

Reimagining Outreach When You Can't Meet Face-to-Face: Archivists Adjust During the Pandemic

The University of North Carolina at Greensboro

Kathelene McCarty Smith

Beth Ann Koelsch

Stacey Krim

Necessity is the Mother of Invention: Rethinking Outreach During the Pandemic

Kathelene McCarty Smith

Outreach Pre-Pandemic

Martha Blakeney Hodges Special Collections and University Archives - UNC Greensboro

- 10 staff members - most participate in some type of outreach
 - Collection Promotion
 - Presentations - Campus and Community
 - Events - Campus and Community (Some fundraising)
 - Donor Stewardship/Collection Development



Reimagining Outreach When You Can't Meet Face-to-Face

Collection Promotion

- Adaptation - find new ways to promote material, including online newsletter and Storymaps and timeline, and quick responses to surprises!

Presentations - Campus and Community

- Adaptation - transition to online presentations

Events - Campus and Community (Some fundraising)

- Adaptation - moving from in-person to virtual events

Donor Stewardship/Collection Development

- Adaptation - working with donors under unusual circumstances!



Necessity is the Mother of Invention: Collection Promotion

- Adaptation - find new ways to promote material, including online newsletter and Storymaps and timeline, and quick responses to surprises!



UNCG Special Collections & University Archives

@UNCGArchives · College & university

Edit Learn more

Home About Photos Events More ▾

Promote

Search

More

Profile

Quarterly Review

Summer 2021 | Issue 3

News from the Martha Blakeney Hodges Special Collections & University Archives at the UNC Greensboro University Libraries



INSTRUCTION AND STUDENT SUCCESS

Manuscripts Curator Stacey Krim writes about working with graduate students to create exhibits. [Read more...](#)

PRESERVATION AND CONSERVATION

Conservator Audrey Sage explains how she created a special enclosure for an artist's book. [Read more...](#)

SCUA NEWS

Catch up with SCUA departmental news. [Read more...](#)

RECENT ACQUISITIONS

Kelleher Collection

Carolyn Shankle discusses UNCG faculty Dr. Claire Kelleher's bequest of her book collection of medieval illuminated book facsimiles including this The Rohan Master: A Book of Hours (pictured on left), as well as a copy of Eugène-Emmanuel Viollet-le-Duc's *Dictionnaire Raisonné De L'architecture Française Du Xie Au Xvrie Siècle*. [Read more...](#)



Necessity is the Mother of Invention: The Surprise! A Virtual Celebration of Our 50th Year!



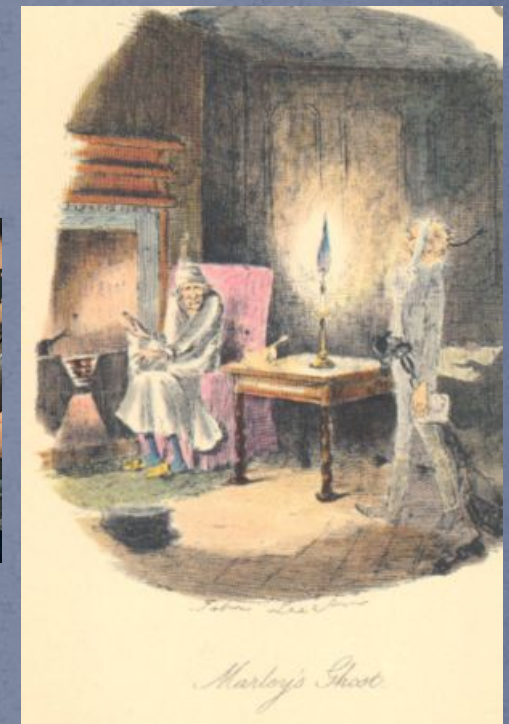
- “First Fridays” - Casual conversations highlighting SCUA’s collections.
- Year-long Speaker Series featuring professors, poets, authors, archivists, that have used our collections.
- “50 Favorite Things in SCUA” - Promotion by our Campus Communication Office.
- “A Peek into the Archives” - A SCUA Moment presented to the Vanguard group at their monthly meeting.
- Feature in the Quarterly Newsletter.

Necessity is the Mother of Invention: Presentations

- Adaptation - transition to online and then “protected” presentations



Fraser's Ridge
Homecoming Event in
Ferguson, NC



**NANCY DREW:
GIRL DETECTIVE AND
CULTURAL ICON**



“Charles Dickens and the British Tradition
of Ghost Stories at Christmas”

The Women Veterans Historical Project Throws a Virtual Luncheon



BETTY H. CARTER
WOMEN VETERANS
HISTORICAL ★ PROJECT

BETH ANN KOELSCH

Curator of the Betty H. Carter Women
Veterans Historical Project



UNCG
University Libraries

The WVHP at the University of North Carolina at Greensboro documents the contributions of women in the U.S. military and the American Red Cross since WWI.

Materials in the collections include:

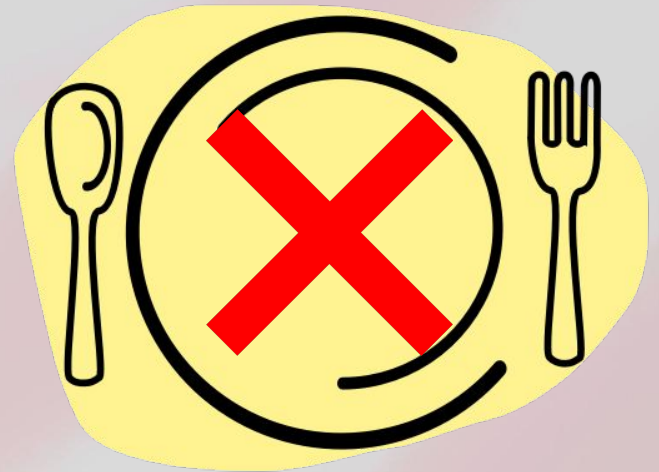


- Oral Histories
- Photographs
- Letters
- Diaries
- Scrapbooks
- Military manuals and records
- Military patches and insignia
- Uniforms
- Posters
- Recruiting brochures and other ephemera
- Books











Featuring Keynote Speaker

DESHAUNA BARBER

CEO of the Service
Women's Action Network
(SWAN)

SAVE THE DATE

The UNC Greensboro Women Veteran's Luncheon


NOVEMBER 6, 2020

The UNC Greensboro Women Veteran's Luncheon is going virtual, but we need your email address! Please send it to wvhp@uncg.edu to participate in this event. If you do not have access to email/the web, please call Curator Beth Ann Koelsch at [336.334.5838](tel:336.334.5838). Join us for dramatic readings of letters from the collections and more!



List View [Calendar View](#) New

Create

 Filter campaigns by start date

Select all on page

Most Relevant ▾

All ▾

All Campaigns (117)

▾ Folders +

▾ Status




▾ Campaign Type

Emails (116)

Automation (1)

▾ Archived Newsletters ⚙️

🗑️ Deleted (17)

<input type="checkbox"/>		<p>2020 WVHP Luncheon Invitation</p> <p>SENT Email, Sent Oct 21, 2020 11:15 AM</p>	<p>36%</p> <p>OPEN RATE</p>	<p>20%</p> <p>CLICK RATE</p>	<p>More ▾</p>
<input type="checkbox"/>		<p>2020 WVHP Luncheon Invitation Reminder</p> <p>SENT Email, Sent Nov 2, 2020 10:10 AM</p>	<p>31%</p> <p>OPEN RATE</p>	<p>10%</p> <p>CLICK RATE</p>	<p>More ▾</p>
<input type="checkbox"/>		<p>WVHP Luncheon Save the Date 2020</p> <p>SENT Email, Sent Sep 8, 2020 3:24 PM</p>	<p>43%</p> <p>OPEN RATE</p>	<p>9%</p> <p>CLICK RATE</p>	<p>More ▾</p>

Questions Responses 102



23rd Annual Women Veterans Luncheon Registration

Thank you for registering for the November 6, 2020 Women Veterans Luncheon! The event will be conducted via Zoom from 12:00 PM to 2:30 PM. Once you complete the registration form, we will send you a Zoom link along with an instructional video. If you have any questions, please email: wvhp@uncg.edu!

Email *

Valid email

This form is collecting emails. [Change settings](#)

You can see photos of previous luncheons at the link below. Feel free to download them!

<https://www.flickr.com/photos/uncgspecial/albums>

If you would like to support the work of the WVHP, please consider a financial donation by clicking on the link below. (The link will take you to the University Advancement Libraries page. Under "Designations". Please select "Choose a Different Designation" and then "Women Veterans Historical



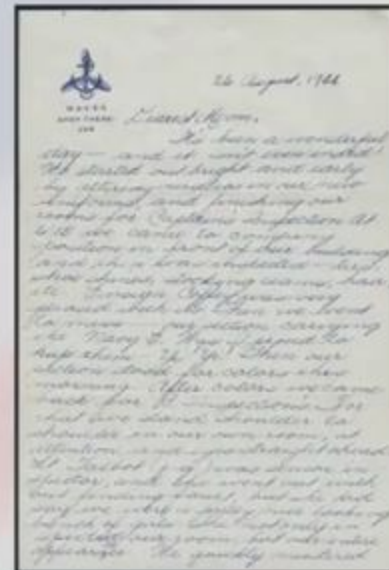


Beth Koelsch

U.S. Navy WAVES: Janet Muriel Mead, 1944



Kathelene Smith



Women's Airforce Service Pilot (WASP): Dottie Avery, 1943



Monday May 1943
Recollections
I only saw the big dog
and wild a dog. Class 4, 22.
in the morning and flying
the afternoon. They it is a small
little baby they make it a P-51
I liked it with a 175-hp engine.
Was a little nervous but went
out of it alright. It is a little
heavier sky than any of us we
used to, but the flaps were not
flaps before. The instructor let
me take off and then I did
exercises in the air. The he
showed me how they do long
flights, maneuvers, then when the
topping fields were and the terrain
around the airport. He gave me
former stunts because he said he was

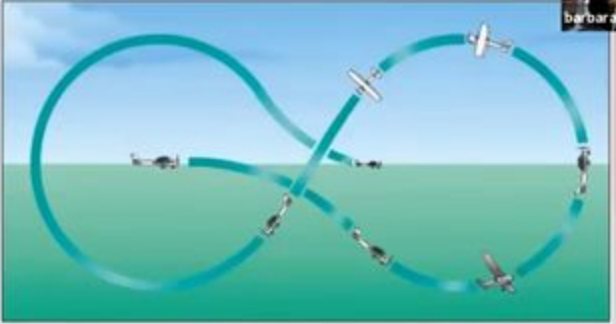


Figure 9-3. Chandala.



Service Women's Action Network



UNCG Special Collections and University Archives

1.52K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



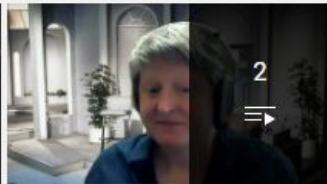
Created playlists

≡ SORT BY



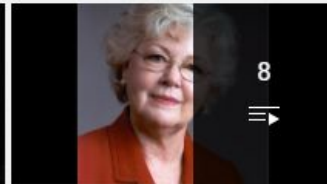
SCUA's 50th Anniversary: Speaker Series

Updated 2 days ago
[VIEW FULL PLAYLIST](#)



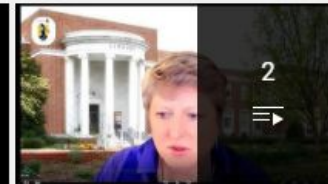
SCUA's 50th Anniversary: First Fridays

[VIEW FULL PLAYLIST](#)



Women Politicians: In Their Own Words

[VIEW FULL PLAYLIST](#)



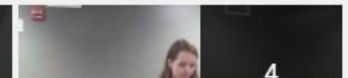
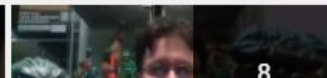
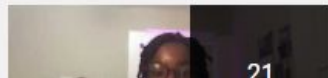
Women Veterans Historical Project

[VIEW FULL PLAYLIST](#)



NC Lit Map Interviews

[VIEW FULL PLAYLIST](#)





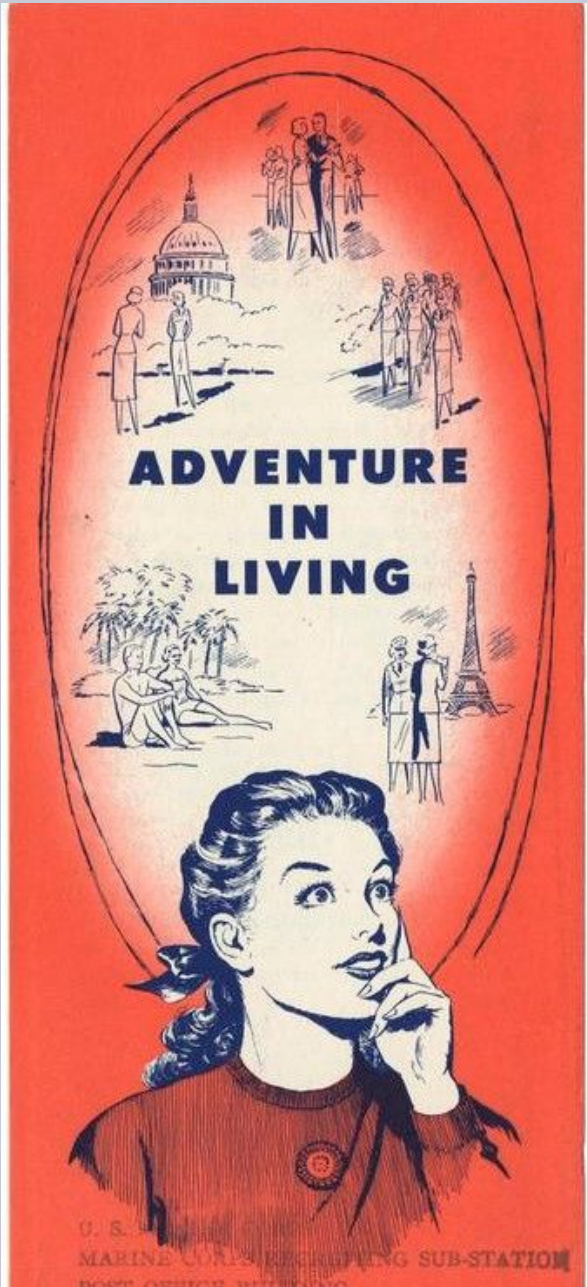
24TH ANNUAL WOMEN VETERANS HISTORICAL PROJECT LUNCHEON

NOVEMBER 12, 2021

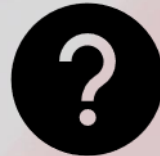


Dr. Jane Brooks PhD,
RN
Keynote Speaker





2022



Takeaways:

- Long-time supporters will stick with you.
- Consider live streaming other events in the future.
- Online communication and registration are much more efficient.
- The fewer the special features, the less possibilities there are for technical glitches.
- Continue to find ways to involve donors in the programming.

A Walk in the Park with Your Donor: Collection Development During the Time of COVID

Stacey Krim

**JACKSON LIBRARY WILL
CLOSE AT 2 PM ON
WEDNESDAY, MARCH 25 AND
REMAIN CLOSED UNTIL
FURTHER NOTICE.**

**PLEASE VISIT
LIBRARY.UNCG.EDU
TO USE OUR VIRTUAL
RESOURCES. WHEN THE
LIBRARY REOPENS, HOURS
WILL BE POSTED THERE.**

Please check Spartan Alert and UNCG's Novel Coronavirus (COVID-19) Resource Page for the latest campus information.

AROUND YOU,
please relocate to
the connector
if you wish to
sob audibly.

**PLEASE REMEMBER
UNCG ID
REQUIRED!**



We're Closed -
Or Are We?

Considerations & Complications

- How do I meet and communicate with donors while working around isolation mandates?
- How am I going to move large amounts of donated material or material that is not local?
- How do I protect myself from catching COVID or transmitting it to another person?
- How do I build relationships with undecided potential donors or donors that need a little bit more hand holding?

Some things Worked, but Some things Didn't

- Zoom: almost all donor interactions included Zoom.
- Getting donations moved: moving companies; FedEx/UPS; friend of donors; myself (*and the kind people in my department who helped*).
- COVID Precautions: weekly testing, quarantine policy.
- Contactless (or minimal contact) pickup options for smaller amounts of material.
- Options for donors who still want to meet you in person.

Interstate Meetups



A Walk in the Park



The Front Porch Talks



Actual House Visits



Takeaways

- Zoom is not a suitable surrogate for in-person meetings for every donor, but it is useful.
- The logistics of moving large collections is complicated no matter what.
- Even if there is a genuine risk to their health and people say they don't want to speak to you, they usually still want to speak to you.

Questions?

Kathelene McCarty Smith (kmsmi24@uncg.edu)
Interim Head, SCUA / Instruction and Outreach
Archivist

Beth Ann Koelsch (bakoelsc@uncg.edu)
Curator, Women Veterans Historical Project

Stacey Krim (srkrim@uncg.edu)
Curator of Manuscripts

Thank you!