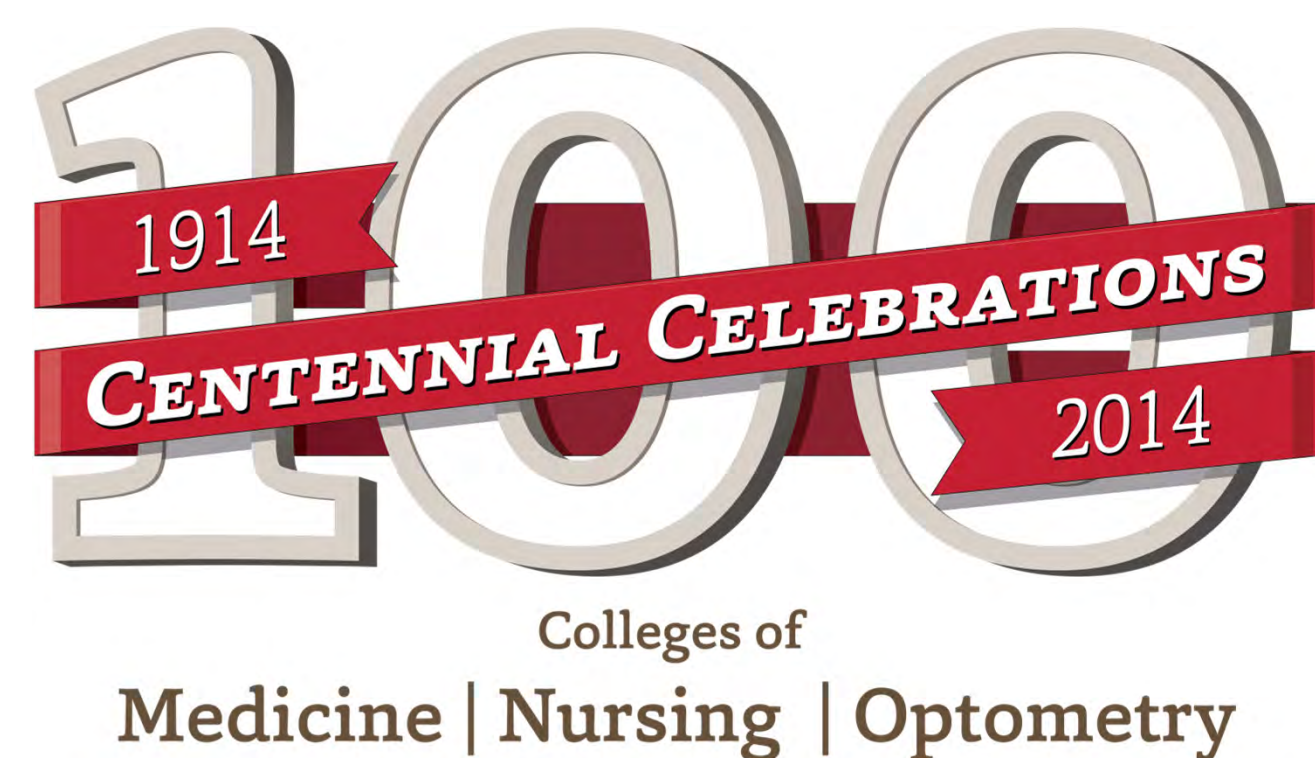


A Captive Audience: Using Anniversary Celebrations to Build Archival Awareness

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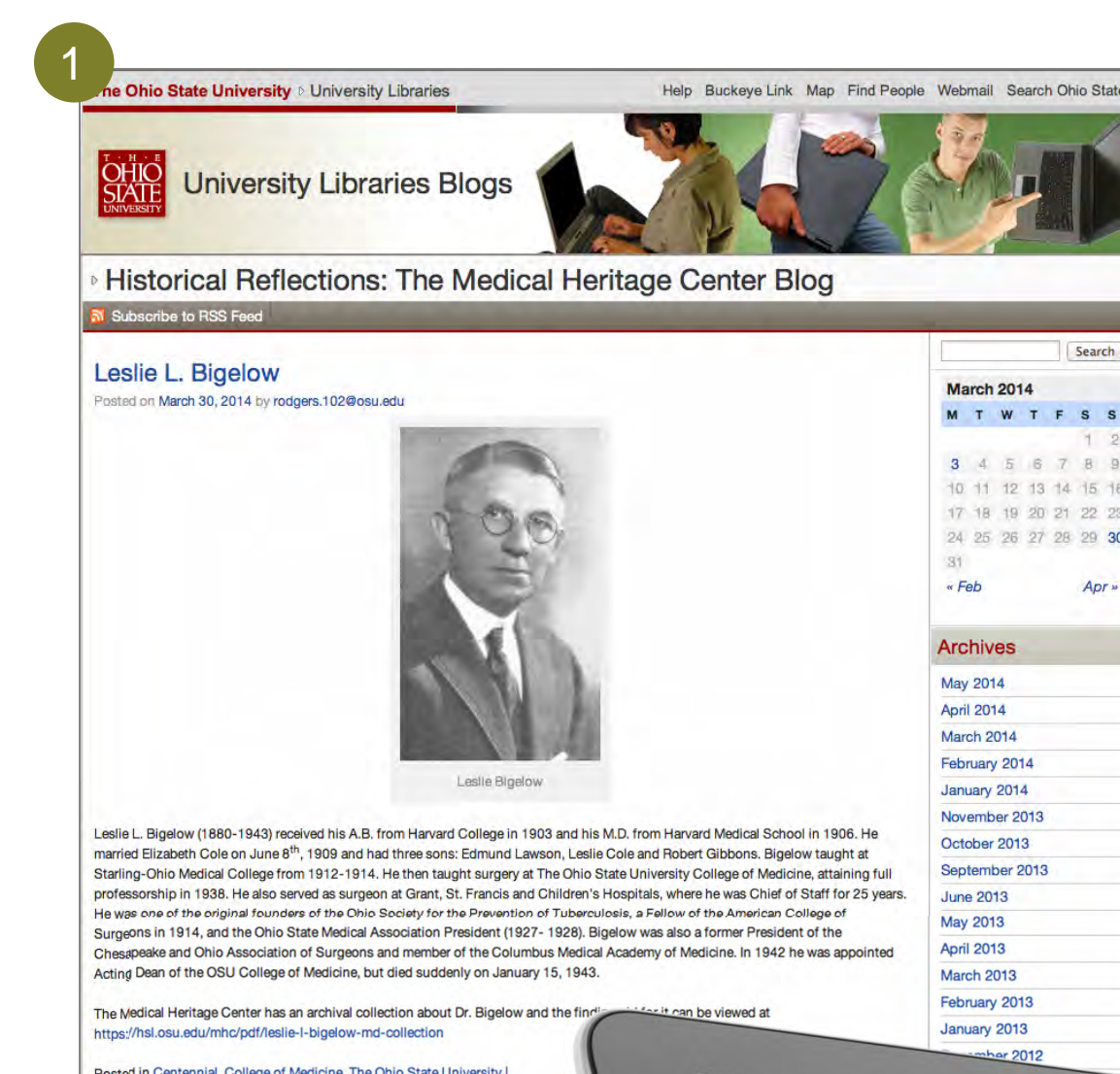
Introduction:

Capturing the excitement and interest spurred by anniversary celebrations can provide countless opportunities for heritage institutions. For example, The Ohio State University Medical Heritage Center was founded as a result of the centennial celebration of the Columbus Medical Association. 2014 marks the centennial anniversary of the College of Medicine joining The Ohio State University and the centennial anniversaries of the founding of the Colleges of Nursing and Optometry. The OSU Health Sciences Library Medical Heritage Center is using this celebratory year to launch a new social media campaign and to increase the awareness of their collections and programming. This poster will highlight the Center's use of Twitter to provide a digital timeline of facts about the Colleges and the MHC as well as detail the MHC's other programming, exhibit, and collection efforts that will be enacted during this year.

Project Goals:

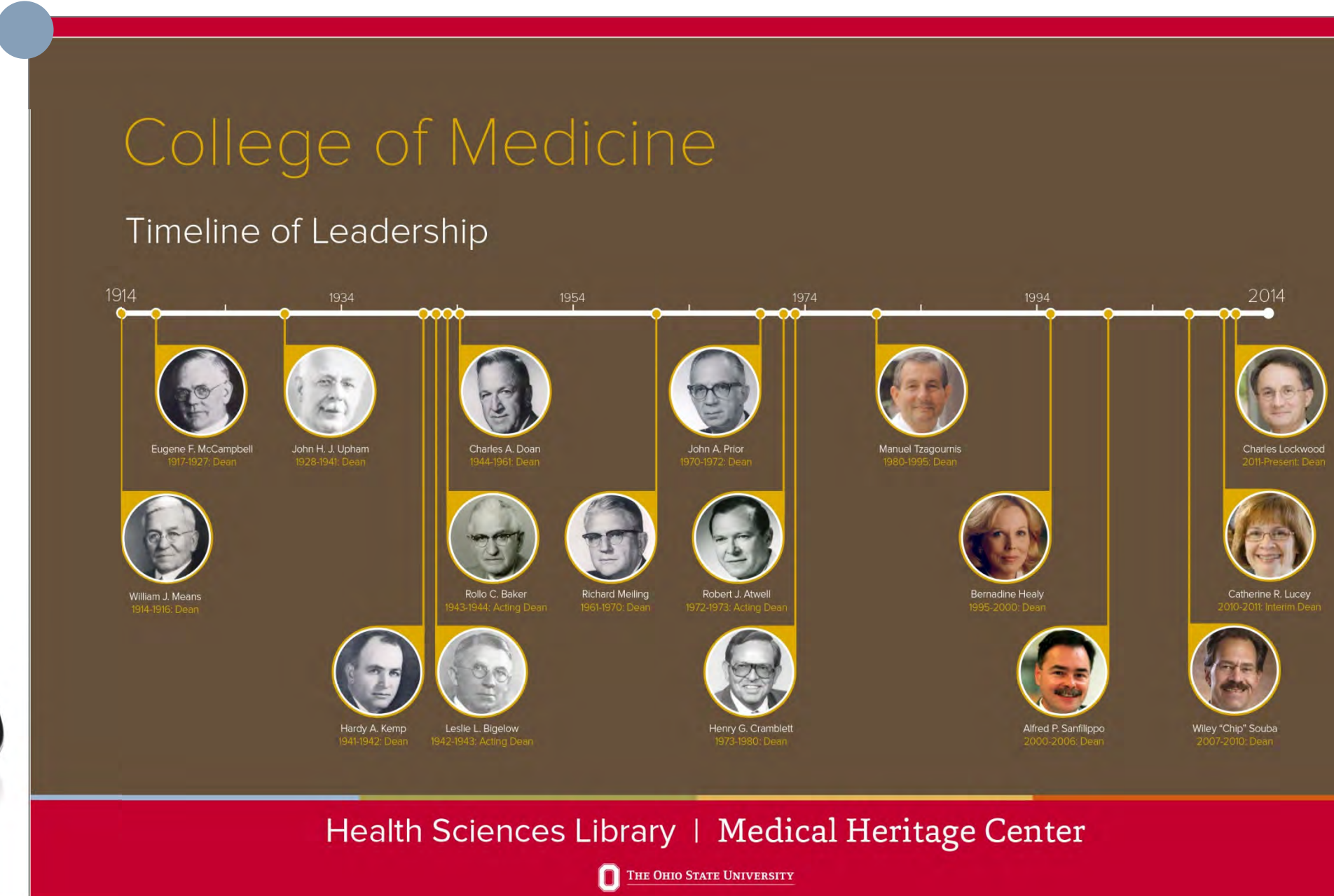
The goals of these programs are to leverage the historical interest that is heightened in anniversary years into greater collection use and awareness as well as the development and growth of champions for the Center. Audience members will acquire an understanding of the planning, staffing, support, and resources that are needed for the execution of a successful anniversary celebration as well as what metrics that can be put into place to assess the success of the effort after the celebration has passed.

Project Components:



- 1 Blog
 - 2 Twitter
 - 3 Website
- Newsletter

Exhibits



- **Social Media:** The MHC used the centennial year to formally launch a new twitter feed. Tweets started in October 2013 to gain followers and a formal twitter campaign was launched in January 2014. The campaign sends a new tweet each weekday to share historical facts, collections, or details about the history of each college and the programs and collections of the MHC. Other library social media feeds are being utilized as well.
- **Exhibits:** Exhibits were developed within the library and through campus to celebrate the centennial and increase awareness of the MHC and its collections. Plans for a digital version of the exhibit will also be included.
- **Newsletter:** Three newsletter issues will be run this year to commemorate the history and the MHC collection focuses for the Colleges of Medicine, Nursing, and Optometry.
- **Centennial Committee:** A centennial committee was comprised in June 2013, which included representation from all of the colleges involved in the centennial. This committee has plans to transition into a legacy committee in the future with the goal of keeping leadership from all colleges involved. The goal is to gain greater health sciences representation in the future.
- **Programming:** A MHC panel lecture closing out the centennial year has been planned with speakers from the Colleges of Medicine, Nursing, and Optometry. MHC staff has also supported centennial celebrations in each of these areas with a mix of research and collection support.

Assessment:

Measuring our success will be assessed in the following ways:

- Social Media tools (klout scores, tweet metrics)
- Collection and donation growth
- New promotional opportunities and partnerships gained
- Long-term engagement of leadership involved in celebrations

Lessons Learned:

- Planning needed long in advance of the celebration.
- Buy-in needed at the leadership level of each college.
- Centennials can spark historical interest and are a great way to highlight and promote collections.
- Spinning the celebration interest into a long-term support and engagement effort may be a challenge.

Conclusion:

Anniversary celebrations are an obvious way for heritage institutions to increase the overall use and awareness of their collections. They can provide ideal opportunities to launch new initiatives, increase material and financial donations, pilot new programs, and gain new supporters. Utilization of assessment tools can also inform the success of the projects and long term impact of the programs as well as inform future planning for similar efforts in the future.



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