



# Archival Outreach and Visibility

Fifth Conference for Norwegian  
Archivists and Records Managers

May 2, 2011

Tromsø, Norway

Lee Ann Potter

Director of Education and Volunteer Programs

National Archives of the United States

# Definitions

- **Outreach**

- An extension of reference work; any activity that brings the records or the means of using them closer to *the public*.

- **The Public**

- Includes researchers, teachers, students, families, genealogists, journalists, government officials, avocational historians, and the merely curious.

# Examples of Outreach

- Exhibits, Tours, Curatorial Talks, Press Releases, Conferences, Institutes, Workshops, Courses, Traveling Exhibits, Traveling Trunks, Films, Performances, Videoconferences, Special Events, Publications, Websites, Aps, Blogs, Tweets, Facebook Pages, YouTube Videos, Light and Sound Shows . . .



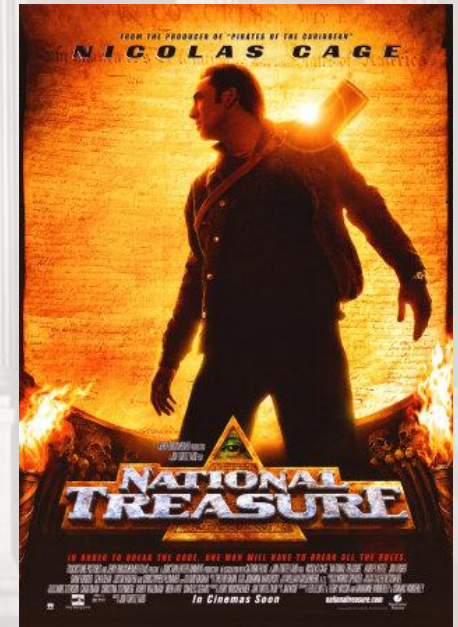
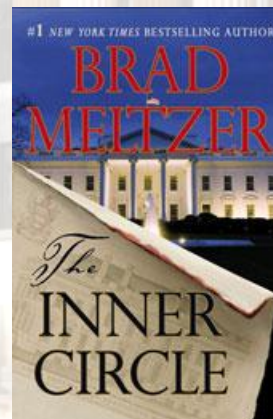
# Factors to Consider

- For whom are we producing programs?
- At what level of sophistication?
- In what formats can they be supplied to the largest number at the lowest cost?
- Might there be a good partner with whom to collaborate?



# Visibility

- Purposes
  - To publicize an institution's resources
  - To publicize outreach opportunities
- Types
  - Self-generated
  - “Other”-generated



# Case Study #1

- Boeing Learning Center
  - Parent & Teacher ReSource Room
  - Constitution in Action Lab



# Parent and Teacher ReSource Room

- Facsimiles of Documents
- Brochures about all NARA facilities
- Three Computer Stations
- Free Color Copies
- “Archival Adventures”
- SmartBoard



# Constitution in Action Lab

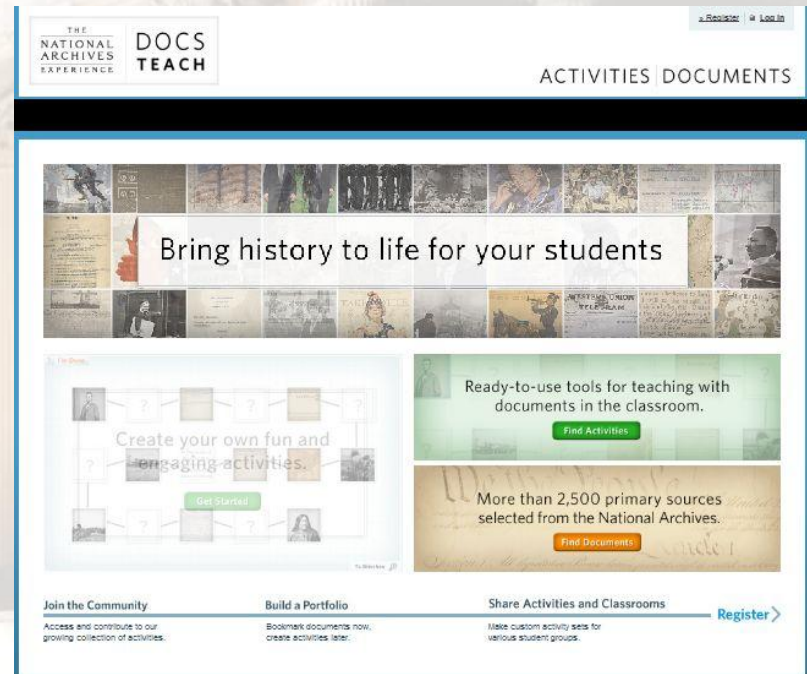
- 2-hour on-site experience for 6<sup>th</sup>-12<sup>th</sup> graders
- Pre-visit and post-visit activities
- Role-playing: Archivists and Researchers
- Replicas of Stacks and the Reading Room
- Technology components





# Case Study #2

- [www.DocsTeach.org](http://www.DocsTeach.org)



[www.youtube.com/watch?v=s3\\_kQDFqIyQ](https://www.youtube.com/watch?v=s3_kQDFqIyQ)

[www.youtube.com/watch?v=d6gU8pw9S3o&feature=relmfu](https://www.youtube.com/watch?v=d6gU8pw9S3o&feature=relmfu)

# For More Information

Visit: [www.archives.gov/nae/news/](http://www.archives.gov/nae/news/)

Subscribe: [public.program@nara.gov](mailto:public.program@nara.gov)

Contact: [leeann.potter@nara.gov](mailto:leeann.potter@nara.gov)

Tusen takk!