Archivist* 49 (Fall), 393-407.

Covey, Denise Troll (2002). User Studies. Chapter 2 in *Usage and Usability Assessment: Library Practices and Concerns*

<http://www.clir.org/pubs/reports/pub105/section2.html>

WEEK 4:

September 9th More on Users and Studying Users

Readings:

Data-Driven Management and Interoperable Metrics for Special Collections and Archives User Services. *RBM: A Journal of Rare Books, Manuscripts, & Cultural Heritage*; Fall2012, Vol. 13 Issue 2, p129-151, 23p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=82708686&site=ehost-live&scope=site

Darby, Paul and Paul Clough. (2013) Investigating the Information Seeking Behavior of genealogists and family historians. *Journal of Information Science*, Vol. 39, Issue 1, p73-84.

Toms, E. & Duff, W. (2002). I spent 1 1/2 hours sifting through one large box....: Diaries as information behavior of the archives user: Lessons learned." *Journal of the American Society for Information Science and Technology* 53(14), 1232-1238.

Everett, Michele & Margaret S. Barrett (2009) Investigating Sustained Visitor/Museum Relationships: Employing Narrative Research in the Field of Museum Visitor Studies, *Visitor Studies*, 12:1, 2-15, DOI: 10.1080/10645570902769084

<http://dx.doi.org/10.1080/10645570902769084>

Archival Metrics <http://www.archivalmetrics.org/>

Related, not required:

Delgadillo, R. & Lynch, B. (1999). Future historians: Their quest for information. *College and Research Libraries* 60 (May), 245-259.

Duff, W. & Johnson, C.A. (2002). Accidentally found on purpose: Information-seeking behavior of historians in archives. *The Library Quarterly* (72,4), 472-96.

Duff, W. & Johnson, C. A. (2003). Where is the list with all the names? Information-seeking behaviour of genealogists. *American Archivist* 66, 79-95.

<http://www.journals.uchicago.edu/toc/lq/current>

Duff, W., Craig, B & Cherry, J. (2004). Finding and using archival resources: A cross-Canada survey of historians studying Canadian history. *Archivaria* 58, 51-80.

<http://journals.sfu.ca/archivar/index.php/archivaria/issue/view/417/showToc>

Gilliland-Swetland, A. J. (1998). An exploration of K-12 user needs for digital primary source materials. *American Archivist* 61(1), 136-157.

Orbach, B. (1991). The view from the researcher's desk: Historians' Perceptions of research and repositories. *American Archivist* 54(1), 28-43.

Yakel, E. (2004). Seeking information, seeking connections, seeking meaning: Genealogists and family historians. *Information Research* 10(1), available at

<http://informationr.net/ir/10-1/paper205.html>

September 11th

Readings:

Fang, W. (2007). *Using Google Analytics for Improving Library Website Content and Design: Case Study*. *Library Philosophy and Practice*, June 1-17.

Paul F. Marty. *Museum Websites and Museum Visitors: Digital Museum Resources and their Use*. *Museum Management and Curatorship*, 23 (1), 81-99.

<http://dx.doi.org/10.1080/09647770701865410>

Irene M. H. Herold (2010) Digital Archival Image Collections: Who Are the Users?, Behavioral & Social Sciences Librarian, 29:4, 267-282, DOI: 10.1080/01639269.2010.521024

OUTREACH

WEEK 5

September 16th: What is outreach; need for outreach in cultural heritage institutions

Readings:

Horton, R. (2001). Cultivating our garden: Archives, community, and documentation. *Archival Issues* 26(1), 27-40.

Nicholls, C. (2000). The role of Outreach in Australian Archive Programs. *Archives and Manuscripts* 29 (1), 62-70.

Victor, G. (2008). "Who's that knocking on our door?": Archives, outreach and community." *Journal of the Society of Archivists* 29(1), 1-8.

Essinger, Catherine and Ke, Irene (2013) Outreach: What Works. Collaborative Librarianship; 2013, Vol. 5 Issue 1, p52-58, 7p. https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=87760803&site=ehost-live&scope=site

Dittemore Margaret R. (2001) Sharing the wealth: Issues of public education and outreach in museum research libraries College & Research Libraries News 62 no4 387-90 https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=502871057&site=ehost-live&scope=site

Hui-Yun Sung^{and} Hepworth, Mark. (2013) Modelling community engagement in public libraries. Malaysian Journal of Library & Information Science: Vol. 18 Issue 1, p1-13, 13p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=89393878&site=ehost-live&scope=site

September 18th Outreach to Targeted Populations

Readings:

Wendy Duff and Joan Cherry, "Archival Orientation for Undergraduate Students: An Exploratory Study of Impact," *American Archivist* 71, no. 2 (2008): 499-529.

Chute, T. (2008). Perspectives on outreach at college and university archives. In C. Prom and E. Swain (Eds.) *College and university archives: readings in theory and practice*. Chicago: Society of American Archivists, 137-154.

Miller, Jessica. (2012) History education outreach programs for adults: a missed opportunity for archivists? *Archival Issues: Journal of the Midwest Archives Conference*; 2012, Vol. 34 Issue 1, p45-54, 10p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=85706747&site=ehost-live&scope=site

Kniffel, Leonard. (2004). Reclaiming Family History in El Paso. *American Libraries*; Apr, Vol. 35 Issue 4, p34-34,1p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=502926360&site=ehost-live&scope=site

Zieman, K. (2009). Youth outreach initiatives at the Canadian lesbian and gay archives. *Archivaria* 68 (Fall), 311-317.

WEEK 6

September 23rd *Creating Outreach Programs*

Readings:

Spread the Word: Election Year = Outreach Opportunity. *A Quarterly Journal of Government Information Practice & Perspective*; Spring2012, Vol. 40 Issue 1, p12-15, 4p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=73913897&site=ehost-live&scope=site

McWhite, L. (2010). "So, Your Institution Is Hosting a Presidential Debate ...": A Case Study of 2008 Programming by the University of Mississippi Archives and Special Collections. *American Archivist*, 73(1), 219-234.

Richard Cox, "Public Memory Meets Archival Memory: The Interpretation of Williamsburg's Secretary's Office," *American Archivist* 68, no. 2 (2005): 279-296.

Events at the National Archives [http://www.archives.gov/calendar/American Archives Month](http://www.archives.gov/calendar/American%20Archives%20Month) <http://www2.archivists.org/initiatives/american-archives-month>

Gluibizzi, Amanda. 'Artist as Activist': promoting collections, outreach and community learning. *Art Libraries Journal*; Apr2009, Vol. 34 Issue 2, p31-34, 4p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=502967715&site=ehost-live&scope=site

Green, Sandy and Winter, Gareth. Looking out and keeping the gate open: Wairarapa archive, New Zealand's greatest little archives. *APLIS*; Mar2012, Vol. 25 Issue 1, p23-31, 9p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=73345605&site=ehost-live&scope=site

September 25th

Guest Speaker: Jaime Seemiller

Jaime is currently an Acquisitions Librarian for the Western History/Genealogy Dept. at the Denver Public Library. Prior to that she was the Project Manager for two two-year programs funded by IMLS called Connecting to Your Community and Creating Your Community. You can find the website at <http://history.denverlibrary.org/>

WEEK 7

September 30th User study presentations

Please provide a short summary for the class (approximately 8-10 minutes) of what you did and why. If you would like to include a visual please send it to me ahead of time and I will have it ready on my computer.

October 2nd Outreach Using Wikipedia

Guest: Kristi Kruger

Readings:

Elder, D., Westbrook, R.N., & Reilly, M. (2012) *Wikipedia lover, not a hater: Harnessing Wikipedia to increase the discoverability of library resources*. *Journal of Web Librarianship*, 6 (1), 32-44.

Lally, A. (2009), May 18). *Using Wikipedia to highlight digital collections at the University of Washington*. The Interactive Archives <http://interactivearchivist.archivists.org/case-studies/wikipedia-at-uw/>

WEEK 8

October 7th Social Media and Outreach

Readings:

Twenty three things for archivists:

<http://23things4archivists.pbworks.com/w/page/62258667/23%20Things%20for%20Archivists>

Engaging New Technologies. Visual Resources Association Bulletin; Spring2010, Vol. 37 Issue 1, p22-27, 6p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=65100105&site=ehost-live&scope=site

Marty, Paul F. Unintended Consequences: Unlimited Access, Invisible Work and the Future of the Information Profession in Cultural Heritage Organizations. Bulletin of the American Society for Information Science & Technology; Feb/Mar2012, Vol. 38 Issue 3, p27-31, 5p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=73908513&site=ehost-live&scope=site

Washburn, Bruce, Ellen Eckert and Merrilee Proffitt. 2013. Social Media and Archives: A Survey of Archive Users. Dublin, Ohio: OCLC Research.
<http://www.oclc.org/content/dam/research/publications/library/2013/2013-06.pdf>

October 9th Outreach to Education

Readings:

Swain, Ellen D. College Student as Archives' Consultant? A New Approach to Outreach Programming on Campus. Archival Issues: Journal of the Midwest Archives Conference; 2005, Vol. 29 Issue 2, p113-131, 19p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=502944953&site=ehost-live&scope=site

Robinson, E. (2002). Archives in the classroom: The development and evaluation of national archives teachers' resources. *Archives and Manuscripts* 30, 18-29.

Hendry, J. (2007). Primary Sources in K-12 Education: Opportunities for Archives. *American Archivist*, 70(1), 114-129.

WEEK 9

October 14 Public Relations

Readings:

Advocating archives: an introduction to public relations for archivists Elsie Freeman Finch, editor. Metuchen, N.J.: The Society of American Archivists and Scarecrow Press, 1994. Online book – please read first chapter on Public Relations

What is public relations?

<http://www.prsa.org/AboutPRSA/PublicRelationsDefined#.UjNCkD-DmCg>

Public relations difficult to define:

http://www.nytimes.com/2012/03/02/business/media/public-relations-a-topic-that-is-tricky-to-define.html?_r=0

Fienglass, A. (2005). *The public relations handbook for nonprofits: a comprehensive and practical guide*. San Francisco: Jossey-Bass. *Part I: Getting Started p. 1-46.*

(See Resources/Readings section in Sakai)

October 16

Dionne, Mimi (2002) *Marketing the Archivist: The History of the Society of American Archivists' Task Force on Archives and Society*. Chapter in *Strategic Marketing in Information and Library Science*.

The Image of the Archivist: Resource Allocators' Perceptions

The Image of the Archivists: survey questions

The Image of the Archivist: the next steps

Note: All of these can be found in the Resources/Readings section of Sakai.

WEEK 10

October 21 Fundraising

Readings:

Crumpton, Michael A. (2012) "Development: what's in it for you?", *Bottom Line: Managing Library Finances, The*, Vol. 25 Iss: 1, pp.29 – 32

Doan, Tomalee and Sammie L. Morris, (2012) "Middle managers and major gifts: fundraising for academic librarians", *Bottom Line: Managing Library Finances*, Vol. 25 Iss: 4, pp.190 – 195

Engard, N. Collaborative Fundraising. *Collaborative Librarianship* [serial online]. October 2011; 3(4):221.

Rettig, P. (2010). Water Tables: A Case Study of a Successful Archival Fund-Raising Event. *American Archivist*, 73(1), 204-218.

October 23 Reference

Duff, W., Yakel, E. and Tibbo, H. (2013) Archival Reference Knowledge. *The American Archivist* 76 (1), p. 68-94.

Anthony, D. (2006) Findings. Chapter 4 in *Beyond description: An exploration of experienced archivists' knowledge and searching skills*. Unpublished dissertation

Trace, Ciaran B. (2006) "For Love of the Game: An Ethnographic Analysis of Archival Reference Work," *Archives and Manuscripts* 34(1), 124-143.

WEEK 11

October 28 Reference

Tibbo, H.R. (1995). Interviewing techniques for remote reference: Electronic versus traditional environments." *American Archivist* 58, 294-310.

Long, L. J. (1989). "Question negotiation in the archival setting: The use of interpersonal communication techniques in the reference interview. *American Archivist* 52, 40-50.

Malbin, S. (1997). The reference interview in archival literature. *College and Research Libraries* 58(1), 69-80.

Bonnet, Jennifer L, and Benjamin McAlexander. "First Impressions and the Reference Encounter: The Influence of Affect and Clothing on Librarian Approachability" [9] *Journal of Academic Librarianship* 39(4)(July 2013): 335-346.

<http://dx.doi.org.ezproxy1.lib.depaul.edu/10.1016/j.acalib.2012.11.025>

October 30

Guest Speaker: Stephanie Cole, SILS Director of Development

WEEK 12

November 4

Readings:

Cook, Terry. (1990). Viewing the World Upside Down: Reflections on the Theoretical Underpinnings of Archival Public Programming. *Archivaria* 31, 123-134.

Robyns, M. C. (2001). The archivist as educator: Integrated critical thinking skills into historical research methods instruction. *American Archivist* 64, 363-384.

November 6th

Readings:

Yakel, E. (2002). Listening to users. *Archival Issues* 26(2), 111-127. (this was part of the readings in week 2 but it is worth reviewing)

Krause, M. G. (2008). Learning in the archives: A report on instructional practices. *Journal of Archival Organization* 6(4), 233-268. (focus on the Discussion section)

Yakel, E. and Debora Torres (2003). AI: Archival Intelligence and User Expertise. *American Archivist* 66, 51-78

WEEK 13

November 11 Creating training tools

Readings:

Gilliland, Anne, McKemmish, Sue et al. (2008). *Pluralizing the archival paradigm: Can archival education in Pacific Rim Communities address the challenge?* *The American Archivist*, (71) p. 87-117.

Pugh, L. (2003). Chapter 2: What we need to know about learners, pages 11-27. *Practical training techniques*. Lanham, MD: Scarecrow Press.

Pugh, L. (2003). Chapter 3: What we need to know about content, pages 29-47. *Practical training techniques*. Lanham, MD: Scarecrow Press.

November 13

Readings:

Mages, W. & Garson, D.S. (2010). Get the cite right: Design and evaluation of a high-quality online citation tutorial. *Library & Information Science Research*, 32 (2), 138-146

What are primary sources? <http://vault217.gmu.edu/?p=2211> Archival instruction on Prezi.

Ramos, Marisol (2010). Embedding Latin American Archives into Library instruction and practice. *UConn libraries presentations paper 27*
http://digitalcommons.uconn.edu/libr_pres/27/

WEEK 14

November 18th Advocacy

Guest: Erin Lawrimore

Readings:

Welch, Jennifer M., Hoffius, Susan D. and Fox, E. Brooke. *Archives, accessibility, and advocacy: a case study of strategies for creating and maintaining relevance*. Journal of the Medical Library Association; Jan2011, Vol. 99 Issue 1, p57-60, 4p https://auth-lib-unc.edu.libproxy.lib.unc.edu/ezproxy_auth.php?url=http://search.ebscohost.com.libproxy.lib.unc.edu/login.aspx?direct=true&db=llf&AN=503010171&site=ehost-live&scope=site

Grabowski, J. J. (1992). Keepers, users, and funders: Building an awareness of archival value. *American Archivist* 55(3), 464-472.

McKay, A.C. (2002). Genealogists and records: Preservation, advocacy, and politics. *Archival Issues* 27(1), 23-33.

November 20th

Follow up to Erin's talk

WEEK 15

November 25th Work on instruction assignment

November 27th (NO CLASS- THANKSGIVING HOLIDAY)

WEEK 16

December 2 Presentations

December 4 Presentations and wrap up