

MAKING YOUR ORGANIZATION'S HISTORY COME ALIVE

Special Collections and
Archives @ Georgia
State University Library

SPECIAL COLLECTIONS AND ARCHIVES AT GEORGIA STATE UNIVERSITY



- Southern Labor Archives
- Popular Music and Culture Collections
- Women and Gender Collections
- University Archives
- Rare Books
- Social Change Collections
- Photographic Collections
- Georgia Government Documentation Project

ORGANIZATIONS IN THE ARCHIVES

- Labor unions (MANY!)
- Domestic violence
- Reproductive rights
- Arts
- Education
- Environment
- Philanthropy
- Prison system
- Refugees



WHAT DO ARCHIVISTS KEEP?



- Manuscript collections
- Records of organizations
- Papers of individuals
- Photographs and A/V
- Artifacts and textiles
- Publications
- Oral Histories

WHY ARE ARCHIVES IMPORTANT?



- Ensure that historically significant records are preserved and made accessible
- Serve as society's collective memory
 - Provide evidence of the past
 - Promote accountability and transparency
- Help societies and communities understand their history
 - Role in shaping the past
 - Fosters sense of community and identity

WHY IS IT IMPORTANT TO SAVE AND HONOR YOUR ORGANIZATION'S HISTORY?



- Ensure that historically significant records are preserved and made accessible
- Serve as the organization's collective memory
 - Provide evidence of the past
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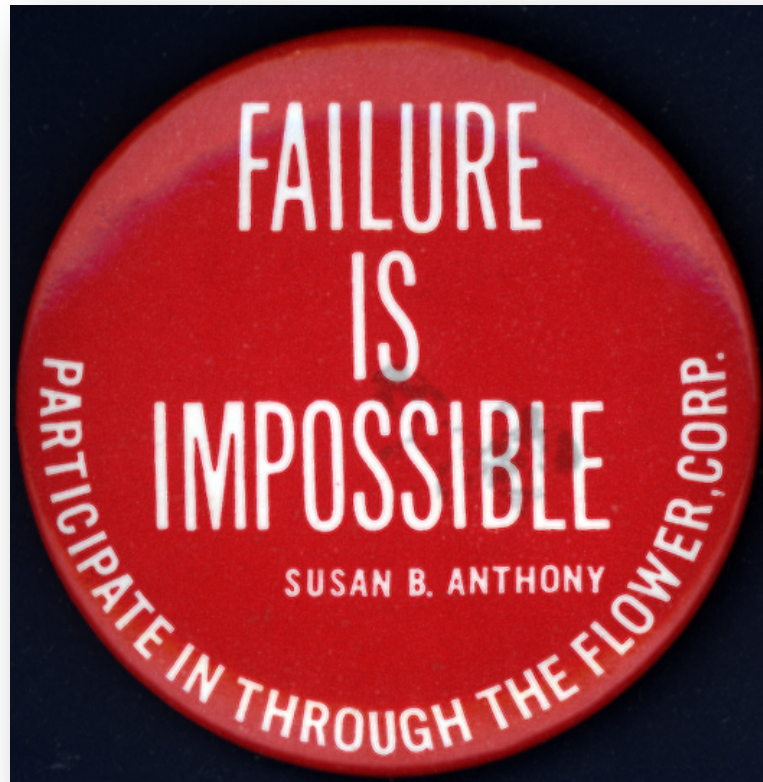
WHAT YOUR RECORDS WILL REVEAL



Why and how your organization was formed

- What its priorities were / are
- How the organization's focus changed over time
- Who guided / led the organization
- The role the organization played in the community
- The impact the organization had

HOW YOUR HISTORY CAN HELP YOU MOVE FORWARD: PRACTICAL



- Strategic planning – helpful to know what happened before: what was successful / not successful – why?
- Public relations / publicity / advertising / anniversaries
- Highlighting past can emphasize credibility moving into future
- Proving your worth and track record may lead to support and financial donations
- There may be litigation. Archives are generally unbiased, accurate and readily available.

HOW YOUR HISTORY CAN HELP YOU MOVE FORWARD: THE LESS TANGIBLE



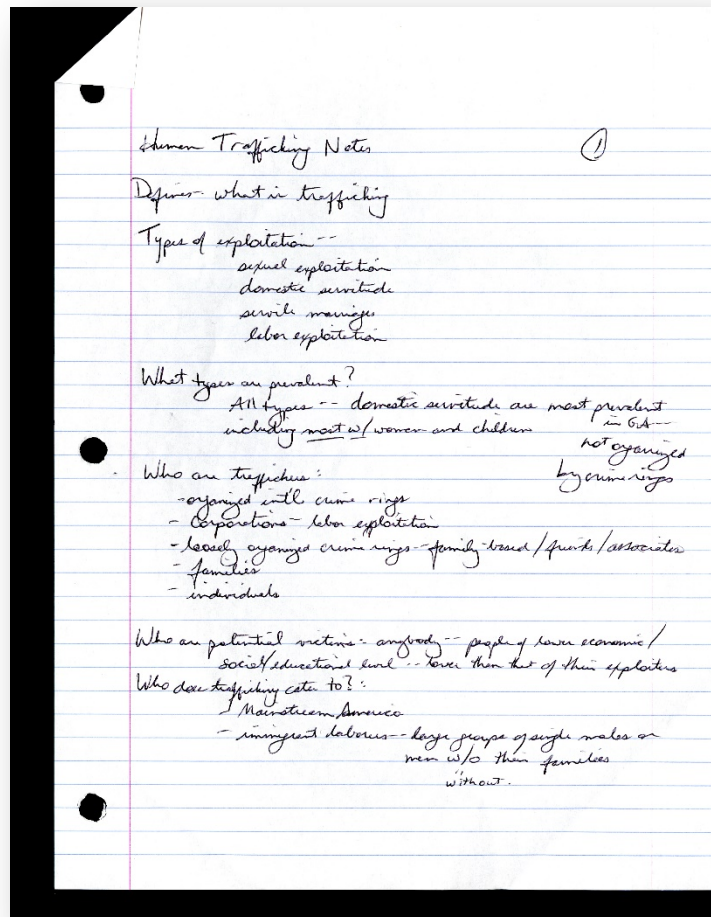
- For donors / past members. As organization modernizes, celebrating the past allows older folks to feel relevant and connected.
- Contribute to organization's sense of pride / morale.
- In times of organizational change, highlighting joint history helps to motivate and create buy-in for staff.
- Contributes to the goal of social responsibility: if you exists to benefit to the community, simply saving your history is an act of social responsibility.
- If you open your records to researchers, others can benefit from learning about how you function.

WHAT SHOULD YOU KEEP?



- Articles of incorporation
- By-laws
- Annual reports
- Correspondence
- Meeting minutes
- Legal documents

WHAT SHOULD YOU KEEP?



- Financial documents
- Planning documents
- Press releases
- Publications
- Scrapbooks
- Photographs and A/V
- Event swag

HOW SERIOUS ARE YOU ABOUT SAVING YOUR HISTORY?

GARAL (c)3 Strategy Chart March 2000-March 2001

still have much to add from handwritten calendar

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics
LONG TERM: Overall: GARAL Mission Statement Specific: Crisis Pregnancy Centers <ul style="list-style-type: none"> Provide women in Georgia with accurate info on reproductive choices, including abortion. Safe Motherhood Initiative <ul style="list-style-type: none"> Decrease inequities in maternal death rate of women of color comparative to white women Family Planning Medicaid Waivers <ul style="list-style-type: none"> Ensure access to family planning resources for the working poor MEDIUM TERM: Crisis Pregnancy Centers <ul style="list-style-type: none"> Pass legislation that requires Crisis Pregnancy Centers (CPC's) to provide medically and scientifically accurate info to their clients Stop state funding of CPC's. File class action, civil lawsuit 	HAVE: People: Staff time: Beth (ED) 20% Errin (COC) 100% Sue (lobbyist) contract Members: 1390 Board of Directors (all): 23 Board of Directors (c)3: 4 Volunteer prospect list: 2358 Volunteer database: 742 Activists: 357 Leaders: 59 Interns: 1 (75%) Women of Color Organizing Project Leaders: 3 E-activists: 45 Enhanced GARAL database: 10891 GARAL 4/4 members: 485 GARAL 3/4 members: GARAL 2/4 members: GARAL 1/4 members: GARAL 0 members: Athens: Barrow Co.: Atlanta: Fulton Co.: DeKalb Co.: Gwinnett Co.: Cobb Co.: Augusta: Macon: Rome: Savannah: PCIP: Prospect Database (PCIP): 30,000 Athens: Barrow Co.: Atlanta: Fulton Co.:	CONSTITUENTS: Overall: Members Volunteers GARAL database Prospect database Pro-choice Women Pro-choice Men Women (and men) who need abortion, family planning services, or sex ed Specific: Crisis Pregnancy Centers College students near CPC's Women near CPC's Members near CPC's GARAL names near CPC's Prospect names near CPC's Safe Motherhood Initiative Pregnant women of color Women of color of Childbearing age (or reproductive age) 15-45 Family Planning Medicaid Waivers Working Poor Medicaid Recipients ALLIES: Overall: GEORGIA Lt. Gov. Speaker Leadership of House and Senate Pro-choice Senators (#) Pro-choice Reps (#) Athens:	PRIMARY TARGETS: Overall: Lt. Gov. Speaker Rules Chairman (House) Rules Chairman (Senate) Committee Chair (for our bills) Committee members (for our bills) <i>Women of Color</i> Specific: Crisis Pregnancy Centers List of CPC's according to city/county (HOW TO TRANSLATE INTO PERSON RATHER THAN INSTITUTION OR ORGANIZATION????) Safe Motherhood Initiative Dr. Education Legislative Targets Family Planning Medicaid	Overall: Athens Tabling events: Human Rights Festival, April 15 th & 16 th Current volunteer base: <ul style="list-style-type: none"> 16 tablers (2 hours each) 2 tabling captains (9 hours of supervision, 15 minute trainings every 2 hours) 1 tabling coordinator (supervision of tabling captains & materials assembly) Recruit @ table: 20 new volunteers 5 for Athens CAN Choice ID's: 5% show up at table and sign up on list Specific: Crisis Pregnancy Centers <ul style="list-style-type: none"> Meeting of Athens CAT (if choose to work on CPC's) (set up goals, objectives, timeline, tasklist, meeting schedule) Investigate CPC's first w/ CAT, then second wave work with new/other volunteers Discover funding sources of targets

- Create a plan
- Appoint a leader
- Do a records survey
- Create a retention schedule

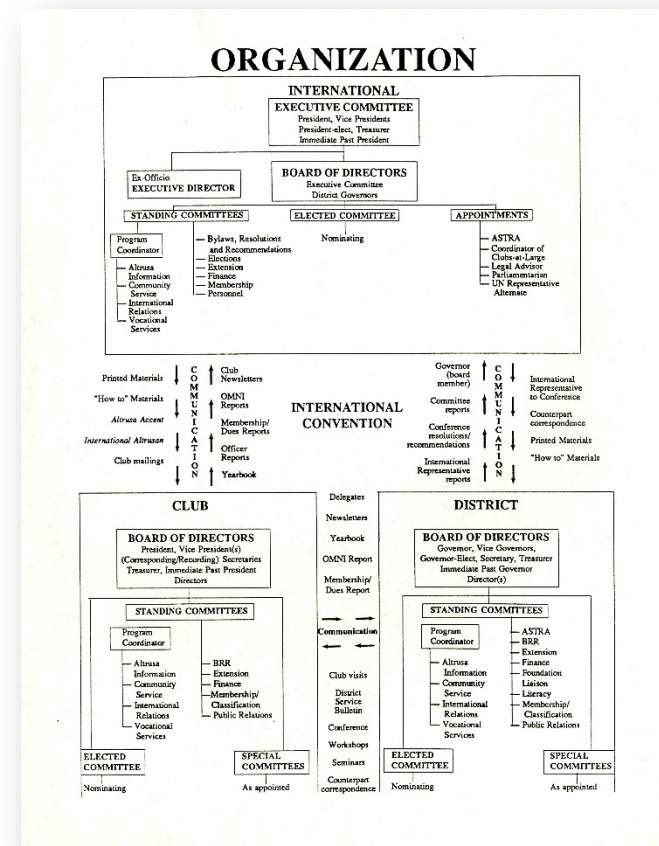
HOW SHOULD YOU KEEP IT?

- Supplies
- Space
- Environment



WHO GETS TO ACCESS IT?

- Members of organization
- Outside Researchers



HOW/WHERE WILL IT BE ACCESSED?

- Safe, secure area
- Monitored?
- Rules for use?
- Descriptive tools
 - Users need to know what you have so they can request it.



DONATE YOUR RECORDS TO A REPOSITORY

- Selecting a repository
 - University special collections
 - Historical society
 - Local archives
- Discussions with the archivist
 - Concerns
 - Privacy and confidentiality
 - Legal issues
 - Copyright
 - Restrictions
- The Deed of Gift



WHAT HAPPENS POST-DONATION?



- Preliminary inventory
- Arrangement
- Description
- Preservation
- Select Digitization
- Use

ORAL HISTORIES: WHY ARE THEY IMPORTANT?



- Human perspective
- Fill in the gaps
- Show different perspectives
- Sometimes challenge the official narrative

ORAL HISTORIES: CREATED OR HELD BY REPOSITORIES



- Equipment
 - Audio recorder
 - Video recorder
- Paperwork
 - Informed consent materials
 - Release form
- Location of interview
 - Quiet
 - No interruptions
- Storage
 - Audio / video / transcript
- Access
 - Who / where / how?

ORAL HISTORIES: IN-HOUSE



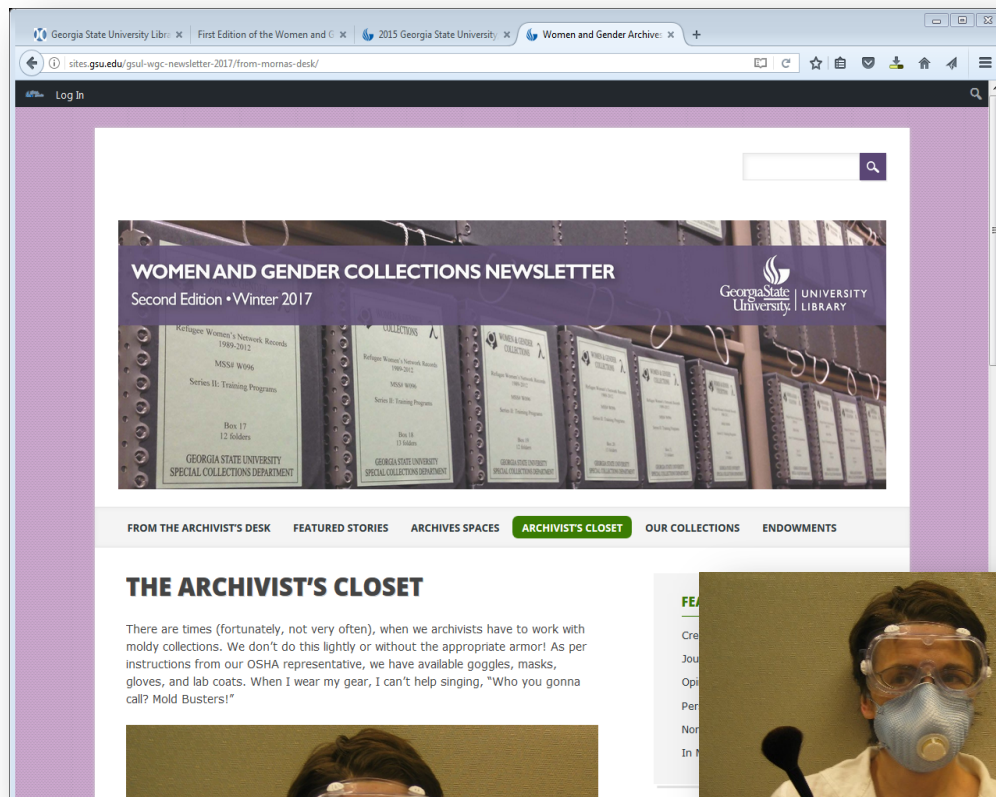
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WHAT CAN YOU DO TO SHARE YOUR HISTORY?

- Newsletters
- Events that celebrate your history or highlight milestones
- Exhibits
- Digitization projects
- Organization history
- Social media



NEWSLETTERS



- Print
- Digital
 - *The Nexus: Where the past Inspires the Future*

EVENTS AND EXHIBITS: TAKING BACK OUR LIVES, 2012

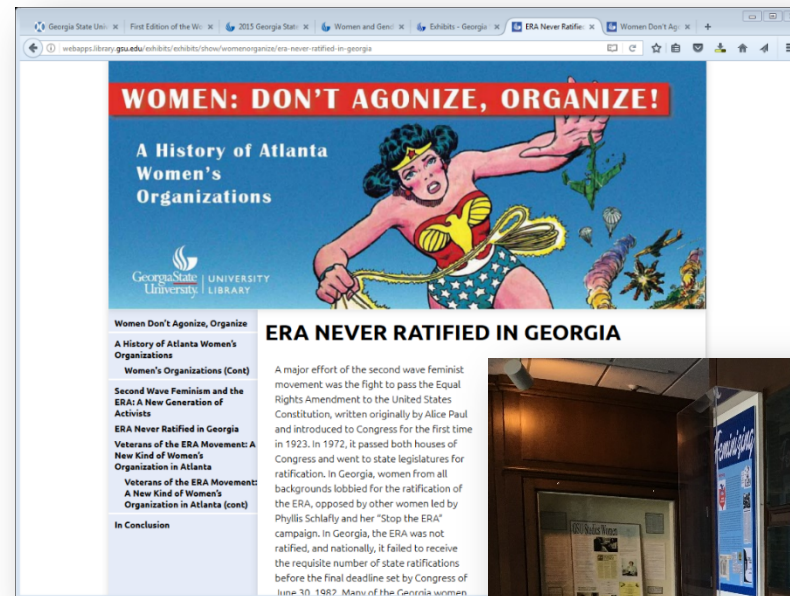


FUNDRAISING EVENTS: *SHERO* OF THE YEAR CELEBRATIONS

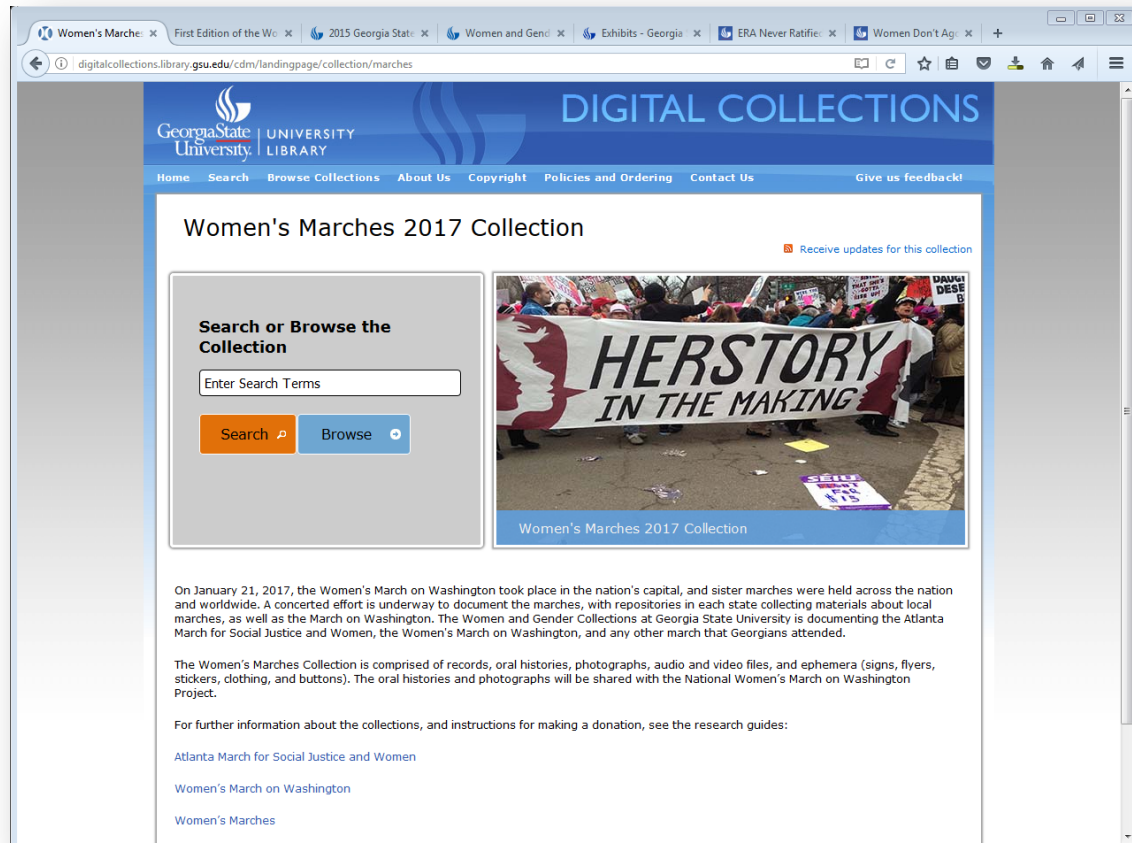


EXHIBITS

- Physical Exhibits
 - How long to you want the exhibit up?
 - Where will it be?
 - Will you use originals or surrogates?
 - Who will do the work?
- Online exhibits
 - Digitization
 - Software (GSU uses Omeka)
 - Platform



DIGITIZING YOUR RECORDS



- Importance of planning
- Staffing
- Description / Standardized language
- Storage
- Access

SOCIAL MEDIA



- Blog (internal / external)
- Facebook
- Twitter
- Instagram

THE POWER OF STORY-TELLING

Kay Scott, previous CEO,
Planned Parenthood
Southeast, Inc.



CONTACT INFORMATION



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