Society of Ohio Archivists Annual Meeting, April 5, 2013



INTRODUCTION

- The Contest was created by the Society of American Archivists in 2011 as part of their Professional Issues and Advocacy Efforts:
 - Works in Conjunction with American Archives
 Month
 - Celebrating the People who use our Archives by Sharing their Discoveries
 - Encourages the use of Social Platforms
 - It's About Having Fun

CONTEST RESOURCES

- SAA's I Found It In The Archives Kit available at http://files.archivists.org/advocacy/2012-13_IFIITA-PR-Kit.pdf
 - The "How To" Guide for Managing Your Local contest
 - Promotional Flyer
 - Includes Customizable Forms
 - Entry Form
 - Entry Application
 - Release/Waiver

ENTRIES: TELL THE TALE AND THE RESULT

- Researcher describes the Information Source and what it meant to his/her Personal Research
 - 400 Word Essay
 - E-mail (set up a contest specific address)
 - Postal Service (send to "ATTN" contest or person)
 - In Person
 - 2 Minute Video
 - YouTube
 - MPEG-4 Files by Attachment to E-mail
 - In Person/Postal Service (Flash Drive)

YOUR LOCAL ORGANIZATION'S CONTEST

- Choose a time frame
 - SAA recommends October, but it is up to you
 - Be clear about the deadline for submission
- Choose Prize(s)
 - Consider a "Wow" Experience
- Explain the rules
 - Your organization's contest rules should be in line with the National Contest
 - Contestant's will need to be reminded of the rules

MAP YOUR PLAN

- Small Support Team to Manage the Work
- Ask for help from others with skills
 - Media/Marketing Outreach
 - Graphic Design
 - Social Media Posting
 - Online Voting
- Stick with your schedule
 - Submissions from the Public
 - Internal Judging
 - Online Public Voting
 - Announcing Your Local Winner
 - Enter the National Contest sponsored by SAA
 - Pay attention to the National Contest Submission Deadline & Plan Accordingly

SPREAD THE WORD

- Web Page Devoted to the Contest
- Blog Entries
- Listserv Announcements
- Posters/Flyers
- Twitter/Facebook/etc.
- YouTube
- E-mail Blasts
- Institutional Newsletters
- Local News Media

SPREAD THE WORD

- Louis We

Organizational Newsletters



Previous Article || Front Page || Next Article
Contest Deadline Is Jan. 31

I FOUND IT IN THE ARCHIVES!

Have you had a great experience using the Ohio Historical Society's archives at the Ohio History Center in Columbus? Share your story and inspire others!

Share Your Story

Have you discovered a real treasure? Tracked down information about an elusive ancestor? Found our staff to be particularly helpful with your research? We invite you to share your story during our third annual I Found It In the Archives contest.

The Ohio Historical Society is participating in the Society of American Archivists' national competition again in 2013. We're accepting written or video submissions through Jan. 31, 2013.

E-mail your stories to archivescontest@ohiohistory.org or mail them to: Ohio Historical Society
ATTN: Lisa Long
800 E. 17th Ave.
Columbus, OH 43211-2474

Winner Will Be Chosen Through Online Voting

After online voting, a winner will be announced on Feb. 28, 2013. The prize package includes a one-year Ohio Historical Society family membership; a voucher for a free genealogy workshop at the Ohio History Center in 2013; and a behind-the scenes tour of our archives storage area at the Ohio History Center in Columbus.

The winning entry will be submitted to the Society of American Archivists' national competition. Find more information about submitting your entry on our Collections Blog at ohiohistory wordpress.com.

Here's Last Year's Winning Entry

Here's last year's winning entry by Brian Fox of Pickerington, Ohio, who uncovered an 1897 Toledo scandal in the course of doing family history research at the Ohio History Center.

Blog Entries

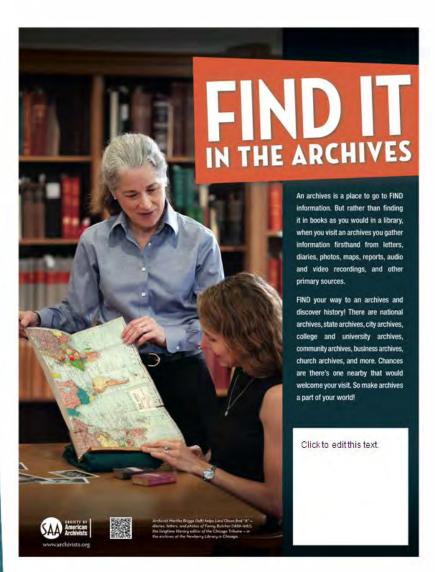


Connecting you with the real "stuff Home About Donate Exhibits Programs Speakers Bureau State Archives of Ohio - Remember December 7th! Give the Gift of History - Genealogy → Subscribe to our blog! Join 120 other followers Contest - I Found It in the Archives! Posted on December 9, 2010 by ohiohistory Sign me up! We know that people get value from their visits to the Ohio Historical Society's archives across the state of Ohio (list of OHS sites can be found here). That is why our staff was Help OHS eager to participate in the Society of American Archivists I Found It In the Archives! Donate national contest. Search our blog: Search I FOUND IT IN Blog Archives: Select Month THE ARCHIVES Subjects: Select Category Follow us on Twitter: My week on twitter: 4 retweets received, 1 new listings, 58

new followers, 14 mentions.



ADVERTISE: SIGNS AND FLYERS





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ADVERTISE:
PRESS
ANNOUNCEMENTS
CAN LEAD TO
STORIES IN THE
LOCAL MEDIA



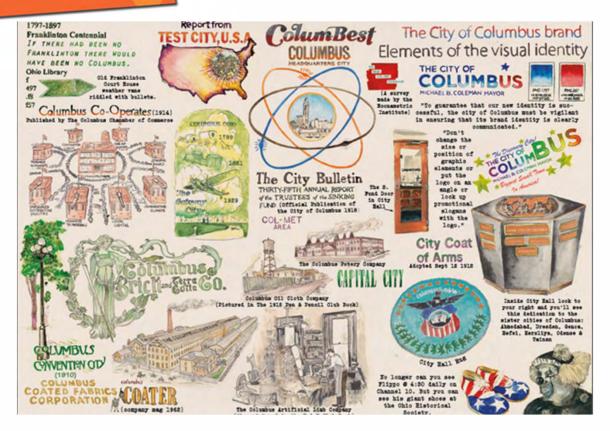
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JUDGING

- Internal Judging
 - People who are managing the entries <u>Should Not</u> be judges
 - Odd Number/Diversity
 - Familiarize judges with the rules
 - Judge on the Story: Information Source and Personal Impact
 - Narrow down to Finalists
- Public Voting
 - Online: Goal is to "drive people to your website" or FB page
 - Advertise (Pump Up Excitement)
 - Set a voting time frame
 - Announce the Winner

OHS MEASURES OF SUCCESS

- Number of Entries
 - 2011: Ten Official Entries
 - 2012: Six Official Entries
 - 2013: Ten Official Entries
- How often you promote the contest using social media
 - Statistics on Public Voting
 - 2011: 466 Votes Cast (Winner Received 43%)
 - 2012: 261 Votes Cast (Winner Received 54%)
 - 2013: 284 Votes Cast (Winner Received 50%)
- Word of Mouth and One On One Time with local winner
 - Every Year: PRICELESS



- Louis Well

2013 ENTRY "WOW!"

Original Art by Mary Jo Bole: Spent weeks at the Ohio History Center archives researching images for the Columbus Bicentennial

THE REAL PRIZE: STACKS TOUR/TALKING WITH OUR RESEARCHERS

2011 Winner-Linda Carew Ejzak



2013 Winner-Doug Tracy



NATIONAL CONTEST ROUND

- SAA accepts one entry from local archives for that year's contest before the first weekday in March
 - Follows the same advertising and judging processes as the local contests
 - Internal and Public Judging in April & May
 - Winner announced in June
 - Prize: Trip to SAA's Annual Conference in August
 - Make sure your Local Winner is aware of the National Contest

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Tallying Our Success

STATISTIC TRACKING TO JUDGE SUCCESS



As always, we'd like to try to measure our success with this I Found It In The Archives! campaign. To that end, we ask that you track, to the best of your ability, the numbers that indicate what you achieved:

- How many people did you "touch" directly with your information through your database of users and others?
- · Number of entrants.
- Number of hits on your website page dedicated to the contest.
- · Number of votes cast.
- Number of media impressions. (This is measured by the circulation of the print media or the audience of the broadcast outlet. You can Google a question such as "circulation of XYZ newspaper" or "audience of XYZ program on channel X" and will almost always wind up with current information for a specific news outlet.)
- · Any other statistics that you can collect.

Please collect these numbers as you go along so that when you receive a survey from SAA headquarters, you can easily fill in the blanks and we can see what kind of impact this campaign has had.

We're hoping for a large and enthusiastic turn-out for this campaign to raise awareness of the value of archives and archivists. Thank you in advance for participating!

PLEASE VOTE IN THE 2013 NATIONAL CONTEST AT

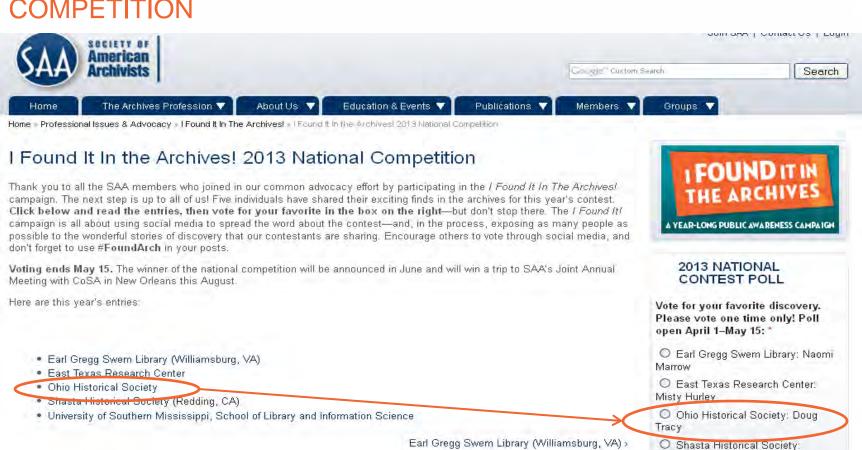
- LOUIS W

Charlotte Farmer

Submit

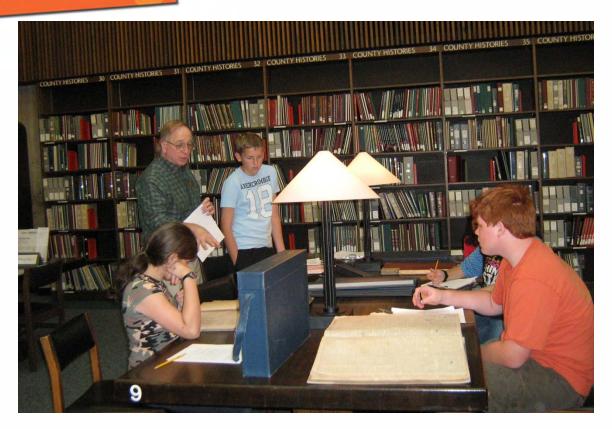
O University of Southern Mississippi, School of Library and Information Science: Brianna Barnard

WWW2.ARCHIVISTS.ORG/INITIATIVES/I-FOUND-IT-IN-THE-ARCHIVES/I-FOUND-IT-IN-THE-ARCHIVES-2013-NATIONAL-COMPETITION



« I Found It In The Archives! (Home)

Printer-friendly version



- Louis We

CONTINUE THE CONVERSATIONARCHIVESCONTEST@OHIOHISTORY.ORG



Has anyone run the contest in their repository?

What was your experience like?



How can we increase participation?



Is there interest in a statewide competition?



How can we use the contest information to demonstrate the value of archives to legislators, donors, granting agencies, etc.?