

**Summary Report**

**Chicago Open Archives: Collecting and Connecting - October 8-10, 2015**

**CAA Member’s Meeting**

**March 30, 2016**

**Working Group Members**

Gosselar, Ashley (University of Chicago)

Hanf, Susan (Rotary International)

MacIntosh Hodgetts, Morgen (Chair) (DePaul University)

Matson, Erin (Rotary International)

The Working Group submitted a final report to the CAA Steering Committee on January 8, 2016.

The following summary highlights results and recommendations.

**Special Acknowledgements**

It was a pleasure to work with Laura Berfield, Political Papers Archivist in the Congressional Archives at Loyola University Chicago Archives & Special Collections, (and designer of the CAA Logo). Laura’s eye-catching design for the posters, postcard, and letterhead used to promote and brand Chicago Open Archives (COA) provided a professional and cohesive design for the event. Our liaison with the CAA Steering Committee, George Kutsunis, provided us with a direct line of communication which proved to be extremely useful during the planning process. George’s attendance at our conference call meetings created an efficient method to give and receive feedback to the Steering Committee. We thoroughly enjoyed working with George. Our primary promotional tool was the CAA Website. We are deeply grateful for the assistance Stephanie Giordano and Martin Firestein provided for the initial design and construction of the COA webpages.

**Budget**

|  |  |  |
| --- | --- | --- |
| **Expense** | **Budgeted** | **Actual** |
| Designer Stipend | $150.00 | $150.00 |
| Posters scored and folded (110) | $100.00 | $130.00 |
| Postcards (1,000) | $189.00 | $169.00 |
| Letterhead (100) | $40.00 | $49.00 |
| Printing Proofs | $0.00 | $8.00 |
| Postage | $28.00 | $42.64 |
| Mailing supplies | $18.00 | $13.08 |
| ***Total*** | ***$525.00*** | ***$561.72*** |

**Attendance**

|  |  |  |
| --- | --- | --- |
| **Host Site** | **Date** | **Visitors** |
| American Medical Association | Thursday, October 8 | 5 |
| Benedictine University | Thursday, October 8 | 47 |
| Bronzeville/Black Chicagoan Historical Society (visitors had dates mixed up) | Thursday, October 8 | 2 |
| Center for Black Music Research at Columbia College | Thursday, October 8 | 10 |
| Chicago Collections Gallery Tour | Thursday, October 8 | 12 |
| Chicago History Museum | Thursday, October 8 | 11 |
| Chicago State University | Thursday, October 8 | 116 |
| DePaul University (canceled – no advance RSVP) | Thursday, October 8 | 0 |
| Newberry Library | Thursday, October 8 | 25 |
| Oak Park Public Library | Thursday, October 8 | 8 |
| Roger Brown Study Collections/SAIC | Thursday, October 8 | 11 |
| Shorefront Legacy Center | Thursday, October 8 | 2 |
| Bronzeville/Black Chicagoan Historical Society | Friday, October 9 | 8 |
| Media Burn Independent Video Archive | Friday, October 9 | 8 |
| Northwestern Memorial Hospital Archives (canceled – host ill) | Friday, October 9 | 0 |
| University of Chicago, Special Collections Research Center | Friday, October 9 | 13 |
| University of Illinois at Chicago Library of Health Sciences | Friday, October 9 | 1 |
| Video Data Bank | Friday, October 9 | 7 |
| CPL, Vivian G. Harsh Collection of Afro-American History and Literature | Saturday, October 10 | 5 |
| Creative Audio Archive at Experimental Sound Studio | Saturday, October 10 | 4 |
| DePaul University | Saturday, October 10 | 7 |
| Frances Willard Memorial Library & Archives | Saturday, October 10 | 8 |
| Glen Ellyn Historical Society | Saturday, October 10 | 30 |
| CPL, Harold Washington Library Center, Special Collections | Saturday, October 10 | 17 |
| National Archives at Chicago | Saturday, October 10 | 13 |
| Shorefront Legacy Center | Saturday, October 10 | 6 |
| The Art Institute of Chicago, Ryerson & Burnham Archives | Saturday, October 10 | 28 |
| University of St. Francis | Saturday, October 10 | 6 |
| **Total** (not unique visitors, several people attended more than one COA event) |  | **400** |

**Evaluations/Survey Responses**

Two surveys were created to capture anonymous feedback and comments. One survey was sent to our primary contact at host sites and the other survey was sent to attendees Wild Apricot registration information and on-site sign-up sheets. Links to the surveys were sent using the info@chicagoarchivists.org email address. Out of 25 surveys sent to contact sites, 17 responses were received. Surveys were sent to 160 attendees but 13 messages were undelivered due to illegible email addresses; 56 responses from attendees were received.

* Highlights from the attendees survey (percentages based on 56 responses):
  + 69% greatly enjoyed the event
  + 77% would highly recommend the event
  + 34% visited 3 or more sites
  + 57.14% identified as a library, archives, museum, or information professional.
* Highlights from the host site survey (based on 17 responses):
  + 100% strongly agree or agree that CAA should pursue this type of event in the future
  + 71% are very likely to participate again if CAA plans other COA
  + 71% reported that the number of attendees was less than expected
  + 82% responded that communication with the Working Group was excellent
* Highlights from the attendees survey question: “Comments about this event or about Chicago Open Archives?”
  + Really appreciate the generosity of the Data Bank staff in opening up their space for this visit and answering fairly detailed questions about their mission, workflow, and institutional challenges.
  + I think this is an interesting way to approach general public to the otherwise closed world of archives.
  + Glad I had a chance to participate. If you wish to get greater participation from the general public, the event could benefit from more publicity.
  + I thought the three days of activities were Fantastic. The institutions were open and receptive.
  + It was really interesting to mix and mingle with other participants who attended the gallery talk. I had a nice discussion with another visitor about the archives profession: how to get involved; what skills are required, etc.
  + I had a great time. I learned a lot from the tour and it is nice to see what other institutions are doing with their resources.
  + More events like this please!
  + Thanks so much to the Art Institute staff who worked this event - my husband and I loved the items they pulled and the in-depth discussion about each. We both definitely want to come back and explore the archives more.
  + Loved it - hope it met your expectations and that there's an encore next year!
  + I really enjoyed seeing the National Archives for the first time. Doug provided a fantastic tour of the facilities and highlighted many interesting archival materials.
  + I recently moved back to the Chicago area and found this event a great way to find out about local archives and meet the staff.
  + I really enjoyed this event and look forward to more Chicago Open Archives events.
  + Great event. It was great hearing how Mrs. Williams acquired her collections, and that we were able to view some of them.
  + I think this event is a great idea, it encourages researchers to investigate these hidden gems in Chicago. I plan to join CAA to keep abreast of future events in the city. I had previously been a member of the Chicago History Museum. I rejoined after the visit to the Research Center.
  + More events, please!
  + Very interesting to see how the Newberry archives the various items within their collection
  + I wished that the tour had been longer. I felt a bit rushed.
  + I attended this and one other event. Both were very well received/prepared for. I wished I had time to attend more!
  + I greatly enjoyed seeing the artifacts from the Library's Dance Collection. My mother was a professional ballet dancer and I noticed that several of the other people in attendance had direct, personal links with the history of dance. I think that more widespread publicity about this collection would yield more interested people, some of whom might be worth interviewing for the Library's oral dance history projects.
  + This was a wonderful event...great fun looking at treasures and interacting with other professionals.

**Recommendations (highlights from Final Report)**

* A budget, an overall timeline with due-dates, and basic roles should be established early in the process. 2015 Working Group members were extremely flexible and took on multiple roles and/or responsibilities as the planning process developed. In hindsight, we can describe the roles as follows:
* **Chair:** oversight and responsibility for all Working Group activities; schedule meetings; set agenda; track action items; report to Outreach Subcommittee and Steering Committee; resolve conflicts; acknowledge successes
* **Branding and Design Coordinator:** liaison with the designer; manage images and captions from host sites; work with printer (Dun-Wel)
* **Host Site Coordinator(s):** track and acknowledge responses to the Intent to Participate Form; communicate with contacts at host sites to gather details and finalize text for the site and activity descriptions
* **Publicity and Marketing Coordinator(s):**
  + Phase one: promote to CAA community – write text to post on CAA and other professional communication channels, presentation at CAA members meeting
  + Phase two: promote to the general public: write and distribute press release to media outlets and websites; coordinate with Branding and Design Coordinator and Host Site Coordinators to distribute printed material to host sites and others
* **COA Social Media Manager:** responsible for generating content for CAA social media (mine from repository and activity descriptions on CAA webpages and from images submitted by the host sites) and coordinating with CAA Social Media Manager
* **CAA Website and Registration Coordinator:** work with CAA web designer regarding page design and site organization; add content about COA and create individual events for each COA event activity; monitor event registration and communicate these numbers to COA host sites that require advance registration for their activities
* Upgrade the PollDaddy account so survey results can be exported. So much of our time was spent copying and pasting information out of PollDaddy into Google Spreadsheets because we are not able to export data from this system. We recommend that Steering Committee upgrade the account or explore another solution that will provide this feature.
* Bring the designer in earlier in the planning process so she/he can get to know the theme and learn what the Working Group envisions. Because this was the first year, we were still finalizing the budget and making decisions about printed products in late June which meant that Laura was not brought in until July which did not give her much time.

**Outcomes**

* CAA Outreach Subcommittee formed a Working Group for 2016 Chicago Open Archives.
* February 2016: Invited to be a member of a panel about outreach at the 2016 Regional Archival Associations Consortium Symposium, Tuesday, August 2, 2016 (coincides with SAA); Ashley Locke Gosselar will represent the 2015 Working Group.
* March 2016: Working Group Chair had a conference call with the Executive Director of Wisconsin Black Historical Society, Clayborn Benson, who is interested in developing a similar event for Milwaukee.

Respectfully submitted by Morgen MacIntosh Hodgetts, March 30, 2016