



Philadelphia Area Consortium of Special Collections Libraries

c/o The Historical Society of Pennsylvania
1300 Locust Street, Philadelphia PA 19107
215-985-1445 voice, 215-985-1446 fax
<http://www.pacscl.org/>

MEETING OF THE BOARD OF DIRECTORS

**Wednesday, June 9, 2004, 3:30 p.m. – National Archives and Records Administration
900 Market Street, Philadelphia PA – Entrance on Chestnut Street side**

AGENDA ITEM	Supporting Documents
Call to Order and Introductions	
[Executive Summary – not an agenda item]	Page 2
Election of New Members	No attachments
>>>> <i>La Salle University, City of Philadelphia Department of Records</i>	
Approval of the Minutes, March 17 meeting	Page 4
Treasurer's Report	Page 6
Committee Structure, 2004-05 and Executive Committee vacancy	Page 9
Report on Meeting with The Andrew W. Mellon Foundation	Page 11
>>>> <i>Assessment/Survey Prospectus for Mellon</i>	Page 13
Report on Planned Approach to William Penn Foundation	Page 16
Additional Access Project: Cultural Institution Initiative Outreach:	Page 20
>>>> <i>Strategic Recommendations</i>	Page 22
>>>> <i>National History Day</i>	Page 24
Professional Development	
Old Business	
New Business	
Adjournment	

Included as separate attachments: Letter and materials presented to The Andrew W. Mellon Foundation (Adobe Acrobat format)

Quarterly Meeting Topics: Executive Summary

Treasurer's Report: Year-End Accountant's Statement. This document indicates that PACSCL used approximately \$10,000 of its surplus in 2004, as expected. If time permits its creation, a short statement of income and expenses, year to date, will be circulated at the meeting; otherwise, it will be e-mailed shortly. (Page 4)

Committee Structure, 2004-2005. The executive committee is recommending a continuation of the 2003-2004 committee structure and assignments. Representatives are encouraged to nominate other staff to populate committees as appropriate; additionally, committee members wishing to change their assignments should contact Laura Blanchard. New member representatives will be contacted to solicit their preferences for committee assignments. *Additionally, the executive committee recommends the election of Robert Kieft* as an at-large executive committee member to replace Michael Ryan, who has accepted an *ex-officio* seat as chair of the Development Committee. (Page 9)

Report on Meeting with the Andrew W. Mellon Foundation. David Moltke-Hansen and others will report on the May 25 meeting with Donald Waters, Suzanne Lodato and Joseph Meisel. This meeting resulted in requests for prospectuses for three of the initiatives gathered under the umbrella of the Greater Philadelphia Research Collections Network. The three initiatives are the survey & assessment project (prospectus attached, page 13); an OA portal, and a GIS initiative (planning grant recommended, prospectus in development). These initiatives are described in the attached Adobe Acrobat documents. (Report: Page 11)

Report on Planned Approach to the William Penn Foundation. David Moltke-Hansen and others will report on a planned approach to the William Penn Foundation for funding for the OPAC migration; creation of a Z39.50 search interface; a cultural institutions records management initiative (see below); and endowment support. An initial letter of inquiry is in development with the hope of a meeting in June or later July/August. (Draft letter: Page 16)

Cultural Institutions Records Management Initiative. This initiative is designed to help Philadelphia area repositories assess and process on a priority basis their own and other cultural institutions' records and help the area's cultural institutions develop records management programs, assess and care for their current and in-house archival records, and in some cases place archival materials on deposit with PACSCL member institutions. A draft concept paper is attached. (Page 20)

Outreach. Derick Dreher and Laura Blanchard met to review responses to the first quarter survey of PACSCL members. Based on those responses, they recommended a bifurcated approach: one to the community of scholars and researchers; and one to K-12, lifelong learners, the tourists and the general public (memo attached, page 22). Given PACSCL's limited resources, it was also agreed that the current focus on access projects suggested an emphasis on the research community; however, given the appearance of a significant K-12 opportunity in **National History Day**, this is also being pursued at this time. (Page 24)

PACSCL is interested in reaching the research community by participating in some way in the meetings of the **Modern Language Association** to be held here in Philadelphia December 26-30, 2004. Robert Kieft will report at the meeting on his contacts with MLA on PACSCL's behalf.

V. Chapman-Smith convened a meeting of interested stakeholders for the purpose of reviving the National History Day program here in Philadelphia. A meeting report is attached, together with a follow-up e-mail. (Page 24)

Professional Development. PACSCL's May 6 breakfast meeting, at which David Moltke-Hansen and Rachel Onuf spoke on the "HSP Model of Collection Assessment," was attended by 18 PACSCL members. The next professional development event being planned is an October session on issues relating to copyright, reproduction permissions, and marketing potential for materials in special library collections. This will be a half-day workshop, organized by Laura Beardsley of HSP and held at HSP. (No attachments)

*--Laura Blanchard
June 8, 2004*

Minutes of a Meeting of the Board of Directors **March 17, 2004, 3:30 p.m., University of Pennsylvania Library**

***In attendance:** Jill LeMin Lee, The Athenaeum of Philadelphia; Eric PUmroy, Bryn Mawr College; Edward Morman, College of Physicians of Philadelphia; Susan Hengel, Hagley Museum & Library; Robert Kieft, Haverford College; David Moltke-Hansen, Historical Society of Pennsylvania; Ruth Hughes, Library Company of Philadelphia; Karl Krueger, The Lutheran Theological Seminary at Philadelphia; V. Chapman-Smith, National Archives; Dan Elliott, Philadelphia Museum of Art; Margery Sly, Presbyterian Historical Society; Derick Dreher, Rosenbach Museum & Library; Cait Kokolus, St. Charles Borromeo Seminary; Thomas Whitehead, Temple University; Timothy Murray, University of Delaware; Michael Ryan, University of Pennsylvania; Bente Polites, Villanova University; Lynn Dorwaldt and Susan Glassman, Wagner Free Institute of Science; Gary Kulik, Winterthur Museum, Garden & Library, Joan Decker, City of Philadelphia Department of Records; Laura Blanchard, PACSCL staff.*

***Not represented:** Academy of Natural Science; American Philosophical Society; Chemical Heritage Foundation; Free Library of Philadelphia; Pennsylvania Horticultural Society; Swarthmore College.*

Minutes. The minutes of the December 2003 meeting were approved as amended (Margery Sly was inadvertently listed as absent).

Treasurer's Report and dues increases. The treasurer's report, circulated prior to the meeting and incorporated herein by reference, was accepted. The Board voted (with one abstention) to accept the Executive Committee's recommendation that dues be raised to \$1,200 for the current year and to the levels set out in David Moltke-Hansen's memo for 2005.

Elections. The Board voted unanimously to accept the recommendation of the Nominating and Governance committee. Ed Morman and Janet Evans have been re-elected (their second terms will expire March 2006), and Michael Ryan has been confirmed as a replacement for Elizabeth Swan, with a first term expiring March 2005.

Bylaws. The Board voted unanimously to adopt the revised bylaws presented at the meeting. It was noted that committee chair Edward Morman is due a vote of thanks for his hard work on this project.

Shared access/endowment initiative. David Moltke-Hansen reported on a March 11 meeting of some PACSCL members to discuss the possibility of an approach to William Penn that would embrace the OPAC, a website, and endowment in a three-year project, probably with a total ask in the range of \$450,000. The March 10 presentation on OAI had opened a number of possibilities for collaboration on access, as had some earlier meetings with the City of Philadelphia Commissioner of Records regarding their GIS system. Laura Blanchard will be scheduling meetings of small work groups to follow up on both the OAI and GIS concepts.

Upcoming Events.

- **PACSCL breakfast meeting.** Topic: The HSP model of collection assessment, as used by The Andrew L. Mellon Foundation. Presenters, David Moltke-Hansen and Rachel Onuf. Time: 8:30-10:00, The Latham Hotel (17th and Walnut), May 6, 2004
- **Small group demonstrations of new digital camera.** The Athenaeum has recently purchased a camera that will accept originals up to 4' x 6'. Bruce Laverty will be happy

to give small group tours (the set-up will not accommodate large groups). Additional details will follow.

- **Presentation of the City of Philadelphia's GIS system.** Joan Decker, Commissioner of Records, City of Philadelphia, will be pleased to arrange tours. Additional details will follow.

Next Meeting.

The next quarterly meeting will take place at 3:30 p.m. at The National Archives, 900 Market Street (entrance on Chestnut Street). We will follow the meeting with another dutch-treat dinner.

Respectfully submitted,

Laura Blanchard
for the Secretary

[Treasurer's Report]

**790 Penllyn-Blue Bell Pike
Blue Bell IV, Suite 202
Blue Bell, Pa. 19422
Phone: 215-646-5540
Phone: 610-631-0349
FAX: 215-646-1224
e-mail: PhilaHawk@aol.com**

James D. De Church
Certified Public Accountant

June 17, 2004

Philadelphia Consortium of Special Collections Libraries
C/o The Blanchard Co.
Attn: Laura Blanchard
2041 Christian Street
Philadelphia, Pa. 19146

Dear Ms. Blanchard:

Attached to this letter are the 2003 financial statements for your group.

Statement of Financial Position as of December 31, 2003

Statement of Activities for the Period January 1, 2003 to December 31, 2003

Please call if you have any questions or concerns relative to this work.

Regards

James De Church, CPA

**PHILADELPHIA AREA CONSORTIUM
OF SPECIAL COLLECTIONS LIBRARIES
STATEMENT OF FINANCIAL POSITION (CASH BASIS)
AT DECEMBER 31, 2003**

ASSETS

CURRENT ASSETS

Cash-Mellon Bank Checking	\$	5.05
Citizens Bank		28,991.12
Vanguard Money Market		19,880.56
Prepaid Insurance		<u>1,356.12</u>
Total Current Assets	\$	50,232.85

OTHER ASSETS

Organization Costs	\$	4059.19
Less: Accum. Amortization	(<u>4059.19)</u>
	\$	<u>0</u>

<u>TOTAL ASSETS</u>	\$	<u>50,232.85</u>
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LIABILITIES & NET ASSETS

LIABILITIES

\$ 0

NET ASSETS

Unrestricted	\$	<u>50,232.85</u>
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<u>TOTAL LIABILITIES & NET ASSETS</u>	\$	<u>50,232.85</u>
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This statement has been prepared for internal management purposes only.

**PHILADELPHIA AREA CONSORTIUM
OF SPECIAL COLLECTIONS LIBRARIES
STATEMENT OF ACTIVITIES (CASH BASIS)
FOR THE PERIOD JANUARY 1, 2003 TO DECEMBER 31, 2003**

CHANGES IN UNRESTRICTED NET ASSETS

REVENUES

Contribution/Dues	\$62,904.00	
Interest/Dividend Income	<u>387.39</u>	
Total Revenue		<u>\$63,291.39</u>

EXPENDITURES

Bank Service Charges	\$ 25.84	
Dues & Subscriptions	571.69	
Insurance	1,993.28	
Graphic Design	33,300.00	
Miscellaneous	379.88	
Professional fees	29,433.10	
Program Expense	6,083.72	
Rent	600.00	
Travel	953.45	
Total Expenditures		<u>\$73,340.96</u>
Decrease In Unrestricted Net Assets		(\$10,049.57)
Total Unrestricted Net Assets @ January 1, 2003		<u>\$60,282.42</u>
Total Unrestricted Net Assets @ December 31, 2003		<u>\$50,232.85</u>

This statement has been prepared for internal management purposes only

PACSCL Committee Structure and Staffing
(updated June 7, 2004)

Standing:

Executive committee

David Moltke-Hansen, President
Edward T. Morman, Vice President
Janet Evans, Treasurer
Gary Kulik, at-large
V. Chapman-Smith at-large
Eric Pumroy, Access Committee Chair
Michael T. Ryan, Development Committee Chair
Derick Dreher, Outreach Committee Chair
Terry Snyder, Professional Development Committee Chair
William Lang, immediate past president
Laura Blanchard (nonvoting), ex officio

Note: Michael Ryan has accepted the chair of the Development Committee, leaving one at-large seat vacant. At its June 7 meeting, the Executive Committee recommended that this vacancy be filled by Robert Kieft, Librarian, Haverford College. This recommendation will be presented to the Board on June 9 for ratification.

Fund-raising committee

Michael Ryan, University of Pennsylvania Library, *chair*
Mary Maples Dunn, American Philosophical Society
Roger W. Moss, Athenaeum of Philadelphia
George L. Vogt, Hagley Museum & Library
John Van Horne, Library Company of Philadelphia
David Moltke-Hansen and Laura Blanchard, ex officio

Nominations and Governance

Edward T. Morman, College of Physicians of Philadelphia, *chair*

Dan Elliott, Academy of Natural Sciences

Tom Whitehead, Temple University
Susan Glassman, Wagner Free Institute of Science
Gary Kulik, Winterthur Museum & Library
David Moltke-Hansen and Laura Blanchard, ex officio

Ad-hoc:

Communications and Outreach

Derrick Dreher, Rosenbach Museum & Library, *chair*
V. Chapman-Smith, National Archives
Charles Greifenstein, American Philosophical Society
Robert Kieft, Haverford College Library

Janet Evans, Pennsylvania Horticultural Society
Danielle Rice, Philadelphia Museum of Art (*participating via e-mail*)
Chris Densmore, Swarthmore College Library
David Moltke-Hansen and Laura Blanchard, ex officio

Professional Development and Staff Communications

Terry Snyder, Hagley Museum & Library, *chair*
Cait Kokolus, St. Charles Borromeo
Lorena Boylan, Academy of Natural Sciences
Laura Beardsley, Historical Society of Pennsylvania
Rachel Onuf, Historical Society of Pennsylvania
Karl Krueger, The Lutheran Theological Seminary at Philadelphia
Joseph Lucia, Villanova University
David Moltke-Hansen and Laura Blanchard, ex officio

Cataloging and Access

Eric Pumroy, Bryn Mawr College Library, *chair*
Ruth Hughes, Library Company of Philadelphia, *chair of OPAC working group*
Richard Fraser, College of Physicians of Philadelphia (?)
Bill Lang, Free Library of Philadelphia
Susan Hengel, Hagley Museum & Library
Lee Arnold, Historical Society of Pennsylvania
Margo Szabunia, Presbyterian Historical Society
Mary Wasserman, Philadelphia Museum of Art
Elizabeth Fuller, Rosenbach Museum & Library
Barbara Addison, Swarthmore College Library
Lynne Farrington, University of Pennsylvania Library
Lynn Dorwaldt, Wagner Free Institute of Science
David Moltke-Hansen and Laura Blanchard, ex officio

Mellon Project Teams (temporary, for prospectus development):

Consortial Assessment: David Moltke-Hansen, Rachel Onuf
OA: Michael Ryan, John Ockerbloom, Rob Cox, Katherine Stekfo
GIS: Robert Cox, Bruce Laverty, Joan Decker, Walter Rice, Katherine Stekfo

Not yet assigned to committees: Representative(s) from the University of Delaware; representatives from LaSalle University and City of Philadelphia Department of Records, if elected to membership at today's meeting.

PACSCL representatives are welcome to appoint other staff members from their institutions for the outreach, professional development and access committees.

May 26, 2004

To: PACSCL Executive Committee
All Mellon Project Teams

From: David Moltke-Hansen

I am writing to report. At the three-hour meeting with the PACSCL delegation yesterday, the program officers in the Andrew W. Mellon Foundation's Scholarly Communications Division requested three prospectuses on which they could give feedback about possible development into grant proposals:

1. The consortial archival survey and assessment
2. Planning of an OA portal
3. Planning for an expansion of and scholarly involvement in a Philadelphia GIS project

We have two weeks to get the first prospectus to them, if it is to lead to an application by the end of June for consideration at the September Board meeting. The next Board meeting is in December.

At this stage, Don Waters and Suzanne Lodato need to know more about how we would sustain and continue to develop the OA portal and GIS initiatives. The Mellon program officers believe the shared survey and assessment, as a discrete project, would be helpful even if there were no clear continuing support for collaboration in this arena beyond the project.

Mellon seems uninterested in supporting purchase of a more robust OPAC capacity or in shared access to the Philadelphia region institutions' OPACs. For that we will go to other funders and are planning visits in the near future.

The members of the delegation to Mellon included Rob Cox, American Philosophical Society; Bruce Laverty, Athenaeum of Philadelphia; Robert Kieft, Haverford College; John Ockerbloom, Penn; Rachel Onuf, HSP; Katherine Stefko, Philadelphia Museum of Art, and myself. The teams that will work on the various prospectuses include:

- **Survey and Assessment:** David Moltke-Hansen, Rachel Onuf
- **OA Portal:** John Ockerbloom, Michael Ryan, and Katherine Stefko, with an assist from Rob Cox
- **GIS:** Rob Cox and Bruce Laverty, with an assist from Katherine Stefko

My sense is that the planning projects should come in under \$50,000 apiece. In part this is because such projects do not need to go to the full Mellon board. The survey and assessment project, in my view, should come in between \$300,000-\$400,000. We are sending out a survey to learn which PACSCL members are most eager to participate and to find out what the size of their backlogs of unprocessed and underprocessed collections is.

Mellon staff, including Joe Meisel of the Research Universities and Humanistic Scholarship Division, clearly have keen interest in the GIS initiative, but it is primarily in how that initiative can draw on, as well as contribute to, the research of scholars and other members of the research community. The Mellon staff seemed to like the idea of going beyond architectural history to include data from directories, the census, and other demographic sources. Both Don and Joe seem very interested in the potential for young scholars to contribute to these data, enriching the research value of the Philadelphia GIS platform. Don observed that Mellon is aware that in the future scholars generally will need to work in the GIS environment. He asked about the relationship of what Philadelphia is doing to what Venice, London, Chicago, Los Angeles, and Tokyo are doing.

Don observed how pleased and unfamiliar he and his colleagues are with consortial thinking that is not initiated by a commitment of funding. PACSCL clearly is on the radar screen.

[Note: Mellon documents are included as separate .pdf attachments]

Prospectus for The Consortial Survey Initiative

Background

PACSCL is an unparalleled and successful collaboration among special collections libraries that include academic, public, and private institutions. These twenty-five libraries collect, share, and care for collections which, in their depth and variety, comprise an internationally important body of unique materials for students, scholars and lifelong learners at any level.

PACSCL's ongoing strategic planning process has resulted in a commitment to an interlinked series of initiatives that together form the Greater Philadelphia Research Library Network. This will be an ongoing commitment on the part of PACSCL, some times in collaboration with additional Philadelphia area institutions, to make available the extraordinary archival, library, and museum research resources of the region. Initially, PACSCL expects to do so in two ways: through survey and assessment of the needs of archival collections and through linkage and coordinated use of information systems to provide access to metadata about and selections from area research collections

The Consortial Survey Initiative

PACSCL seeks support to develop and implement a consortial survey initiative among at least 21 of its 27 member institutions (the applications of two institutions, LaSalle University and the City of Philadelphia Department of Records, are expected to be accepted at PACSCL's June 9 Board meeting). This survey and assessment of our archival backlogs will inform the prioritization of preservation and access needs and create preliminary descriptions of collections previously inaccessible to researchers. By quantifying our knowledge of our archival collections we can develop proposals individually and collectively that address the access needs of our collections. In addition to providing data for internal analysis, information collected during the survey can also be used to generate preliminary collection-level records, which would be made available to the research public through an integrated, searchable, web-accessible database of selected survey data and notes.

PACSCL will use The Historical Society of Pennsylvania (HSP) protocols as a model to develop a common assessment culture and standard across participating institutions. Key participants will work together to define "backlog" and "collection" and adapt the HSP survey model to suit the more diverse needs of the consortium members without losing the benefit of a uniform survey methodology; develop training for the survey team, which will include permanent staff at participating institutions as well as people hired specifically for the project; review and revise the ratings criteria sheet developed by HSP. Project staff will hire a consultant to design a database that will be used to capture data at each institution. This cooperative database, the ratings criteria, and any other tools developed over the course of the project would be shared with other consortia interested in assessing their collections' needs.

The Executive Director of PACSCL has polled member institutions to ascertain the level of interest, a rough estimate of the quantity of materials participants wish to include, and how much staff time they anticipate devoting to the survey. To date, nineteen institutions have expressed an

interest in participating in the backlog assessment. They estimate that there are about 3,500 collections totaling nearly 35,000 linear feet in our collective backlog. Two additional institutions have assessment projects in process or recently complete. These institutions are interested in sharing their assessment tools and in contributing to the cooperative database. Key participants and a lead institution (to serve as fiscal agent) will be identified over the course of the summer.

Timeline

Planning stage (September 2004-August 2005)

- The lead institution and key participants convene a series of meetings, some with all participants, to define “backlog” and “collection” for the purposes of this project; review the ratings criteria sheet and revise it as necessary; and become familiar with the survey process.
- The key participants hire a consultant to design the survey database (January 2005). The basic Dublin Core structure of the survey record would be compatible with OCLC. While retaining many of the fields used in the HSP survey database, this more sophisticated instrument will be geared toward three different audiences, allowing each to see appropriate data. The public would see, in effect, an accession record, the consortium would have access to all of the ratings, and some fields might be available only to the institution that owns the collection.
- The key participants hire a project director (July 2005) and together they develop training for the survey teams. Two project surveyors are hired (August). Laptops are purchased and the survey database is loaded onto them.
- The project director trains the project staff and all permanent staff who will be working on the survey and plans for implementation. Historians and other document type specialists share their expertise.

Implementation stage (September 2005-August 2007)

- Survey teams begin to survey at key institutions. Project director rotates through the various repositories, ensuring the survey methodology is uniform. Initially, teams meet frequently to discuss issues and work through problems.
- Project staff move to the other participating institutions and continue to survey collections, meet together as needed, and call in consultants with subject or document-type expertise.
- Project director reviews all data as it is produced, ensuring standards and uniformity are maintained.

Analysis stage (September-December 2007)

- Project director analyzes data, makes database accessible to the research public via the web, and develops long range access and preservation plan for PACSCL.

Budget

Salaries	Year 1	Year 2	Last 6 months
Project Director (2.5 years)	\$40,000	\$41,200 (3% raise)	\$21,218 (3% raise)
Project Surveyor 1 (2 years)	\$34,000	\$35,020 (3% raise)	
Project Surveyor 2 (2 years)	\$34,000	\$35,020 (3% raise)	
Benefits (figured at 25%)	\$27,000 (all)	\$27,810 (all)	\$5,305
Salaries and benefits	\$135,000	\$139,050	\$26,523
TOTAL s&b			\$300,573
Database design			\$60,000
Consultants			\$5,000
3 Laptops and software			\$10,000
Supplies			\$3,000
Professional development			\$3,000
Travel			\$5,000
TOTAL			\$386,573

DRAFT – letter to Olive Mosier, William Penn Foundation
June 7, 2004 – revisions in process

Dear Olive:

As chairman of the board, I am writing on behalf of the Philadelphia Area Consortium of Special Collections Libraries. Several colleagues and I would like to talk with you about what we are doing and hope to do. We want to learn The William Penn Foundation's interest in helping leverage in strategic ways the value of the extraordinary collections in our collective custody.

PACSCL formed nearly twenty years ago to call attention to and support the rich library resources of this region. Currently with twenty-seven institutional members, PACSCL has pursued these goals primarily through exhibitions and the development of online public access catalogs (OPACs) through which we have made available more and more catalog data about our rare book, manuscript, and graphic holdings.

Over the past two years, PACSCL member representatives have been mapping how to build on these successes. We have identified our critical challenges: 1) to make our catalogs and other information about our collections finally searchable together; 2) to address the preservation and access needs of these holdings on a shared, prioritized basis; 3) to use information technologies to share elements of our collections for researchers, students, and tourists; 4) to market our value to these and other constituencies; 5) to strengthen the professional community doing all this work; and 6) to ensure the sustaining of these initiatives.

The enclosed packet spells out what we are planning, broadly, to address these challenges. Here, let me summarize.

1. Collective Electronic Search Capabilities

- a. Move six PACSCL members from their current, inadequate OPAC platform to a new, more robust platform.
- b. Using this platform, develop a portal to provide shared searching across all the OPACs of the consortium's member institutions.
- c. Using the capabilities built into the Open Archives Initiative (OAI) that Penn and other institutions are pursuing, develop a second portal to provide access to inventories, museum collection databases, and other holdings data that amplify and complement the catalog data in the OPACs.

2. Preservation and Access

- a. Following the protocols developed and applied by The Historical Society of Pennsylvania with support from The Andrew W. Mellon Foundation, survey and assess the preservation and access needs of approximately 3,500 archival collections, totalling approximately 35,000 linear feet, in {twenty-one} PACSCL member institutions.

- b. Using this survey, develop funding proposals to meet priority needs on a phased basis.
- c. Help area cultural institutions preserve and share their histories on an ongoing basis by providing records management training; surveying and assessing the needs of the historical portions of these records still in the custody of the organizations that created them; arranging transfer, as appropriate, of historical records to repositories that can share them with the research public; and processing these records on a priority basis.

3. Share Collections

- a. Expand the William Penn-funded Philadelphia Architects and Buildings project, linking items mounted, where possible, to the City of Philadelphia Geographic Information System. (Note: the items mounted would extend the PAB's value to people doing social history and other research and to teachers as well as site interpreters looking beyond the architectural history to contextualize and address questions of interest to them or in the curriculum. As in the case of PAB, we would reach beyond the PACSCL membership to include historic sites, museums, and other collecting institutions besides libraries.) {to be revised with additional language from Rob Cox's contribution to prospectus}

4. Outreach

- a. Identify the overlapping constituencies drawn to the shared strengths of PACSCL institutions or, as in the case of students and tourists, potentially enriched by selected, structured knowledge of and access to the holdings of PACSCL institutions. {to be rewritten – needs simplification and wordsmithing}
- b. Through the PACSCL portals and GIS project as well as curriculum development initiatives and related techniques, target particular audiences.
- c. Use the publication vehicles of those audiences to promote these gateways to PACSCL collections.

5. Professional Community and Development

- a. Through shared symposia, conferences, workshops, and other presentations give staffs of member institutions increased opportunity for professional development.
- b. Through related social activities, tours of each others' institutions, and presentations on the histories, collections, and activities of member institutions, enhance the sense of professional community and awareness among PACSCL members' staffs.

6. Support

- a. Build up membership.
- b. Introduce dues increases on a sliding scale over several years.

- c. Identify lead institutions for key components of these initiatives and, to the extent possible, encourage ongoing investment by lead institutions.
- d. Expand the pool of PACSCL funders.
- e. Develop PACSCL endowment to support core functions.

To help us frame and explain these interrelated initiatives, we have conceived what we are calling The Greater Philadelphia Research Collections Network. That Network links PACSCL with other area institutions, links member staffs, links both information about our collections and elements of our collections. Finally, it helps identify, address, and support key needs on an ongoing basis.

We are discussing the Network with various funders. Mellon has asked for brief prospectuses on three parts: 1c, 2a, and 3a. The Heritage Philadelphia Program has expressed interest in learning more about 3a and possible projects in this area. The Gladys Krieble Delmas Foundation has given one-fifth of the funding for 1a. We are preparing a proposal for NHPRC on part of 2c, and have held first discussions with NEH and IMLS representatives. I'll be going to Washington later in the summer to follow up on these latter discussions.

We hope The William Penn Foundation at this time will consider strategic investment in four parts of The Greater Philadelphia Research Collections Network:

- 1(a): moving six PACSCL members (The Athenaeum of Philadelphia, The Library Company of Philadelphia; The Pennsylvania Horticultural Society; The Philadelphia Museum of Art; the Rosenbach Museum & Library; and The Wagner Free Institute of Science) to a more robust OPAC platform;
- 1(b): using this platform to develop a portal to provide shared searching across all PACSCL member OPACs;
- 2(c): helping area cultural institutions preserve and share their histories, processing the records of these histories on a prioritized basis;
- 6(e): developing endowment to help support, on an ongoing basis, the work of 1(a) and (b) and 3, collection sharing

The unfunded, initial cost of 1(a) and (b), together, is about \$175,000. The uncovered cost of 2(a) depends on the level of priorities to be addressed, but a significant amount of the problem could be addressed for \$200,000. An endowment in an equivalent amount would provide \$10,000 a year in support on an ongoing basis. Spread over three years and divided among the PACSCL members in the area served by The William Penn Foundation, the average support per institution per year would be just under \$8,000.

I am available later this month – on June 18 and parts of the 21st, 22nd, and 23rd. Then I go on honeymoon, returning to the office on July 19. Give me a couple of days to catch up, but after that I am fairly available, except on August 2-5, when I am attending a conference. I know my

colleagues hope we may begin discussion with you at your earliest convenience. Let me know what works.

Many thanks, as always.

Sincerely,

David Moltke-Hansen

cc PACSCL Executive Committee

{bcc OPAC committee}

{attachments – re-organized set of Greater Philadelphia Research Collections Network documents plus something on outreach and professional development based on strategic plan}

THE GREATER PHILADELPHIA CULTURAL RECORDS MANAGEMENT INITIATIVE

- VISION:** Researchers have access to metadata describing the rich trove of records chronicling the history of the Greater Philadelphia area's many cultural institutions. Philadelphia-area repositories assess and process on a priority basis their own and other cultural institutions' records. Cultural institutions develop records management programs, assess and care for their current and in-house archival records, and in some cases place archival materials on deposit with PACSCL member institutions.
- MISSION:** To offer the greater Philadelphia cultural community an opportunity to assess, care for, and make available to scholars its documentary heritage by providing records management training and by finding document repositories among PACSCL member institutions as appropriate, and by providing metadata via the Network.
- GOALS:**
- 1) Identify current records management practices of area cultural institutions
 - 2) Provide training opportunities to help area cultural institutions develop records management programs
 - 3) Survey and assess unprocessed or underprocessed cultural organizations records in PACSCL member libraries (including their own archives)
 - 4) Identify potential record repositories among PACSCL member institutions for cultural organizations in need of such services
 - 5) Make metadata on cultural organization records available via the Network.
- MEANS:**
- 1) Survey current records management practices of the approximately 260 members of the Greater Philadelphia Cultural Alliance (GPCA) via an online questionnaire.
 - 2) Develop records management programs appropriate to these cultural organizations, based on survey results and existing training programs currently available via the National Archives and Records Administration, Mid Atlantic Region; create mentoring programs in partnership with the Liberty Bell Chapter of the American Records Management Association.
 - 3) Identify relevant data from the Consortial Survey Initiative to indicate PACSCL member records and records on deposit at PACSCL institutions in need of processing.
 - 4) Survey PACSCL institutions to determine which ones will accept cultural organization records, and upon what terms
 - 5) Create appropriate records to be placed at host institution OPACs and/or at PACSCL OA portal.
- OUTCOMES:** The meeting of these goals by these means will:

- 1) Teach Philadelphia area cultural institutions how better to manage their own records
- 2) Keep valuable records from being lost by providing appropriate document repositories
- 3) Make information on these records available to researchers
- 4) Provide a national model for a new kind of collaboration involving collecting institutions, performing organizations, and the business community.



Philadelphia Area Consortium of Special Collections Libraries (PACSCL)
c/o The Historical Society of Pennsylvania
1300 Locust Street, Philadelphia PA 19107
215-985-1445 voice, 215-985-1446 fax <http://www.pacscl.org/>
Laura Blanchard, Executive Director, lblanchard@pacscl.org

March 31, 2004

To: Derick Dreher
From: Laura Blanchard
Re: **Outreach Committee – survey response analysis and next steps**

This will summarize our conversation last evening.

We reviewed the summary of results to the PACSCL audience survey. We also reviewed the bullet points in our newer mission/vision statement for congruence with the results of the survey.

We agreed that we see two main constituencies identified by PACSCL reps and members as being currently or potentially important to them, with a third constituency of whom we should always be mindful in any communication. They are:

The world of learning. We are defining this to embrace several audience segments, including colleagues in special collections libraries, museums, and related disciplines; the worldwide community of research scholars; and the local academic community, including student researchers at Greater Philadelphia institutions, from the undergraduate to the postgraduate level and the faculty who train them.

- Since this is a primary focus for so many of our members, we are inclined to recommend to the Outreach Committee that we look at programs and strategies to bolster our image among this group of constituencies on a shorter time horizon.

Philadelphia tourist/tourism professionals. This includes the nonscholarly tourist to Greater Philadelphia; the area resident exploring and engaging with local resources; and the tourism professionals and organizations producing products for and marketing to these audiences.

- This group is also a priority but, given the access initiatives currently in process, it perhaps should be calendared as something to be addressed in 2005, possibly in conjunction with the development of the William Penn access-as-outreach (web) proposal; except insofar as a personal approach to the creators of tourism product may be desirable in the third and fourth quarters of 2004.

The supporters. This group includes donors, funders such as foundations, the media, collectors, and dealers.

- We would ask the Outreach Committee to consider recommending that PACSCL not formulate a specific strategy to reach these funders but instead keep them in mind when creating any programs for the other two groups so that the message is one that will resonate well with the stakeholders.

We would therefore suggest that the Outreach Committee recommend an approach for the short run that consists of:

- A review of possible avenues for reaching segments of the community of scholars
- The development of a program to reach those segments
- The creation of a “rack-card” like brochure to serve both constituencies
- A second, very brief survey of the members to see if this approach is on track
- A possible preliminary meeting (Dreher, Blanchard, and Moltke-Hansen if interested) with Danielle Rice and others at PMA (as the PACSCL institution with the most sophisticated outreach effort) to get a feel for the possibilities for reaching the “tourist” or “general” segment.

We note that K-12 students and educators had a very low “high priority” ranking, well below any constituency except family historians. Recognizing that the goal of a strategic plan may be to encourage the organization to grow and change, we are nonetheless suggesting that we defer work on this segment in order to concentrate on the other compelling initiatives (especially access) presenting themselves for PACSCL at this time. I will identify the individuals interested in this segment from the audience questionnaire results, as V. Chapman-Smith suggested, and will put them in touch with each other so that the development of interest in this potentially important segment may continue concurrently with other outreach initiatives. [Update: an interesting K-12 opportunity has presented itself in the form of a revival of the National History Day initiative here in Philadelphia. PACSCL is represented directly and indirectly via some members in a multi-institutional group pulled together to explore the possibilities.]

National History Day Meeting Report
Saturday, April 17, 2004, 8:00 a.m., The Historical Society of Pennsylvania

Meeting called by V. Chapman-Smith, NARA. Other attendees (phonetic spelling on some surnames): Bill Lickiss, National History Day; Vicki Sands, Atwater Kent Museum; Kate Wilson, HSP, Christy Schneider, Bartrams Gardens/Museum Council education committee co-chair; Diane Turner, African-American Museum; Stephanie McKissick, National Constitution Center; Joan Decker, City of Philadelphia Department of Records, Libby Cartwell, GPTMC; Melvin Garrison, School District of Philadelphia.

Bill Lickiss gave a brief presentation on the National History Day (hereafter NHD) process. In addition to being a way to give recognition to students and to encourage student involvement with history topics that encourage critical thinking and research, NHD has been a useful vehicle for teaching the teachers, who may not be well-versed in the topics they teach. NHD activities include teacher workshops, summer institutes for teachers, and summer institutes for district coordinators.

2005 Contest Theme --
Communication in History: The Key to Understanding

Vicki asked Bill to describe the process involved in establishing a Philadelphia district and organizing a first contest in 2005.

1. **One individual should become the coordinator**, and serve as a point person for contact with NHD. V. volunteered to be the coordinator on at least an interim basis. Bill indicated that the state coordinator, Melissa Hightower (sp?) would work with us to set up the district. Stephanie said that the National Constitution Center would be interested in being the venue.
2. **The group should then establish an advisory committee**, which would meet two to three times a year. There was some discussion about additional partners, especially the Free Library of Philadelphia.
3. **The advisory committee should in turn set up committees or working groups** which would meet as often as necessary. Bill suggested three: press/PR; teacher outreach; funding. (It occurred to me after the meeting that there is an obvious fourth: organizing the competition itself.)

Note: a local coordinator's timetable for a local contest held in late March can be found on pp. 40-41 of the Coordinator's Handbook (gray GBC-bound book)

Other discussion points, included the following:

- Workshop topics: Participating institutions could organize teacher workshops to orient teachers on what NHD is; what history is; how to teach history; and how the specific institution can help

- Melvin gave some quantitative measures and financial parameters to consider: the School District has some 20,000 teachers, of whom 8,000 are history/social study teachers. He has acquired three grants for teachers training; these grants reach a very small percentage of the teachers. He currently has five schools participating in NHD. Cost recovery will be an important factor in getting more schools included in NHD activities – costs to bus students to libraries and other venues; cost of getting students to competition sites; costs for student entry fees or teacher materials.
- Funding: Several attendees suggested corporate sponsor, possibly the Greater Philadelphia Chamber of Commerce s for workbooks and workshop materials.
- Begin by pulling together the existing schools to have a district competition – currently there are five schools, with 10-15 students per school. It's easier to get buy-in with middle-school students; high school students may already be fully committed with other activities. It may also be easier to get initial participation from parochial or other private schools.
- V. suggested that an initial step to support any local NHD activities could be a Web-based guide to local institutions – libraries, museums, historic sites – that can contribute to the NHD theme.
- Branches of the Free Library of Philadelphia, especially the after school program, could be important strategic partners.

Next steps: V. asked participants to share their notes and reflections; she'll then assemble them into a follow up document and attempt to schedule another meeting in late April or early May.

Outreach/National History Day:

PACSCCL is participating in a multi-institutional initiative to revive the National History Day competitions in Philadelphia, and to use the program to help build competencies in K-12 history education. The Project team leader is V. Chapman-Smith. Additional information on National History Day can be found at <http://www.nationalhistoryday.org/>

Text of June 4 e-mail from V. Chapman-Smith]

Bill has sent us the Theme Supplement for the 2005 competition. Please read. It can be helpful in understanding the types of research projects that can be appropriate for the contest theme. (Note: I couldn't get the attachment to open properly, but the 2005 theme is "Communication in History: The Key to Understanding," which has many enticing possibilities for PACSCCL members.—Laura Blanchard)

Kate Wilson at HSP is working on surveys that will be sent out in late June/early July to gather information from institutional partners/prospects and educators. She is being assisted by Laura Blanchard (PACSCCL), who has offered to create an electronic survey, and by Elliott Drago, a student worker this summer at the National Archives. (Elliott is a junior History Major at St. Joe's University.)

I think we are pretty close to having a way to launch an initial web presence by Fall. The National Archives' web program in Washington is working out a possible plan/framework for using our corporate infrastructure. (As you know, this is just an interim measure until Philly NHD can develop a permanent site.) We will be pursuing a GPTMC grant for the permanent web presence.

Over the next month, Elliott will also be working on building our NHD database, which will help us manage our program, resources, partners and participating schools. I have someone here who is making modifications to our Contact Tracker System, which we use internally to manage constituent relations. Hopefully, we will be have something to present on this at our next meeting. Elliott will be taking Access training in late June.

Melvin Garrison has suggested either the week of April 18th or April 25th, 2005 for holding the competition. I've forwarded this information on to Stephanie McKissic to determine whether this works for the National Constitution Center.

At our last meeting we decided to move forward on developing our Advisory Group. Please be sure to send me your suggestions regarding the types of advisors we need and our expectations of them, as well as any names you should consider at this juncture. Please send by Thursday, June 10th.

I will get our revised work plan out to you next week.

We should have another meeting sometime in July after the holiday. Please let me know your availability.