Preservation Awareness Outreach Amidst Shrinking Budgets: A Success Story

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Outline

- About Stockton
- About Stockton Library’s Preservation Program
- Preservation awareness exhibits
  - Contents
  - Successful factors
  - Lessons learned
- Other preservation awareness activities
About Stockton University

- Founded in 1969 on 2,000 acres in the National Pinelands Reserve, Southern New Jersey
- A liberal arts institution with 9,621 students, 344 FT faculty (fall, 2018)
- 57 undergraduate, 14 graduate programs
- Has several satellite sites in the region

Photo Credits: Stockton University Website, http://www.Stockton.edu
About the Library

- Located in the center of a cluster of buildings
- 2 administrators, 8 librarians, 16 FTE and 11 PT staff, serving 23,539 registered users
- 1.8 million physical items, 261,000 e-books, 184 databases, 59,000 print/e-journals, 131 computers & 30 laptops for public use
- Hosts several library and academic program exhibits yearly
Stockton Library Preservation Program

- Started in 1996 with 1 supervising librarian and 1 part-time staff member
- Performs repairs on print materials
- Hosts preservation awareness exhibits
- Appraises and consults
- Conducts preservation-related studies
Why Preservation Awareness?

- “To inform and educate the public in using library materials in the least damaging way” (Page, 1997)
- To “foster relationships with communities” (Cuming, 2007)
- To “articulate the link between access and preservation” (Ibid.)
- The Heritage Health Index Report (Heritage Preservation, 2005)


Preservation Awareness Challenges

- One of the most difficult tasks facing libraries
- A users’ attitudinal issue
- A result of users’ thoughtless or careless behavior
- Such behavior is largely out of a library’s control

Why Preservation Awareness at Stockton?

- Increasing number of damaged materials
- A need to communicate with the user, as well as the library staff, on why materials needed care, and how they should be handled
- Goal of exhibits: to raise the awareness, so as to prolong the lives of materials, and make them available for future users
Examples of Damaged Books
Annotated
"Critically" Studied
“Bookmarked” and “Bug-Managed”
Washed, Stained, Oiled, and...
“Rescued” and “First-Aid”-Treated
Chewed
Preservation Awareness Exhibits

- Date started: 1999
- Length: One week to one month
- Location: Library lobby
- Frequency: Every other year since 2009, sometimes content is combined with National Library Week
- Content: How to care and preserve print and other format of materials
Exhibit and Event Progression

1999
- First Preservation Exhibit: Book Care Awareness Display

2005
- Book Care Awareness Month

2007
- Aligned with ALA Preservation Week Event

2009
- Hosted Preservation Week and ALA National Library Week at the same time

2012
- Offered Preservation Week services during ALA National Library Week

2013
- Preservation Week

2014

2017

2018

2019
- Combination ALA National Library Week and Preservation Week
Advertising and Outreach

- Collaborate with Graphics Department to design posters and table tents

- Contact Event Services:
  - Request tables
  - Disperse posters and table tents throughout the campus
  - Advertise on Campus TV

- Contact custodial to make sure table tents do not get thrown out

- Reserve table cloth(s) with the catering department

- Campus-wide e-mail blasts to students and faculty/staff
Exhibit Contents

Tables

Displays

Presentations

Services
First Impressions

Table with free “goodie bags”, brochures and bookmarks

Introduction and mission statement

Path of students entering Library

Display cases featuring mended or damaged books
Exhibit Table Contains

- Free rain bags made from recycled materials
- The bags also serve as “goodie bags” stuffed with:
  - bookmarks and brochures on preservation, including preserving print and digital materials of library and personal collections
- Free booklets on book preservation and repair
- A sign-in book with exhibit date for statistics
Displays

- Display cases:
  - 4-5 display cases for every exhibit
  - Presented variety of damaged and repaired books
  - Displayed assortment of repair/mending supplies

- Other information
  - Book parts; common problems in preservation presented in Q&A format
Presentations and Services

- Live mending demonstrations
- Free book mending for students and faculty
- Videos for viewing-ULTRA (The Undergraduate Learning, Training and Awareness Program) credit
What Worked on Hosting Exhibits
Planning

- Make a detailed plan that includes:
  - A timeline
  - Action items
  - Methods of actions
  - Responsible parties
  - Needed materials/information

- Record what comes to mind

- Allow enough time
Publicity

- The exhibits were publicized across the campus with flyers, posters, table-tents in the library, hallways and on dining tables.

- The events reached to the student newspaper, campus TVs and e-boards, email listings of all user groups.

- Involve students and faculty.
Activities

- Poster contest with cash awards for winners
- Credit-earning (ULTRA) movie viewings
- Live book repair demonstrations
- Free book repair and exchange
- Involve students and faculty
Information Provided

- Imparting accurate and up-to-date information (Cuming, 2007)
- Providing information on different material formats, e.g., print, digital, photographs, etc.

Exhibit-Conscious

- Always be on the lookout for sample items to exhibit when working with damaged materials
- Designate an area for exhibit materials
- Be aware of new trends and techniques
Budget-Friendly

- Be creative!
- Aim at no cost or low cost programs
- Acquire free materials whenever possible
- Use recycled materials
Lessons Learned on Hosting Exhibits

- Exhibit running time
  - 1 week vs. 1 month

- Exhibit schedule
  - Check Campus Calendar

- Exhibit materials
  - Try to avoid adding dates on advertisement materials
Lessons Learned (Continued)

- **Documentation**
  - Sign-in logs
  - Photographs of visitors

- **Budget and bulk ordering**
  - Order materials in bulk
  - Look to grants

- **Contests/Activities**
  - Mindful wording for contests/activities
  - Awareness of long-term storage commitment
Preservation Awareness Continues: Activities on Campus

- “It Can Be Saved”--demonstration for the Stockton Action Volunteers for the Environment (SAVE), April 2015
- Preservation awareness education with library staff
- Campaign flyers throughout the library
Preservation Awareness Continues: Outside Stockton

- Book History and Mending program for 7th Grade Girl Scout Troop, November 2017
- Book Mending/Preservation demonstration for “Take Your Child to Work Day,” April 2018
- Girl Scout Book Badge Program, July 2018
Future Work

- Continue reaching out to students and faculty
- Continue preservation awareness education with library staff
- New territory exploration with the archivist/special collections librarian in reaching out to community
Resources--Organizations

- **ALA Preservation Week** – Provides massive amounts of Preservation Information and Resources, including Event Planner ([http://www.ala.org/alcts/preservationweek](http://www.ala.org/alcts/preservationweek))

- **Conservation Center for Art & Historic Artifacts (CCAHA) (Philadelphia, PA)** – Largest nonprofit conservation center offering treatment services and information ([http://www.ccaha.org/publications](http://www.ccaha.org/publications))

- **LYRASIS** – Provides resources and links to standards and best practice in preservation management, training and project consulting ([https://tinyurl.com/n3p37la](https://tinyurl.com/n3p37la))

Resources--Institutions

- Library of Congress Preservation Department
  (http://www.loc.gov/preservation/)

- Indiana University’s E. Lingle Craig Preservation Laboratory
  (https://libraries.indiana.edu/preservation)

- Hoover Institution Library and Archives Preservation Resources
  (http://web.stanford.edu/~rayan/hoooverpreservation.html)

- MIT Conservation and Preservation Services
  (https://libraries.mit.edu/preserve/)

- University of Delaware Library Center for Digital Collection: Conservation Unit
  (http://www2.lib.udel.edu/Preservation/)
Other Resources

- Preservation Week Event Toolkit (http://www.ala.org/alcts/preservationweek/tools)
- Brodart – “Guide to Book Care and Repair” (http://www.brodartbooks.com/)
- Gaylord Archival – “Guide to Collections Care” (http://www.gaylord.com/)
- “Videos on Preservation” from ALCTS/ALA (http://www.ala.org/alcts/preservationweek/resources/video)
- “Free Preservation Webinars” from ALA (http://www.ala.org/alcts/preservationweek/webinars)
References


Questions?

Thank You!

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