Civil Rights Greensboro:
A blueprint for ongoing community engagement in digital history projects

Social Entrepreneurship in Action:
Digitizing Our Cultural History
LLAMA Webinar
19 September 2012
UNCG Digital Projects background

- First coordinator hired in 2005: an archivist.
- Grant funding for *Civil Rights Greensboro* and most digitization done under her watch.
- How do I fit into this picture?
The concept

- Document the role of Greensboro and of the partner institutions in the postwar Civil Rights Movement.
- Mix photos, archival materials, clippings, scrapbooks, and oral histories to tell the story.

http://library.uncg.edu/dp/crg/item.aspx?i=471
Precursors

• “Curly” Harris scrapbooks
• William Chafe oral history interviews
• Greensboro Voices project

The partners

- UNCG
- Duke University
- Greensboro College
- Guilford College
- Greensboro Historical Museum
Project Manager’s role

Coordination and outreach

Communication skills and “translation”

– Librarians
– Archivists
– Museum professionals
Shared workflow documents

Google Docs workflow
Shared workflow documents

Use this page to edit Items to the database.

- Masked: [ ] (required)
- Repository: UNC Greensboro (required)
- Collection Name: Neo-Black Society Records (required)
- Creator: Greensboro Daily News, (required)

Contributor:
- First name: 
- Middle Name: 
- Last name: 
- Suffix: 

Item Overview:
- Title: (required)
  - Black Uni Funding Restored
- Description:
  This is a photocopy of part of an article published in the Greenboro Daily News on April 3, 1973, which reports on UNCG Chancellor James
Workflow and collaboration

• Student workers and interns
• Partner meetings
The result
Death to the Klan flyer

Date: circa November 1979

Author: Workers Viewpoint Organization

Biographical/Historical abstract: See Communist Workers Party, U.S.A.

Additional contributor:

Description: This flyer announces the November 3, 1979 Death to the Klan march and conference to be held in Greensboro. The events were sponsored by the Workers Viewpoint Organization (later known as the Communist Workers Party) in response to recent overt Ku Klux Klan (KKK) activities held in China Grove, N.C. The march was violently confrontational between the Workers Viewpoint activists and KKK/Nazi members, resulting in the shooting deaths of five anti-Klan protestors. The event is known as the Greensboro Massacre.

Subjects:
- Greensboro Massacre

Format of original: Printed Materials

Collection: Miscellaneous Collection - J.A. Armfield Papers

Repository: Greensboro Historical Museum

Item#: 0.69.1223

http://library.uncg.edu/dp/crg/item.aspx?id=1223
Oral history interview with Jibreel Khazan and Franklin McCain by Eugene Pfaff

Date: October 20, 1979

Interviewee: Franklin Eugene McCain

Biographical abstract: Franklin Eugene McCain (1942-) was one of four students from North Carolina A&T State University to stage a sit-in for desegregation at the F. W. Woolworth store in Greensboro, North Carolina, in 1960.

Interviewer: Eugene E Pfaff

Description:

In this transcript of an October 20, 1979, interview conducted by Eugene Pfaff with Jibreel Khazan and Franklin McCain primarily discuss the motivations, planning, strategies, participants, and activities of the 1960 sit-ins. They describe many of the specific community leaders, protest participants, negotiations, supporters, civil rights organizations, attorneys, and high school students involved on both sides of the desegregation issue in Greensboro. Khazan and McCain describe the formation of ShCC and their plans for urban renewal in Greensboro, they also comment on the backgrounds and personalities of themselves and the other two members of the “Greensboro Four,” especially the pressures and effects of their February 1, 1960 sit-in at Woolworth's.

Subjects:

- Business desegregation/sit-ins, 1960

Format of original: Oral History

Collection: Greensboro VOICES Collection

Repository: The University of North Carolina at Greensboro

Item#: 1.10.607

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http://library.uncg.edu/dp/crg/oralHistItem.aspx?i=607
EUGENE PFAFF:
We are continuing in our discussion with Franklin McCain and Jibreal Khazan concerning the sit-ins in the Woolworth and Kress in Greensboro in the spring of 1960. And I'd like to ask you now, how extensive were the protests? Were they focused on Woolworth and Kress, or did they include other stores, other types of establishments that also practiced segregation?

JIBREAL KHAZAN:
Well, as I can recall, the protests were originally designed—Joe calls it—we call it—I call it the sit-down movement, you know, in equal rights. It was really designed to be carried out at the Woolworth lunch counter originally. But I remember Frank making a statement as the protest developed during the week. We didn't want to put the world on fire, we just wanted to eat. But behind it, we, I feel, did have the idea that this would catch on. We were hoping it would catch on and it would spread throughout the country, but it went even beyond our wildest imagination.

But the main instance was upon Woolworth's. And I think, during the third day, on Wednesday, the Woolworth lunch counters became—they were filled to capacity. And there were people walking throughout the store. Woolworth's may have had over three hundred people in that store, and that store was only designed to hold a hundred. [laughter]

FRANKLIN MCCAIN:
In order to accommodate the enthusiasm, we had to go someplace else. So, we elected to go to Kresge [sic—Kress] which was some one or two stores down the street. After going to Kresge—or Kress, I think at that time it was called—the thinking was we ought not just to single out these two stores and let everyone else go as though they'd gotten off clean. And thereafter, we went to places like the hamburger drive-ins, where, in fact, you didn't go in to sit down or anything. You just got curb service to your car. But you still couldn't get service. We went to places like that.

We went to what was called The Hot Shoppe on Summit Avenue. We went to Eckerd's Drugs that had a counter as well, and also the O. Henry Hotel, which, I think, is torn now in Greensboro. We went there.

EP:
Did you receive service at any of these places?

FM:
Not any of those places did we receive service.
Letter from parent of a WCUNC student about her daughter's participation in the Greensboro sit-ins

Date: June 3, 1960
Author: Frank L. B. Seaman, Mrs.

Biographical/Historical abstract: Mrs. Frank L. B. Seaman was the parent of a student enrolled at Woman's College in 1960.

Additional contributor:

Description: This three-page handwritten letter, dated June 3, 1960, is a response to an earlier letter from Gordon William Blackwell, chancellor of Woman's College of the University of North Carolina (WCUNC, now The University of North Carolina at Greensboro), from Mrs. Frank L.B. Seaman, the mother of a student at WCUNC. In the letter, Seaman discusses her daughter's maturity and religious convictions with respect to race relations, and states that she is certain that her daughter would not behave in a manner that would bring "undesirable repercussions" to the university.

Subjects:
- Business desegregation/sit-ins, 1960
- Race relations at UNCG

Format of original: Correspondence

Collection: Chancellor Gordon William Blackwell Records
Repository: The University of North Carolina at Greensboro

http://library.uncg.edu/dp/crg/item.aspx?i=248
SGA SUPPORTS WORKERS

Date: March 29, 1969
Author: unknown

Biographical/Historical abstract:

Description: This March 29, 1969, article from The Carolinian, the student newspaper of The University of North Carolina at Greensboro (UNCG), reports that the UNCG Student Government Association (SGA) had voted to support striking food service workers who walked off the job on March 27, 1967. SGA also approved a resolution calling for better food quality and cleanliness standards, more meal plan options, and "considerable reservation" of whether ARA Siler should retain the food service contract. Some twenty-five largely minority workers walked out based on specific complaints related to pay rates, working hours, overtime provisions, wage reviews, breaks, severance requirements, and dismissal requirements, and there was also a student boycott of the cafeteria. Strikers returned to work on April 2, 1967. The strike was resolved with some concessions, and food service contractor ARA Siler retained its contract with UNCG. Two photos of the SGA meeting are included with the article.

Subjects:
- Food Service Workers' Strike, 1969

Format of original: Newspaper Clippings
Collection: Carolinian
Repository: The University of North Carolina at Greensboro

http://library.uncg.edu/dp/crg/item.aspx?i=843
All partners involved in contextual materials
Branding

Website was not UNCG “branded”:

http://library.uncg.edu/dp/crg/
Credit

Equal credit given to all partners

Collections

Civil Rights Greensboro currently contains digital copies of materials held at five archival repositories in North Carolina:

- University Archives & Manuscripts of The University of North Carolina at Greensboro
- The Friends Historical Collection at Guilford College
- The Brock Historical Museum of Greensboro College
- Rare Book, Manuscript, and Special Collections Library at Duke University
- Greensboro Historical Museum

Materials available on this website are selections from various collections at each of these institutions. While no collection has been digitized in its entirety, all the collections represented in CRG contain items which document some aspect of the struggle for civil rights in Greensboro, North Carolina.

To learn more about the repositories and view a list of collections from each, select Browse by Repository.

Browse by Repository  Go

To learn more about specific collections and view a list of digitized items from each, select Browse by Collection.

Browse by Collection  Go

http://library.uncg.edu/dp/crg/browse.aspx
What we learned

• Building on each other’s strengths, particularly in collection development.
• Understand goals of each partner and allow them to contribute at their level of comfort.
• Cooperative strategies impress funders.
• Collaborative projects have more credibility.
Going forward: Teamwork

• Digital projects priorities team
  – Head of Electronic Resources/IT (Chair)
  – Head of Cataloging
  – Head of Special Collections and Archives
  – Digital Projects Coordinator (that would be me…)

do something bigger altogether
Going forward: Teamwork

• Shared positions
• Consultants and project teams
  – Metadata Cataloger
  – Project Archivists
  – Reference Librarians
• Collaboration is *assumed* within the library—and increasingly within the community too.
Going forward: Focus areas

- Priority focus areas:
  - Local and regional history
  - UNCG history
  - Women’s history
  - Performing arts
**Historic Pittsburgh** is a comprehensive collection of local resources that supports personal and scholarly research of the western Pennsylvania area. This Web site enables access to historic material held by:

- Archives Service Center, University of Pittsburgh
- Carnegie Museum of Art
- Chatham University Archives
- Historical Society of Upper St. Clair
- Library & Archives at the Heinz History Center
- Monroeville Historical Society
- Northland Public Library
- Oakmont Carnegie Library
- Pitscaim Historical Society
- Pittsburgh History & Landmarks Foundation
- Point Park University Archives.

### Texts

Search or browse over 1,200 books about Pittsburgh published in the 19th and early 20th centuries. We recently added a new text collection comprised of Pittsburgh city directories.

### Maps

Search and view Hopkins Real Estate maps, the Warrantee Atlas of Allegheny County, Flood Commission maps, and Geodetic and Topographic Survey maps of Pittsburgh.

### Images

Search and browse nearly 28,000 images visually documenting Pittsburgh from the collections and archives of many local cultural heritage institutions and historical societies.

### Archival Finding Aids

Search and browse guides to the contents of over 1,500 archival and manuscript collections from the Archives Service Center at Pitt and the Library & Archives at the Heinz History Center.

[http://digital.library.pitt.edu/pittsburgh/](http://digital.library.pitt.edu/pittsburgh/)
Historic Pittsburgh

• Partners include:
  – University of Pittsburgh
  – Carnegie Museum of Art
  – Chatham University
  – Heinz History Center
  – Pittsburgh History and Landmarks Foundation
  – Several historical societies and public libraries
Creating Communities

http://creatingcommunities.denverlibrary.org/
Creating Communities

• Partners include:
  – Denver Public Library
  – Aurora History Museum
  – Historic Denver, Inc.
  – City and County of Denver
  – Several historical societies, libraries, and archives
Digital Forsyth

http://digitalforsyth.org/
Digital Forsyth

- Partners include:
  - Wake Forest University
  - Winston-Salem State University
  - Forsyth County Public Library
  - Old Salem Museum
Ad hoc collaboration at UNCG

- City directories project
- Greensboro pictorials project
- Consultation and cooperation with other institutions

http://libcdm1.uncg.edu/cdm/ref/collection/GSOCityDir/id/55
http://libcdm1.uncg.edu/cdm/ref/collection/GSOPics/id/95
NC Runaway Slave Ads

North Carolina Runaway Slave Advertisements, 1751-1840

http://htdocs.uncg.edu/cdm/landingpage/collection/RAS
NC Runaway Slave Ads

- Collaborative project with NC A&T State
- Placed 2300 runaway slave ads online with transcription and enhanced discovery
- Scanning and metadata work performed at both institutions

http://libcdm1.uncg.edu/cdm/singleitem/collection/RAS/id/838
NC Runaway Slave Ads

- Successes:
  - Outreach to sister institutions
  - Learning about institutional culture and challenges
  - Getting to know colleagues face to face
  - Learning collaborative workflow techniques
NC Runaway Slave Ads

• Challenges:
  – Bureaucracy and finance
  – Communication issues
  – Infrastructure (for hiring student workers, etc.)
Textiles, Teachers, and Troops

• Partnership between all five Greensboro universities and colleges plus the local history museum.
Textiles, Teachers, and Troops

- Two-year LSTA-funded project
- Will incorporate preexisting materials and add 175000 scanned images/pages
- Precursor to an even larger collaborative local history portal

http://libcdm1.uncg.edu/cdm/ref/collection/GSOPatriot/id/25290
Textiles, Teachers, and Troops

Opportunities

• Community outreach
• Opportunity for all partners to assess our digital strategies and collection goals and how we can complement each other
• Facilitates communication on more than just the current project
Textiles, Teachers, and Troops

Applying what we’ve learned:

• Allowing partners to determine in advance their level of participation
• Learning from budget mistakes
• Google Docs for workflow and metadata creation
• Project Manager as liaison and visionary.
In summary

• Collaboration with community partners is hard work.
• It involves compromise and considerable extra effort.
• The bureaucratic hurdles can expand exponentially with each new partner.
• There’s more wear and tear on your resources.
But it’s worth it!
Questions?

Ten Questions on Physical Education in Elementary Schools

U. S. Department of Health, Education, and Welfare • Office of Education

http://libcdn1.uncg.edu/cdm/ref/collection/PEPamp/id/4766
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http://facebook.com/uncgdigital
Entrepreneurial Librarian Conference: Social Entrepreneurship in Action

May 16 & 17, 2013 on the campus of the University of North Carolina at Greensboro

About the Conference:
http://cloud.lib.wfu.edu/blog/entrelib/

Call for Proposals:
http://cloud.lib.wfu.edu/blog/entrelib/2013-conference/call-for-proposals/