The Artamonoff Business
Using Collections Research for Outreach and Strategic Communication

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WebWise Reprise
Using Collections Images in Online Exhibits
June 3, 2013, 2 PM EDT

PROBLEMS
- Collections comprise 500,000+ items
- Inventory never completed
- Only known to a small, specialized audience
- Lack of resources

SOLUTIONS
- RE-PURPOSE already digitized content with metadata
- SELECT collection with broad, non-scholarly appeal
- PARTNER with local university to recruit interns
- RESEARCH research collections to aid with inventory
- COLLABORATE with scholars, librarians, archivists, and programmers to further project development
- CREATE online exhibit with open-source software
- PROMOTE through multiple channels
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WebWise Reprise 2013
www.connectingtocollections.org
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http://icfa.doaks.org/collections/artamonoff/
OUTCOMES

PROOF OF CONCEPT  
for future digitization projects

INSTITUTIONAL SUPPORT  
for inventory efforts

BODY OF KNOWLEDGE  
about collections

INCREASED PROFILE  
for department and collections

RELATIONSHIPS  
TEMPLATE
OUTCOMES

PROOF OF CONCEPT for future digitization projects
INSTITUTIONAL SUPPORT for inventory efforts
BODY OF KNOWLEDGE about collections
INCREASED PROFILE for department and collections
RELATIONSHIPS with universities, libraries, archives, scholars, and other individuals
TEMPLATE for future initiatives
LESSONS

- Address scalability issues
- Plan for sustainability
- Recognize limitations
- Continue to cultivate new audiences