

Societal Trends and Archives Outreach

Constructing Roadmaps for Program Growth
and Sustainability

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Is it important for Archives and Archivists to be relevant today and position for the future?

A Proactive Stance

- Who is out there?
- What do you want to commit to?
- Who do you want to reach?
- How can you reach them?

Society's Zeitgeist

It's a fact: **Human behavior models cultural trends**. So reading society's zeitgeist helps brands clarify what they need to know and position themselves best to **match the social mood and needs**.

----- **Marian Salzman** - *President, Euro RSCG Worldwide* on *CNBC's Guest Blog*

Forces of Change Impacting Cultural Practice and Relevance

Some Big Bucket Items:

- Growing Diversity in the US and World
- Education Needs
- Technology and Connectivity – User Generated World
- Others?

Assumptions to Challenge

- Notion of historical gatekeepers and institutions – “Cultural Power”; “raw vs. expertly mediated”
- Priorities and methods for archival processing and access
- Audience and community engagement models
- Notions of partnerships and collaboration
- Skills and knowledge of archival professionals
- Outreach tools and approaches

Factors: Population Trends

- By 2050 – US will be a country of all minorities
- 57% of world population is Asian
- By 2040 Hispanics will represent 25% of US population. (Blacks are currently 12.4%)
- The largest minority group in America are people with **disabilities**.
- % of poverty continues to grow worldwide, including the US. Nearly **20% of children and 13% of all Americans live in poverty**.
- By 2007 27.6% of US population was under 20 years old
- By 2030 19% of Americans will be 65+
- US has the most religious diversity of Western countries.

Understanding Diversity

“While it’s easy to embrace the value of diversity, it can be **dauntingly** difficult to **effect** change, **which can be elusive** .”

-----paraphrase of statement by SAA President,
Elizabeth Adkins, August 2007

Lonnie Bunch, 2002

“Ultimately, **cultural institutions are special places:** touchstones of the past, keepers of our collective memories, sites that enrich and places that inspire. **Yet without fully embracing the challenges of diversity, these institutions cannot be the glue that helps to bind a city or a nation together.** Without fully embracing diversity, they cannot be the safe places that help us to conceptualize our world and to visualize the possible.”

Factors: America's Education Gap

"If you look at who enters college, it now looks like America. But if you look at who walks across the stage for a diploma, it's still largely the white, upper-income population."

Hilary Pennington, Director of Postsecondary Programs,
Bill & Melinda Gates Foundation

Newsweek, February 2010

Education Stats

- Every nine seconds a student in the US becomes a dropout. (Rates in some major cities as high as 50%). National graduation rate = 68.8%)
- Recent studies show that more and more poor and nonwhite students aspire to graduate from college, but their graduation rates fall far short of their dreams.
- People with no high school diploma tend to view museums, archives and historic sites **slightly less trustworthy** than those with high school educations and above.
- The fields that are pipelines for our profession are the whitest in the United States (AHA, ALA).

Factors: Technology Applications Trends

- New presentation platforms with social media, live feeds and video
- Expansion of Smartphone Technologies
- Location-Based Marketing (Foursquares)
- Geo-coded searching (Google Earth, Foursquares)
- Expansion of video platforms (YouTube)
- Conversation monitoring (institutional blogs)

What does all of this mean to Archivists?

- Is there individual and institutional understanding of what's coming down the road?

- Does your organization have a diversity definition or policy?
- Does your organization have an education outreach program or policy?
- How do these apply to the archives program?
- Is the archives program proactive in embracing new technology trends?
- Is there at least one person in your institution, whose job includes looking at what is on the horizon and assessing potential stakeholders.

Engaging the New Audience?

While engaging new partners, underserved communities, and new approaches presents challenges to all, the opportunity to create new alliances far outweighs the first tentative steps of planning and introduction. .. archival documents are a fantastic means to "start the conversation."

--- **James McSweeney**, Regional Liaison – NARA
Atlanta

Key Questions

First Phase – Seek Understanding

- What does diversity and outreach mean to your organization, and in the communities you live in, work in, and affiliate with?
- What are some of the issues that exist these arenas?
- What are some the positive steps currently being taken and what are their impacts?
- What issues are not being addressed?
- What are the skills and assets you bring to the table?
What will you need to develop? - worksheet
- **What do you want to do? – What the specific problem(s)/issue(s) do you want to address?**

Developing a Successful Roadmap

- Roadmap = **feasible** plan with outcomes and targets.
The making it real plan!
- Stakeholder assessment – Who needs to be in my circle and how do I get their buy-in?
- Resources assessment – What is needed and where will it come from? Can it be created and/or developed over time?
- Timeline – What can be **realistically** accomplished and when?

Case Study – Geo Coded Archives

- Philadelphia Records Department – Public/Private Partnership with Azavea.

“This is the best use of taxpayer money I’ve heard in a long time. I’d even be willing to pay *more* taxes if it would speed up the image uploads. I’ve become a phillyhistory.org junkie.”

--- Duane Swierczynski, Chief Editor, *Philadelphia City Paper*

Project History

- Launched 2006 off of City's GIS platform, provided a platform for *PhilaPlace* (<http://www.philaplace.org/>)
- PHMC grant for initial big push on scanning and some marketing
- NEH/IMLS – Integration with Philadelphia Free Library and social media features
- NEH Digital Humanities Startup – **Augmented Reality**
- Azavea – *Sajara* software framework, R&D
- DOR – funding for prototype; ongoing scanning
- Awards: 2007 – Best of Philadelphia; 2011 AASLH Award of Merit, among others

PhillyHistory.org



Camp Independence, Civil War Recruiting Camp
The Library Company of Philadelphia via
PhillyHistory.org

- 10 collections from 5 organizations
 - Philadelphia City Archives
 - Philadelphia Water Department
 - Philadelphia Office of the City Representative
 - Library Company of Philadelphia
 - Free Library of Philadelphia
- Over 99,000 historic photographs and maps
- Over 8,400 registered users
- 13,000 unique visitors per month

PhillyHistory.org

Historic Images from the Free Library of Philadelphia Now Available on PhillyHistory.org!

[>>View Collection](#)

MAP your MEMORIES

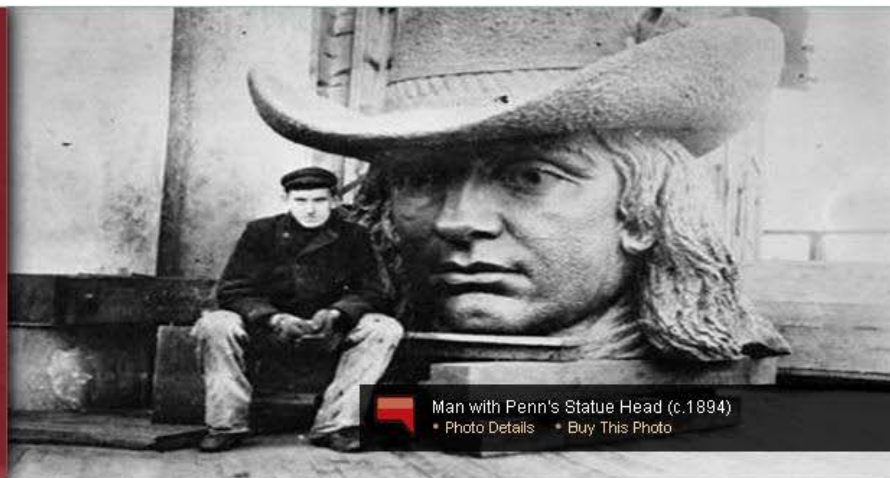
Find historical photos and maps by date, neighborhood, address, and/or keyword in a collection of over 90,000 records

SEARCH NOW

LOGIN

REGISTER

Free registration allows you to bookmark searches, create favorites and purchase photos



Man with Penn's Statue Head (c.1894)
[* Photo Details](#) [* Buy This Photo](#)

Featured Searches



Centennial Exhibition 1876



Historical Images of Philadelphia



Old City, 1880-1900



South Philadelphia, 1950-1959



Philadelphia School Children in the 1930s



Philadelphia Piers

Philadelphia City Archive

The *Philadelphia City Archive* is one of the country's largest municipal archives, with about 2 million photographs, dating from the late 1800's. Discover gorgeous images of Philadelphia, its industry, architecture, culture, and people.

[>> Learn More](#)

Visit Our Blog

Learn about the history of the city from our archivists through our collection.

Recent Post:

[>> Selecting Images for Augmented Reality](#)

Take PhillyHistory home!

Order framed prints, mugs, tote bags, and so much more.



[>>Browse Featured](#) [>>Search All Records](#)

Check us out on **historypin**

Check out our great transatlantic partnership with HistoryPin

[>>PhillyHistory on HistoryPin](#)

Have an iPhone?

Check out our iPhone/iPod Touch formatted historic photo search

[>>Visit <http://phillyhistory.org/ii>](#)



Search By **Active Filters (2)** **My Bookmarks** **Recent Searches** Sort By: **Nearest to Farthest**

SHARE THIS SEARCH Zoom to: **Neighborhoods** **City** ?

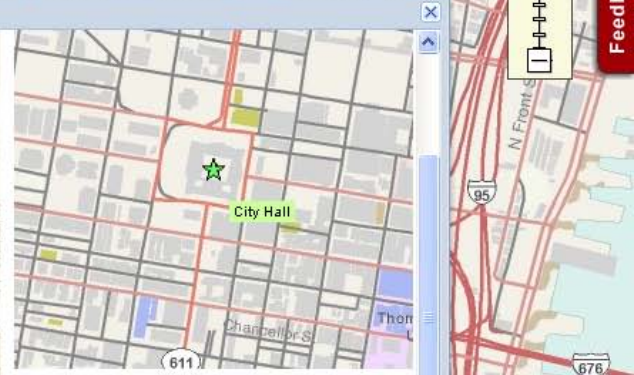
Address:

Keyword:

Topics **Series** **Collections** **Time Period** **Advanced Search Options**

Enter a start and/or end date to narrow your search.

From Year: To Year:



NEARBY RESULTS

Title City Hall under Construction as Viewed from Southwest

Description Print from a copy negative of an 1881 image showing City Hall under Construction as Viewed from Southwest Quadrant. Notation on back of print read "or 6814-49 in Photo Lab file"

Address City Hall

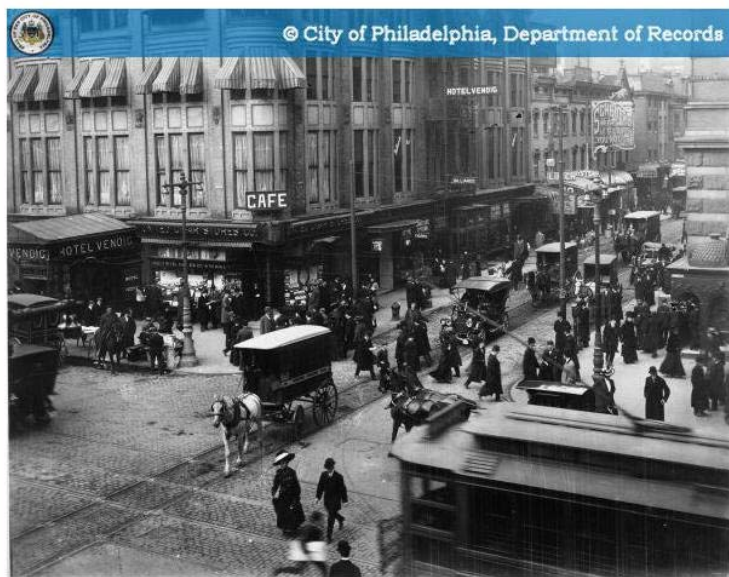


Google Street View

1911

12th and Market Streets-Northwest Corner

[PURCHASE](#) [★ ADD TO FAVORITES](#) [SHARE](#) [EDIT ITEM](#)



2009

12th and Market Streets-Northwest Corner

[PURCHASE](#) [★ ADD TO FAVORITES](#) [SHARE](#) [EDIT ITEM](#)




Geographic Search

- Each image is geocoded (assigned latitude and longitude coordinates) by entering an address or intersection as part of the metadata for that image.
- Users can search for photographs based on locations such as address, intersection, or neighborhood.
- Geographic search is used more than any other search criteria. Other search options include keyword, date, and collection searches.

New Technology for Viewing Old Images

- Comparison between historic images and the present day via Google Street View
- Option to view search results in Google Earth
- Mobile access via smartphones (iPhone and Android devices)
- Application programming interface (API) to feed data into other systems
- Research into augmented reality

Google Earth




Starting Location

PhillyHistory.org

South side of Callowhill St. west of 15th St.

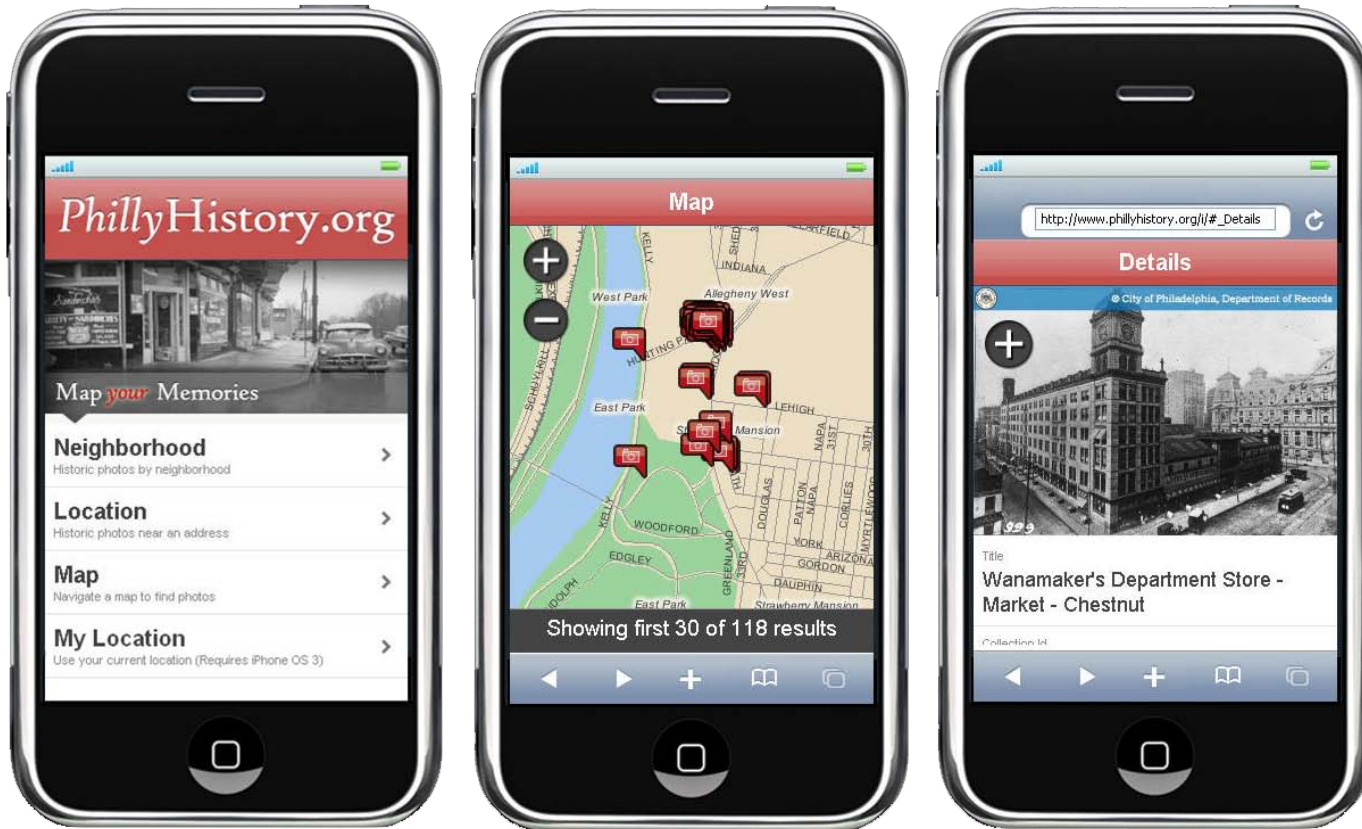
City of Philadelphia, Department of Records



Title:	South side of Callowhill St. west of 15th St.
Description:	South side of Callowhill St. west of 15th St.
Notes:	
Address:	1500 CALLOWHILL ST
Date:	8/25/1894
Creator:	
Collection:	
Collection ID:	City Archives-75-21

Directions: [To here](#) - [From here](#)

Mobile Web App



Application Programming Interface (API)

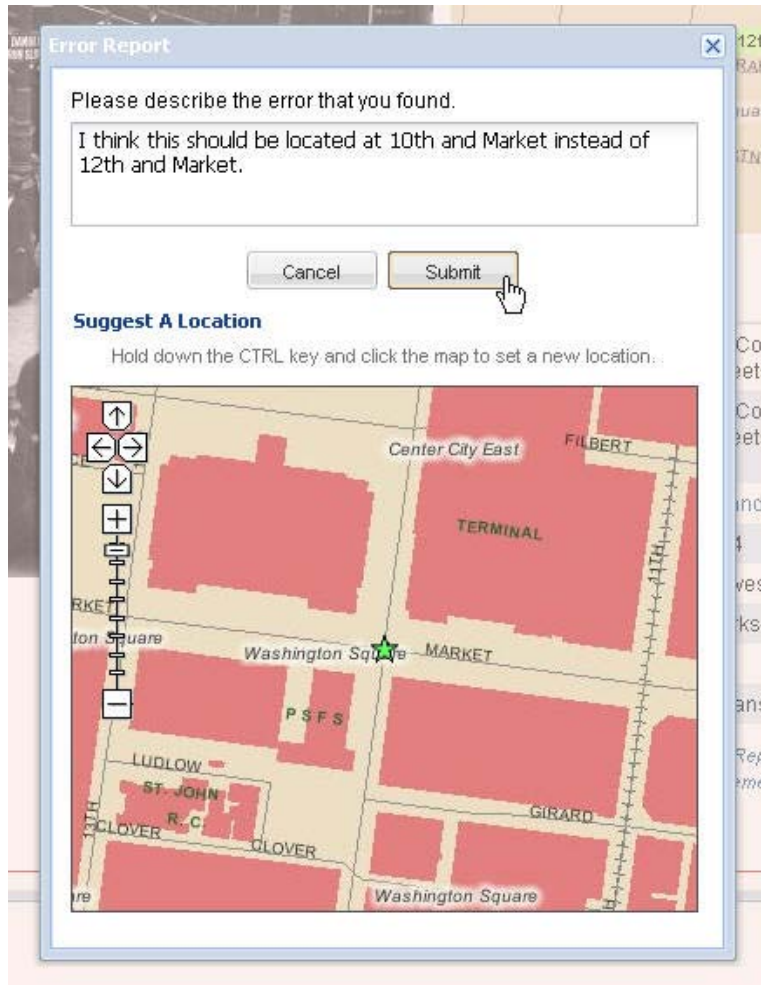
- Data can be fed into another system in an organized and controlled way
- *EveryBlock* Philadelphia, a hyperlocal news site, used the API to link to historic images from *PhillyHistory.org*.
- *PhillyHistory.org* saw an immediate 10% increase in visitors after *EveryBlock* Philadelphia began linking to images.

Augmented Reality (AR)



- AR is the overlaying of digital data or imagery on a live view of the physical world
- Funded by an NEH Digital Humanities Start-Up Grant
- Works on iPhone and Android devices
- Displays historic images that were taken near the user's current location as an overlay on the view of the landscape
- Became available as a prototype version during summer 2011

Utilizing Public Knowledge



- Each image includes option for users to submit error reports with information on incorrect data or locations
- 2,250 error reports submitted
- *PhillyHistory.org* team investigates reports and corrects data as necessary
- 90% accuracy for publicly submitted error reports

The *Philly*History.org Blog

- Updated weekly
- Written by local historians and graduate students
- Provides the context and stories behind the images on topics as diverse as Philadelphia beer and “rat receiving stations”

The *Philly*History Blog

Discoveries from the City Archives

Kill the Rats!

By TIMOTHY HORNING | Published: MAY 23, 2011



 PURCHASE  NEARBY RESULTS

stunningly, cases are still being reported into the 21st century.

The United States remained plague-free until 1900 when an outbreak occurred in San Francisco. Though this outbreak was nowhere near the proportions that had affected Europe and Asia (“only” 121 people died), it was enough to thoroughly scare some other states into ending all trade with the entire state of California, fearing that the plague would literally be imported into their populations as well. Since rat infestations were mostly a problem of urban centers, many American cities began to put in place practices to stave off an outbreak of plague.

When we hear “bubonic plague” most people tend to think of the “Black Death” that swept across 14th century Europe. Transmitted to humans by bites from infected rat-fleas, the pandemic infamously killed up to a third of the entire population of Europe. What is mostly unknown is that bubonic plague also had deleterious effects on the populations of Asia, South America and North America. Cases of bubonic plague have been reported in nearly every country in the world. And while we also tend to think of bubonic plague as relegated to the history books,

Search

To search, type and hit enter

Categories

[Behind the Scenes](#)
[Entertainment](#)
[Events and People](#)
[Historic Sites](#)
[Neighborhoods](#)
[New Features](#)
[Public Services](#)
[Snapshots of History](#)
[Uncategorized](#)
[Urban Planning](#)

RSS Links

[All posts](#)
[All comments](#)

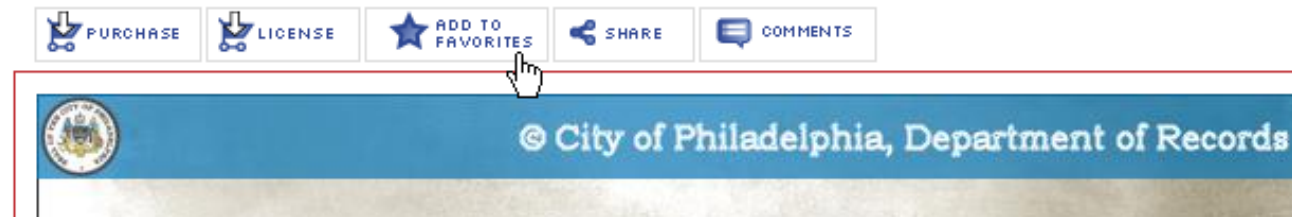
Archives

[October 2011](#)
[September 2011](#)
[August 2011](#)
[July 2011](#)

Options for Public Sharing

- Each image can be shared via email or social media options. Users can also add images to their “favorites” folder or leave a comment about the image.

City Hall Under Construction - Viewed from Southwest



- Users can also share blog entries via social media options.

“Kill the Rats!” is the first article in “Snapshots of History,” a new series of blog entries that will provide background info on select images from the PhillyHistory.org database.



Social Media and Public Outreach

- *PhillyHistory* on Twitter
- Select images on *PhillyHistory.org* Flickr account
- E-newsletter sent to registered *PhillyHistory.org* users several times a year



Revenue Component



right watermarks shown above do NOT appear on prints. The image above is for purposes only and may appear blurry on your screen. Actual prints are made from olution files for perfect reproduction.

Prints

Photo Gifts

Size
10" Gallery Print -available from ▾

Frame
- No Frame - ▾

Crop
 Custom Crop

Quantity
1 ▾

Price
\$19.95

Add To Cart

Wall View

Product Details

- The image is printed on custom-sized paper to fit the particular image. The paper measures 10" (25cm) on the longest side and is variable on the shorter side according to the shape of the photograph.

Revenue Options

- Images may be purchased as prints (framed or unframed), canvas prints, and photo gifts (mugs, puzzles, etc)
- Purchasing is managed through Pictopia
- An online licensing system enables users to submit license requests for use of specific images. Administrators can respond to requests via this web-based system.
- Partner organizations receive revenue from sales and respond to license requests for their images

Case Studies : Addressing the Education Gap

- Building to the Electronic School House
- Education Disparity: Navajo Indian Nation
- Minorities in Archives and History – Leveraging National History Day
- Training a new generation of teachers – Leveraging National History Day

NYS – Documentary Heritage Program

Closing the Gap in the Archival Record of New York

- New York State Historical Records Advisory Board's mandate to identify, survey, collect, and make available historical records that relate to under-documented groups or subjects, the State Archives has identified and given priority to specific topical areas. Many of these records are in serious danger of being lost or neglected, yet they document major change in local communities, the State, and the Nation. An explanation of the reasoning behind each of DHP's Topical Priorities follows.
- **Priority Area: Population groups in the 20th and 21st Centuries**
New York's history during the 20th and 21st centuries has been substantially effected by the arrival, emergence, and growth of a great diversity of groups united in varying degrees by shared culture, ethnic or racial background, socioeconomic status, beliefs or values, or experience.

Rediscovering New York History and Culture Goals

<http://www.archives.nysed.gov/rindex.shtml>

We want to make sure that:

- All the diverse communities, peoples, and events in New York history are fully documented
- Historical resources are easily accessible for research and learning.
- You have the resources to learn about your state, community and family history.

Here you will find:

- a single point of entry to a vast array of resources
- historical record collections and institutions topically link together
- gaps in documentation -- by drawing attention to under-documented communities and topics we hope to raise awareness of the need for documentation

Want to help tell the stories of New York's communities and people?

- We encourage you to contribute information that may help others.
- Learn about our [Vision for the future](#)
- Find out more about activities of the [State Historical Records Advisory Board](#) in relationship to Rediscovering initiatives.

NYS Latino Documentation Efforts (Sample)

- **NYS Archives** – Latino Heritage Documentation project
- **West Chester Library System** – member libraries collect and preserve Mexican Community heritage
- **Hunter College (NYC)** – Puerto Rican community heritage, including labor movement

NYS Legacies Project: Chinese and Latino Communities

The screenshot shows a Windows Internet Explorer browser window displaying the NYS Legacies Project website. The address bar shows the URL <http://www.archives.nysed.gov/projects/legacies/index.shtml>. The search bar contains the text "nys legacies". The website header includes "NEW YORK STATE ARCHIVES" and navigation links for "NYS Archives", "Partnership Trust", "Education Department", "Office of Cultural Education", and "NYS Home".

The main content area features a navigation menu on the left with links for "Home", "About", "Capital District", "Buffalo", "Syracuse", "New York City", "Yonkers", and "Document Index". Below the menu are five colored tabs: "Capital District" (blue), "Buffalo" (orange), "Syracuse" (purple), "New York City" (yellow), and "Yonkers" (green). Each tab is accompanied by a representative image: a family portrait for Capital District, a young boy for Buffalo, a handprint for Syracuse, a lion for New York City, and a Puerto Rican flag for Yonkers.

The central banner displays the "Legacies Project" logo in white script on a red background, with the subtitle "Chinese and Latino Community Histories and Document Based Questions" in yellow text below it. A Verizon logo is visible in the bottom left corner of the website content.

The Windows taskbar at the bottom shows the Start button and several open applications, including Microsoft Office, Novell Groupware, and multiple instances of Internet Explorer. The system clock indicates the time is 2:56 PM.

NYS Latino Documentation By-Product

<http://www.archives.nysed.gov/projects/escuela/index.shtml>

The Electronic Schoolhouse
ENGLISH - INGLÉS

La Escuela Electrónica
SPANISH - ESPAÑOL

LATINOS
in New York State en Estado de Nueva York

The Electronic Schoolhouse

- **A Document Resource in Spanish and English**, supporting language development skills, as well as social studies and other subjects.
- **Partnership:** NYS Archives, NYS Archives Partnership Trust, Time Warner and 9 collecting institutions.
- Enables teachers to produce customized learning and give non-English speaking parents instructions or copies of student homework.
- **Serving est. 3.3 million Latinos** (16.7% of NYS population) and an est. 5 million student population. Useful national education resource, too.

Education Disparity

- National Archives Regional programs have supported local education projects with over \$51 million in U.S. Department of Education Teaching American History grants, as well as U. S. Department of Agriculture, State, private and NEH education and heritage funded local initiatives.
- These on-the-ground efforts reach into underserved communities, as well as help communities with heritage priorities involving minorities and underdocumented regional, state and local history.
- NARA regional programs have leveraged their limited discretionary funds via these collaborations to build a larger presence for the agency, as well as for the regional operations, while serving more diverse and **underserved segments** (rural communities) of the American student population.

Department of Agriculture Rural Outreach Program – Fort Worth, TX

- The Distance Learning and Telemedicine (DLT) Program is specifically designed to meet the educational and health care needs of rural America through the use of advanced telecommunications technologies to improve the quality of life of rural Americans.
- The distance learning program finances equipment to expand educational resources to students and educational institutions in isolated rural areas.

Reaching Schools via Distance Learning - NARA Fort Worth

2009-2010 Statistics:

- 21- programs given
- **10,727- students reached**
- 39- Region 11 Connections (core)
- 194- Other Texas Connections (besides Region 11)
- 31- Out of State Connections
- 264- Total Registrations

Video Conference – Distance Learning



Navajo Education -NARA Denver

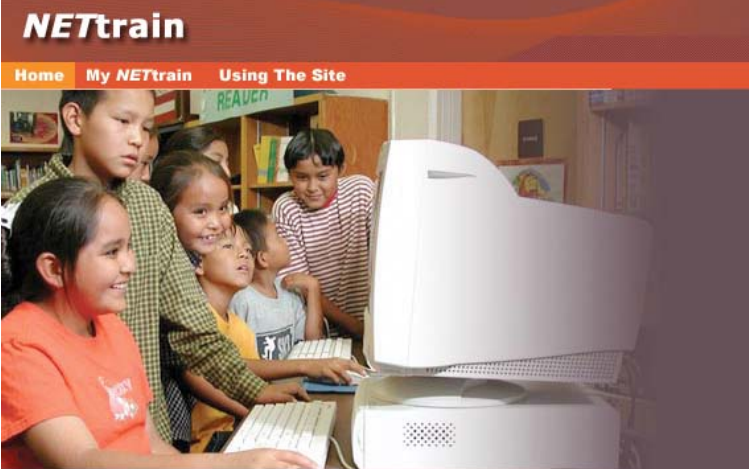


Why This Initiative?

- Navajo poverty rates are critically higher than other race or ethnic groups.
- A crushing 67% of Navajos on reservations live below the poverty level. 49.1% of all Navajos in NM live below the poverty level.
- 64.4% of Navajo children live below the poverty level.
- 60.9% of families in poverty are headed by adults who did not graduate high school.
- Navajo dropout rates are **twice** the national average with 3 out of 10 not completing high school.

Partnership

- Navajo Education Technology Consortium
– Integrating Culturally-Relevant, Standards-Based, Multi-Media into the Native American K-12 Curriculum on or near the Navajo Nation.
- University of Northern Colorado History Department.



NETtrain

Home My NETtrain Using The Site

About NETtrain
Training
Partners

**TECHshare
ETIP**

DATE: October 30

TIME: 10:30 AM to 12:30 PM

LOCATION: Yellowstone -- Holiday Inn

URL: <http://nettrain.unm.edu>

PRESENTERS

Elvira Largie
TECH Share Project Director
for the NETC

Linda S. Neff
TECH Share Multimedia
Production Director

Jillian Worsam
Instructional Specialist

NARA Contributions/Benefits: Enriching Teaching Capacities

- Provided us with the opportunity to tell NARA's story, and expose the teachers to ways to use NARA's online resources in their classrooms.
- Gave us the chance to show how original Federal records from several different agencies relating to Navajo history and give teachers an opportunity to understand archival description and the arrangement, as well as record content
- Worked in collaboration with educators and the community to make archival records relevant to learning and community priorities.
- At the request of the teachers' themselves, the 2nd year program focused more intently on using the original archival materials in learning about Navajo history and culture, and their complex relationship with the Federal government.

A New Generation for Archives and History - Philadelphia





National History Day Philadelphia – Senior Division Day

NHD Philly served over 1,000 students throughout Philadelphia neighborhood schools in 2010

Why Create NHD for Philadelphia?

Local history institutions, including archives, wanted to:

- Support education and improve their education products, as well as local education outcomes, particularly in neighborhood schools .
- Needed to grow new audiences.
- Saw potential in influencing a new generation and a diverse student population regarding their future.
- Build capacities within the region's cultural sector.
- Most recently, influence the training of new teachers.

Strategies to Encourage Underserved Schools and Students

- Collaboration of over 40 partners, reaching virtually every neighborhood in the City.
- Commitment to reduce or eliminate economic barriers for teachers, students and parents.
- Facilitate teacher participation by engaging education stakeholders and soliciting the support of community leaders
- Enable students to have direct support from curators, archivists and librarians.
- Let students early in their education see and understand the archival profession, as well as learn how history is constructed.

Helping Students Find Archives

PACSCL Product Sample

The screenshot shows a Microsoft Internet Explorer browser window with the address bar displaying <http://www.pacscl.org/PhillyResearch.net/nhdphilly>. The page title is "PACSCL Resources for National History Day/Philly | Philadelphia Area Consortium of Special Coll".

The website header includes the PACSCL logo and the text "Philadelphia Area Consortium of Special Collections Libraries". Navigation links include "Member Login", "Home", "Contact Us", and "Privacy & Terms". A search bar is located in the top right corner.

The main navigation menu includes: "About PACSCL", "Resources and Best Practices", "What's New at PACSCL", "Events & Exhibitions", "Member Profiles", and "PhillyResearch.Net".

The main content area features a sidebar on the left with links: "PHILLYRESEARCH.NET", "Library Catalogs", "National History Day", "PACSCL Union Catalog", "Resources for Family Historians", "Search Tips and Hints", "Digital Collections", "Collections", and "Online Exhibitions".

The main content area displays the heading "PACSCL Resources for National History Day/Philly" and a logo for "NHD Philly" (National History Day Philadelphia). Below the logo is the text: "It's not too early to plan for 2010: Start now to explore topics for 'Innovation in History'".

The main content area also features a section titled "PACSCL welcomes you to our NHD Philly Resources Page" with the text: "National History Day is a nationwide program to help middle-school and high-school students engage with history. PACSCL is pleased to support the program in the Greater Philadelphia area."

The right sidebar, titled "QUICK LINKS TO MEMBER LIBRARIES", lists the following institutions: "The Academy of Natural Sciences", "The American Philosophical Society", "Athenaeum of Philadelphia", "Bryn Mawr College", "Chemical Heritage Foundation", "Chester County Historical Society", "City of Philadelphia Department of Records", "The College of Physicians of Philadelphia", "Delaware Art Museum", "Franklin & Marshall College", and "Free Library of Philadelphia".

The Windows taskbar at the bottom shows the Start button, several open applications (PACSCL Resources fo..., Microsoft PowerPoint..., Novell GroupWise - M..., Document1 - Microsof...), and the system tray with the time 2:28 PM.

PACSCL Product Sample

PACSCL Resources for National History Day/Philly | Philadelphia Area Consortium of Special Coll - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.pacscl.org/PhillyResearch.net/nhdphilly>

Google pacscl Search Share Sidewiki Check Translate AutoFill Sign In Convert Select

NEW! Use our collection of search tools from our Phillyresearch.Net website section !

Just point, click and research -- library catalog search tools, special Google searches, and more. Use the PhillyResearch.net tab above, or bookmark <http://www.PhillyResearch.net>.



Dear National History Day Participant:

Thanks for deciding to pay a real or virtual visit to libraries that hold rare or unique materials relating to the history and culture of our city, our region, our nation, and the world.

Our libraries hold more than 4,000,000 rare books, 260,000 linear feet of manuscripts and archival materials (that would make a stack of paper more than 45 miles high!), and 9,000,000 photographs, maps, architectural drawings, and works of art on paper. Many PACSCL libraries have rare or unique audio and video recordings as well.

Materials in PACSCL member collections can help you add an important dimension to your project, deepen your understanding of your topic, and sharpen your competitive edge. Use these resources on the PACSCL website and on the NHD/Philly homepage to help you get started.

- **Member profiles and weblinks.** These short descriptions of our member libraries will help you to decide whether or not their collections may have items that will help to make your project a standout. Once you've read the descriptions, take the link to the library's website. Look for section labels such as "collections," "finding aids," "digital collections," and "online exhibitions." These area will give you an idea of the kinds of materials a library will have to offer. Or streamline the process by using the new PhillyResearch.net search tools (above).
- **Library catalog page.** This is a link to our members' online catalogs. Use it as a reference to search our member library holdings -- but remember, not all of our members have online records for all of their materials.
- **Tips for using a rare book and manuscript library.** It's a little different from your media center or local library, but once you get the hang of it, you'll find that research with our member libraries is surprisingly easy and exciting. (We put this together for the NHD/Philly site.)
- **The NHD/Philly homepage**



German Society of Pennsylvania
Hagley Museum & Library
Haverford College
The Historical Society of Pennsylvania
Independence Seaport Museum
La Salle University
Library Company of Philadelphia
The Lutheran Theological Seminary at Philadelphia
National Archives - Mid Atlantic Region
The Pennsylvania Horticultural Society
Philadelphia Museum of Art
Presbyterian Historical Society
Rosenbach Museum & Library
State Library of Pennsylvania
Swarthmore College
Temple University
Union League of Philadelphia/Abraham Lincoln Foundation

start PACSCL Resources fo... Microsoft PowerPoint ... Novell GroupWise - M... Document1 - Microsof... Internet 2:30 PM

PACSCCL: Hidden Collections Project

PACSCCL Hidden Collections Processing Project » Blog Archive » Some thoughts on National History - Windows Internet Explorer


http://clir.pacscl.org/2011/05/02/some-thoughts-on-national-history-day-philly-2011/

hidden collections nhd

PACSCCL Hidden Collections Processing Project » Blog ...

PACSCCL HIDDEN COLLECTIONS PROCESSING PROJECT

Revealing the Unknown Stories of the Philadelphia Region



From the Library Company of Philadelphia

[Things I did not expect to find in a collection of records from a safe energy advocacy group: A Touch of Archival Drama](#)

Some thoughts on National History Day Philly, 2011

Written by Courtney Smerz on May 2nd, 2011

Back in March, Holly and I judged at National History Day Philly (NHD), which was a lot of fun!

To search, type and hit enter...

CONTACT US

- Contact Information
- Project Team

USE THE COLLECTIONS

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Helping Students Use Archives

Using Rare Materials - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.ushistory.org/nhdphilly/students/rarematerials.htm>

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NHD *Philly* **The Theme for 2010 is... INNOVATION IN HISTORY**

Using Rare Materials

Prepared by the Philadelphia Area Consortium of Special Collections Libraries (PACSL)

Don't be fooled by the quiet look of a special collections library. There's real excitement in tracking down information in old documents. You'll find that the special collections library research for your National History Day project is part detective work and part treasure hunt.

With a little information and some advance planning, you can be researching with the best of them. Here are ten tips to help you research like a pro at your very first visit.

Planning Your Visit

1. Research the library on the web and call, if necessary, before you go. Identify yourself as a National History Day student.
 - Search for materials related to your topic on the library's online catalog. But remember, some libraries don't have records for all of their materials in their electronic catalogs. Look for web pages with titles such as "collection description" or "finding aids" — these will tell you more about materials in the library's collection. Looking at their online exhibitions or

Sections

- ◆ Home
- ◆ What Is NHD?
- ◆ This Year's Theme
- ◆ Previous Years
- ◆ Student Work Examples
- ◆ Online Resources
- ◆ Participating Partners
- ◆ For Educators
- ◆ For Parents
- ◆ **For Students**
 - Using Museums
 - Rare Materials**
 - Research Strategies
 - Bibliography
 - Seven Steps
- ◆ Judges Corner

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National Finalists – Changing History’s Face

The Gradual Abolition Act: Freedom by Degrees



Brethren in Bonds: the Philadelphia Female Anti-Slavery Society



Outcomes Yr -6

- Philadelphia Mayor Nutter presented with our colors!
- History Channel Outstanding Award!
- Aligned program to SDP's curriculum
- PA Governor funded NHD in PA
- Scholarships to nearly 600 students to the State Finals!
- Student internships at archives and history institutions
- Improved teacher practice across disciplines (per teacher feedback)
- More patrons at archives and history institutions
- Students think archivists are "way cool"
- New collaborations!



Creating a New Generation of Teachers

- A pilot project with Temple University School of Education
- Cultural field service practicum for pre-service secondary social studies teachers
- 40+ students; 22 cultural institutions
- 1st Semester - Customized field practice for each student
- 2nd Semester – NHD Competition as judges or volunteers; same semester as student teaching

“ . . .this experience places students in museums, archives, and historic sites around the region and they are beginning to forge a link between and among history, education, and the broader community. This belief that the entire community can support and serve the goals of history and civic education is one of the hallmarks of the social studies certification program.”

----Dr. Christine Woyshner, Associate Professor

Lessons and Opportunities

- Grassroots programs can make significant inroads into reaching new audiences and diverse communities, connecting them to the archival profession and our institutions.
- Grassroots activities have the potential to not only change the participation of underserved and underrepresented groups, but can make major contributions to the way archives and history contribute to the quality of life in communities

Building Bridges through Public Programs

Atlanta, Georgia

- *We Are Americans* - Asian Pacific Symposium
- Naturalization Ceremonies

About Greater Atlanta

- The region's racial/ethnic diversity is greater than the nation as a whole.
- 20% of new residents were born outside of the United States and these immigrant populations are expected to grow faster than native populations.
- 2% of Atlanta's current population are Asian and this percentage is expected to rise.

“We are America: Asian Pacific in the American South”

Metropolitan Area is home to thousands of Asian Pacific Americans—Chinese, Vietnamese, Korean, Indian, Pakistani, Laotians, etc. . - 200 attendees

Essay Winner: “We are America: Growing – up Asian Pacific American in the U.S. South”



"I'm so glad to be here. This is where I became an American citizen."--- Asian Pacific Symposium Attendee

Oath of Allegiance



New American Citizen!



Atlanta's Guiding Principles

- The holdings and resources of the National Archives underscore a million times over the simple but eloquent adage of "out of many, one."
- Our partnerships, exhibits, educational initiatives, and public programs must be as inclusive, diverse, and stimulating as the records we hold in sacred trust for the public.
- While engaging new partners and underserved communities presents challenges to all, the opportunity to create new alliances far outweighs the first tentative steps of planning and introduction.
- True learning and cultural understanding result best from open dialogue and collaboration;
- Archival documents are a fantastic means to "start the conversation."
- Our holdings document the many layers, textures, voices, and faces of America; plans for access, use, and promotion must embrace the same.

What Do these Case Studies Teach Us?

- Need for specific clear goals/targets – Learn the audience you want to reach. Know the problem(s) you want to solve. Don't be afraid of a "BHAG".
- Galvanize support – "All Hands on Deck", but take the long view; be a risk taker
- Build off of existing systems – Library networks, info systems, projects
- Establish and/or acquire funding (baby steps are fine); integrate into existing work
- Build partnership across a lot of sectors
- Use base activity to support new products and public outreach

Questions, Comments, Feedback

Featured Projects Contacts

- **PhillyHistory.org** – Commissioner Joan Decker, Department of Records, joan.decker@phila.gov
- **NYS Legacies/Electronic School House**, Christine Ward, cward@mail.nysed.gov
- **Rural Education** – Meg Hacker, NARA – Fort Worth, meg.hacker@nara.gov
- **Navajo Education** – Eileen Bolger, NARA – Denver, eileen.bolger@nara.gov
- **Building Bridges with Public Programs** – James McSweeney, NARA – Atlanta, james.mcsweeney@nara.gov
- **NHD Philly** – Andrea Reidell, NARA- Philadelphia, andrea.reidell@nara.gov
- **PACSCCL** – Laura Blanchard, lblanchard@pacsccl.org