POSTER SESSIONS

This year's poster sessions will offer you the opportunity to see projects and research conducted by the next generation of archivists. Poster presenters will be on hand to discuss their work during the Friday afternoon break from 3:00-3:30 P.M.

GRADUATE STUDENT POSTER SESSIONS

3rd Ward Fire Twitter Re-enactment #rethinkhistory

Social media platforms provide an engaging and exciting way to reinterpret history for the general public. This poster describes the process of coordinating a historic live re-enactment of the 3rd Ward Fire in Milwaukee, Wisconsin in 1892 via Twitter. For four hours on December 11, 2015, a team of nine museum studies and history graduate students recreated the events of the 3rd Ward Fire in partnership with the education department at the Milwaukee Public Museum. The participants used both primary and secondary sources from local archives such as the UW-Milwaukee Archives and the Milwaukee County Historical Society in order to formulate an event timeline and create historically accurate characters or personas. Twitter provided a challenging yet effective platform to convey poignant information from fictionalized representations of historic or fictitious participants of the 1892 fire. Museums, archives, historic sites, and other venues where academics are in contact with the public can use digital platforms to spark curiosity in their audiences both current and potential and inspire visitation to the physical site. This twitter project was a successful experiment to broaden reached audiences and think creatively about history.

Presenters: Margaret Spiegel, University of Wisconsin-Milwaukee
Samantha Machalik, University of Wisconsin-Milwaukee
Samantha Schwarz, University of Wisconsin-Milwaukee

@Archivist_Community: Understanding the Social Network

This study measures the effects of Twitter usage among archivists in order to begin to identify and evaluate social media for future use in the archival community. The study analyzes both statistics to provide quantitative evidence of what is going on behind the scenes, and the correlation of the content of the tweets to the number of responses.

Using social network analysis (SNA), a database was constructed to build the social network, nodes, ties, identify the relationships, and create the measurements for the various weights connecting a number of different ties. UCINET software was used to conduct the social network analysis. The consideration of various weights and connections to a number of ties provides an insight into how the archival community uses Twitter.

Presenters: Jennifer Stevenson, University of Wisconsin-Milwaukee

Advancing File Format Policymaking for Digital Preservation at the University of Illinois at Urbana-Champaign

This research advances digital preservation theory and practice by presenting an evidence-based model for file format policy management in digital repositories. Its authors document the design, testing, and implementation of a model for digital preservation file format policy description which, in contrast to nominal recommendations of file formats over others for long term viability, includes a software and operating system profile for opening each type of file identified. In testing this model over digital collections stewarded by the University of Illinois at Urbana-Champaign Library, the authors established a virtual environment to assess preservation problems in opening files according to their format profiles, implemented a random sampling mechanism for documenting whether current files met their associated format and software policy specifications, and distilled results from their assessments to demonstrate preservation risk across their collections. In so doing, the authors demonstrate a practical method for expressing and testing file format policies in association with software and operating system profiles which can be used to produce a statistically valid overview of preservation risk to digital collections. The intended audience includes archives professionals interested in digital preservation policy and managers of digital repositories.

Presenter: Scott Witmer, University of Illinois at Urbana-Champaign

Archives & Advocacy: Creating Content for the Milwaukee LGBT History Project

Milwaukee's famous PrideFest is a dynamic celebration of Lesbian/Gay/Bisexual/Trans (LGBT) culture and community that has taken place in the city every summer for the last twenty-five years. The Milwaukee LGBT History Project, a completely volunteer-driven initiative established in 2003, works to create content, make displays, and provide educational panels annually for PrideFest's history exhibit, as well as for general public access. Oral histories, ephemera, and myriad records that have been used in the past to maintain content for the project are retained in the LGBT Collections at the UW-Milwaukee Archives.

Over the last few years, the Milwaukee LGBT History Project has begun to experience less volunteer help, and subsequently less content being created that is fresh and demonstrative of the rich archival material and information available on the subject. This semester, I will be using the UW-M archives to research LGBT culture in Milwaukee and to explore new presentation ideas for PrideFest this coming June. In addition to creating physical content for new displays in the festival's history exhibit, I plan on examining the relationship between exhibits as a form of outreach and their effect on promoting collections that include more politically sensitive materials, like those concerning LGBT issues and history. The goal of this project is to publicly showcase the educational value that archival research and material possess, while also using archives to advocate for an essential aspect of Milwaukee's social history.

Presenter: Carly Lenz, University of Wisconsin-Milwaukee

Audio and Audiovisual Metadata Standardization

Since the invention of film and recorded sound society has been producing audio-visual materials at a faster rate than they can be properly documented. This has created issues with time, funding, and metadata standardization. Standardization will make it easier for archivists to process audio and audiovisual materials, and therefore, make the materials more accessible.

This poster represents the capstone project conducted by the author, which examined the current use of metadata standards for audio and audiovisual materials. The project was guided by several research questions; such as, what metadata forms are repositories using in order to document their audio and audiovisual materials? Is there already a main standard repositories are using? Are repositories in communication with one another in an effort to standardize their audiovisual metadata? Is standardizing audiovisual metadata a priority for repositories? To answer these questions, a survey was sent to the SAA members of the round tables of Recorded Sound and Metadata to learn firsthand about the different types of schemas being used and how.

As this poster will illustrate, the findings of the survey indicate that there are a wide range of issues and solutions that different repositories face and use when managing these materials. Audio and audiovisual materials are an important part of the history of our society and this poster will facilitate a conversation about preserving and providing access these materials.

Presenter: Kristen Mash, University of Wisconsin-Milwaukee

Creating a Culturally Relevant Database for a Video Collection

This poster details the process of creating a culturally relevant database for a video collection at the American Indian Studies Library at UW-Madison. Before this project, the videos were cataloged through the UW Libraries catalog, but many of the culturally relevant subjects were missing from the descriptions and finding videos based upon themes or geographical area was difficult. The revision process included understanding the needs of users, creating controlled vocabularies, and designing the database using Microsoft Access. The intention of this new database was to establish a quicker and easier way to conduct reference for the video collection and provide more suitable access points. The process of the project was also explained to future employees to ensure the usefulness of the database continues. This project could be replicated in many different situations or with many types of materials. Many smaller institutions that may not have established catalogs for users to search for materials will likely find information on this process helpful as they improve access to their collections. In addition, the process of recognizing the ways users want to access collections will apply to institutions of any size wanting to improve reference services and patron satisfaction.

Presenters: Ryan Welle, University of Wisconsin-Madison

Creating a Social Media Strategy for Archives and Libraries: The Basics

The fight for relevance can include everyone from aging pop stars to traditional media. Archives and libraries are not different in this regard; they need to assert their efficacy. A compelling social media presence confirms an institution's relevance when it effectively promotes an institution's services, unites a patron community, and can lead patrons to utilize the institution itself and its resources. In order to gain a better understanding of how to create a compelling social media presence for archives and libraries, over twenty University of Wisconsin-Madison archivists and librarians were interviewed about their social media usage and strategies. The effectiveness of an institution's social media was mainly influenced by how its social media strategy took into account what social media their patrons were already using, the reputation and size of the institution itself, and carefully curated content.

Presenter: Catherine Hannula, University of Wisconsin-Madison

Digitizing the Big Top: Exploring the Film Digitization Process with the Circus World Museum Film Collection

The content of this poster will feature work performed as a UW-Madison practicum student at the Wisconsin Center for Film and Theater research. This project involved the continuation of a partnership between the Wisconsin Center for Film and Theater Research (WCFTR) and Circus World Museum's Library and Research Center, formed around the amateur film collections at Circus World Museum. Because of the condition of the films, the lack of appropriate handling equipment available at Circus World Museum, and the mutual affiliation with the Wisconsin Historical Society, it was agreed that the collection of amateur circus films at CWM should be transferred to WHS. WCFTR facilities could be used for inspection, and the films could be ingested into the WHS catalogue where they would be more easily discoverable. The intended outcome of the project, in addition to preservation inspections and processing discussed above, was to use the films to create an example of a digitization workflow to be used both with this collection in the future (funding permitting) and with other WCFTR collections. The poster will also feature the trial and error involved in this endeavor, as well as the value of workflows in digitization, even when an off-site vendor does the majority of the work. The intended audience for the poster is any person or institution dealing with audio/visual assets, and any institutions interested in learning about the value of institutional partnerships to share knowledge and resources or looking to develop a digitization process.

Presenter: Molly McBride, University of Wisconsin-Madison

Dismantling Oppressive Power Structures in the Archive by Questioning the Role of the Record Creator in Official Documentation of Communities of Color

This poster is a visual representation of a paper examining ways in which communities of color are impacted by abuse of power by the record creator in official records collected by archival institutions. I propose that archivists must more closely examine not only the content of the records in their control, but the power structure under which the records were created and whether

or not any community-created documentation of the record producing activity exists. I argue that by asking a series of questions about the record (About whom was this record created? By whom? What activity produced it? And who benefits from the records preservation?) archivists can find gaps in their collections. Most often the gaps can be filled with community created documentation from the community these official records are about. I use two examples to illustrate the impact incomplete or manipulated "documentary heritage" can have on communities of color. I compare the Dawes Rolls of the Creek Nation created by the US Government while enforcing the General Allotment Act of 1887 and the official records documenting fatal police shootings of African Americans today. While comparing these records, I pose the aforementioned questions and identify ways the power structure under which these records were created are problematic if only the official record survives in the archive. I then identify non-traditional ways in which archives empower communities to create their own records and ways in which archives can give these records equal importance to official records.

Presenter: Katie Dennis, University of Wisconsin-Madison

Microappraisal and the Vel Phillips Papers

The Vel Phillips papers were acquired by the Wisconsin Historical Society (WHS) in 2013, and with it came the need to appraise, or select, the materials that would ultimately make up the collection. Myself, along with two other processors and a work leader, began the appraisal process in February 2015. With three separate processors, the materials each person is selecting may be different from their colleagues; but are the goals created by the work leader being represented and met by the processors in the same way? This poster investigates how a microappraisal project such as this is organized and implemented when multiple parties are involved. I will investigate how the Vel Phillips papers came to the WHS and how the work leader for the project constructed the appraisal plan that the processors are implementing. I will look at what worked well and what issues have occurred through interviews of each processor, conducted by myself. I will talk about each person's experience working on the project, followed by an analysis of what I learned after talking to the interviewees. By comparing how each processor went about selection, I hope to discover an answer to my question about how microappraisal works in a team setting rather than just one individual doing the work. The intended audience for this poster will be archivists and other information professionals with basic knowledge of archival appraisal theory and techniques.

Presenter: Jacob Riehl, University of Wisconsin-Madison

Time to Get Social, Archives

This poster presentation will contribute to the on-going conversation regarding the use of social media as an outreach tool for archives by examining social media as a crowd-sourcing tool in collaborative projects between archives, historic preservation programs and civic organizations. As the Graduate Assistant for Special Collections and Archives at Southeast Missouri State University, the main component of my case study involved scanning selected photographs from the collection to upload them to the Cape Jaycees Facebook page. This process promoted the event, interest, and allowed viewing of the photographs in order to identify the individuals. This event involved

collaboration between the Cape Girardeau Jaycees, the Historic Preservation program Archive class and Special Collections at Southeast Missouri State University. This research will form the basis for a conversation with attendees about methods of using social media as an outreach and crowd-sourcing tool for collections in archives, historical societies, museums, and other establishments.

Presenter: Staci Cox, Southeast Missouri State University Special Collections and Archives

ArchivesSpace-Archivematica-DSpace Workflow Integration

ArchivesSpace and Archivematica have emerged as two of the most exciting open source platforms for working with digital archives. The former manages accessions and collections and provides a framework for entering descriptive, administrative, rights, and other metadata. The latter ingests digital content and prepares information packages for long-term preservation and access. In April 2014, the Bentley Historical Library received a $355,000 grant from the Andrew W. Mellon Foundation to partner with the University of Michigan Library on the integration of these two systems in an end-to-end workflow that will streamline the processing of born-digital archival materials and the automated deposit of content and associated metadata into a DSpace repository. This poster will detail the *ArchivesSpace-Archivematica-DSpace Workflow Integration* project, including its goals, strategies, development roadmap, and anticipated workflows. The focal point of the poster will be the new Archivematica Appraisal and Arrangement feature, which allows archivists to review content, create new or add to existing intellectual arrangements, and associate digital content with archival description from ArchivesSpace.

Presenter: Dallas Pillen, Bentley Historical Library

Audiovisual Digitization and Quality Control

The poster will detail a contemporary and practical vendor-based audiovisual digitization and quality control workflow. The poster will introduce open-source software used in the workflow, such as QCTools, Sonic Visualizer, MediaInfo, and Fixity, through screenshots and informative blurbs. A handout of resources, including links to documents that will help archivists implement the workflow at their institution and resources on digital file-formats, physical carrier types, and digitization practices, will be available. The workflow was developed during the presenter's time as the A/V Project Archivist at the University of Wisconsin-Milwaukee, and is based on current best practices established by the California Audiovisual Preservation Project, NARA, and the Library of Congress."

Presenter: Charles Hosale, University of Wisconsin-Milwaukee

The Bentley Historical Library Project Archivist Program

The Bentley Historical Library at the University of Michigan has initiated a new project archivist program that offers recent graduates 1-2 year term positions as assistant archivists. Project archivists at the Bentley are not simply assigned to a single project or task, but are instead afforded the opportunity to balance multiple projects, fully participate in all Bentley initiatives, and even facilitate their own projects. These positions allow new professionals to gain invaluable archival experience in a competitive academic environment and represent excellent opportunities to launch successful careers.

This poster will introduce the Bentley's project archivist program from the perspective of four new professional archivists currently participating in the program.

Presenters: Julia Teran, Bentley Historical Library
                   Elizabeth Carron, Bentley Historical Library
                   Emily Swenson, Bentley Historical Library
                   Shae Rafferty, Bentley Historical Library

Hunting Down History in Your Local Community

The La Crosse History Hunt is a historical scavenger hunt that leads participants through downtown La Crosse and into the La Crosse Public Library Archives (LPLA). The 150 participants, divided into groups of two to five, receive a free t-shirt and a packet of clues that involves taking pictures, visiting downtown businesses, statues, landmarks, and most importantly, the archives. The objective of the event is to promote the resources at LPLA, which are required for just under half of the clues, and encourage participants to return to LPLA in the future. Since this is a community event, the clues are designed to require no prior knowledge of local history. The event specifically targets 18-25 year olds who may find archival material beneficial but are typically not heavy archives users. The History Hunt can be adapted easily by any community that hopes to boost attendance at local archives.

Presenters: Calli Niemi, La Crosse Public Library
                   Julia Roden, La Crosse Public Library

If They Liked It then You Should Have Put a Number on It: Assessing Archival Instruction and Student Learning in Special Collections

This poster will describe a yearlong project to assess student learning and engagement in archival instruction sessions using primary source materials held in Augustana College Special Collections. These sessions were taught over the course of the 2015-2016 school year and incorporated hands-on learning, class and small group discussion, written worksheets, and written assignments using Special Collections materials. Special Collections staff has taken a four-pronged approach to assessing these sessions: a special test-based assessment project targeting first-year students in introductory rhetoric classes, one-minute surveys asking participating students about their

experience, comprehensive surveys targeting students and faculty, and grading in-class worksheet responses against a rubric to determine students' ability to apply skills learned during the session. All data has been quantified and will be used to improve future class sessions. This poster will offer ideas for planning manageable assessment projects and crafting targeted methods to obtain good data.

Presenter: Samantha Crisp, Augustana College Special Collections

Let's Go Blugolds!: Creating and Promoting Digital Collections at the University of Wisconsin-Eau Claire

Abstract: During 2013-2014, the University of Wisconsin-Eau Claire Special Collections and Archives in Eau Claire, Wisconsin, began creating and promoting a digital collections portal using the open source tool ResCarta. The portal makes available online unique and heavily used archival collections such as historic campus photographs and yearbooks. This poster will describe the steps taken by a regional state university archives to create and promote a digital collections portal, including identifying the reasons to create digital collections, choosing tools and creation process, promoting the digital collections portal, assessing user response, rewards/challenges, and planning for the portal's future. Collaboration within the university library and other departments on campus proves to be particularly important in developing and promoting the digital collections portal.

Presenter: Julie Hatfield, University of Wisconsin-Stout