

# Community collections:

## Exploring three approaches to collaboration and outreach through digitization initiatives

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University Libraries, The University of North Carolina at Greensboro

Society of North Carolina Archivists Annual Meeting  
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# Digital Projects at UNCG



The screenshot shows the UNCG Digital Collections website. At the top is a blue header with the UNCG logo and the text "UNCG DIGITAL COLLECTIONS". Below the header is a navigation bar with "Digital Collections" and links for "Log in" and "Help". A search bar is located below the navigation bar. The main content area is divided into several sections, each with a grid of image thumbnails and a list of items. The sections are: LOCAL AND REGIONAL HISTORY, PERFORMING ARTS COLLECTIONS, UNIVERSITY HISTORY COLLECTIONS, WOMEN'S HISTORY COLLECTIONS, MANUSCRIPTS & SPECIAL COLLECTIONS, and ORAL HISTORY COLLECTIONS. A sidebar on the right contains "Popular Items:", "Browse by date:", "Exhibits:", and "More Information:".

**UNCG DIGITAL COLLECTIONS**

Digital Collections Log in Help

Search Search Advanced Search

**LOCAL AND REGIONAL HISTORY**

- Civil Rights Greensboro
- Community Collections
- Digital Library on American Slavery
- Greensboro City Directories
- Greensboro Historical Newspapers
- A Literary Map of North Carolina
- N.C. Runaway Slave Advertisements
- Oral History
- Textiles, Teachers, and Troops
- Urban Development in Greensboro

**PERFORMING ARTS COLLECTIONS**

- Campus Theatre Productions
- Cello Music Collections
- Harold Schiffman Archive
- Hansen Performing Arts Collection
- Egon Wellesz Contemporary Music Collection

**UNIVERSITY HISTORY COLLECTIONS**

- University Archives Images and Documents
- Campus Publications
- Campus Theatre Productions
- Oral History

**WOMEN'S HISTORY COLLECTIONS**

- Betty H. Carter Women Veterans Historical Project
- Home Economics and Nutrition Pamphlets
- Oral History
- Physical Education Pamphlets

**MANUSCRIPTS & SPECIAL COLLECTIONS**

- American Publishers Trade Bindings
- Anne Finch Digital Archive
- Home Economics and Nutrition Pamphlets
- Physical Education Pamphlets
- World War I Pamphlets

**ORAL HISTORY COLLECTIONS**

**Popular Items:**

- Books
- Clippings
- Covers/Bindings
- Letters
- Magazines
- Maps
- Music
- Newspapers
- Oral Histories
- Pamphlets
- Photographs
- Scrapbooks
- Textiles

**Browse by date:**

Select

**Exhibits:**

- 1958 Commencement Home
- Textiles and Artifacts
- WUAG Radio Station

**More Information:**

- About the Collections
- What's New?

<http://libcdm1.uncg.edu/>

# Four focus areas

- UNCG history
- Local and regional history
- Women's history
- Performing arts

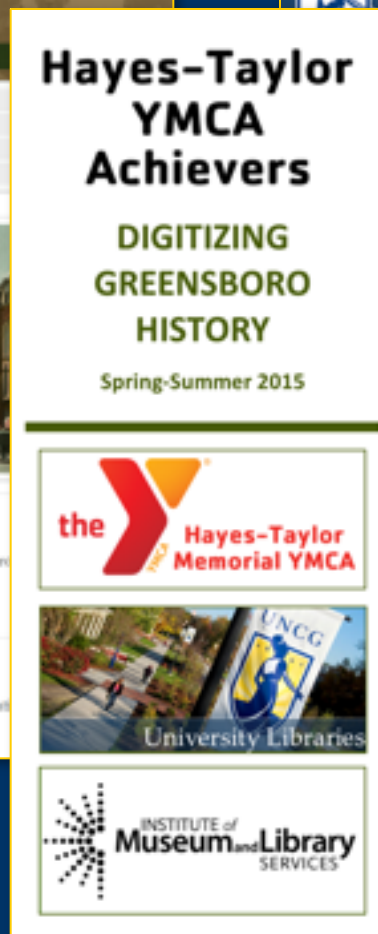
# Outreach goals

- Create a local history portal.
- Facilitate communication between Greensboro repositories (goal shared with SCUA).
- Uncover “hidden” collections.
- Increase community engagement with digital collections.

# Past outreach initiatives

- Collaborative projects:
  - Civil Rights Greensboro
  - NC Runaway Slave Ads
  - Greensboro Pictorials/Newspapers
  - Other informal collaborations
- Speaking engagements/presentations
- Social media

# A tale of three projects



# A tale of three projects

- What were we trying to accomplish?
- What did we actually accomplish?
- How did we accomplish it?
- What did we learn in the process?

# Textiles, Teachers, and Troops

## Textiles: Manufacturing in Greensboro, 1880-1945

The textile industry has been a vital part of the growth of Greensboro and the North Carolina Piedmont. Core Mills, Burlington Mills (later Burlington Industries), Guilford Mills, Mock Jackson Hosiery, Pannona Mills, and the surrounding "mill villages" are essential elements of Greensboro's history and urban geography.



### All Items

Explore all items related to the textile industry in Greensboro.



## Teachers: Education in Greensboro, 1880-1945

With five college campuses (two of them branches of the University of North Carolina) and several other educational systems in the state, Greensboro has been dramatically affected by education. This collection focuses on the experiences of African Americans.



### All Items

Explore all items related to education in Greensboro.



### Bennett College

Photos, publications, and other materials related to Bennett College, an arts college for women founded in 1891.



### Greensboro College

Scrapbooks and other items related to Greensboro College, founded in 1838.

## Troops: The Military in Greensboro, 1880-1945

Having played a pivotal role in both the Revolutionary and Civil Wars and through community involvement and ROTC programs, Greensboro came to the forefront again during World War II as it was transformed through the massive military presence associated with the Overseas Replacement Depot and Basic Training Center on its eastern edge.



### All Items

Explore all items related to the military presence in Greensboro from Reconstruction to World War II.



### Overseas Replacement Depot and Basic Training Center 10

Photos and other documents related to Greensboro's ORD/BTC-10 facility during World War II.



### War Effort at Home

Material related to the home front and Greensboro's work to help the war effort, including the USO, war bond sales, etc.

<http://digitalgreensboro.org/>

# Textiles, Teachers, and Troops

- 2012-2014
- LSTA-funded
- Details Greensboro history from Reconstruction to World War II



# Textiles, Teachers, and Troops

- UNCG
- Bennett College
- Greensboro College
- Greensboro Historical Museum
- Greensboro Public Library
- Guilford College
- N.C. A&T State University



# Textiles, Teachers, and Troops

## Goals:

- Low barrier to entry.
- Each partner to contribute in whatever way they were able.
- A community project, NOT a UNCG project.
- Genesis of a larger local history portal.

# Textiles, Teachers, and Troops

Workflow distribution:

- UNCG and GHM did most of the scanning.
- Guilford had students do more intensive metadata for their items.
- All contributed items and metadata creation.
- All participated in project planning.

# Textiles, Teachers, and Troops

Site interface:

- New URL: <http://digitalgreensboro.org/>

# Textiles, Teachers, and Troops

Site interface:

- New URL: [digitalgreensboro.org](http://digitalgreensboro.org)
- CONTENTdm “overlay” to bind together collections and “minimize the UNCG.

# Textiles, Teachers, and Troops

## Textiles, Teachers, and Troops

GREENSBORO, NORTH CAROLINA 1880-1945

Search for items

with the keyword

Search

Advanced search and browse options

- Subjects and topics...
- Contributors and collections...
- Dates...
- Item types...

Digital resources on the history of textiles, education, and military life in Greensboro

Textiles, Teachers, and Troops makes available more than 175,000 digital images documenting the social and cultural development of Greensboro from Reconstruction to World War II.

Photos, books, personal papers, scrapbooks, and oral histories demonstrate how the textile industry, education, and the massive World War II military presence helped Greensboro grow into one of the leading manufacturing and education centers in the Southeast.

Textiles, Teachers, and Troops is a collaborative project among seven cultural heritage institutions in Greensboro and was funded in part through a Library Services and Technology Act Grant [administered by the State Library of North Carolina](#).



### Textiles

The textile industry has been a vital part of the growth of Greensboro and the Piedmont.




### Teachers

Greensboro has been dramatically affected by its educational institutions at the primary, secondary, and collegiate level.

1866 records found searching with the subject Textiles.

Date



[Cone Mansion (first)]


Cone, Bernard M.

1890-1910

This photograph shows the Cone family house as seen from the front drive. What appears to be a long dirt drive flanked with shrubs leads up to the great house.

**Collection:** Photo Collection -- Bernard M. Cone Photograph Albums (Greensboro Historical Museum)

**Subjects:** Cone Mills Corporation; Textile industry -- North Carolina -- Greensboro



[Cone Mansion (first)]


Cone, Bernard M.

1890-1910

This image of the back of Cone mansion provides a more substantial view of the lawn and garden landscape.

**Collection:** Photo Collection -- Bernard M. Cone Photograph Albums (Greensboro Historical Museum)

**Subjects:** Cone Mills Corporation; Textile industry -- North Carolina -- Greensboro



[Cone Mansion (first)]

Cone, Bernard M.

1890-1910

This photograph shows the Cone family house as seen from the side of the property looking towards the covered porch.

**Collection:** Photo Collection -- Bernard M. Cone Photograph Albums (Greensboro Historical Museum)

# Textiles, Teachers, and Troops

Site interface:

- New URL: [digitalgreensboro.org](http://digitalgreensboro.org)
- CONTENTdm “overlay” to bind together collections and “minimize the UNCG”.
- All logos and credit equally prominent.

# Textiles, Teachers, and Troops

Site interface:

- New URL: [digitalgreensboro.org](http://digitalgreensboro.org)
- CONTENTdm “overlay” to bind together collections and “minimize the UNCG”.
- All logos and credit equally prominent.
- Landing pages for each partner.

# Textiles, Teachers, and Troops

## Textiles, Teachers, and Troops

GREENSBORO, NORTH CAROLINA 1880-1945

**North Carolina A&T State University:**


North Carolina Agricultural and Technical State University is a public, doctoral/research, 1890 land-grant university committed to exemplary teaching and learning, scholarly and creative research, and effective engagement and public service. The university offers degrees at the baccalaureate, master's and doctoral levels and has a commitment to excellence in a comprehensive range of academic disciplines. Our unique legacy and educational philosophy provide students with a broad range of experiences that foster transformation and leadership for a dynamic and global society.

The mission of F.D. Bluford Library at N.C. A&T State is to support and advance academic scholarship and research at N.C. A&T through services, collections, technologies, staff expertise and spaces. The library is committed to ensuring access to global information resources that inspire exploration, discovery and personal growth. The physical facility offers wireless access throughout four levels, individual study spaces, group and collaboration rooms, and public computers. The library maintains a balanced collection of circulating print and non-print materials, with an ever growing collection of electronic resources available for local and remote access or for download to mobile devices. [Archival collections](#) documenting the history of the University and the region are also available.

[Explore all items about N.C. A&T State University](#)

Explore only items contributed by The F.D. Bluford Library at N.C. A&T State University:








- [All items contributed by N.C. A&T State University](#)
- [A&T College Scrapbooks](#)
- [Ayantee](#)
- [Pearsall Collection](#)
- [The Register](#)



The F.D. Bluford Library  
North Carolina Agricultural & Technical State University  
1001 East Market Street  
Greensboro, NC 27411

336.285.4185  
<http://www.library.ncat.edu/>

Project partners:



[Home](#) / [About the project](#) / [Contact us](#)

# Textiles, Teachers, and Troops

Site interface:

- New URL: [digitalgreensboro.org](http://digitalgreensboro.org)
- CONTENTdm “overlay” to bind together collections and “minimize the UNCG”.
- All logos and credit equally prominent.
- Landing pages for each partner.
- Extensible site.

# Textiles, Teachers, and Troops

## Launch event:

- Held at Greensboro Historical Museum.
- All partners contributed.
- Presentations by Cal Shepard, Kevin Cherry, and project team.
- Community invited.



# Textiles, Teachers, and Troops

## Challenges:

- Scheduling meetings.
- Physical movement and tracking of items.
- Identifying collections and sharing the vision.
- Different priorities/changing staff.

# Textiles, Teachers, and Troops

## Lessons learned:

- Branding: A community project, not a UNCG project.
- Credit for everyone (partner landing pages, all logos, metadata notes).
- Low barrier to participation/flexibility.
- Build on the strengths of each partner.
- Communicate. Then, communicate more.

# Community Collections



<http://libcdm1.uncg.edu/cdm/landingpage/collection/Community>



# Community Collections

- 2013-2014.
- Funded through UNCG Community-based Research Grant.
- Two students: one graduate and one undergraduate.



Office of Leadership & Service-Learning

*make your mark*

# Community Collections

## Partners:

- College Place United Methodist Church
- First Presbyterian Church
- West Market Street United Methodist Church
- Lindley Park Elementary School



# Community Collections



## Goals:

- Identifying community partners and “hidden” collections.
- Devise simple and low-cost field digitization techniques.
- Connect community groups with appropriate repositories.

# Community Collections



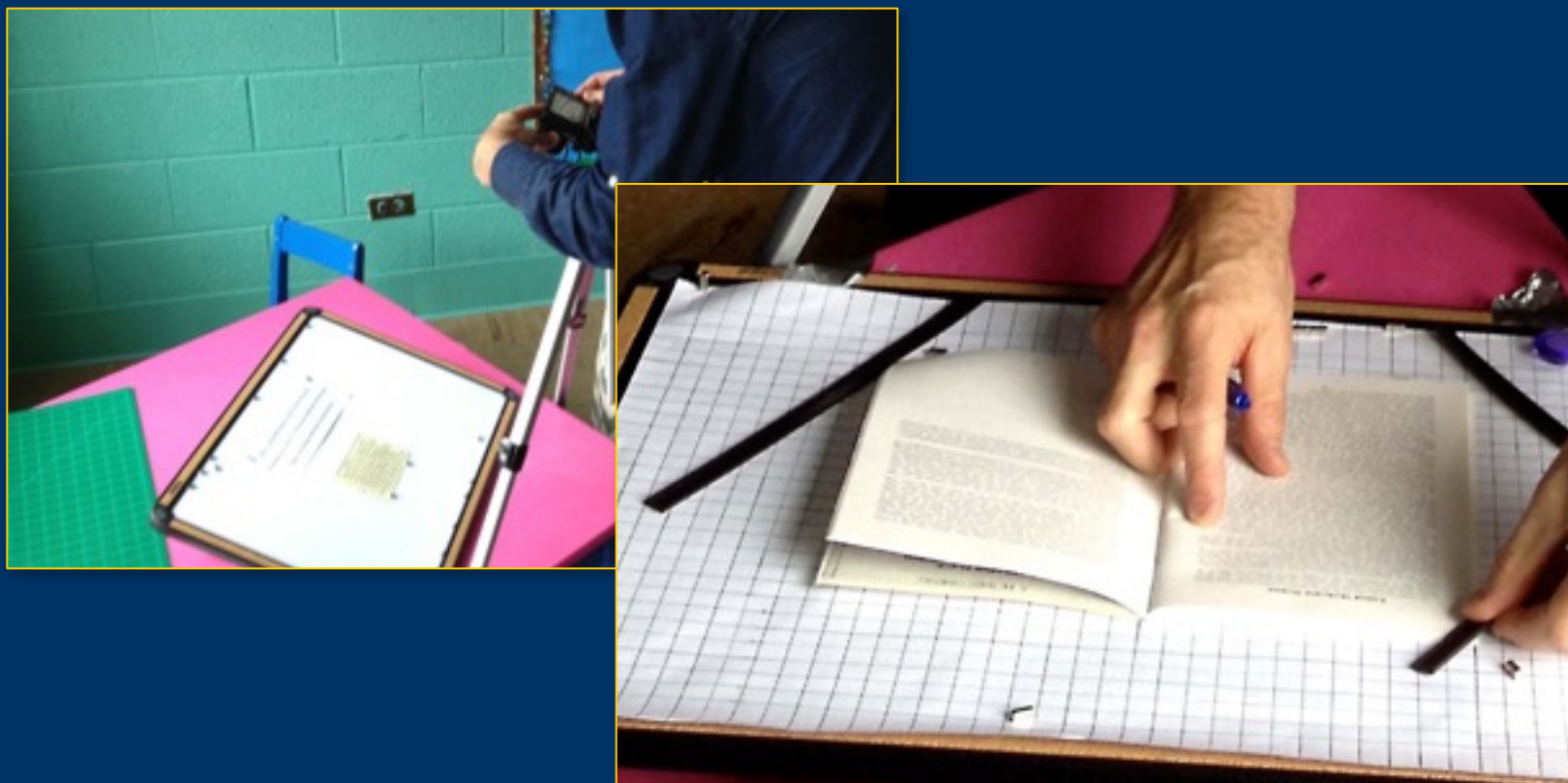
Community meeting with librarians and archivists present.

# Community Collections



Initial consultation with partner(s).

# Community Collections



Students in the field, digitizing items.

# Community Collections

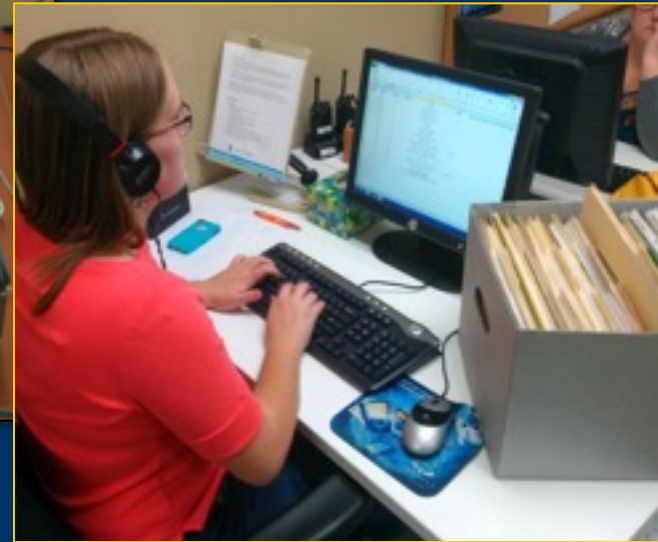


Image editing & metadata creation at UNCG.

# Community Collections



## About this collection

A community's history lives in the files and records of its smaller organizations. UNCG hopes to work with many community groups (schools, churches, neighborhood associations, and even individuals) to make some of this history available online.

Many of these items were digitized as part of a Community Based Research Grant sponsored by Office of Leadership and Service Learning at The University of North Carolina at Greensboro. [Read more about this program and the project team.](#)

If you have interesting or historically significant items, we would like to talk to you. Email us at [ttt@digitalgreensboro.org](mailto:ttt@digitalgreensboro.org).

## Browse all items

## Browse specific organizations:

- [College Place United Methodist Church](#)
- [First Presbyterian Church](#)
- [Lindley Elementary School](#)
- [UNCG Public History/Museum Studies](#)
- [West Market Street United Methodist Church](#)

# Website.

# Community Collections

## Challenges:

- Materials often not organized in any way.
- Lack of suitable workspace.
- Community groups unfamiliar with archival principles.

# Community Collections

Lessons learned:

- Partners have to drive the process, BUT...

# Community Collections

Lessons learned:

- Partners have to drive the process, BUT...
- They often need some guidance.

# Community Collections

Lessons learned:

- Field-based digitization is fine for some items and less so for others, BUT...

# Community Collections

Lessons learned:

- Field-based digitization is fine for some items and less so for others, BUT...
- It's a really good way to identify candidates for accession or for more intensive digitization.

# Community Collections

Lessons learned:

- There is incredible demand within the community (churches, schools, community organizations, etc.) to preserve and display their collections, BUT...

# Community Collections

## Lessons learned:

- There is incredible demand within the community (churches, schools, community organizations, etc.) to preserve and display their collections, BUT...
- These groups have virtually no internal resources to do so.

# DGHi Explorers



A screenshot of the Hayes-Taylor YMCA website. The header features the logo "the Y" with the tagline "FOR YOUTH DEVELOPMENT • FOR HEALTHY LIVING • FOR SOCIAL RESPONSIBILITY" and the name "HAYES-TAYLOR YMCA". Navigation links include Home, Membership, Child Care, Programs, Get Involved, and About Us. The main section is titled "Achievers" and describes the program: "Do more and be more with the Hayes-Taylor YMCA Achievers Program. The Achievers Program includes mentoring, leadership training and college readiness. Program begins September 2015. Registration opens in July. Ages: 13-18. Program Dates: September - May. Meeting Times: 3rd and 5th Saturdays." On the right, there is a "Tell me more about..." section with buttons for "After School", "Group Exercise", "Swimming", "Soccer", "Tennis", "Basketball", and "Volleyball".



# DGHi Explorers

- 2014-2015.
- Funded through IMLS Sparks! Ignition Grant.
- Partner: Hayes-Taylor YMCA (Greensboro).



# DGHi Explorers

Goals (youth):

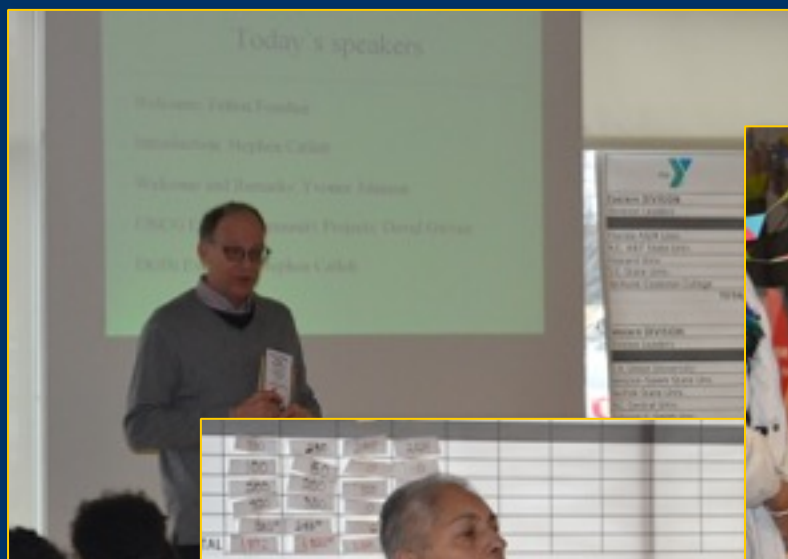
- Work with at-risk youth.
- Promote interest in community history.
- Train youth on digital image capture, technology skills.
- Build up resumes, college applications.

# DGHi Explorers

Goals (community):

- Document history of underserved and underrepresented communities.
- Discover “hidden” materials held by individuals.
- Connect individuals with repositories.
- Develop low-cost methods of field digitization.

# DGHi Explorers



Initial Project Session at YMCA  
21 February 2015

# DGHi Explorers

## Activities:

- History sessions.
- Photography sessions.
- Archives field trips.
- Field digitization days.
- Community scanning day.
- Final presentations.

# DGHi Explorers

## Challenges:

- Fitting into youth schedules.
- Finding community mentors.
- Community “buy-in”.

# DGHi Explorers

What we hope to learn:

- What materials are “hidden” in people’s garages, attics, etc.
- What overlooked aspects of Greensboro history do these items document?
- Who has stories? Are they willing to share those stories?

# DGHi Explorers

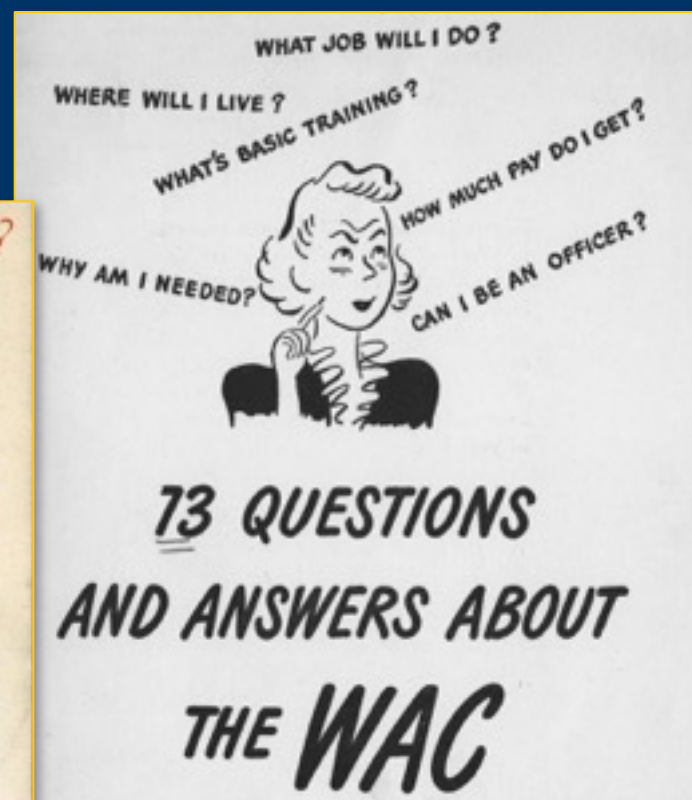
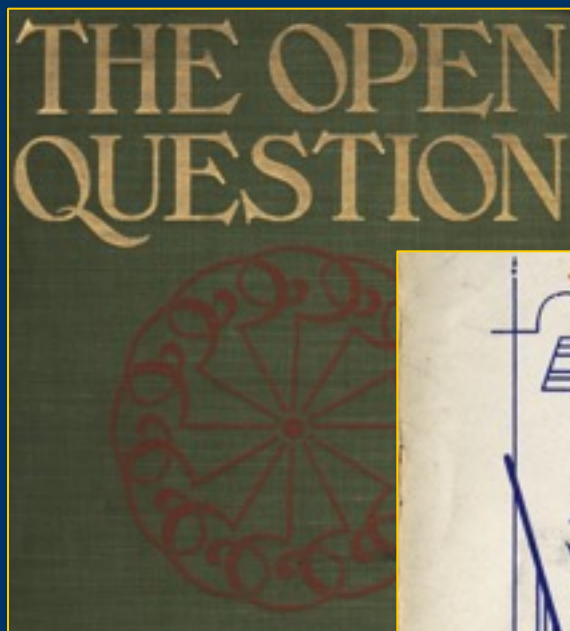
What we assume (and we may be wrong):

- This probably will not result in a huge digital collection.
- Digital capture will likely be less than optimal.
- The community outreach and contacts will make the project worthwhile anyway.

# More to come

We'll keep you posted!

# Questions?



# Contact

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PO Box 26170  
Greensboro NC 27412

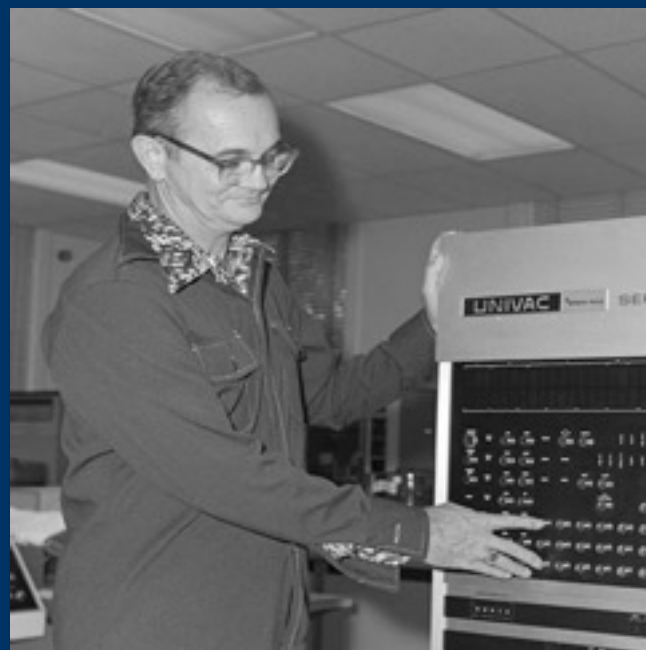
Email: [jdgwynn@uncg.edu](mailto:jdgwynn@uncg.edu)

Collections: <http://libcdm1.uncg.edu/>

Blog: <http://uncgdigital.blogspot.com/>

Facebook: <https://www.facebook.com/uncgdigital>

Phone: 336.256.2606



[UNCG Digital Collections](#)