



## 2022 ANNUAL SPRING MEETING RECAP:

# Archives & Sustainability

Adam Wanter, MidPointe Library, and Katie Jarrell, University of Dayton, Educational Programming Committee Co-Chairs



Photo Courtesy of Adam Wanter.

**A**FTER A TWO-YEAR HIATUS, SOA held its Annual Meeting in person again, on May 20, 2022. Masked attendees met at the Main Library of the Columbus Metropolitan Library to engage with topics related to the theme Archives and Sustainability.

The day opened with a quick welcome, followed by concurrent sessions – details and synopsis of which are below. After the

busy morning, lunch was served and the SOA Business meeting was held. During the meeting, Merit Awards were given to Jocelyn Robinson of Miami Valley Public Media, and to the Ohio Digitization Interest Group; New Professional scholarships were awarded to Elizabeth Coots and Alex Sanford; and Student Scholarships were awarded to Kasandra Fager and Kaylee Rigg. Kasandra Fager was designated the first winner of the [Ohio](#)

[Preservation Council](#) scholarship. The results of the election were also announced, with Sule Holder being elected to Council, Brittany Hayes as Treasurer, and Melissa Dalton as Vice President/President-Elect. Finally, new President Amy Rohmiller bid a fond farewell to the following outgoing Committee Co-Chairs and Council Members: Adam Wanter (Past-President), Natalie Fritz (A&O), Jenifer Baker (A&O), Rachael Bussert (EPC), Anne Ryckbost

*(continued on page 3)*

### Inside This Issue

- 1..... Spring Meeting Recap
- 2..... President’s Message
- 5..... SOA News
- 7..... Newcomers

- 9..... Digital Discussions
- 11..... News & Notes
- 13.... Editor’s Note
- 13.... Connect with SOA



Ohio Archivist is designed and published for the Society of Ohio Archivists by the Ohio History Connection.

## OHIO ARCHIVIST

### Editor-in-Chief

**Jessica Heys**

### Assistant Editors

**Jenni Salamon**, *Digital Discussions*

**Jessica Heys**, *News & Notes*

### Production & Design

**Betsy Hedler**, *Production Editor*

**Kim Koloski**, *Graphic Design*

## SOA LEADERSHIP

### OFFICERS

#### President

**Amy Rohmiller**, 2022–2023

*Manager, Education Resources,*

*Medical Library,*

*Kettering Health Dayton*

#### Vice President / President-elect

**Melissa Dalton**, 2022-2023

*Public Outreach Coordinator,*

*Greene County Records Center & Archives*

#### Secretary

**Jen Johnson**, 2021-2023

*Digitization Consultant and Ohio Digital*

*Network Project Coordinator,*

*State Library of Ohio*

#### Treasurer

**Brittany Hayes**, 2022-2024

*Library Specialist,*

*Archives and Special Collections,*

*The University of Akron*

#### Council Members

**Sasha Griffin**, 2021-2023

*University Archivist and Special*

*Collections Librarian, Denison University*

**Sule Holder**, 2022-2024

*Collections & Library Assistant,*

*Rock and Roll Hall of Fame and Museum*

## EX-OFFICIO

#### Past-President

**Sherri Goudy**, 2022-2023

*Nerd Girl History Adventure, Independent*

*Archivist, Researcher, and Writer*

#### Editor, Ohio Archivist

**Jessica Heys**, 2022-2023

*Archives Contractor,*

*Kettering Foundation*

## The President's Message



Dear SOA Members,

I am incredibly honored to be serving as your president for the next year. I first attended and presented at an SOA Annual Meeting in 2012 on a project I worked on as a volunteer and have been involved ever since. I've attended fall workshops and annual meetings, was encouraged to join a committee the minute I officially had "archivist" in my job title, and have served on Council. SOA members supported me when I went back to library school, made me feel included in the archival community from the very beginning, and have been an invaluable resource for me when I've had questions on everything from the value of pursuing the Certified Archivist certification to the best ways to build a four-flap box. SOA has been instrumental to my growth as an information professional, and I hope my work helps ensure the organization continues to have that kind of impact on all our members, new and old, as we all continue to figure out what our "new normal" is post-2020.

As SOA considers our future as an organization, leadership and the Strategic Planning Committee are working with consultant Rob Colby on our strategic plan for the next few years. In the past two years, as the pandemic and the struggles for justice and equality swept the country, we have ramped up our efforts to show the need for and relevance of archives and archivists that reflect and meet the needs of all Ohioans. We've begun offering virtual events, shared resources and ideas related to social justice and inclusion, and issued a statement to the state legislature in firm opposition to Ohio's divisive concepts bill restricting history education. I believe that this strategic planning process will position us to sustain and grow this important work in the years to come.

Speaking of sustainability, I would like to extend a huge thank you to the Educational Programming Committee, led by Anne Ryckbost and Rachel Bussert, for planning our first in-person annual meeting, Archives and Sustainability, in three years, in May. It was nice to see many of you face-to-masked-face, and it was especially exciting to welcome so many new members and first-time attendees. If you were unable to attend, you can view material from many of the sessions on SOA's website.

I would also like to take this opportunity to welcome all the new members of SOA's Council, who were elected in May: Melissa Dalton – Vice President/President-Elect, Brittany Hayes – Treasurer, and Sule Holder – Council Member. We also have several new committee co-chairs who have been appointed to terms that began in June: Adam Wanter and Katie Jarrell – Co-Chairs, Educational Programming Committee, Collette McDonough – Chair, Advocacy and Outreach Committee, and Jennifer Long Morehart – Co-Chair, Membership and Awards Committee. I'm looking forward to working with this committed group of archival leaders!

Please continue to stay safe and healthy! As my esteemed predecessor said, it's the people, not the paper, that matter. Don't hesitate to reach out with any questions, concerns, or comments.

**Amy Rohmiller**

she/her/hers

*President, Society of Ohio Archivists*

[amy.rohmiller@ketteringhealth.org](mailto:amy.rohmiller@ketteringhealth.org)

## SOA Mission

*Founded in 1968, the Society of Ohio Archivists' mission is to improve the state of archives in Ohio by promoting the archival profession and providing professional development and networking opportunities for Ohio's professional and aspiring archivists.*

(EPC), and Matt Francis (M&A).

The afternoon then began with a plenary talk by **Dr. Kathleen Smythe**, professor, **Xavier University Department of History**. Dr. Smythe gave a compelling presentation, highlighting and stressing the interconnectedness of nature, human nature, and human society. Dr. Smythe called upon attendees to explore how we arrived where we are, not only as archivists but as a society; examine why things are the way they are; and imagine different ways of getting out.

The annual SOA conference ended with an informative presentation from Ben Goldman, University Archivist at Penn State University, and Eira Tansey, Records Manager and Digital Archivist at University of Cincinnati titled “Renewable Archives: What Resources do Archives Use and What Do They Need?”

Thank you to this year’s Educational Planning Committee members: Rachael Bussert, Dayton Metro Library (Co-Chair); Anne Ryckbost, Xavier University (Co-Chair); Christine Schmid Engels, Cincinnati Museum Center; Katie Jarrell, University of Dayton; Bill Modrow, Miami University; Sara Mouch, University of Toledo; Adam Wanter, MidPointe Library; Amy Rohmiller, Kettering Health Dayton; and Jolie Braun, The Ohio State University.

### **SNAC and You! Using SNAC to Highlight Archival Collections**

*Presenter: **Libby Hertenstein**, Bowling Green State University  
Synopsis by **Rachael Bussert**, Dayton Metro Library*

Libby Hertenstein is the Cataloger and Metadata Librarian at Bowling Green State University. Started in 2010, SNAC, the Social Networks and Archival Context database, is a collection and authorities’ database for archival materials. This presentation introduced the database and its records, offered practical examples of how Bowling Green State University is using SNAC and will end with tips and best practices for others interested in using SNAC.

Hertenstein led attendees through an overview of SNAC and how institutions can contribute. She highlighted the features of SNAC including relationships and subject headings and the different considerations for using them. Since many of the persons who are included in SNAC are still alive, she explained the need to add information ethically and in respect of their privacy. Hertenstein also shared examples of entries created by BGSU and decisions that she made as she was cataloging them.

### **Roots of Environmental Education and a Virtual Exhibition at Oberlin College**

*Presenter: **Anne Salsich**, Oberlin College  
Synopsis by **Rachael Bussert**, Dayton Metro Library*

Anne Salsich is the Associate Archivist in the Oberlin College Archives. Oberlin’s exceptional Environmental Studies program concerns itself with the impact of climate change on current and future conditions and potential mitigation solutions, including a

commitment to carbon neutrality by 2025. Salsich discussed an Archives virtual exhibition as a means for engaging the campus community in the history of Oberlin’s environmental education with the intention of involving campus partners and students to curate more current content for the exhibition. The project made use of the Scalar publishing platform and Omeka to present student and faculty research and interpret Oberlin’s history of their Environmental Studies program and activism.

#### CONCURRENT SESSION 1B:

### **Growing Sustainability Through Collaboration: Lessons from the “COVID-19 Experience Collection” at Youngstown State University**

*Presenters: **Shelley Blundell** and **Cassie Nespor**, Youngstown State University*

Cassie Nespor and Shelley Blundell of Youngstown State University shared how they created YSU’s COVID-19 Experience Collection. In doing so they also inspired us to think broadly about how we collect and collaborate. Nespor collected YSU communications shortly after everything closed in March 2020, and like many of us, put out a call for people to submit their thoughts on life during COVID-19. Passive collecting was not particularly successful for Nespor or for others in the audience. Fortunately, she reached out to Journalism professor Blundell to see how they could reach more of the campus and community. Blundell challenged her students to seek out multiple perspectives, especially those different from their own, with an emphasis on international, non-traditional, and students living with poverty/homelessness. By combining archival and journalistic practices and principles they captured a robust collection of this unusual time.

#### SESSION 2B:

### **Crucial Conversations: Small Group Discussions on DEI in the Archives**

*(This session was a replacement for SOA Forum also titled Crucial Conversations.)*

*Moderators: **Amy Rohmiller**, Kettering Health Dayton; **Penelope Shumaker**, State Library of Ohio; and **Adam Wanter**, MidPointe Library  
Synopsis by **Katie Jarrell**, University of Dayton*

Amy Rohmiller, Penelope Shumaker, and Adam Wanter acted as moderators for a discussion about the efforts archivists are making toward greater diversity, equity, and inclusion in their institutions. The session originally stemmed from a request by SOA members for a follow-up discussion in response to the January webinar, “Crucial Conversations,” featuring Eric Deggans, NPR’s first full-time TV critic, and Dave Snyder, a white evangelical Christian of Black Lives Matter Cincinnati. The webinar was facilitated by the SOA Social Justice and BLM Task Force.

After the room was divided into three small groups, the moderators began the conversation by asking who had seen the webinar and were asked to share their thoughts on it. Although these discussions were opportunity to address questions or concerns

*(continued on page 4)*

about the webinar, they also provided a platform to discuss how overcoming racial injustice and bias is relevant to archivists and public historians. Participants spoke about what their institution is doing in regard to DEI, shared valuable resources, and gained inspiration to bring back to their own institutions. In a time where this topic is so relevant, it was great to have a safe and open space to talk about these sometimes-difficult subjects with fellow archivists. Overall, the discussions were productive and allowed ideas to be freely shared through the course of the conversation.

### SESSION 3:

## Renewable Archives: What Resources do Archives Use and What Do They Need?

Presenters: **Ben Goldman**, Penn State University; **Eira Tansey**, University of Cincinnati

Synopsis by **Anne Ryckbost**, Xavier University

**Ben Goldman, Penn State University**, presented on his research studying the greenhouse gas emissions of **Penn State Libraries**. Goldman created an inventory that detailed the emissions (“carbon footprint”) “in metric tons of carbon dioxide equivalent (mtCO<sub>2</sub>e) arising from different organizational activities for a selected year.” Working with undergraduate researchers to gather and analyze data, they measured three types or scopes of emissions: direct (facilities, vehicles), indirect (e.g. business travel, Gaylord boxes), and indirect (e.g. use of sold products). They did not include interlibrary loan travel for remote lending in the inventory. The study found that the greatest emissions (95.6%) came from building utilities (electricity, gas, etc.) while commuter travel accounted for 3.2%. He noted that a high-density library storage facility set at a constant relative humidity level accounted for a lot of energy use. Goldman recommended attendees read **IPI’s Methodology for: Implementing Sustainable**

**Energy-Saving Strategies in collections environments** as a resource for ideas for their own institutions. He ended with a call for archivists to rethink their policies and procedures with a sustainability lens.

**Eira Tansey, University of Cincinnati**, followed by giving a passionate talk on “**A Green New Deal for Archives**.” She argued that climate change is affecting – and will continue to affect – all archives. She offered Hurricane Katrina as a case study for archival disaster. While climate risks are distributed unevenly throughout the United States, all archivists can take important steps to prepare for and adapt to climate change. She sees archival workers as the “main line of defense against [the] archival loss” that is caused by climate change. Tansey pointed out, though, that the current level of commitment to archival labor is very uneven between states, even though state archives are charged with preserving vital records. For instance, her data shows that while Michigan’s state archives and RM program had 24 employees, Ohio had only 8 in FY20. Tansey finds evidence for the benefit of increased archival employment in important documentation projects from the New Deal. She described how projects such as the **Historical Records Survey in Cincinnati** and the **Farm Security Administration** relied on significant archival labor to prevent the loss of historical information. Tansey now calls for “**A Green New Deal for Archivists**” that will 1) establish appropriate archival staffing levels, especially for archives managing vital records, 2) “partner with emergency management and planning authorities for adaptation and inland migration,” 3) employ “archivists as research partners for policy decisions,” 4) cultivate “data management partnerships with scientists,” and 5) create “bioregional documentation strategies.” Tansey ended her presentation by urging Ohio archivists to begin conversations with each other around these ideas to prevent archival loss in environmental catastrophe.

OHIO LOCAL HISTORY ALLIANCE AND  
SOCIETY OF OHIO ARCHIVISTS JOINT FALL MEETING:

# Be the Change

Adam Wanter, MidPointe Library, and Katie Jarrell, University of Dayton, Educational Programming Committee Co-Chairs

**T**HE ANNUAL OHIO LOCAL History Alliance Annual Meeting, with an SOA track of sessions, will take place September 30 - October 1, 2022. The meeting will be in person at the [Quest Conference Center](#), just north of Columbus in the Polaris area. This year's theme is *Be the Change* and the SOA track will run on September 30. Please join us!

### SOA Track Includes:

Nick Pavlik & Michelle Sweetser, Center for Archival Collections, Bowling Green State University; Virginia Dressler & Michael Hawkins, Kent State University; and Kaysie Harrington, Lakeside Heritage Society presenting ***Beyond the Grant: Cultivating Sustainable Next Steps***. This panel will highlight ongoing work at Bowling Green State University, Kent State University, and the Lakeside Heritage Society to provide examples and encourage discussion of strategies for building upon grant-funded digital projects. BGSU panelists will discuss how they have continued partnerships with the Islamic Center of Greater Toledo upon completion of their community scan day funded by an [NEH Common Heritage grant](#). Kent State panelists will discuss the digitization of the Ohio Sanborn Fire Insurance map collection, funded by the Ohio Local History Alliance and the Ohio History Fund, which has led to increased and more innovative use of the collection by an expanded and more diverse user base. The panelist from Lakeside Heritage Society will discuss her experience as a new professional building upon a project to digitize and develop online finding aids for annual programs and bulletins chronicling each summer season at Lakeside Chautauqua since 1877.

Gino Pasi, Holly Prochaska, and Jessica Heys presenting ***From Skin to Skeleton: Pulling off the "Illustrated Human" Exhibit and Lecture Series at the Henry R. Winkler Center for the History of the Health Professions***. Staffed by one full-time archivist, the Henry R. Winkler Center for the History of the Health Professions at the University of Cincinnati Libraries (UCL) has grown accustomed to its capacity of producing one large exhibit each year. In 2021, however, the Winkler Center received a \$15K gift to produce a series of rotating

exhibits over a six-month period. These exhibits and the monthly lectures to which they would correspond focused on Renaissance anatomist and physician Andreas Vesalius.

Besides the usual research, production and installation, this multiple exhibit/lecture project extended far beyond anything the Winkler Center had ever done. Preparation involved hiring staff, building a project team, procuring international loans, performing preservation tasks, constructing exhibit cases, installing security measures, creating a website/online exhibit, collaborating with multiple university and community stakeholders, and much more.

In this session, Archivist/Curator of the Winkler Center, Gino Pasi, gives a holistic overview of the entire lecture/exhibit project. UCL Preservation Librarian, Holly Prochaska, talks about procuring monographs from Scotland and the preservation work that went into them upon arrival; and finally, UCL Temporary Archivist, Jessica Heys, discusses the changing exhibits and the logistical concerns surrounding them.

The Ohio Historic Records Advisory Board presents ***Grants for Your Institution: Where to Find Them and How to Get Them***. In a time of limited budgets, grants can make a big difference for your organization. Learn about potential sources of funding, and get tips on how to create an effective grant proposal.

SOA Leadership will present another installment of ***Crucial Conversations: Social Justice in the Archives***. Join your colleagues for moderated small group discussions on efforts towards greater diversity, equity, and inclusion in the archives. Come share what you and/or your institution are doing, bring resources you've found valuable, and gain inspiration from efforts that are happening around the state. Moderators TBD - If you would be interested in moderating, please reach out to [SOA President Amy Rohmiller](#).

SOA would like to thank the [Ohio Local History Alliance](#) for continuing to allow SOA to partner with them in their fall meeting. For more information about the meeting, visit the [Annual Conferences page on the SOA website](#).

# Archives Month Poster

**O**CTOBER IS **Ohio Archives Month**, and the 2022 poster theme is “Ohio’s Healthcare Workers: The True Heart of It All.”

For the past two years, healthcare professionals throughout the country have helped us through a pandemic, so health care issues are on the minds of many people. This is our way of recognizing their work. The **SOA Advocacy and Outreach Committee** invited repositories and institutions across the state to submit their photographs, documents, or other graphical materials that highlight Ohio’s healthcare-related materials.

We received submissions on the theme from 23 institutions, for a total of 52 photographs and documents. The submissions were compiled, and 10 images were selected as winners through online voting **by you**. Thank you to everyone who submitted images. We could never make this poster without your great images!

View the 2022 **Ohio Archives Month Poster** “Top 10” Voting Results, chosen by you. Each one of these has a chance to appear on the final edit of the poster. Stay tuned for this year’s poster as we get closer to October and Archives Month! Visit the SOA website for more Archives Month information.

Thank you to the following institutions for your submissions: Archdiocese of Cincinnati, Archives of the Chancery; Bexley Public Library; Bowling Green State University Center for Archival Collections; Case Western Reserve University; Cincinnati Children’s; Clark County Historical Society; Columbus Metropolitan Library; Defiance College; Franciscan Sisters of the Poor Congregational Archives; Greene County Archives; Hudson Library & Historical Society; Huron County Community Library; Logan County Historical Society; Mahoning Valley Historical Society; Ohio History Connection; The Ohio State University, Health Sciences Library Medical Heritage Center; Ohio University Libraries, Mahn Center for Archives and Special Collections; Sandusky Library Archives Research Center; The University of Akron; University of Cincinnati, Henry R. Winkler Center for the History of the Health Professions; University of Dayton, U.S. Catholic Special Collection; Western Reserve Historical Society, African American Archives; Youngstown State University, Melnick Medical Museum and University Archives.

Thank you,

Society of Ohio Archivists  
**Advocacy and Outreach Committee**

Questions? **Contact the A&O committee.**



# Student Scholarship Award Recipient Kasandra Fager

*Kasandra Fager was designated the first winner of the Ohio Preservation Council scholarship.*

**A**S A GRADUATE STUDENT at Bowling Green State University, I was excited to attend this year's SOA Conference. I was grateful to learn more about the archival field as I develop my own professional skills at the BGSU Archives and the Wood County Museum. This opportunity came at the perfect time as I just finished my first year and I am beginning my career search exploring archives and record management work. By the end of the day, I left the conference feeling energized to continue my degree and to begin working on my thesis exploring the obstacles and benefits of access and collaboration in public history.

Immediately, I was engaged as the opening speaker, Libby Hertenstein opened my eyes to how archivists can impact the future through digital material access and collaboration. Hertenstein's "SNAC and You! Using SNAC to Highlight Archival Collection" defended the potential success of creating a central database for all archival material and opening access to the latest information to all archivists and community members. This presentation set the tone for the day as the next presentation, Anne Salsich's "Roots of Environmental Education and a Virtual Exhibition at Oberlin College" embraced the notion of collaboration in the archival field and directed professional efforts towards digitally connecting the larger community to the archival material about the surrounding environment. I learned in this session that simply finding evidence is not enough if local universities and communities cannot create and interact with one another to preserve the past. Preservation may be a personal or digital avenue, but archival work needs to embrace both to reach everyone.

After such a strong first session, we moved into the second session about community collaboration. Virginia Dressler, Nick Pavlik, and Michelle Sweetser highlighted their ongoing grant projects in "Beyond the Grant." This session was my favorite part of the conference as I learned about BGSU's continued oral histories with the Islamic Center of Greater Toledo, Kent State's digitization of the Ohio Sanborn Fire Insurance map collection, and Lakeside Heritage Society's creation of online finding aids. It was fascinating how the four professionals expanded access to new archival material while protecting the wishes of community members. It never occurred to me how vital collections care was to an archive's work balancing visitation expectations with continued community



*Student Scholarship Award Recipient Kasandra Fager*

engagement. Every professional and institution cannot function if they do not have the support and funding needed to create and maintain projects that fulfill their role in historical preservation.

This year, every session I attended echoed my understanding of the field while expanding my perception of what the field can be. The speakers encouraged me to consider how professional collaboration, community engagement, and easy resource access was crucial to the success of a local archive. I learned that local professionals cannot fulfill their public history duties without bringing in community support and acknowledging the role increased access has on expanding and protecting archival materials around Ohio. The SOA Annual Meeting was an excellent opportunity to gain experience more about myself and my future professional career as I tried to capture every word the professionals around me were trying to convey. After today, I will take this year's desires and ideas to heart as I work towards graduating and finding a job consistent with the SOA's professional development teachings.

For more information about SOA awards, please visit the [SOA Scholarships page](#).

# New Professional Scholarship Award Recipient Bridget Retzloff

**T**HANK YOU TO SOA for awarding me one of the New Professional scholarships! I am appreciative that I was able to attend the 2021 SOA conference, have a complimentary membership to SOA, and use my professional development scholarship towards further learning opportunities. Although the majority of my role as a research and instruction librarian at the University of Dayton involves information literacy instruction and research support, I have also been involved with the university's archives and special collections. I contribute to archival processing projects, participate in the Special Collections Community of Practice, and collaborate on co-curricular and curricular sessions with primary sources and special collections. These intersections with archives enrich other aspects of my work and help me connect users with archival resources in research and instruction settings. I enjoyed attending the 2021 SOA Annual Meeting and learning more about the archival work being done throughout the state. I even participated on a panel with some of my colleagues to share our experiences with co-curricular programming featuring archival and primary sources.

I used my professional development scholarship towards my registration for the 2022 Art Libraries Society of North America Conference in Chicago, where I presented a lightning talk on a co-curricular program using memes to teach visual literacy. The sessions I attended exposed me to ideas and tools that I hope to put into practice in my new role as Digital Pedagogy Librarian at UD, which will undoubtedly include collaboration with my colleagues in archives and special collections.



*New Professional Scholarship Award Recipient Bridget Retzloff*

**[For more information about SOA awards, please visit the SOA Scholarships page.](#)**



# Analyzing Your Analytics

Jenni Salamon, Manager, Digital Services, Ohio History Connection

**W**E'VE ALL HEARD—AND PROBABLY even said—the phrase, “If you build it, they will come”. (Not to get pedantic here, but the quote is actually, “If you build it, *he* will come”, courtesy of a disembodied voice talking to Kevin Costner’s *Field of Dreams* character as he walks through his cornfield. Okay, maybe a little bit pedantic, but what archivist isn’t from time to time? But I have questions. Who are they? How do I know they will come to what I’ve built? And if they haven’t, how do I get them there?

When it comes to digital collections, these, and other questions, can be answered by web analytics. These statistics are powerful, quantitative data providing insight into your project’s success, but they can be overwhelming to understand, analyze, and apply. So welcome to the cornfield, let’s see what (knowledge) we can build!

## Overview

Web analytics is the collection, reporting, and analysis of web data. It helps you understand user behavior, supports improved user experience, and indicates if your goals are met. You can use this information to develop strategies that will attract more users, attract better quality users, and convert/retain users. Common examples of statistics you might encounter include:

- **Overall traffic:** Number of visits received during specific period of time
- **Bounce rate (%):** Users who navigate away after viewing only one page
- **Traffic sources:** Where people found your site (hyperlinks)
- **New and returning visitors:** How many people come back

As with anything, there is (or should be) a method to the madness. Web analytics follow a basic process—collecting data, processing data, analyzing data, and improving data (see inset)—and categorizes data into three major groups—audience, acquisition, and behavior.

## Collecting and processing data

### Audience

This provides a snapshot of your current audience metrics, including location, new vs. returning, and engagement. This helps answer questions such as:

- *How many times have users visited my website? (Sessions)*
- *How many users visited my website? (Users)*
- *How many pages did users view? (Pageviews)*
- *How many pages did users visit during each session? (Pages / Session)*
- *How many users left after only viewing one page? (Bounce Rate)*
- *Where are my users from (via IP address)? (Location)*

- *How many users came to my website for the first time? (New)*
- *How many users returned to my website? (Returning)*
- *How often do users return? (Frequency)*
- *How long do users stay on my website? (Engagement)*

### Acquisition

This provides a snapshot of how users are finding your website, including channels and traffic. This helps answer questions such as:

- *How are users finding your website? (Channels)*
- *Organic Search: Unpaid search results or unknown source*
- *Direct: Navigated directly to URL*
- *Referral: User clicked on link from another site (not search engines)*
- *Social: User visited from social networks (Facebook, Twitter, etc.)*
- *Where are users before seeing your content? (Traffic)*
- *How are people coming to your website from other sites? (Referrals)*

### Behavior

This provides a snapshot of what your users do once they are on your website, including engagement and frequently visited pages. Some of these metrics overlap with audience. Others refer to your website as a whole or provide statistics about a specific page. This helps answer questions such as:

- *How many pages have been viewed? (Pageviews)*
- *How many pages have been visited at least once? (Unique Pageviews)*
- *How much time are users spending on a page? (Avg. Time on Page)*
- *How many users left after only viewing one page? (Bounce Rate)*
- *How many users exit your website from that page? (% Exit)*
- *Which are the most popular pages? (Site Content)*
- *Which pages did the users enter your website on? (Landing Pages)*
- *Which pages did the users exit your website from? (Exit Pages)*

As you collect and process the data, asking the following questions will help you begin to understand it and identify trends:

- *Has the metric increased or decreased from previous period?*
- *How does the metric compare to same period last year?*
- *Is the metric consistent? Is it tending to grow or shrink?*

(continued on page 10)

- *Is the metric what you expect it to be? Does it align with your existing strategy and goals?*
- *What trends do you notice in terms of engagement, referrals, and popular content?*

### Analyzing data

Before you add value judgments to the data—our number of users is good, our bounce rate is bad, etc.—it’s important to define what you consider success in each of these areas. Some metrics might be pretty straightforward, but others might be more nuanced. What is “good” or “bad” will depend on the type of website you have and the kind of interaction you want from your users.

### Audience

- *Sessions/Users/Pageviews: Growth is great, but consistency is also good.*
- *Bounce Rate: A high bounce rate could mean that people found what they were looking for right away, got the information they needed, and then left your site.*
- *New vs. Returning: Both are essential to growth and sustainability. If one metric is lower than expected or desired, ask why: Can users find your site? Can users find what they’re looking for once there? Is your content relevant? Is your website easy to use?*
- *Frequency and Recency: Content-driven sites, like digital repositories, aim for high frequency and low recency, meaning that users come back more often to see what is new or review previously-accessed content. Information-based websites aim for low frequency and low recency, meaning that users get the basic information they need and do not need to return.*
- *Engagement: A quality interaction could be defined by time spent on site and/or amount of content viewed. How do you decide what those numbers are?*

### Acquisition

- *Channels: What channels do you want to use? How can you increase traffic via specific channels?*
- *Traffic: Are users engaged via your existing channels? Are users engaged via channels you don’t yet use?*
- *Referrals: What channels are internal vs. external? Are there any missed internal or external partnership opportunities for cross-promotion?*

### Behavior

- *Pageviews/Unique Pageviews: Which topics are the most popular, both one-time and repeated? If there is a subject or format that is frequently accessed, digitize more of the same, or find new ways to promote underutilized content.*
- *Avg. Time on Page: How relevant is the type and amount of information provided? If this metric is low based on how you define success, consider changing what information you provide, and how it is presented.*

### Improving data

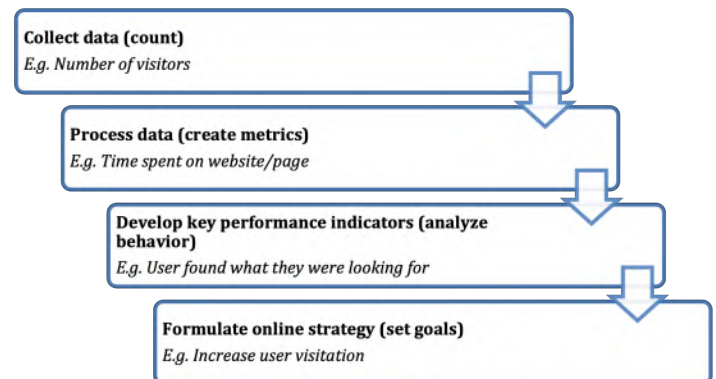
The final step is to use the information you’ve gathered to set goals to improve your data:

- *Determine what you want to achieve*
- *Use key performance indicators (KPIs) to measure and monitor success over time*
- *Develop a strategy to support those goals*
- *Experiment, test, and document results.*

Use the content and methods that most engage your target audience—repeat what works and stop what does not work.

Analytics provides valuable insight about your programs and services, including whether you are meeting your audience needs/wants, increasing revenue, and improving your reputation. With this information, you can achieve shared understanding of your program’s value—awareness of its existence and internal and external buy-in—and increased support—money, staff, and infrastructure. Once you know how to collect and analyze it, web data is a vital tool in your toolkit for reporting and advocacy. Let’s get tracking!

### Web Analytics Process



### Resources & Further Reading

#### General

- [Analytics section \(Search Engine Watch\)](#)
- [A Google Analytics Primer for Digital Marketing Agencies \(Megalytic\)](#)
- [Web analytics \(Wikipedia\)](#)
- [Web Analytics Basics \(Usability.gov\)](#)
- [What Is Web Analytics? \(Themeisle Blog\)](#)

#### Cultural heritage

- [Know Your Own Bone \(Colleen Dilenschneider\)](#)
- [Learning From Our Statistics \(Public Libraries Online/Public Library Association\)](#)
- [Web Analytics for Librarians \(Massachusetts Library System\)](#)

### Individual Member News

**Amy Czubak** left the Montgomery County Records Center & Archives in April to join the **State Archives at the Ohio History Connection** as a Government Records Archivist. Her primary duties are to help local governments create and maintain retention schedules, review disposal forms, and identify records of historical value to transfer and preserve. Amy also recently joined the Society of Ohio Archivist's Advocacy and Outreach Committee.

**Jim DaMico** is the new full-time Archivist for **Cincinnati Children's**. He started his new journey in December 2021. Previously, Jim was the Curator of Audiovisual Collections at Cincinnati Museum Center. He notes that working in healthcare is not where he thought he would be, but Children's is a great and supportive organization with a long history that goes back to 1883. The collection includes medical equipment, paintings and photographs, moving images, books and manuscripts, and hospital records. Jim is excited by his new role and looks forward to sharing Cincinnati Children's history.

### Institutional Member News

**The Archdiocese of Cincinnati** has completed digitization of the first one hundred years of *The Catholic Telegraph*. This has been a five-year project and was accomplished thanks to several grants from the **Hamilton County Genealogical Society** and an **LSTA grant from the State Library of Ohio**. 1831-1930 is now freely available to researchers on **The Catholic News Archive**.

*The Catholic Telegraph* is the first Catholic newspaper west of the Alleghenies and the second Catholic newspaper in the United States. At the time of its founding in 1831, the Diocese of Cincinnati encompassed the entire state of Ohio. The initial purpose of the newspaper was to defend and increase understanding of the Catholic Church and her teachings. Over time, it expanded to give local, national, and world news not only of the Catholic Church, but news and literary contributions of interest to all people.

The first one hundred years are of particular interest as the diocese experienced large growth in terms of members, churches, religious institutions, schools, and involvement in local activities and beyond. These years witnessed the American Civil War and World War I, growth of the temperance movement, conflicts with state government over religious freedoms, particularly regarding education, and ministering to the varied needs of the many ethnic communities in Ohio, particularly the Germans, Irish, African Americans, and Eastern Europeans.

**Cincinnati Children's Archives has a new website!** The archives serve as our memory of the innovative thinkers who imagined possibilities and transformed ideas into reality to advance pediatric medicine. It's the legacy for which we build our future and dare to dream bigger to inspire future generations of researchers, scholars, and healthcare providers. The website provides a central location to search our collections, request information, and learn more about our accomplishments and culture of caring.

**Check the Archives out and be inspired!**

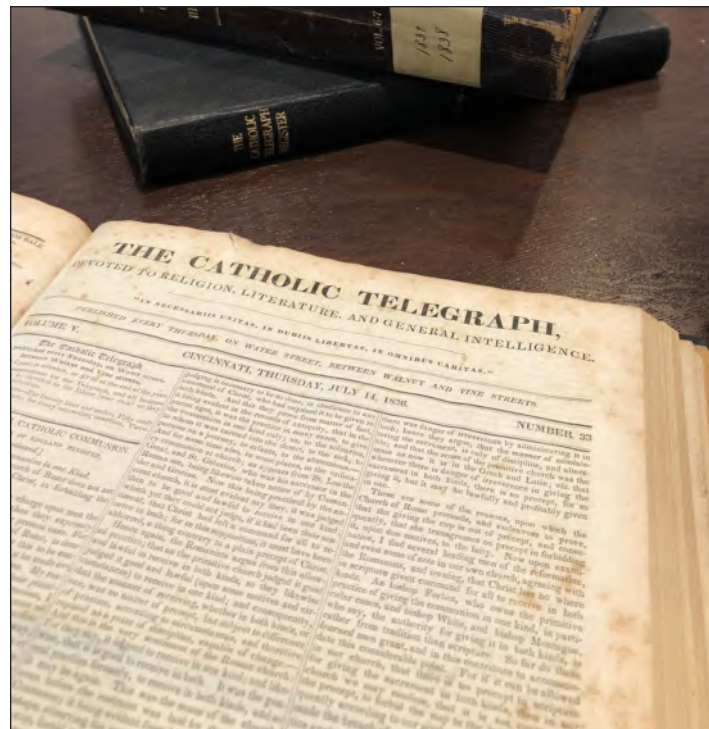
**Twitter:** @CCHMCArchives

**Facebook:** @CCHMCArchives

**Instagram:** CincinnatiChildrensArchives

Feel free to reach out and **email Jim**.

**The Clark County Historical Society** received a few grants



*The Catholic Telegraph*, Photograph by Jim DaMico, Archivist



Mitchell-Nelson Library and Archives. Photograph by Jim DaMico, Archivist

(continued on page 12)

this year that will allow them to increase access to collections and provide more outreach within the community. They received an **Ohio Local History Alliance** grant that will allow them to digitize VHS and reel films in their archives and make them available through the Ohio History Connection's **Ohio Memory Project** platform.

Funding was also received from an **OHRAB** re-grant, which covers contracted work to build a new platform through their current website that will provide greater access to a collection of more than 100 oral history interviews conducted in the 1980s and 1990s, and newer interviews as they are added. These oral histories were previously digitized in 2019 with the help of another OHRAB re-grant.

The historical society was also grateful to receive funding from the **City of Springfield** through the American Rescue Plan, which provided funding to support cultural institutions in the community. These ARPA funds will allow for the return and expansion of the Heritage School of Wizardry, which merged local history and magic for events for families and adults in 2018 and 2019. This year, the event will expand beyond the Heritage Center building and include local businesses throughout downtown Springfield with "Springfield's Wizarding Weekend" October 7-8, 2022. It will include a family event at the Heritage Center on Friday evening, a day of activities throughout downtown on Saturday from 10am-4pm, and an adult-only Saturday evening event.

**Greene County Records Center and Archives** long-term assistant, **Joan Donovan**, retired on June 29, 2022. Joan has been an institution at the Archives. Her knowledge and expertise of Xenia and Greene County history are extraordinary, and the Archives were lucky to have her on staff for close to 20 years. Please join us in wishing Joan all the best in retirement!

Greene County Records Center and Archives would also like to introduce the newest member of the team, **Lori Harris**. Lori was hired in May 2022 as the Administrative Support Assistant. She has hit the ground running and is learning something new every day. Lori is excited to work to preserve Greene County's history!

**Ohio History Connection's Digital Services Department** has welcomed three new team members since March. **Katelyn Toms** (previously of Montgomery County Records Center & Archives) and **Ashely Rodriguez** (previously of Southwest Public Libraries) are both Digital Projects Coordinators and provide training and support for Ohio Memory partners in addition to coordinating digitization projects. **Aimee Truitt**, Catalog & Metadata Coordinator (previously of Columbus Metropolitan Library, Dublin Branch), supports catalog and discovery services, and creates and manages Ohio Memory metadata.



Joan Donovan, Greene County Records Center and Archives



Lori Harris, Greene County Records Center and Archives

2022 ELECTION RESULTS

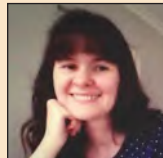
# New Leadership

Welcome and congratulations to the newly-elected members of Council and Officers!



PRESIDENT

**Amy Rohmiller**, 2022-2023  
Manager, Education Resources,  
Medical Library,  
Kettering Health Dayton



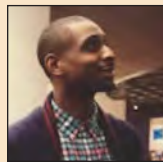
TREASURER

**Brittany Hayes**, 2022-2024  
Library Specialist,  
The University of Akron



VICE PRESIDENT/PRESIDENT-ELECT

**Melissa Dalton**, 2022-2023  
Public Outreach Coordinator,  
Greene County Records Center & Archives



COUNCIL MEMBER

**Sule Holder**, 2022-2024  
Collections & Library Assistant,  
Rock and Roll Hall of Fame and Museum

To every member involved in making SOA work, thank you for your time and dedication!

## Editor's Note

Hello everyone!

After acting as Interim Editor-in-Chief for the Spring 2022 issue of *Ohio Archivist*, I am happy to continue as Editor-in-Chief for the Fall 2022 issue.

We are always looking for great content. We are also looking for assistant editors to help produce our fantastic newsletter. [Contact me](#) if you or anyone you know may be interested or have any questions.

For the most up-to-date information on SOA including various ways to get involved, please visit the [SOA website](#) and join us on the [SOA listserv](#). Thank you, Ohio! Wishing everyone a happy and healthy fall and winter,

Jessica



*Ohio Archivist* is designed and published for the Society of Ohio Archivists by the Ohio History Connection.

## Connect with SOA



For the latest news about SOA and the archives profession in Ohio, join us on these SOA platforms:

- [SOA Website](#)
- [OHIOARCHIVISTS Listserv](#)
- [LinkedIn](#)
- [Facebook @ohioarchivists](#)
- [Twitter @ohioarchivists](#)
- [Pinterest @ohioarchivists](#)
- [YouTube](#)
- [Flickr](#)