

## **Learning From Each Other: Effective Outreach and Recruitment**

First Discussion Breakout, Strategies for Advancing Hidden Collections Webinar #3, featuring Sarah Leu: Recruitment, Retention, and Reward

January 25, 2017

### **NOTES**

Open house events

I've worked with mostly students who wanted experience working in an archive

Yes, full membership benefits, including our quarterly history journal

all volunteers participate in an orientation which include tours of departments. they also participate in the paid public tours which are staff led and get to know us in that way.

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### **CHAT HISTORY**

Sarah Leu:**How have you effectively reached out to these types of groups?**

Robin Grunwald:Open house events

Alexis Van Pool, El Paso Public Library:emailed staff in charge of graduate programs about volunteer and internship opportunities

Hannah Rasmussen:wine and cheese

Wofford College:Through classes

Laura:advertise with the local ISchool

Sachiko Iwabuchi:I worked as Japanese Acquisitions in the past, and when I needed Japanese speaking (or students who can read/write Japanese), I went to the International Students Office and approached to the students in Japanese.

Julie May:Library school listserv

Samantha Dodd:Our university holds a volunteer fair as well as job fairs for internships

Shawna Gandy>Contacting library school programs, history departments.

Cherry>Contacting departments/faculty at the university

Amanda Strobel Wise | Rock County Historical Society:I love using Volunteermatch.com, our website, our Facebook page, as well as using our current volunteer base to reach their friends. I also ask that our interpreters mention that they are volunteers when they are giving tours!

Penelope Moon:As the coordinator of a graduate program, I'm looking for opportunities for my students. So I absolutely second the strategy of reaching out to grad programs.

Thomas Y Levin (Phono-Post Project, Princeton Univ.):I taught a Freshman seminar on Media Archaeology and each student was assigned a group of assets to work on from my archive. They loved it and they did superb work.

Geoffrey Reynolds:Contacted college offices that host retired professionals for classes, etc.

umbc:Graduate student intern fair, announcements during instruction sessions, social media, list maintained by MLS program

Jaime: Listserv for professional group related to the subject of our collections

MonaLisa Whitaker: a combination of: verbal conversations with staff; going thru volunteer sign up list; former employees and/or independent contractors; local universities

Rhodes College: reach out to HS students via History Day activities

Dee Gallo: We use student interns from the local university just about every semester. We find out what their skills are (some language translation or exhibit prep) and we have them help us in our own projects. Two have gone on to study Archives

William Modrow: 1st year experience classes

Dee Gallo: We use student interns from the local university just about every semester. We find out what their skills are (some language translation or exhibit prep) and we have them help us in our own projects. Two have gone on to study Archives

Eric Colleary: We post opportunities on our website, offer work-study positions on campus, and tap into our volunteer docent base with the possibility of also volunteering in other aspects of our work.

Purdue Archives: We share student worker job descriptions with faculty and relevant departments on campus.

Cathy Miller/Cameron Kainerstorfer: Advertising practicums through regional listservs and local, in-person meeting announcements have proven effective for us.

Julie May: Contacted Museum of Chinese America to ask for Mandarin and Cantonese speakers to translate and process oral histories in those languages.

Naomi Steinberger: Reach out to local workstudy programs. Reach out to library schools

Dee Gallo: I have. I was a judge once

University of Chicago: Library schools, alternative spring break program

Rhodes College: We have HS interns through a program at a local private HS

Cathy Miller/Cameron Kainerstorfer: Recently we advertised our practicum via social media but as can be the whims of social media, it didn't have the impact we were hoping.

Geoffrey Reynolds: Worked with the language department to find student translators.

Allison Young: Contacted the honor's program at one of our local colleges, contacted United Way, the local Marine Base, and the gifted program through our local high schools

Shawna Gandy: Yes, we have an active National History Day program and serve many students in our library

Penelope Moon: We offer practicums. Anyone interested in interns or volunteers, contact me at [penelope.moon@asu.edu](mailto:penelope.moon@asu.edu)

Rhodes College: one person who needed a project for a genealogy certificate offered by the public library

Paulette Schwarting: we have actually used employee's family members...

Deborah H., McKendree: We offer internships and I recruit history students.

umbc: Experience, required hours for practicum, genuine interest

Alexis Van Pool, El Paso Public Library: I've worked with mostly students who wanted experience working in an archive

Shawna Gandy: Students want relevant experience; older folks want to use skills, have a social connection

Hannah Rasmussen: we have a high school requirement for volunteer hours so we get a lot of students that way

Wofford College: Great learning experiences with staff they enjoy working with

Paulette Schwarting: we seem to attract retired persons with an interest in history

Dee Gallo:I've recruited grad students at national conferences. They come for the experience--they really enjoy looking at research from the "other side" of the archives

Amanda Strobel Wise | Rock County Historical Society:We have found a large portion of our volunteers through the guests who come to our site. Especially our tours and archives. We also get interns through the WAICU program who work in our archives, with our education program or with our collections.

Naomi Steinberger:RETIREEES WHO ARE PASSIONATE, PEOPLE WHO ARE THINKING ABOUT GOING TO LIBRARY SCHOOL OR ARCHIVES PROGRAM

MonaLisa Whitaker:in person conversations are most effective; people are familiar with the history of our organization so contact us interested in volunteering

Sachiko Iwabuchi:One volunteer was an alumna, and she came to the library to check out some Japanese books to read, and she wanted to work for the library as a volunteer .

Thomas Y Levin (Phono-Post Project, Princeton Univ.):One shouldn't underestimate the appeal to smart students of working on primary materials and actually being able to make an original contribution. This is an argument for empowering students to do substantive and not just menial tasks.

MonaLisa Whitaker:I'm with WLCAC in Watts, founded in 1965-includes human services programs and museum, archives, etc.

Hannah Rasmussen:we get some under-employed / unemployed people looking for skills/resume building and social aspects

Rhodes College:both younger and older folks interested in the histories of their communities

Allison Young:We have had many volunteers in our planetarium and museums who like having an "in" to behind-the-scenes operations, seeing what goes in to making everything happen

Sachiko Iwabuchi:A recruitment method worked best for me was to ask the current student if s/he knows someone who has skills and has interested in working in the library.

Naomi Steinberger:corporate volunteer programs

Shawna Gandy:Yes, full membership benefits, including our quarterly history journal

Eric Colleary:We offer volunteer appreciation events throughout the year that include parties, book clubs, happy hours, etc.

Jessica Holada:We have undergraduate interns (mostly HIST majors) and occasional library school interns (SJSU and our local community college tech program). They get course credit. Peer to peer experience in some cases.

Jaime:Yes - they get membership benefits & behind the scenes tour

Sachiko Iwabuchi:When I was at UVa (University of Virginia Library) long time ago, the volunteers were recognized with a sort of certificate (recognition paper), and were invited for a party annually

Amanda Strobel Wise | Rock County Historical Society:I have done a few evaluations, and most of the volunteers say that the best part about working with us is being involved in local history, and getting to see the changes that are happening on our campus. And parties!

Shawna Gandy:special volunteer events, membership exhibit openings, occasionally field trips, annual dinner

Paulette Schwarting:most work for social connections but they receive all membership benefits and we have lots of parties for them!

Jaime:Annual volunteer appreciation banquet

Shawna Gandy:free admission to other museums, gardens, etc on a rotating basis

Purdue Archives:Our university does not permit us to have volunteers. All of our student workers are paid undergraduates or graduate assistants. We offer them mentoring and practical workplace and team building skills. Often they get summer internships nationally because of their work with us.

Melissa Anderson:yes

Melissa Anderson:we do tours for interns and volunteers

Dee Gallo:We use them for multiple projects whenever possible

Amanda Strobel Wise | Rock County Historical Society:I take the students on a tour of our campus on their first day - we have six buildings so the tour is long!

Eric Colleary:We do take our volunteers around to other divisions to give them a holistic sense of how the center operates

Paulette Schwarting:all volunteers participate in an orientation which includes tours of departments. they also participate in the paid public tours which are staff led and get to know us in that way.

Allison Young:Only so far as they are interested in it. Some volunteers glaze over doing some tasks, while others love them. We try to go with each person's strengths, skills, and interests

Sachiko Iwabuchi:HR did not like hiring a student then ask the student to do other things outside the "job description."