



MONDAY, APRIL 7

9:30 a.m. to 4:30 p.m. Workshop

On Display: Basic Exhibits for Librarians and Archivists

Location: State Library of North Carolina, Room 208

Instructor: Linda Jacobson, Keeper, North Carolina Collection Gallery, UNC-CH; Rachel Reynolds, Wilson Special Collections Library Exhibits Curator, UNC-CH; Whitney Watson, Exhibit Designer, North Carolina Museum of History; and Andrea Knowlton, Conservator, Wilson Special Collections Library, UNC-CH

Description: The creation of exhibits and displays is one of the many creative tasks that librarians and archivists are called upon to do, but few have acquired this training in library school. This workshop will provide an overview of the basics of exhibit planning, design, and fabrication. Topics that will be covered include interpretation strategies, exhibit labels, physical layout and organization, conservation issues related to the display of original materials, and the fabrication and installation of exhibit components. Participants will have the opportunity to fabricate simple exhibit elements. Participants are encouraged to submit questions prior to the workshop or bring photos of display areas for which they need advice.

Cost: \$25, limited to 15. All materials will be provided. Lunch on your own.

6:00 p.m. Pre-Conference Evening Social

Location: Tyler's Restaurant & Taproom
18 Seaboard Ave #150, Raleigh, NC 27604
[\(919\) 322-0906](tel:9193220906)

<http://www.tylerstaproom.com/locations/raleigh/>

Description: Meet at Tyler's Restaurant & Taproom for a drink and social hour. Have dinner at the pub or team up with fellow colleagues to explore one of the other fine eateries in Raleigh. Restaurant maps will be provided.

TUESDAY, APRIL 8

8:00 a.m. to 9 a.m.

Registration at the McKimmon Center, North Carolina State University

*Light breakfast fare and coffee available from 8 a.m. to 9 a.m.

9 a.m. to 10:20 a.m.

Session A. Celebrate Like Your Hair's on Fire: Using Archival Content in Hot Ways

Location: TBA

Speakers: Tom Flynn, Winston-Salem State University; Katie Nash and Shaunta Alvarez, Elon University; and Jaycie Vos and Virginia Ferris, the University of North Carolina at Chapel Hill

Description: Archival resources are used in a number of ways that are seldom publicized or known about beyond an archives department. The speakers for this panel presentation will highlight the ways in which archival resources were used in "hot" and impactful ways during celebratory events to connect people with archival content. Additionally, the speakers will discuss collaborations that resulted in increased publicity and recognition of archival collections- highlighting the importance and significance of archival resources to broader communities.



Session B. Publishing and Managing Digital Collections without CONTENTdm

Location: TBA

Speakers: Molly Bragg, Duke University; Chelcie Juliet Rowell, Wake Forest University; and Caitlin Christian-Lamb, Davidson College

Description: Lots of North Carolina repositories use OCLC's CONTENTdm to publish and manage their digital collections. It is by far the most widely-used digital content management system in our state, but it's not the only one. In this session, three North Carolina archivists will discuss the tools and strategies used in their institutions to publish, manage, and sustain digital collections outside of CONTENTdm.

10:30 a.m. to 11:50 a.m.

Session A. North Carolina and the Digital Public Library of America

Location: TBA

Speakers: Nick Graham and Lisa Gregory, North Carolina Digital Heritage Center and Chelcie Juliet Rowell, Wake Forest University

Description: Since October 2013, North Carolina institutions of all sizes have been connecting with users around the country through the Digital Public Library of America. This session will reveal the inner workings of the DPLA's North Carolina Service Hub as well as the experience of an institution whose content is being shared through the DPLA.

Session B. Paging Through History: Lessons Learned from a Scrapbook Digitization Project

Location: TBA

Speakers: Anna Craft, David Gwynn, and Kathelene McCarty Smith, The University of North Carolina at Greensboro

Description: In 2011, the UNCG Libraries embarked upon a two-year initiative to digitize a collection of approximately 250 scrapbooks documenting university groups and history during the twentieth century. This interdepartmental project involved collaborations between archivists, catalogers, and IT librarians. The team faced a variety of challenges, including the deteriorating physical condition of the scrapbooks, the development of new collaborative workflows to support the process, and the need for new digital display techniques. Project personnel came away with new approaches to collaboration, communication, and workflows; and the completed digital collection offers users the opportunity to see glimpses of the day-to-day life of university students and affiliates from over a century ago. Presenters will discuss lessons learned and best practices developed through the work of the project, which can be taken forward for application in other collaborative digital initiatives.

Noon to 2:00 p.m. Plenary Luncheon and Business Meeting

Location: TBA

Welcome: Jennifer Motszko, President of the Society of North Carolina Archivists

Lunch

Business Meeting

Keynote Speaker: Sarah E. Koonts, Director of the North Carolina Division of Archives and Records

Description: The title of Koonts's presentation is "Collections that Build Connections" in which she will explore the potential technologies, trends, and tactics North Carolina Archivists can utilize to reach new audiences and to promote the value of our profession.



2:00 p.m. to 3:00 p.m.

Session A. Concurrent Sessions

Location: TBA

Speakers: Mike Childs, State Library of North Carolina; Ashley Yandle, State Archives of North Carolina; and Rebecca Petersen and Vicki Johnson, Wake Forest University

Description:

Online Resources (Childs and Yandle) This presentation will explore the plethora of digital resources held at the State Archives and State Library of North Carolina. These digital resources offer massive search capabilities, thousands of historic documents, and valuable tools for archivists, librarians, researchers, and the general public. This presentation will show where to find, and how to use, these free online offerings: NCpedia, N.C. Digital Collections, Civil War Soldiers Timeline, NC Newspaper Locator, Audio on Internet Archive, Flickr, YouTube, and the N&O Index.

Connecting Community and Campus to the Arts (Johnson and Peterson) This presentation will feature the Secrest Artists Series, a beloved cultural institution both on Wake Forest's campus and among the community in Winston-Salem and beyond. Bringing national and international artists to the Wake Forest students, the Secrest Artists Series leaves archives as unique and entertaining as the performers. After the retirement of the longtime head of this program, Wake Forest's University Archives acquired, processed, and has begun to digitize the materials. It is our effort to keep this visually, culturally, and community centered collection accessible to all. This presentation will discuss these efforts, from acquisition to display.

Session B. Student Lightning Round Session

Location: TBA

Speakers: Samantha Crisp, SILS student, the University of North Carolina at Chapel Hill; Patrick Dollar, SILS student, the University of North Carolina at Chapel Hill; Kenneth Woo, Doctoral Fellow for Research and Education, Duke University Divinity School; Katie O'Connor and Samantha Smith, LIS students, The University of North Carolina at Greensboro; Leslie Kesler, LIS student, The University of North Carolina at Greensboro with Bethany Scott, Charlotte Mecklenburg Library

Description:

Connecting from a Distance: Creating LibGuides for Manuscripts and Archival Materials in the Louis Round Wilson Special Collections Library (Crisp) Crisp will present her work on the implementation of LibGuides for manuscripts department materials at the University of North Carolina at Chapel Hill's Louis Round Wilson Special Collections Library. Crisp will discuss why they selected LibGuides to share content, the topics they have selected and how they chose them, the ways in which they have collaborated with other departments to produce LibGuides for manuscripts materials, how this system has helped their overall workflow, and the challenges they have faced in the rollout of this project. In addition, Crisp will describe the ways in which manuscripts and archival materials present unique challenges for the LibGuides platform, and the ways in which they overcame those challenges.



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Public Relations and the Archives at UNC-Chapel Hill (Dollar) This presentation will focus on the combined efforts of UNC-Chapel Hill's Davis Library Communications Office and the archivists in Wilson Library to promote the archival collections, exhibits, and events. Dollar will draw on some recent work he has assisted with for the Communications Office, such as development of feedback questionnaires, as well as blog posts, news stories, and fliers to publicize UNC's archival holdings – including an exhibit on one of the school's secret societies and the University Library's upcoming Seven Millionth Volume celebration. The presentation is meant to stress the need for cooperation and coordination among archival institutions and public relations or communications departments. Cooperation between communications, Friends of the Library groups, and archivists can greatly benefit all three and will improve the visibility of archival collections and attract users. The presentation will also touch on the use of archival materials in celebrations, particularly UNC's Seven Millionth Volume.

Documenting Religious Diversity: The Religion in North Carolina Digital Collection (Woo) The Religion in North Carolina Digital Collection is a collaborative digitization project led by Duke, UNC, and Wake Forest University. Since 2012, the collection has acquired, cleared, and digitized thousands of primary sources from NC's cultural history in order to enhance access for both academic and general audiences. This is the only state-specific digital archive focused on documents related to religion and religious bodies. This presentation will detail the effectiveness in reaching a diverse user base through online social media and local community outreach. It will also outline our ongoing strategy for identifying, generating, and engaging with potential users.

Beyond the Physical Collection: Exploring the North Carolina Literary Map as a Method of Archival Outreach (O'Connor and Smith) This presentation will provide an overview of the online North Carolina Literary Map, highlighting outreach efforts done over the course of this academic year. We will focus on social media sites, including Facebook and Twitter, and also feature our Literary Map blogs. Our education blog contains lesson plans and other resources for connecting with teachers and K-12 students in the state. We will emphasize the importance of outreach to expand the function of an archival department beyond physical collections. We will demonstrate how the Literary Map provides access to information and describes the literary contributions of our home state.

From Items to Collections: Reprocessing a Museum Collection for Archival Access Institution (Kesler and Scott) In 2012, the Robinson-Spangler Carolina Room of the Charlotte Mecklenburg Library received a large donation of archival collections, manuscripts, and photographs from a local history museum. Existing item-level database records contained important information on more than 6,000 pieces, but did not provide effective access in an archival context. Adapting a survey and processing plan methodology from the PACSCL Hidden Collections project, we defined a process for identifying discrete collections within the donation; surveying them; and creating collections-level descriptions. The process will allow us to make collections more visible to researchers through inclusion in our public catalog and online finding aids.



3:00 p.m. to 3:30 p.m.

Afternoon Break and Poster Session

Location: TBA

3:30 p.m. to 4:30 p.m.

Session A. Concurrent Sessions

Location: TBA

Speakers: Todd Kosmerick, North Carolina State University Library; Erin Lawrimore, The University of North Carolina at Greensboro and Tanya Zanish-Belcher, Wake Forest University

Description:

The Student Leadership Initiative at NC State: Oral History and Outreach (Kosmerick) This presentation focuses on the Student Leadership Initiative, a project to chronicle the experiences of former NC State student leaders in order to engage current students in their university's history. The project has chronicled the experiences and impact of former student leaders through collection of video oral histories, biographical essays, and digitized images.

Content is made accessible through a specialized website:

<http://d.lib.ncsu.edu/student-leaders/> A mini-reunion of former student leaders was an event at the opening of NC State's Hunt Library in 2013. Later this year, NC State's D. H. Hill Library will display an exhibit on the history of the university's student leaders.

Archives Leadership Institute: Building Connections and Developing 21st Century Archival Leaders (Lawrimore and Zanish-Belcher) The Archives Leadership Institute provides advanced training for 25 archival leaders each year, giving them the knowledge and tools to transform the profession in practice, theory and attitude. In 2013, the Archives Leadership Institute was held for the first time at Luther College (Decorah, Iowa), and featured intense day-long workshops focused on building capacity to handle born-digital records, project management, strategic planning, and professional advocacy. Members of the current ALI cohort were matched with ALI alumni to form mentor groups and develop practicum projects emphasizing real-world application of the skills gained. In this presentation, a member of the 2013 ALI cohort and an ALI alum/mentor will discuss ways in which this program and the skills/experiences it conveys can connect participants with colleagues across the country in order to learn and develop skills needed to succeed as a modern, 21st century archivist.

Session B. Concurrent Sessions

Location: TBA

Speakers: Sean Mulligan, The University of North Carolina at Greensboro and Linda Lashendock, Elon University

Description:

A Walk in the Past: Promoting the Archives Through the Use of Campus Tours (Mulligan)

Archives typically promote their collections through traditional means such as hosting a website, posting on blogs, teaching classes, and creating both online and physical exhibits that highlight materials such as document, photographs, and artifacts. One underutilized method that archivists can use to reach new, potential researchers and patrons is by providing tours.



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Rather than passively waiting for people to come into the archives, tours take an active approach by taking historical information and materials to them. At The University of North Carolina at Greensboro (UNCG), the University Archives regularly offers Historical Campus Walking Tours to students, faculty, and visitors. During the tours, archival materials, including photographs, are used to enhance the user experience and promote the archives. This presentation will focus on the outreach efforts of the UNCG University Archives to promote its collections through the use of campus tours, the challenges and successes of using tours, and suggestions for other institutions to begin their own walking tour program.

One Woman Shop: Connecting Users to Archival Video (Lashendock) This presentation will focus on how to develop an innovative and economical digital asset management system which connects users to historical, cultural, and traditional video and audio video files. Elon University has created a digital asset management system of access and preservation video files for all departments on campus, alumni, and the community that can be retrieved daily for global users. During this presentation, Lashendock will discuss various marketing initiatives that have connected users with the digital video content that is being created and highlight how the digital video files are being used around campus, from faculty projects, to student projects, and celebratory events. In addition, this presentation will discuss the increased interest of touring the facility where the physical tapes are stored, in turn increasing visibility and interest on campus about Elon’s analog tape collection. The video files are better serving the academics, alumni relations, and the community in the areas of research, teaching, and learning along with preserving video content for historical purposes.

SNCA Conference Rates:

Early Registration: March 6-23	Late Registration: March 24-31
SNCA members: \$35	SNCA members: \$45
Non-member: \$45	Non-member: \$55
Student SNCA member: \$15	Student SNCA member: \$20
Student Non-member: \$20	Student non-member: \$25
Volunteers/Retirees: \$15	Volunteers/Retirees: \$20

McKimmon Center - Directions and Parking: <https://onece.ncsu.edu/mckimmon/contact.jsp>

Hotel Options: Please see the following link for hotel choices near the conference venue
<http://www.ncarchivists.org/2014/03/01/2014-conference-hotel-information/>

Please check the SNCA website periodically for updates and additional information about the 2014 conference:
<http://www.ncarchivists.org/meetings/2014-annual-conference/>