Paging through history:
Lessons learned from a scrapbook
digitization project

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The University of North Carolina at Greensboro

Society of North Carolina Archivists Meeting
Raleigh, North Carolina -- 8 April 2014
Introduction
Who we are

David Gwynn
Digital Projects Coordinator

Anna Craft
Metadata Cataloger

Kathelene McCarty Smith
Artifacts, Textiles, Digital Projects Archivist
About the project
Starting the project

WE’RE OFF
The History of the University
The History of the University
Photography & Mass Media

- Introduction of Kodak’s Brownie Camera
- Creation of *picture* postcards
Mass Media

- Expansion of greeting card industry
- Mass production of colorful and disposable printed items
The collection

- 244 scrapbooks housed in the University Archives
- Most are commercially made scrapbooks/albums
- Created by students and staff
- Institutional focus (not created for individual students)
- Years ranging from 1906 – 2002
- Sizes ranging from 6” x 4 ¾ to 25” x 19 ¾
- Page count between 10 and 50 – two sided
- Collection was unprocessed, some were cataloged
Scrapbook origins

The scrapbooks were created for:

- Academic associations
- Academic departments
- Campus events and activities
- Dormitories
- Individual classes
- Student organizations
Condition

- Most in fragile condition
- In various states of disrepair
  - poor paper quality
  - discolored pages
  - holes, rips, etc.
  - detached items
  - flora and fauna
- Items attached to the pages by glue, tape, photo corners, and other adhesives
- Folded papers, disassembled binding, etc.
Varied & unique content

- Programs and posters
- Photographs
- Correspondence
- Dance cards and invitations
- Clippings
- Ephemera
- Class songs and poems
- Information regarding special campus events
Academic associations


Delta Pi Epsilon (1974-1977)
Academic departments

Physical Education, Junior Majors Camp (1953)

Theatre Department (1979-1981)
Campus events and activities
Dormitories

1960s
Individual classes

Class of 1917

Peanut in Alice Blue Gown
Student organizations

War Service League (1943-1944)
Student organizations

Y.W.C.A.

Student Nurses Association (1969)
Significance

Glimpse of history through the students’ eyes
Significance

Comprehensive information about unique campus events and traditions
Significance

- Candid photographs
- Distinctive art and ephemera
Significance

Class songs and poems
Correspondence
Planning
Initial planning

- Digital project proposal
- Digital Projects Priorities Team
- Annual review process
- Permits assignment of resources

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Digital Project Proposals, New

Your name: ____________________

Subject or brief title of project: ____________________

1. In a sentence, summarize your proposed project.
2. Describe the materials/collection that will constitute the digital project. What are the primary format(s), content/subject matter, and number of items?
3. Are the materials or the project concept rare or unique? In what way? Please state if the project content is found in other published forms or if there are similar digital projects online.
4. Does the project enhance institutional curriculum, departmental mission, or library goals? In what way?
5. Do the materials/project have significant historic or research value? What is it?
6. If appropriate, describe the physical control and condition of the collection. How is it currently stored, preserved?
7. Describe the current intellectual control of the collection/project content. Is it cataloged? Are the contents indexed, listed in a spreadsheet? Will additional indexing enhance existing intellectual control and the content's/project's use?
8. Does UNCG own copyright and other rights to the materials, or are they in the public domain? If yes, how do we know that? If not, how difficult do you think it will be to secure appropriate permissions?
9. What do you think can be accomplished on this project next semester? What personnel (who/hours/wk) and other resources can you commit to the project?
10. Can you suggest any potential external funding sources?
Resource planning

- Creating the project team
  - Special Collections & University Archives
  - Cataloging
  - Electronic Resources & Information Technology
Logistical planning

Tracking issues: Google Drive vs. paper form
Metadata challenges

- Terminology
  - File? Folder? Record?
  - Standardized vs. unique titles
  - Universal translator?
Metadata planning
Metadata planning
Metadata overview

- Dublin Core Scheme
  - History of local use
  - Facilitation of cross-collection searching in CONTENTdm
  - Harvesting via the WorldCat Digital Collection Gateway and NC Digital Heritage Center / DPLA

# Metadata planning

<table>
<thead>
<tr>
<th>Title</th>
<th>The Carolinian [April 10, 2013]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>2013-04-10</td>
</tr>
<tr>
<td>Volume</td>
<td>93</td>
</tr>
<tr>
<td>Number</td>
<td>28</td>
</tr>
<tr>
<td>Editor</td>
<td>Coy, Kacie</td>
</tr>
<tr>
<td>Subject-LCSH</td>
<td>University of North Carolina at Greensboro and Student publications--North Carolina Student activities--North Carolina</td>
</tr>
<tr>
<td>Geographic location</td>
<td>Greensboro (N.C.)</td>
</tr>
<tr>
<td>Description</td>
<td>The April 10, 2013, issue of The Carolinian</td>
</tr>
</tbody>
</table>
Optical character recognition

UNCG delegation membership list

OFFICERS:
DCP: Robert Postlusny            "Hammer-Time" Postlusny
V-DCP: Amber Leonard           Jungle Woman
SECRETARY: Amy Pruitt              Caneen Hog

DELEGATES:
Chuck Brewer             "The Chuckster"
Michael Burnett             The Invisible Guy
Tim Carter             Booger
Tom Causey      Exiled in Asheville
Tracy Cioffari  "Don't give me a drink."
Thom Courcelle          The Mad Meistro
Mary Hau                   "That's Hwang."
David Hwang                   The Goddess
Nicole Judkins          The Running Man
Myles Layton           The Running Man
Crystal A. Mounts          Executive Secretary
Rod Overton      Don't Call me Rodney, man!
Robert Racz            "Break it Down!"
Teresa Vera             The Green Girl
Jennifer Waldrop         Wa-Wee Wee
Jeffrey Weeks           "Wee Wee"
Shayne Weyker            "Stone Face"
Who "Bob Doll"  Not another garel

HONORARY MEMBER:
Charles Taft                        Brownie Charles

INTERN:
Barbara Duffy                One Beer Barbara

ADOPTED MEMBERS:
Rob Young & John Bowman "The Guys From UNCA"
Controlled vocabularies

- **LCSH**
  - Used for broad, over-arching headings
  - Set headings applied to all items
  - Examples: Scrapbooks; University of North Carolina at Greensboro—Students

- **Local**
  - Used to describe specific item types
  - Individualized by scrapbook

### Content terms for scrapbook materials

<table>
<thead>
<tr>
<th>Term</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>advertisements</td>
<td>AAT, TGM</td>
</tr>
<tr>
<td>blueprints</td>
<td>TGM</td>
</tr>
<tr>
<td>brochures</td>
<td>AAT</td>
</tr>
<tr>
<td>Class Day programs</td>
<td>local</td>
</tr>
<tr>
<td>Christmas programs</td>
<td>local</td>
</tr>
<tr>
<td>commencement programs</td>
<td>local</td>
</tr>
<tr>
<td>committee reports</td>
<td>local</td>
</tr>
<tr>
<td>correspondence</td>
<td>AAT, TGM</td>
</tr>
<tr>
<td>dance cards</td>
<td>AAT, TGM</td>
</tr>
<tr>
<td>doodles</td>
<td>AAT</td>
</tr>
<tr>
<td>drawings</td>
<td>TGM</td>
</tr>
<tr>
<td>dried flowers</td>
<td>local</td>
</tr>
<tr>
<td>ephemera</td>
<td>AAT, TGM</td>
</tr>
<tr>
<td>essays</td>
<td>AAT</td>
</tr>
<tr>
<td>fliers</td>
<td>AAT, TGM</td>
</tr>
<tr>
<td>greeting cards</td>
<td>AAT, TGM</td>
</tr>
<tr>
<td>Gym Meet programs</td>
<td>local</td>
</tr>
</tbody>
</table>
Digitization
Digitization challenges

Physical and intellectual control
Digitization challenges

- Condition and size
- Fragility
- Foldouts and attached items
Foldouts and attachments

- How to scan?
- How to store?
- How to display?
Flatbed scanning
Eventually, overhead...
Metadata creation
## Metadata Workflow

<table>
<thead>
<tr>
<th>Original</th>
<th>Revamped</th>
</tr>
</thead>
<tbody>
<tr>
<td>✈️ Online data capture</td>
<td>✈️ Hybrid paper and online data capture</td>
</tr>
<tr>
<td>✈️ Digital Projects: capture and record basic info</td>
<td>✈️ Digital Projects: capture and record basic info</td>
</tr>
<tr>
<td>✈️ Archivists: capture and enter standardized descriptive data</td>
<td>✈️ Archivists: capture and record free-form descriptive data</td>
</tr>
<tr>
<td>✈️ Catalogers: set standards, provide quality control and training</td>
<td>✈️ Catalogers: set standards, standardize and enter descriptive data, provide quality control and training</td>
</tr>
<tr>
<td><strong>Metadata example</strong></td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Title</strong></td>
<td>[Class of 1966 scrapbook]</td>
</tr>
<tr>
<td><strong>Title (transcribed)</strong></td>
<td>Class of 1966</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1962-1966</td>
</tr>
<tr>
<td><strong>Creator</strong></td>
<td>University of North Carolina at Greensboro. Class of 1966</td>
</tr>
<tr>
<td><strong>Subject-LCSH</strong></td>
<td>Scrapbooks, Student activities--North Carolina--Greensboro</td>
</tr>
<tr>
<td><strong>Place</strong></td>
<td>Greensboro (N.C.)</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>This scrapbook, created by representatives of the senior years of the Class of 1966. Photographs document events on campus, Junior Show, Jr. Marshals, gymnasium monthly summaries of campus activities; newspaper &quot;Bourbon Street&quot; (Freshman Talent Show), Parent's reports; election ballots for Junior house president could not be the commencement speaker. Painting</td>
</tr>
<tr>
<td><strong>Type</strong></td>
<td>Image</td>
</tr>
<tr>
<td><strong>Original format</strong></td>
<td>Class Day programs, commencement programs, correspondence, ephemera, newsletters, clippings, paintings, photographs, lyrics, textiles, scrapbooks</td>
</tr>
</tbody>
</table>

Despite the fact that we were "rained out" for our first attempt at Jester Day, most of us withstood the rigors of the night once again arising at 6:00 a.m.

Jester Day was in full swing by 6:30 a.m. when the Freshmen were "not-so-gently" awakened and dressed in their jester outfits.

All day the campus was filled with Jesters singing, bowing, telling jokes and working on their dorm projects.

The day was ended with the meeting of the Kings Court, at which time it was discovered that the Jesters were smarter than we had thought.

A Jester Trick
This scrapbook, created by representatives of the Class of 1966 of The University of North Carolina at Greensboro, contains materials relating to the freshman through senior years of the Class of 1966. Photographs document student life, Class officers, Jester Day, ring picking ceremony, picking daisies for daisy chain, male students on campus, Junior Show, Junior Marshals, gymnasium renovations, Class Day, and commencement. Other items include: class song lyrics; class colors and motto; monthly summaries of campus activities; newspaper clippings regarding student life and the Freshman Ball; programs from "Shibus" (Freshman dance)""A Walk on Bourbon Street" (Freshman Talent Show), Parents Weekend, Founders Day, and "Lilom"; napkins from "Shibus" and "A Walk on Bourbon Street"; office and committee reports; election ballots for Junior house president and Junior Marshals, class newspaper, and correspondence from NBC news anchor David Brinkley explaining that he could not be the commencement speaker. Paintings and ephemera decorate the pages in the scrapbook.
### [Student dance scrapbooks: Senior Class Formal, 1947]

Woman's College of the University of North Carolina. Senior Class Dance Committee

This scrapbook, created by members of the Senior Class Dance Committee at Woman's College of the University of North Carolina (now The University of North Carolina at Greensboro), contains materials relating to the Senior Class formal dance held on October 25, 1947. The scrapbook contains correspondence, an orchestra contract, and dance committee reports detailing committee duties and financial expenditures.

View Object

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### [Student dance scrapbooks: Elliott Hall Ball, 1954]

Woman's College of the University of North Carolina. Elliott Hall Ball Committee

This scrapbook, created by members of the Elliott Hall Ball Committee at Woman's College of the University of North Carolina (now The University of North Carolina at Greensboro), contains materials relating to the Elliott Hall Ball, held on October 30, 1954 in Elliott Hall. The scrapbook contains dance committee reports detailing committee duties and financial expenditures. The front cover is decorated with hand-painted leaves and gold letteri...

View Object
Online presentation
The issues

- Displaying pages, attached items, and foldouts.
- How to deal with multipage attached items.
- How to do all this while not spending hours manually editing metadata and creating compound objects.
Compound objects
Compound objects

Use Object List import if you have compound objects to import with one text file that lists all the compound objects. Page-level metadata cannot be entered with this method.

What type of compound object would you like to create?

- Monograph. Document with hierarchy, such as chapters in a book.
- Picture Cube. Object with six views, such as statues or buildings.
- Postcard. Object with two sides, such as a postcard or baseball card.

Object List
Select the tab-delimited text file and the directory name where the files reside.

File name: [blank] Browse

Scans directory: Z:\Archived Projects\Inter-institution\TTT-A&T Univ\Scrapbooks Browse
Dear Student:

Please accept my congratulations upon the fine record which you made during the fall quarter. It is an inspiration to me when the students have done well and I wish to assure you that I wish you to continue to make high grades and merit all the confidence which your parents and friends have imposed upon you.

I hope, therefore, that you will ever strive to do better, to achieve even more than you have in the past—do not be content until you have given the best that you have, and I am sure that success will be yours when you shall have completed your college career.

Very truly yours,

[Signature]

Mr. Virgil Stroud
CONTENTdm Project Client
Dear Mr. Stroud

We are pleased to remind you of the fact that the annual activities of the Gamma Tau Honorary Society, at which time membership will be conferred upon new candidates, is to be held in the college Gymnasium Monday, May 4, at 10 A.M.

As a Gamma Tau member you will be expected to attend this exercise and to participate in all of the events. Please contact me as soon as possible for any further information you may desire.

Sincerely yours,

Julia Good,
Corresponding Secretary
Gamma Tau Honorary Society
In the classroom
Scrapbooks in the Classroom
Conclusion(s)
Lessons learned

- Collaboration
  - Learning opportunities
  - Expectations and assumptions
- Communication
  - Physical separation and status updates
- Workflow
  - Organic hybrid
Was it worth it?

Yes! And here’s why:

- Value of the collection
- Collaborative approach
- Future applications
- Back to the archives
The future

The present, actually…

More scrapbooks:
- From UNCG Manuscript Collections
- From community partners as part of *Textiles, Teachers, and Troops*.
- From *Women Veterans Historical Project*.
- By the end of the year, we will have more than 400 scrapbooks online.
Questions?
Contacts

David Gwynn
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Anna Craft
Metadata Cataloger
arcraft@uncg.edu

Kathelene McCarty Smith
Artifacts, Textiles, Digital Projects Archivist
kmsmi24@uncg.edu
Websites

- University Archives Scrapbooks: http://libcdm1.uncg.edu/cdm/universityhistorycollections
- Manuscript Scrapbooks: http://libcdm1.uncg.edu/cdm/landingpage/collection/MSS
- Textiles, Teachers, and Troops: http://digitalgreenmsboro.org/