



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



Lake Fred



Campus Center



Atlantic City Campus

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



Library Entrance



Learning Commons



Quiet Study Area

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)

Cuming, Jocelyn. (2007). Promoting Preservation awareness in New Zealand: the role of the National Preservation Office, Te Tari Tohu Taonga. *Alexandria: The Journal of National and International Library and Information Issues*, 19(1), 37-45.

Heritage Preservation. (2005). *A public trust at risk: The heritage health index report on the state of America's collections*. Retrieved from <http://resources.conservation-us.org/hhi/>

Page, J. A., (1997). Reaching your customers: The first steps. In Jeanne M. Drewes and Julie A. Page (Eds.), *Promoting preservation awareness: A sourcebook for academic, public, school, and special libraries* (pp. 3-6). Westport, Conn.: Greenwood Press.

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

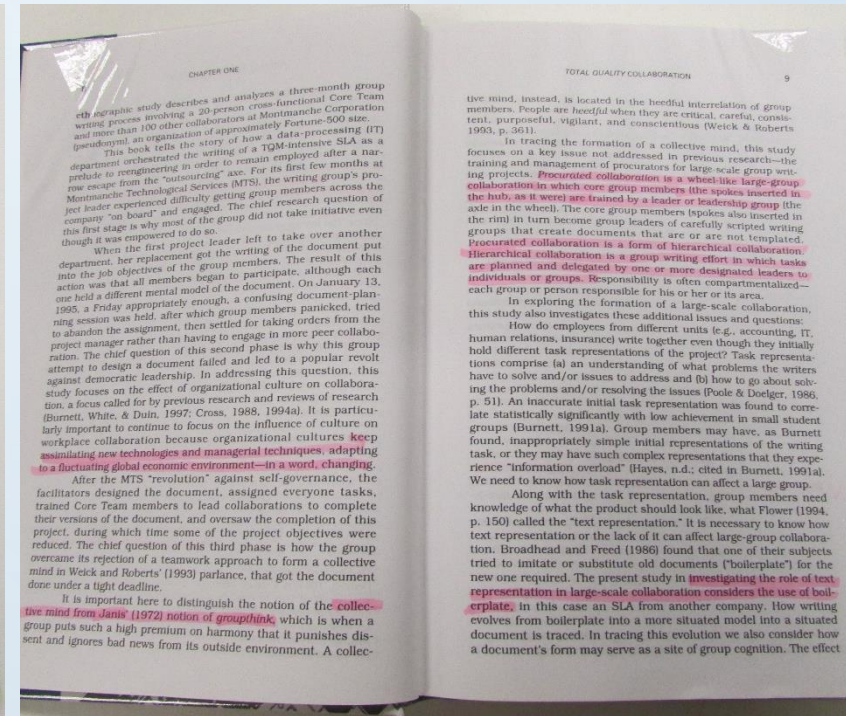
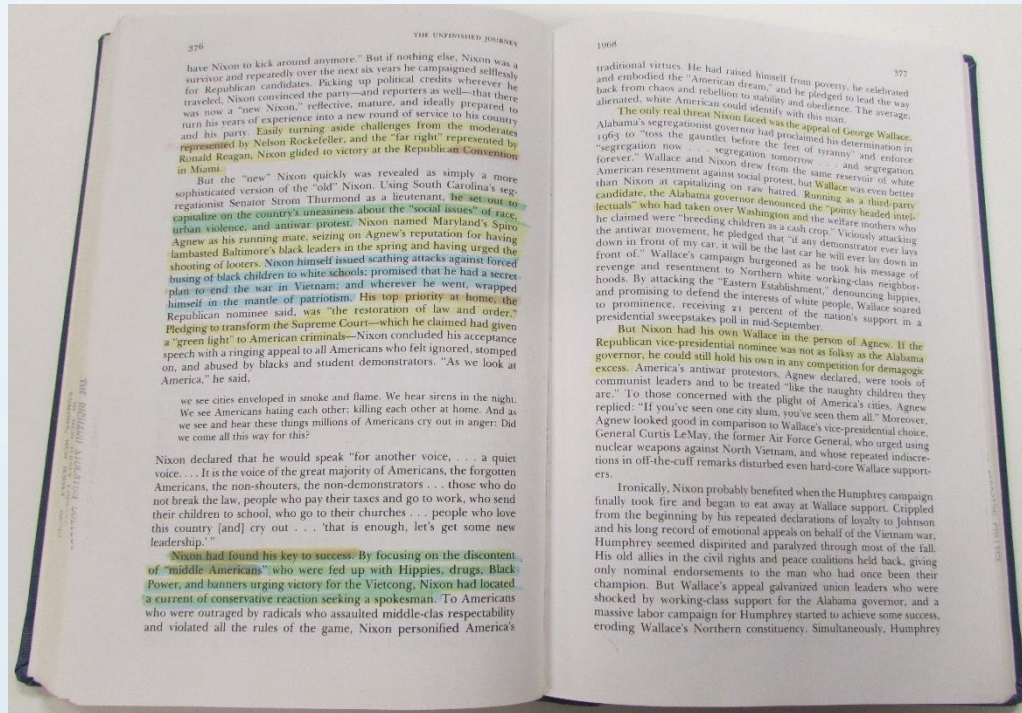
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Why Preservation Awareness at Stockton?

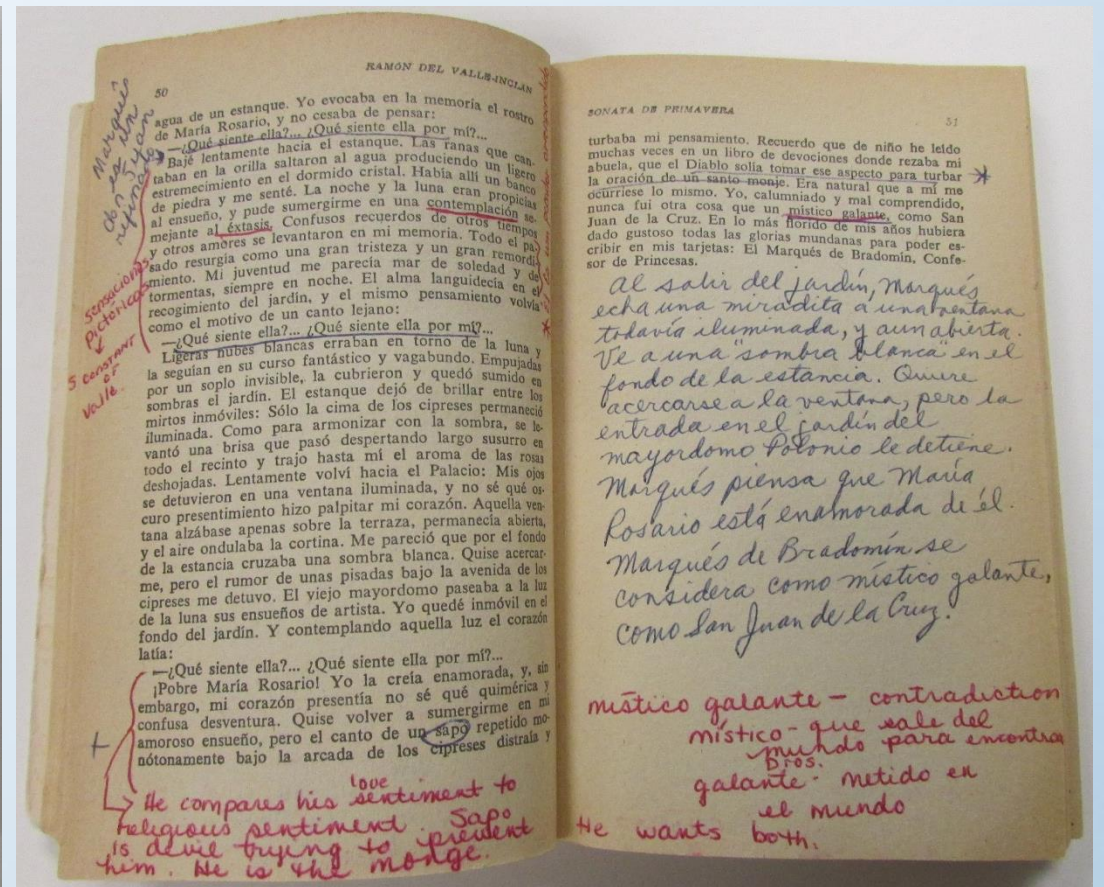
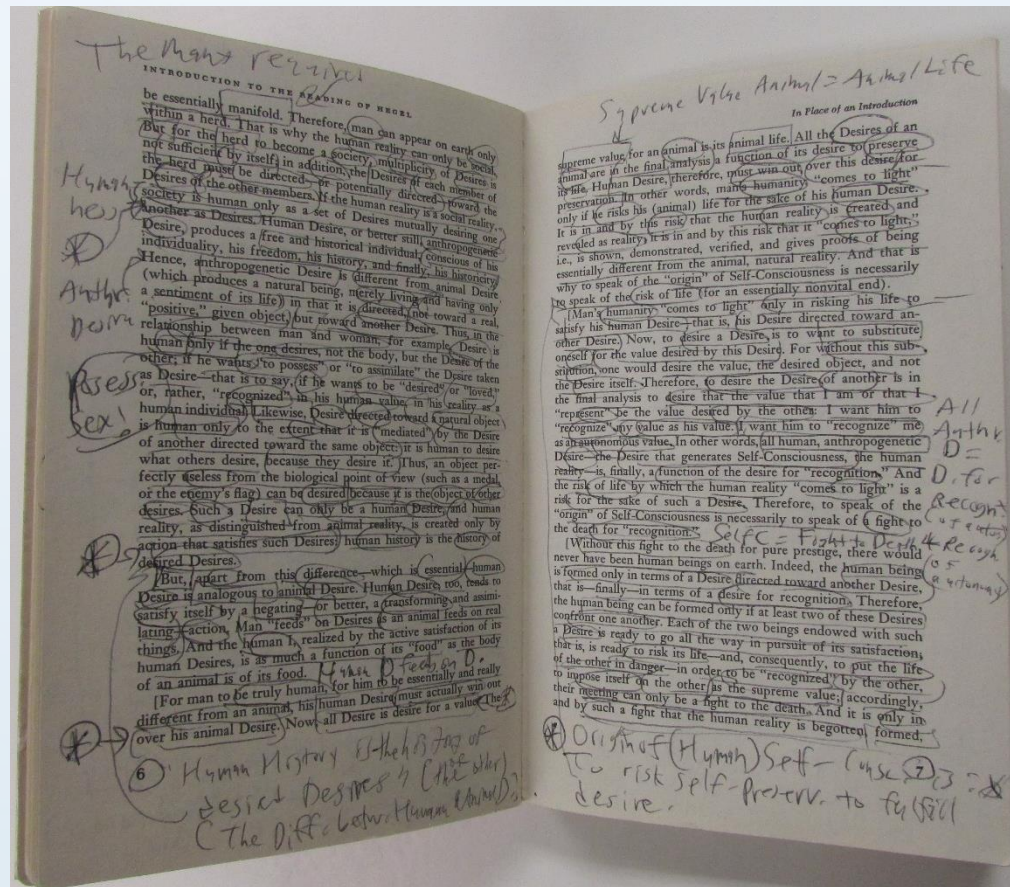
- Increasing number of damaged materials
- A need to communicate with the user, as well as the library staff, on why materials needed care, and how they should be handled
- Goal of exhibits: to raise the awareness, so as to prolong the lives of materials, and make them available for future users

Examples of Damaged Books

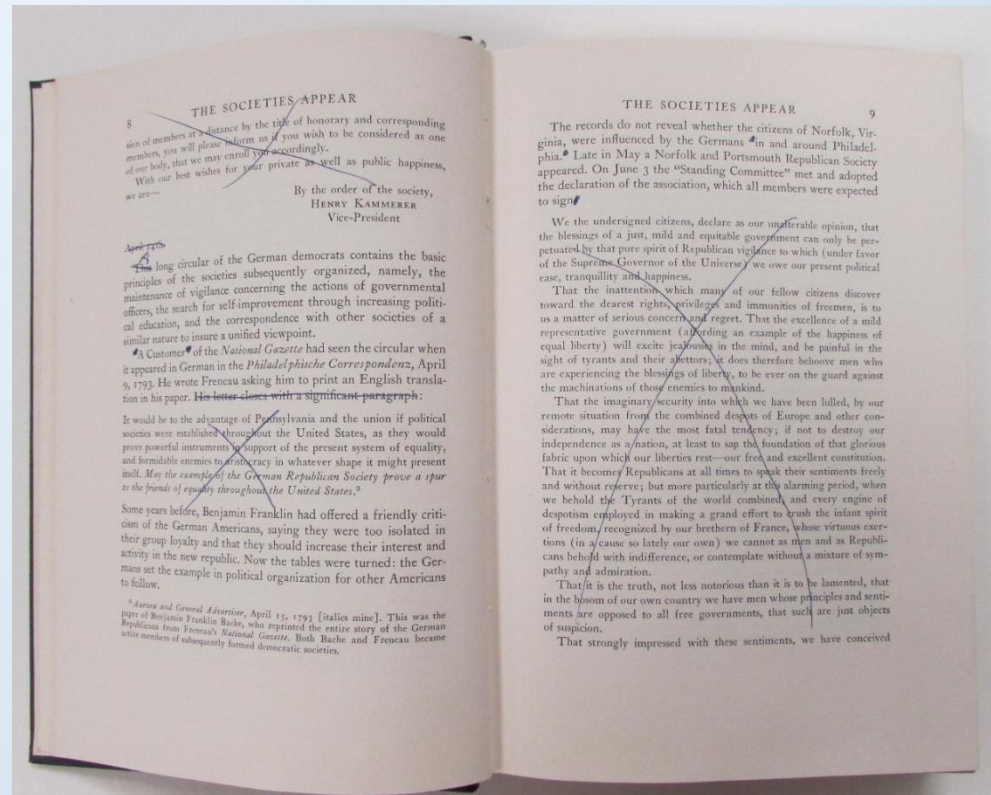
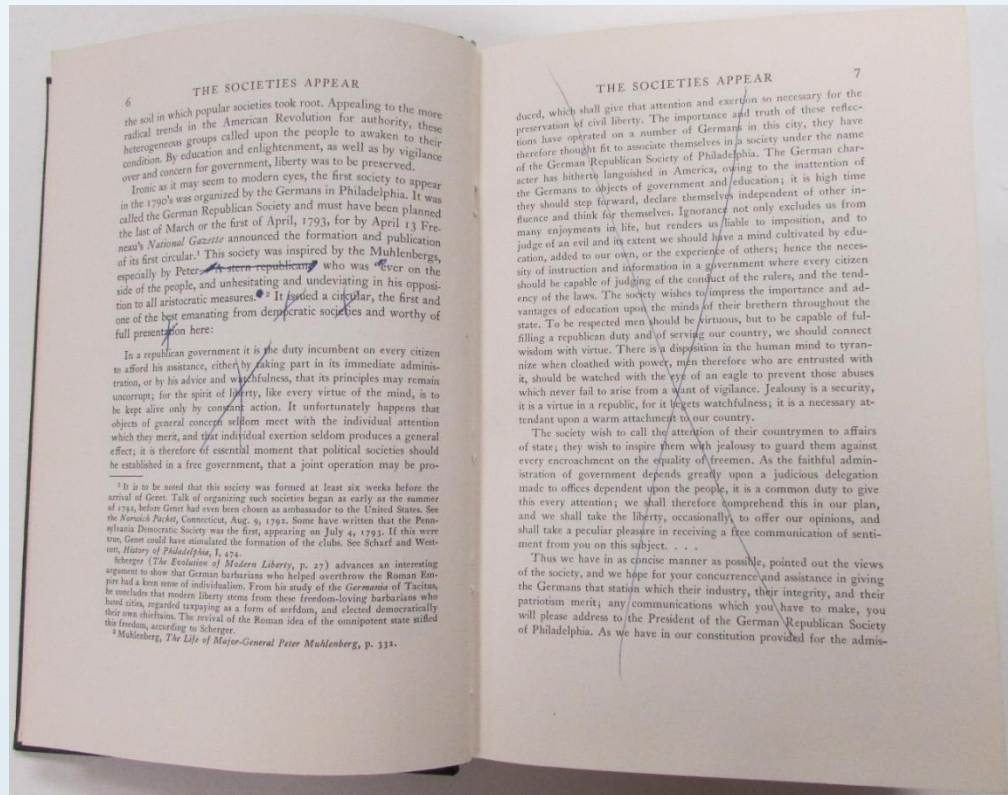
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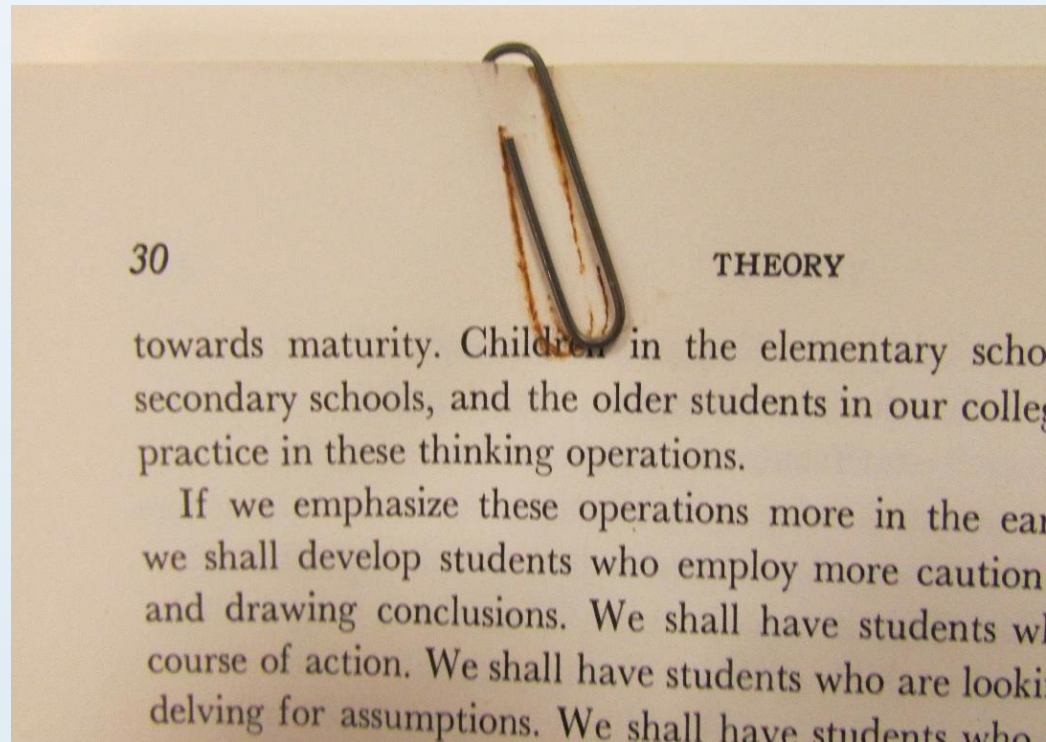
Annotated



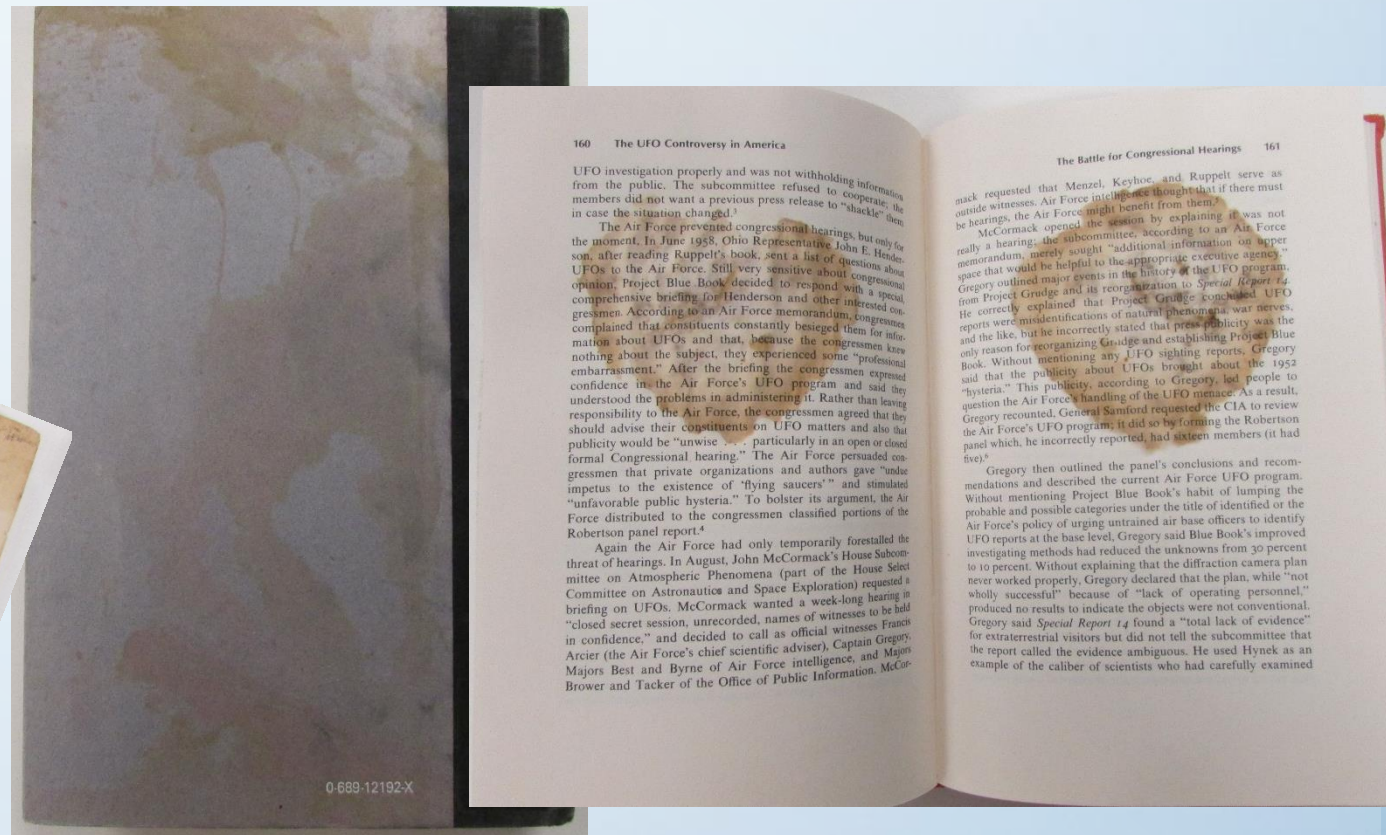
“Critically” Studied



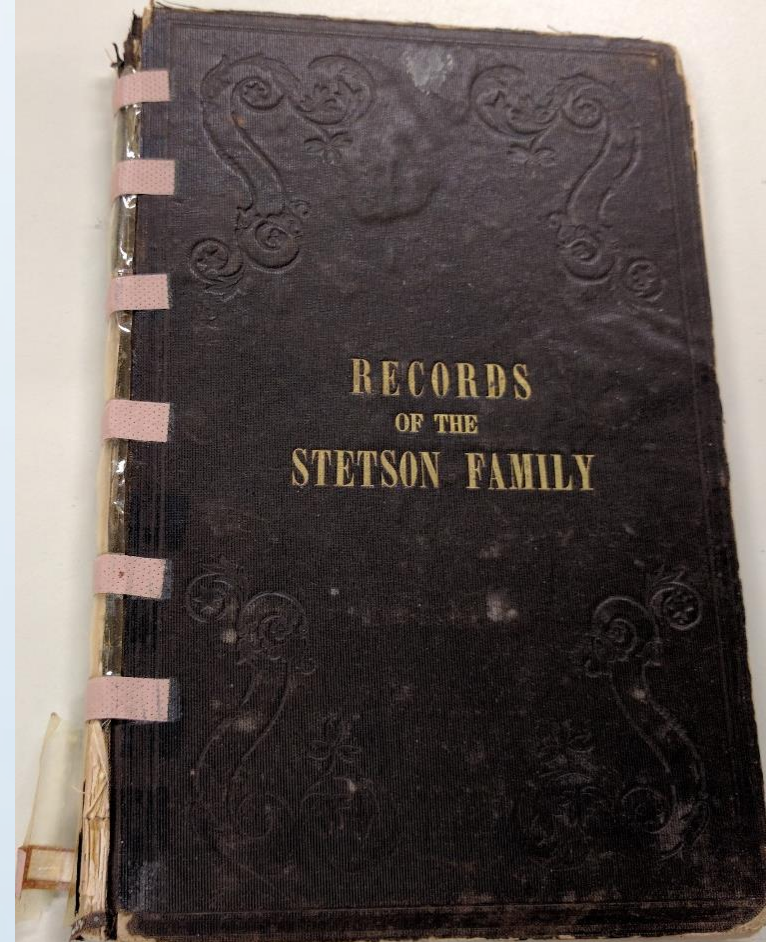
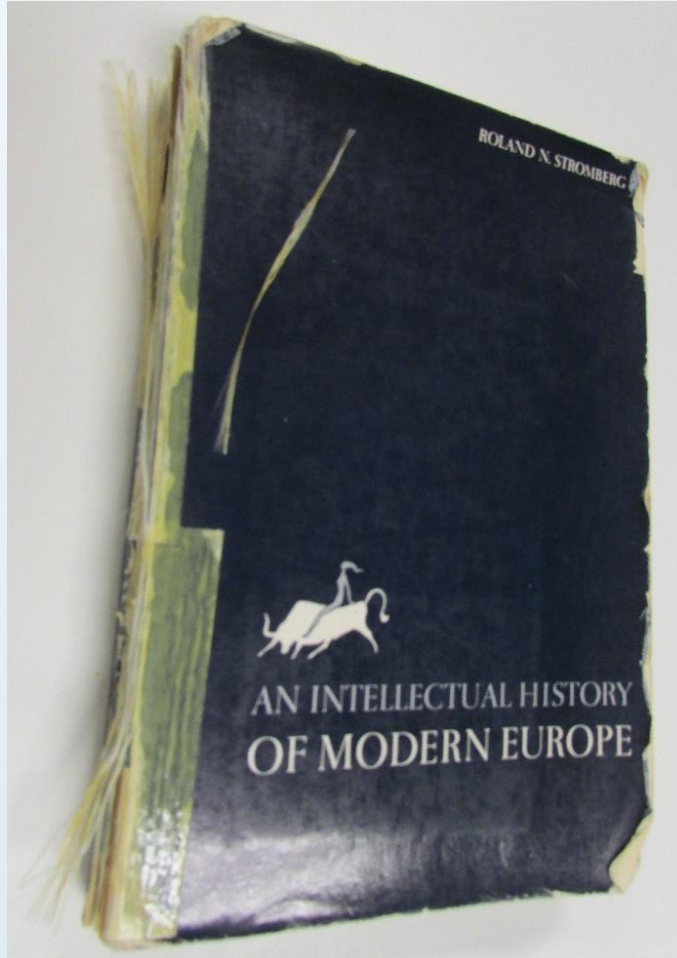
“Bookmarked” and “Bug-Managed”



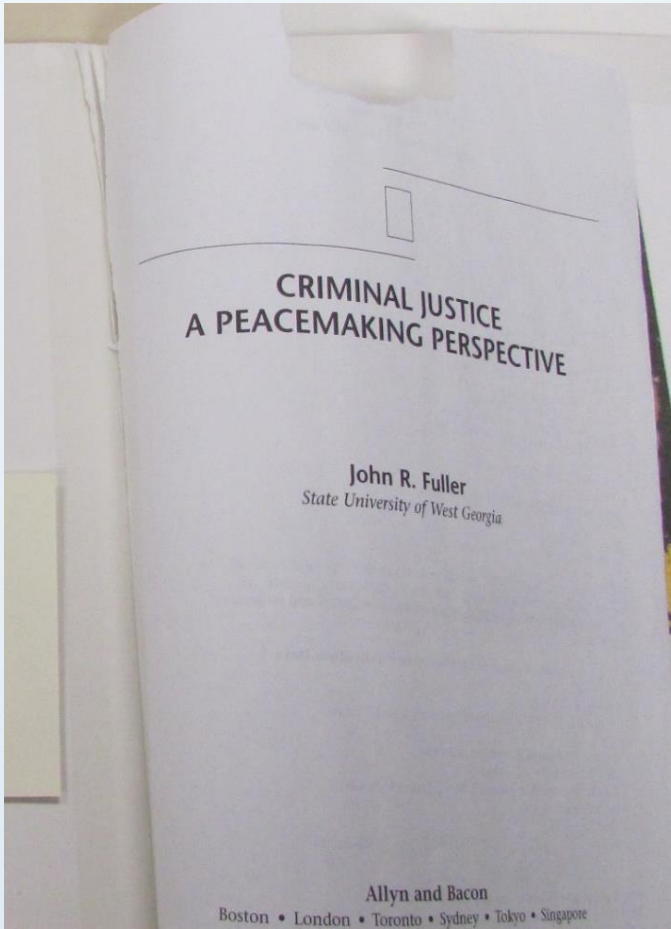
Washed, Stained, Oiled, and...



“Rescued” and “First-Aid”-Treated



“Loved”



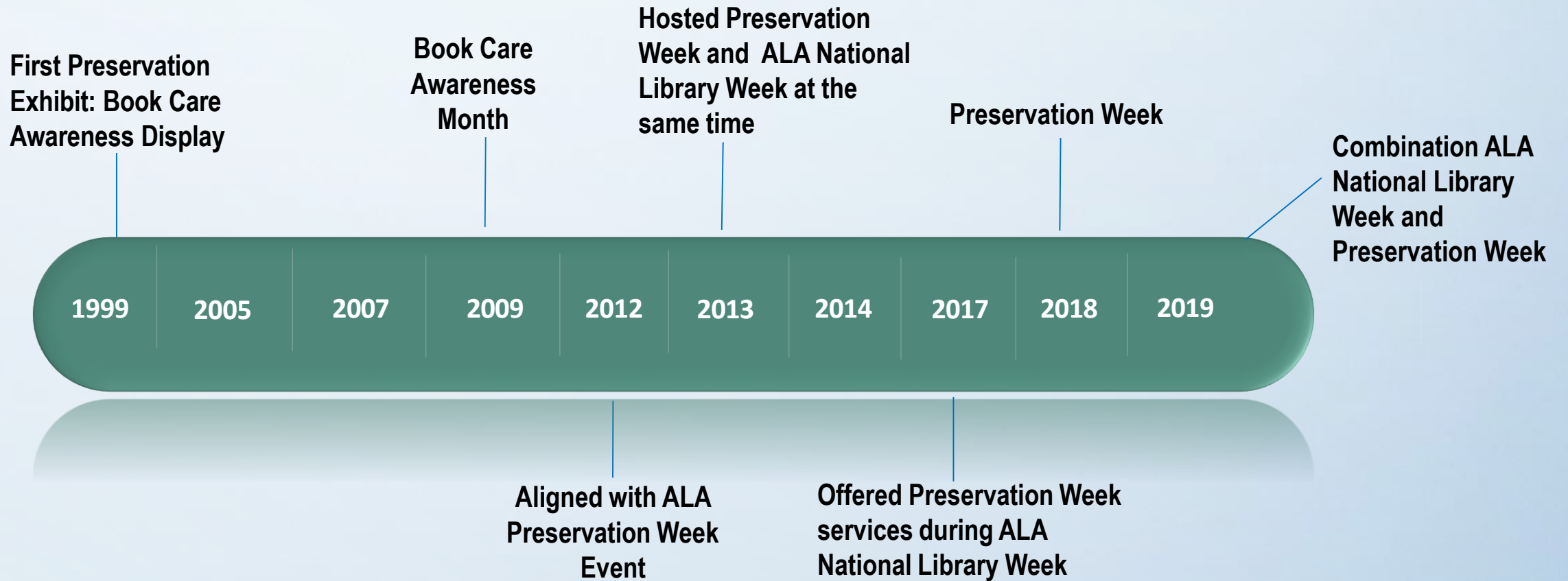
Chewed



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



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



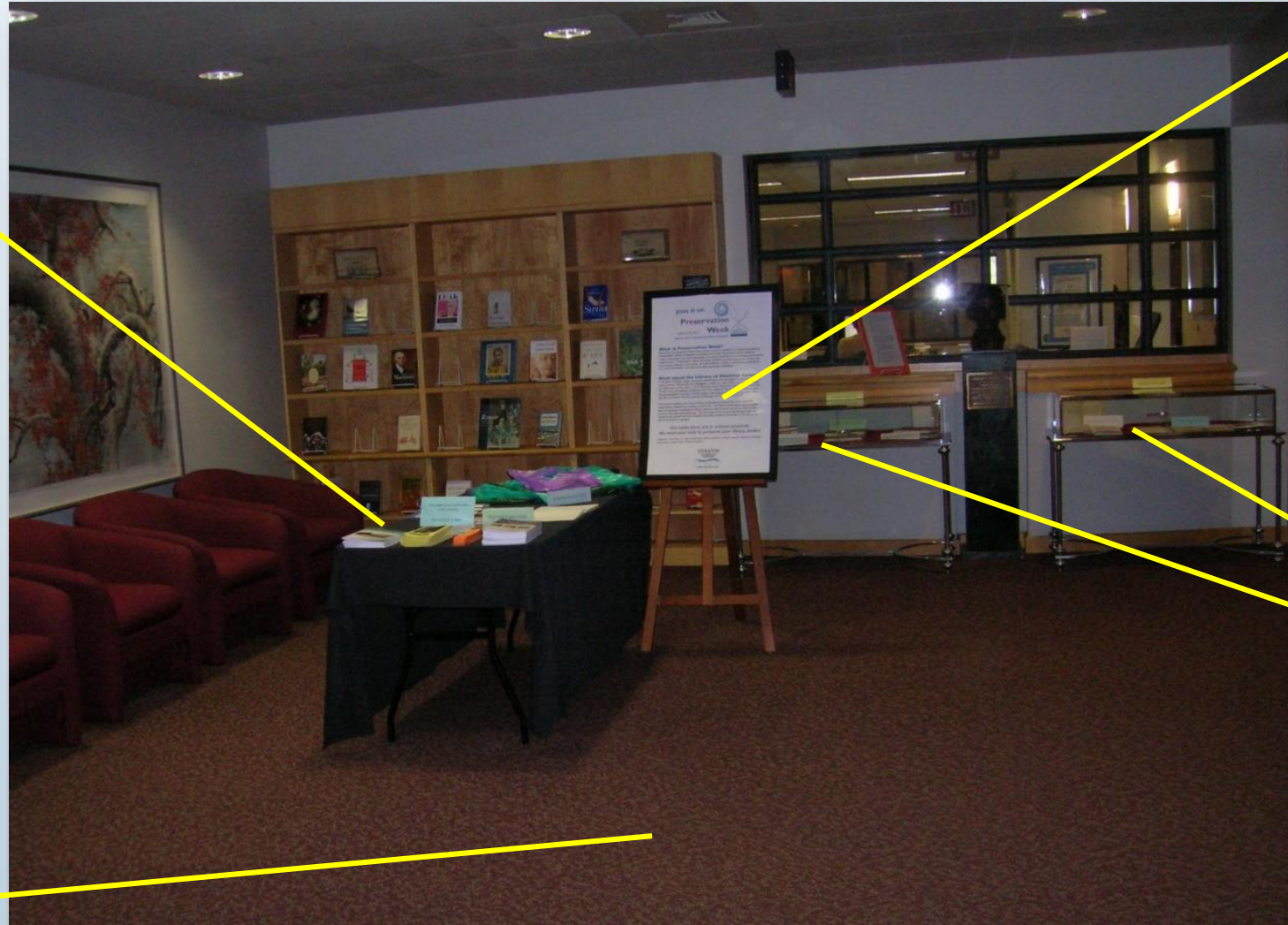
Services



First Impressions

Table with free
“goodie bags”,
brochures and
bookmarks

Introduction
and mission
statement

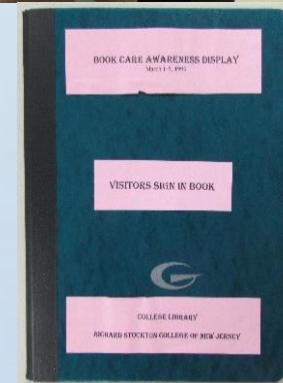


Path of
students
entering
Library

Display cases
featuring
mended or
damaged
books

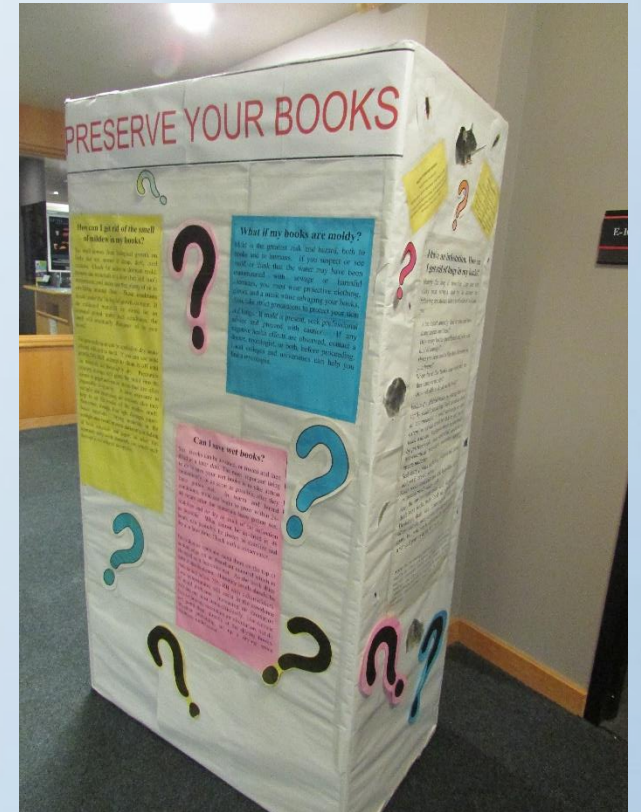
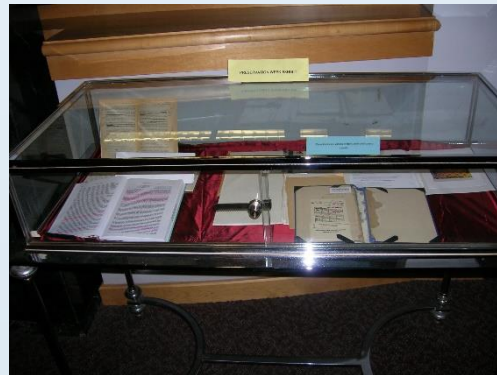
Exhibit Table Contains

- 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



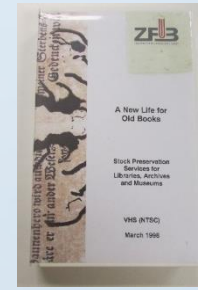
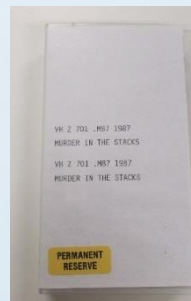
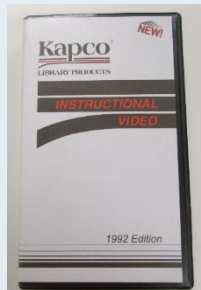
Displays

- 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

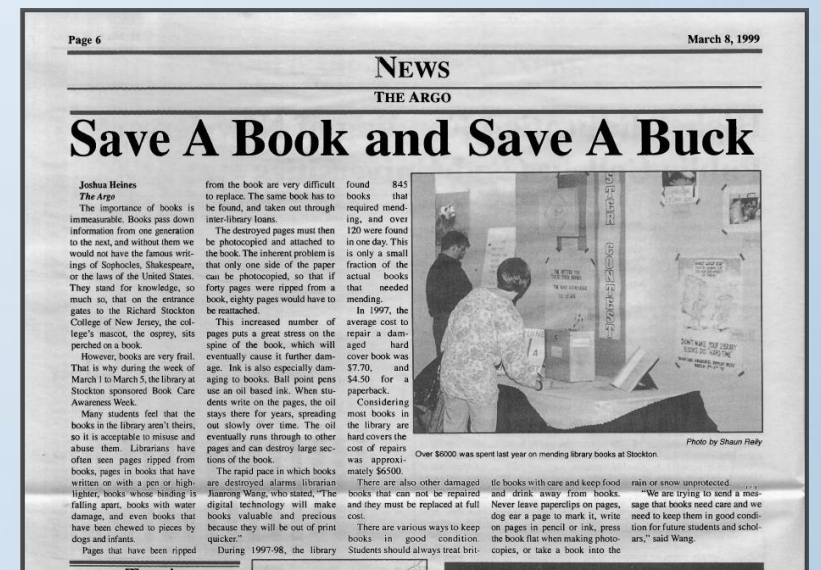
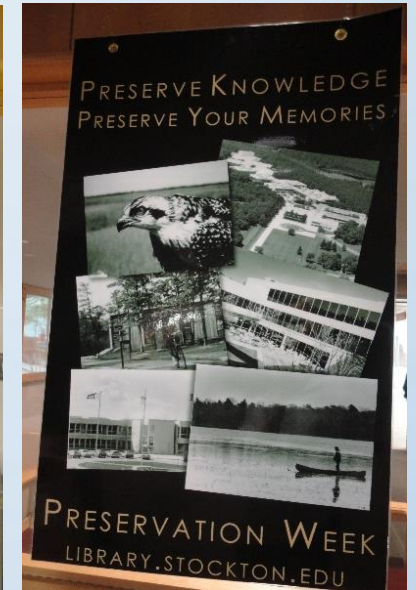
Planning

- 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

BOOK CARE AWARENESS EXHIBIT March 1-31, 2009	
Place of display:	The Library lobby
Materials:	Video recordings, rain bags, bookmarks, posters, brochures, table-tent signs, display cases, pictures of damaged books, sample damaged books and mending supplies.
Activities:	<ol style="list-style-type: none">1. Video tape viewing. Video recordings entitled "Murder in the Stacks" and "Slow Fires: On the Preservation of the Human Record" will be available for the community to watch. The tapes address the importance of preservation and the general care and handling of library materials.2. Book repair demonstrations. Faculty, staff and students are encouraged to bring one of their books for repair to the demonstration. Mending will be performed on spot for two hours daily during the week.
Timeline	
10/08:	Get approval from library administration Research for updated information on preservation Research for preservation awareness survey questionnaires Revise previous display Introduction. (We have a tape on the first display) Draft contents of display flyers, brochures, bookmarks and table tents (make sure to credit the appropriate organizations/persons from whom we take the idea and content from Research for rain bags vendors
11-12/08	Gather display supplies --reserve library display cases, easels --reserve the two video tapes and equipment for the event --find display boards for posters, photos, display Q&A --supply anything else that is useful for the display Prepare for display --make display flyers --print out display Introduction and mount it on a board --work with Graphics/Print Shop for display brochures, bookmarks --print out Q&A
1/09	Prepare damaged materials --select damaged books for display --draft exhibit language for selected books; decide their display order, methods and locations --select repaired materials (books, ref books, periodicals) to showcase mending accomplishment; prepare language to communicate the idea that prevention is the best way for books
2/09	Final check on preparations --make sure all the supplies are in place --make sure printout work is completed from Print Shop --all work should be completed, except survey form --prepare survey form and make copies
3/2009	Exhibit month

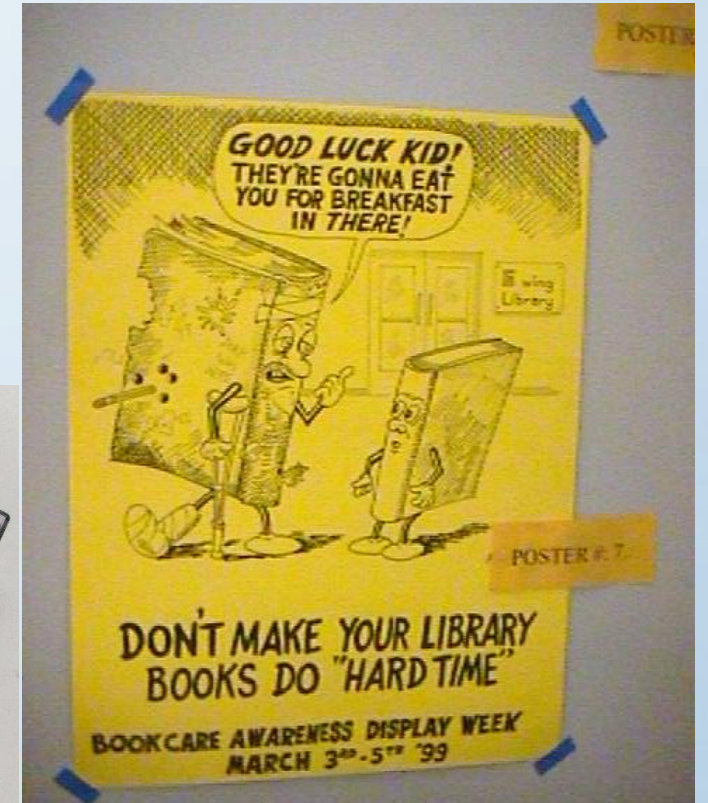
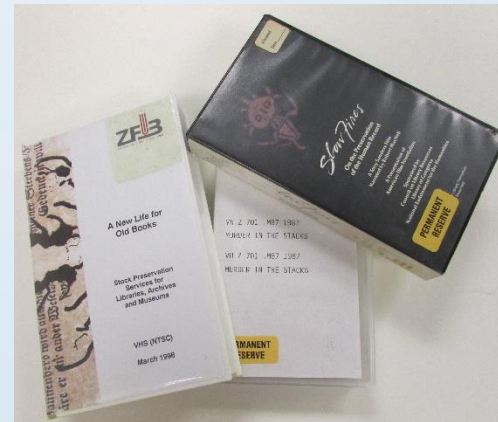
Publicity

- 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.

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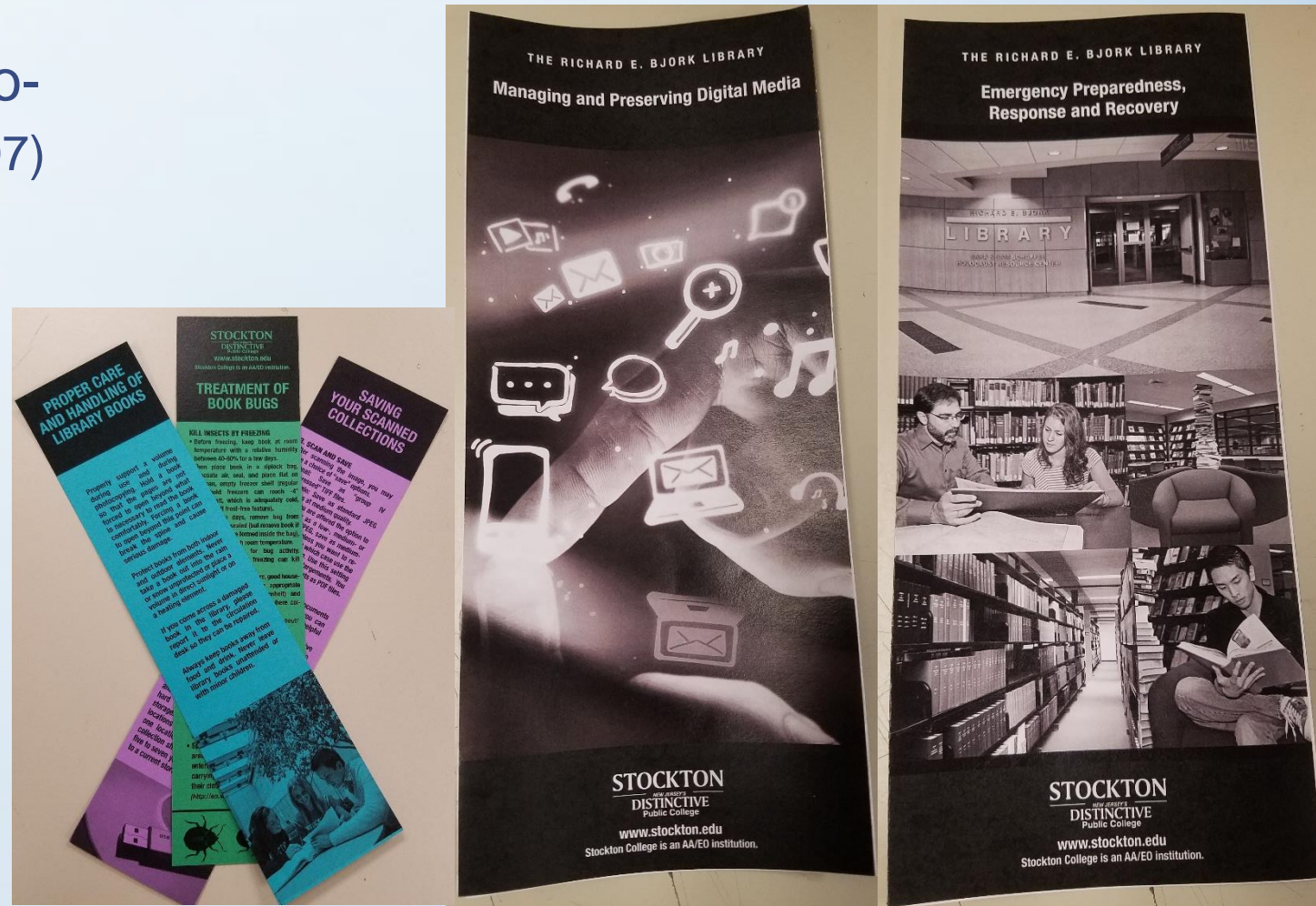
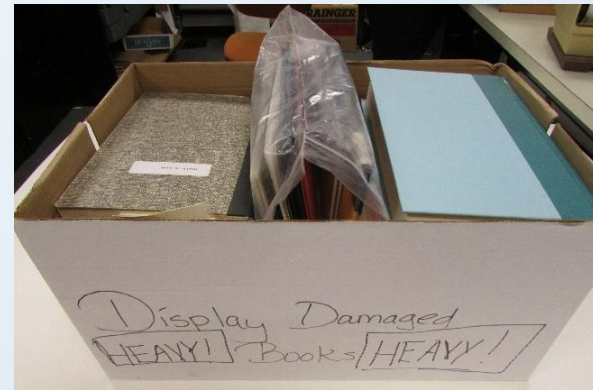


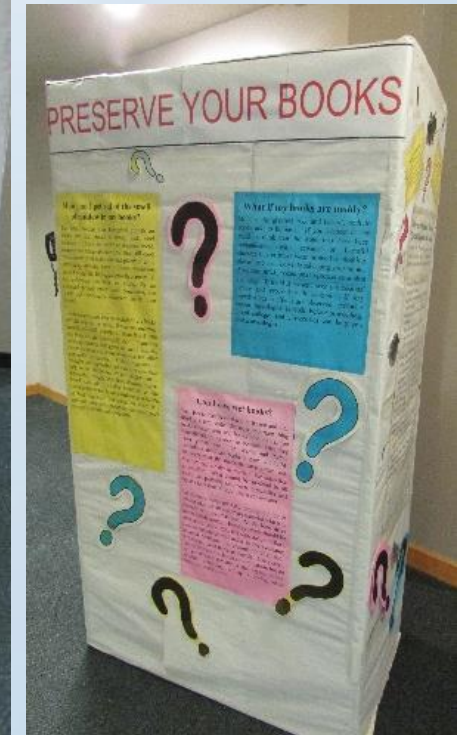
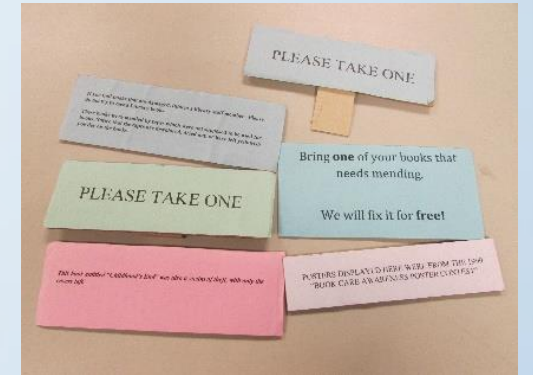
Exhibit-Conscious

- 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



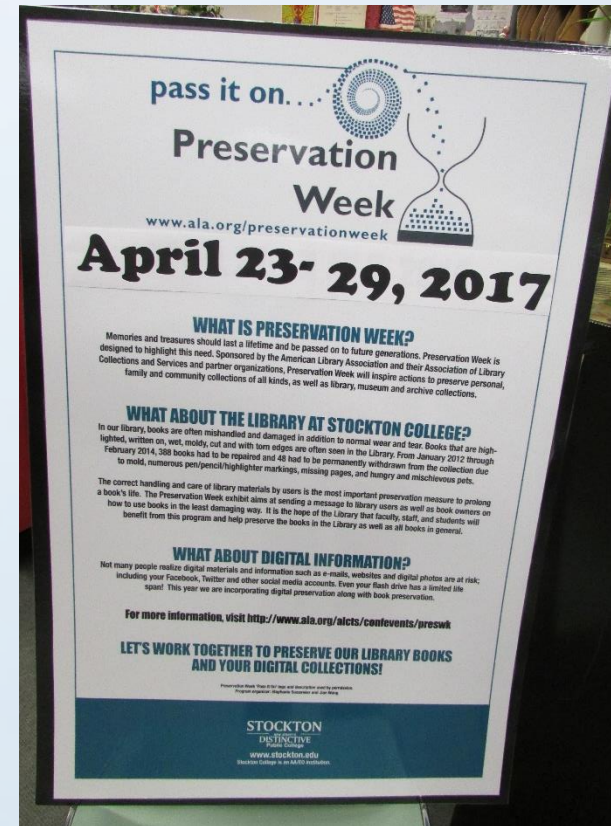
Budget-Friendly

- Be creative!
- Aim at no cost or low cost programs
- Acquire free materials whenever possible
- Use recycled materials



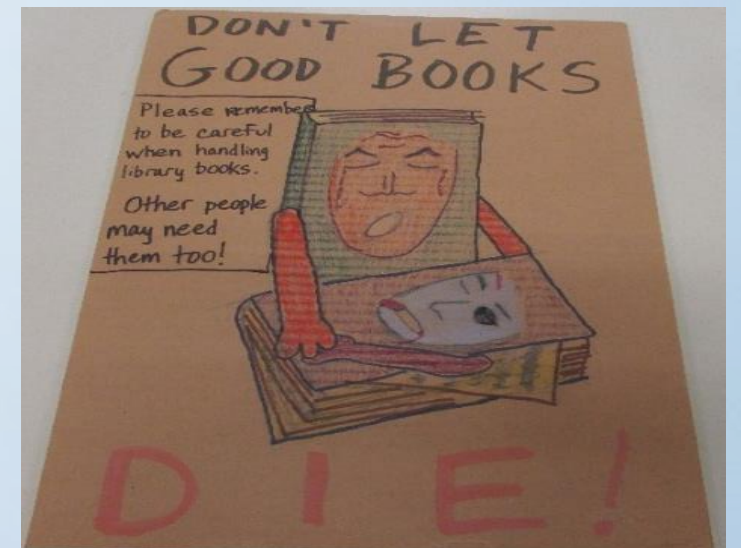
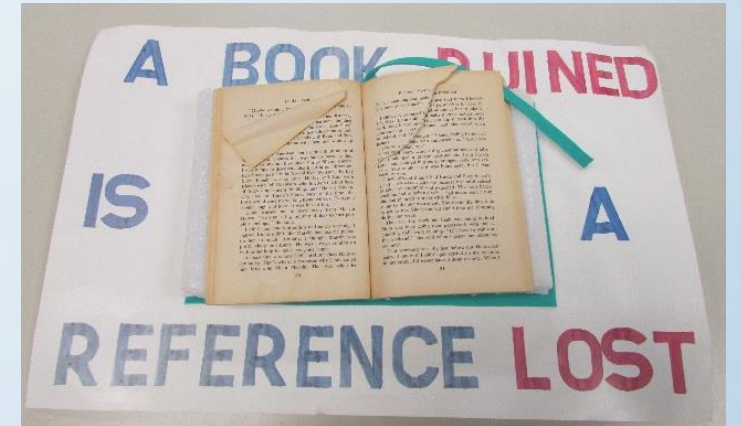
Lessons Learned on Hosting Exhibits

- Exhibit running time
 - 1 week vs. 1 month
- Exhibit schedule
 - Check Campus Calendar
- Exhibit materials
 - Try to avoid adding dates on advertisement materials



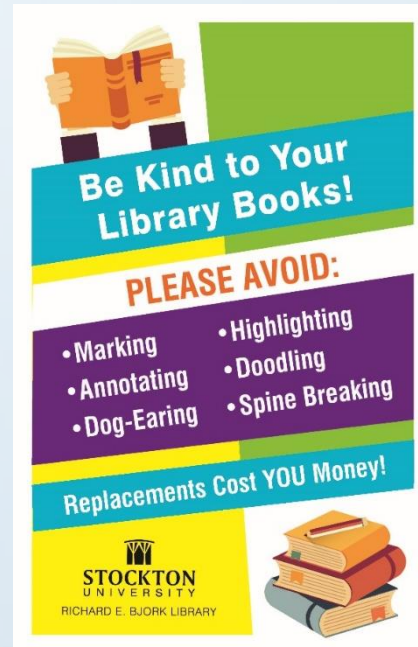
Lessons Learned (Continued)

- 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>)
- Conservation Center for Art & Historic Artifacts (CCAHA) (Philadelphia, PA) – Largest nonprofit conservation center offering treatment services and information (<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>)
- Northeast Document Conservation Center (NEDCC) - An independent conservation laboratory specialized exclusively in the conservation and preservation of paper- and film-based collections.
(<https://www.nedcc.org/>)

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/hooverpreservation.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

- Cuming, J. (2007). Promoting preservation awareness in New Zealand: The role of the National Preservation Office, Te Tari Tohu Taonga. *Alexandria: The Journal of National and International Library and Information Issues*, 19(1), 37-45.
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Questions?

Thank You!

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