Effective Communication to Aid Collaboration for Digital Collections: A Case Study at Florida Gulf Coast University Library

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Florida Gulf Coast University Library

Fort Myers, Florida, US
Background

- 1997
- Tremendous growth
  - 2002 < 4,000 students
  - 5% to 17% increase each year
- 14,251 students, 91% undergraduates
- Archives, Special Collections, & Digital Initiative - 2012
Alva Museum
Arcade Theatre
Babcock Wilderness Adventure
Bailey-Matthews Shell Museum
Barbara B. Mann Performing Arts Hall
Black History Society
Bonita Springs Historical Society
Burroughs Home
Calusa Nature Center and Planetarium
Cape Coral Historical Society Museum
Children’s Science Center Clewiston Museum
Corkscrew Swamp Sanctuary
Edison-Ford Winter Estates
Estero Island Historical Society
Everglades Wonder Gardens
Florida Trust for Historic Preservation
Fort Myers Beach Cultural & Environmental Learning Center
Fort Myers Historical Museum
Fort Myers Preservation Commission
Gulf Coast Symphony
Historic Smallwood Store

Imaginarium Hands-on Museum
J. N. "Ding" Darling National Wildlife Refuge
Jungle Larry’s Caribbean Gardens
Koreshan State Historic Site
Lee County Alliance for the Arts - Wm. R. Frizzell Cultural Center
LaBelle Historical Museum
Lee County Historic Preservation Board
Museum of the Islands
Nature Conservancy
Collier County Museums
Old Schoolhouse Theatre
Ostego Bay Marine Center
Palm Cottage
Pine Island Museum
Pirate Playhouse
Railroad Museum
Sanibel Historic Preservation Commission
Sanibel Historical Village and Museum
Sanibel-Captiva Conservation Foundation
Shell Factory
Southwest Florida Historical Society
Southwest Florida Symphony and Chorus
Useppa Island Historical Museum
“Outreach is like dating.”

“If you want a long term relationship it will need to be built on good communication.”
Dating

- fundraisers
- docent led tours
- opening receptions
- identify potential stakeholders
- social engagement
- elevator speech
Local Cooperatives

Historic Lee Roundtable
Invitations

- Marketing
- Relationship building
- Showcasing expertise
- Trust
“Digital preservation combines policies, strategies and actions to ensure access to reformatted and born digital content regardless of the challenges of media failure and technological change. The goal of digital preservation is the accurate rendering of authenticated content over time a quote here.”

–ALCTS & American Library Association
WHY?

Why is digital preservation important to them?
Environmental, natural disasters, obsolete formats, obsolete hardware, limited lifespan of materials, ad infinitum.
Technical jargon.

Don’t do it!
1. Address how the service would serve the organization.

2. Anticipate and address potential questions or concerns.

3. Clearly explain the expected outcomes.

4. Convey credibility.
“Contributors” to “Affiliates”
William R. Maples Collection
A World Renowned Forensic Anthropologist & His Investigations
Elicit Feedback
Conclusion…
Continuation.

Questions?