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!
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
The Women Veterans Historical Project Throws a Virtual Luncheon

BETH ANN KOELSch
Curator of the Betty H. Carter Women Veterans Historical Project
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
SAVE THE DATE
The UNC Greensboro Women Veteran's Luncheon

NOVEMBER 6, 2020

Featuring Keynote Speaker

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

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. Join us for dramatic readings of letters from the collections and more!
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/uncgspcial/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 Project".)
U.S. Navy WAVES:
Janet Muriel Mead, 1944
Women’s Airforce Service Pilot (WASP): Dottie Avery, 1943
UNCG Special Collections and University Archives

Created playlists

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

UNCG
University Libraries

WV
BETTY H. CARTER
WOMEN VETERANS
HISTORICAL PROJECT
Dr. Jane Brooks PhD, RN
Keynote Speaker
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
We’re Closed - Or Are We?

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.

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

Please remember UNCG ID required!
Considerations & Complications

- How do a 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
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?

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Thank you!