

THE HISTORYMAKERS

The HistoryMakers: The Next Generation Grant
Higher Education Advisory Board Meeting Preparatory Document
Sunday, April 24, 2016 - Monday, April 25, 2016

John Unsworth, Principal Investigator

Julieanna Richardson, Principal Co-Investigator

The main goals for the first meeting of *The HistoryMakers* Higher Education Advisory Board, convened under the recently funded Mellon Foundation “*The HistoryMakers: The Next Generation*” grant, are to have the Advisory Board:

- 1) Help guide the developing of relationships with Higher Education;
- 2) Help develop an overall higher education strategy/strategies for adoption of new platforms;
- 3) Provide consultation on on-line learning and publishing partnerships;
- 4) Provide advice and counsel on features and development of the new platform;

We want to end the meeting with items that outline a strategic plan to guide the work under this grant, and with ideas that are both **actionable** and **measurable**.

Currently, *The HistoryMakers* has the following websites (the plan is to have them seamlessly integrated into one online platform):

- *The HistoryMakers Public Website*: <http://www.thehistorymakers.com> (free of charge)
- *The HistoryMakers ScienceMakers Digital Archive*:
<http://www.thehistorymakers.com/sciencemakers-digital-archive> (free of charge)
- *The HistoryMakers Digital Archive*(individual and institutional subscriptions)
 - ✓ DigitalMaker (Individual Subscriber)
<http://www.thehistorymakers.com/become-member> \$30/month/\$300 per year
 - ✓ InstitutionalMaker (Institutional Subscribers)
<http://www.thehistorymakers.com/become-member> Introductory Offer: \$5,000 per 10,000 FTEs. Our Institutional Subscribers currently subscribe with 1-7 year agreements:

- | | | |
|-------------------------|-------------------------|----------------------|
| 1. Boston University* | 5. Harvard University* | 9. The University of |
| 2. Brandeis University* | 6. Howard University* | Chicago |
| 3. Carnegie Mellon | 7. Northwestern | 10. Yale University* |
| University* | University* | |
| 4. Emory University* | 8. Princeton University | |

**Represented on The HistoryMakers Higher Education Committee*

More Information:

<http://www.chicagotribune.com/news/ct-historymakers-digital-archives-met-20160408-story.html>

<http://vimeo.com/116366749>

Passcode: thm

***The HistoryMakers* Higher Education Advisory Board Presentations**

For the purposes of this meeting, we want each Advisory Board member to develop a 3 minute presentation with his/her ideas about the following:

- 1) Who should *The HistoryMakers* target in the following communities at your institution or others?
 - a) Faculty
 - b) Students
 - c) Administration
 - d) Alumni
 - e) Lifelong Learners
 - f) Library/Archives
- 2) What organizations/conferences should *The HistoryMakers* engage with?

Please complete the attached PDF form and return it to Dionti Davis at dd@thehistorymakers.com by this **Friday, April 22, 2016.**

The HistoryMakers: The Next Generation Grant
Higher Education Advisory Board Meeting Agendas
Sunday, April 24, 2016

The HistoryMakers Higher Education Advisory Board Kick-Off Dinner

Location: Eventi Hotel <http://www.hoteleventi.com/>
851 Avenue of the Americas
New York, New York
(212) 564-4567



Room: Verdi I <http://www.hoteleventi.com/event-space-nyc/floor-plans/#verdi>

Time: 6:00 p.m.

Participants

- 1) **Julieanna Richardson**, *The HistoryMakers/Co-PI*
 - a. <http://www.thehistorymakers.com/founder>
- 2) **Zhu Sun**, *The HistoryMakers*
 - a. <http://www.thehistorymakers.com/staff>
- 3) **Dionti Davis**, *The HistoryMakers*
 - a. <http://www.thehistorymakers.com/staff>
- 4) **Gloria Yen**, *The HistoryMakers*
 - a. <http://www.thehistorymakers.com/staff>
- 5) **Daniel Johnson**, *The HistoryMakers Consultant*
 - a. <https://www.linkedin.com/in/daniel-h-johnson-6a3a748>
- 6) **Aaron Johnson**, *The HistoryMakers Consultant*
 - a. <http://www.thehistorymakers.com/staff>
- 7) **Will Griffin**, *The HistoryMakers Consultant*
 - a. <http://www.thehistorymakers.com/biography/will-griffin>
- 8) **John Unsworth**, *Brandeis University Library/Co-PI*
 - a. <http://people.brandeis.edu/~unsworth/bio.htm>
- 9) **Anita Hill**, *Brandeis University*
 - a. <http://www.brandeis.edu/projects/fse/conferences/beyond-slavery/presenters/anita-hill.html>

- 10) **Vita Paladino**, *Boston University Library*
 - a. <http://www.bu.edu/today/2006/vita-paladino-named-director-of-gotlieb-archival-research-center/>
- 11) **Michael Christel**, *Carnegie Mellon University*
 - a. <http://www.andrew.cmu.edu/user/christel/>
- 12) **Marilyn Dunn**, *Harvard University Library*
 - a. <https://www.radcliffe.harvard.edu/people/marilyn-dunn>
- 13) **Alliah Humber**, *Howard University Library*
 - a. <https://www.linkedin.com/in/alliah-humber-ab3a457>
- 14) **Kathleen Bethel**, *Northwestern University Library*
 - a. <http://www.thehistorymakers.com/biography/kathleen-e-bethel-41>
- 15) **Hannah Frost**, *Stanford University Library*
 - a. <https://profiles.stanford.edu/hannah-frost>
- 16) **Peter Leonard**, *Yale University*
 - a. <http://web.library.yale.edu/dhlab/peterleonard>
- 17) **Harriett Green**, *University of Illinois Library*
 - a. <http://www.library.illinois.edu/people/bios/green19/>
- 18) **Howard Dodson**, *The HistoryMakers Consultant*
 - a. <http://www.thehistorymakers.com/biography/howard-dodson-39>
- 19) **Michelle Coleman Mayes**, *Guest*
 - a. <http://www.nypl.org/help/about-nypl/leadership/mayes>
- 20) **Consuella Askew**, *Rutgers University*
 - a. <http://www.libraries.rutgers.edu/news/libraries-welcome-new-director-john-cotton-dana-library>

The HistoryMakers: The Next Generation Grant
Higher Education Advisory Board Meeting Agendas
Monday, April 25, 2016

The HistoryMakers Higher Education Advisory Board Meeting

Location: Infor <http://www.infor.com/>
641 Avenue of the Americas
New York, New York
(212) 564-4567
(10 minute walk from Eventi Hotel. Depart from Eventi Hotel lobby at 8:15 a.m.)

Meeting Room: *Ray Charles* (courtesy of Charles Phillips, CEO of Infor.com)
<http://www.infor.com/company/leadership/>



Ray Charles Room, Infor



Charles Phillips, CEO of Infor

Breakfast: 8:30 a.m. (courtesy of Charles Phillips, CEO of Infor.com)

Participants

- 1) Julieanna Richardson, The HistoryMakers/Co-PI
- 2) Zhu Sun, The HistoryMakers
- 3) Dioni Davis, The HistoryMakers
- 4) Gloria Yen, The HistoryMakers
- 5) Daniel Johnson, The HistoryMakers Consultant
- 6) Aaron Johnson, The HistoryMakers Consultant
- 7) Will Griffin, The HistoryMakers Consultant
- 8) John Unsworth, Brandeis University Library/Co-PI
- 9) Anita Hill, Brandeis University
- 10) Vita Paladino, Boston University Library
- 11) Michael Christel, Carnegie Mellon University

- 12) Yolanda Cooper, Emory University Library
- 13) Marilyn Dunn, Harvard University Library
- 14) Khalil Muhammad, Harvard University
- 15) Alliah Humber, Howard University Library
- 16) Kathleen Bethel, Northwestern University Library
- 17) Hannah Frost, Stanford University Library
- 18) Peter Leonard, Yale University
- 19) Jonathan Holloway, Yale University
- 20) Harriett Green, University of Illinois Library
- 21) Bruce Gordon, Guest
- 22) Howard Dodson, The HistoryMakers Consultant
- 23) Consuella Askew, Rutgers University

The work of this grant will build a sustainable presence in college and university research and teaching, and develop a community of engaged users, around a much richer, more interactive, more data-driven website that allows for user-generated content.

Agenda

8:30 a.m. – 9:00 a.m.

Breakfast

9:00 a.m. – 9:10 a.m.

Where are we now? What is *The HistoryMakers* vision? What is the role of *The HistoryMakers* Digital Archive?

-Julieanna Richardson; Founder & Executive Director, The HistoryMakers

9:10 a.m. – 10:00 a.m.

The HistoryMakers Digital Archive/Results from Mellon Planning Grant

-John Unsworth, Vice Provost for Library and Technology Services, Brandeis University

Current & Proposed Functionality

-Aaron Johnson; Web Hosting, The HistoryMakers

-Michael Christel; Teaching Professor, Carnegie Mellon University

Current Observations

-Howard Dodson; Consultant, The HistoryMakers

-Will Griffin; Consultant, The HistoryMakers

The HistoryMakers OnLine Portal: Wishlist and Visioning

-Dan Johnson; Consulting Archivist, The HistoryMakers

10:00 a.m. – 11:00 a.m.

The HistoryMakers Higher Education Advisory Board Individual Presentations (3-4 minutes each presentation) Followed by Q&A.

Presenters:

- | | |
|---|---|
| 1. Anita Hill , Brandeis University | 3. Peter Leonard , Yale University |
| 2. Khalil Muhammad , Harvard University | 4. Jonathan Holloway , Yale University |
| 5. Vita Paladino , Boston University Library | 9. Kathleen Bethel , Northwestern University Library |
| 6. Yolanda Cooper , Emory University Library | 10. Hannah Frost , Stanford University Library |
| 7. Marilyn Dunn , Harvard University Library | 11. Harriett Green , University of Illinois Library |
| 8. Alliah Humber , Howard University Library | |

- 11:00 a.m. – 11:15 a.m.** **Break**
- 11:15 a.m. – 12:15 p.m.** Opportunities presented by *The HistoryMakers* Digital Archive, and
Why the Mellon Foundation is Interested (+ Q&A)
-*Earl Lewis; President, Andrew W. Mellon Foundation*
- 12:15 p.m. – 1:00 p.m.** **Lunch**
- 1:00 p.m. – 3:00 p.m.** **Brainstorming/Facilitated Discussion**

Higher Education Strategy Discussion/Presentation Points

1. University as Partner

(How should The HistoryMakers Digital Archive work with the following?)

- a. Libraries
 - 1.Head of Collections
 - 2.Head of Acquisitions
 - 3.Academic Liaison
 - 4.Special Collections Librarian
 - 5.E-Librarian
- b. Student Organization
- c. Office of Diversity
- d. Academic Units/Related Departments (African American Studies, History, Anthropology, etc.)
- e. Alumni Relations (HistoryMakers affiliated with colleges/universities/institutions)

2. HBCUs/Community Colleges

(How should The HistoryMakers Work With These Communities?)

3. Content Usage –

- Classroom Usage
(How should The HistoryMakers Digital Archive be packaged for classroom use?)
 - Curriculum Materials
 - Digital Archive Training/Exploration
 - Focus Group Suggestions
 - Make downloadable video clips available.
 - Make it possible to annotate clips and transcripts, and share those annotations
 - Provide hooks for embedding *The HistoryMakers* videos in class sites hosted by campus learning management systems.
 - Enable user-tagging of *The HistoryMakers* content.
 - Deliver full-screen high-resolution video instead of sampled-down MPEG (better for in-class projection).
 - Ensure that transcripts are compatible with screen-readers, for users with print disabilities.
- University/Research Libraries Usage
(How should The HistoryMakers Digital Archive be packaged for use in the academy and for scholarship?)
 - Research Guides
 - Digital Archive Training/Exploration
 - Focus Group Suggestions

- Deliver *The HistoryMakers* content with library metadata that would allow individual interviews to appear as catalog items in library discovery systems.
- Create and share playlists of the two- to three-minute video segments (stories, in HistoryMakers terms) that are the basic unit of delivery in the Digital Archive.
- Include Library of Congress subject headings as an available facet in the Digital Archive's faceted search.
- Allow users to save and share searches.
- Provide visual presentations of social-network and geographical information in *The HistoryMakers* metadata and transcripts.
- Develop a YouTube-style feature to automatically advance to the next video in a series.
- Consider Patron-Drive Acquisition pricing model.
- Consider partnering with libraries to further develop this resource and make it available on reasonable terms, perhaps through an investment model like that used by Reveal Digital, or a membership model, or other options suggested by the Advisory Board.

4. **Partnerships and Collaborations –**

- What organizations are doing similar work?
- What organizations would be ready/beneficial partners?

5. **Outreach/Advertising/Marketing Opportunities**

(What conferences, conventions, newsletters, etc. should The HistoryMakers be involved with to get the word out?)

- Historical Conferences/Conventions

3:00 p.m.-3:30 p.m.

Next Steps/Plan for 2016-2017

3:30 p.m.-4:00 p.m.

Tour of Infor (for those who are interested)

Exhibit C - 1st Annual Higher Education Advisory Board Meeting Notes

On **Sunday, April 24, 2016**, and **Monday, April 25, 2016**, *The HistoryMakers*, under the auspices of a grant funded by The Andrew W. Mellon Foundation, convened its first in-person **Higher Education Advisory Board** meeting in New York City, New York. Kicked off by a special introductory dinner at the Eventi Hotel on Sunday evening, the meeting took place at the headquarters of HistoryMaker Charles Phillip's company, Infor. Ten advisory board members joined Principal Investigator John Unsworth, Vice Provost for Library and Technology Services at Brandeis University, and Co-Principal Investigator Julieanna Richardson, Founder and Executive Director of *The HistoryMakers*, for a day-long session aimed at developing a strategy to target the higher education market for: 1) subscription to *The HistoryMakers* Digital Archive; 2) increased usage and scholarship of *The HistoryMakers* Collection; and 3) partnerships and collaborations with institutions and organizations focused on the African American experience.

Infor

641 Avenue of the Americas
New York, NY

John Unsworth

Vice Provost for Library and Technology Services,
Brandeis University
Principal Investigator

Julieanna Richardson

Founder & Executive Director
The HistoryMakers
Co-Principal Investigator

Higher Education Advisory Board Members

Kathleen Bethel

*African American Studies Librarian, Northwestern
University Library*

Anita Hill

*University Professor of Social Policy, Law and
Women's Studies, Brandeis University*

Vita Paladino

Director, Howard Gotlieb Archival Research Center

Yolanda Cooper

University Librarian, Emory University

Marilyn Dunn

*Executive Director, Schlesinger Library / Radcliffe
Institute for Advanced Study Harvard University*

Khalil Muhammad

*Director, Schomburg Center for Research in Black
Culture*

Hannah Frost

*Services Manager, Stanford Digital Repository &
Media Preservation Lab Stanford University*

Peter Leonard

Director, Yale University Digital Humanities Lab

Jonathan Holloway

*Edward S. Morgan Professor of History at Yale
University and Dean of Yale College*

Harriett Green

*English and Digital Humanities Librarian, University
of Illinois at Urbana-Champaign*

Special Guests

Consuella Askew

Director, Dana Library, Rutgers University - Newark

Michael Christel

Teaching Professor, Carnegie Mellon University

Bruce Gordon

Corporate Consultant

Alliah Humber

*Head of Acquisitions & Serials, Howard University
Libraries*

Earl Lewis

President, The Andrew W. Mellon Foundation

Michele Coleman Mayes

*Vice President, General Counsel and Secretary, The
New York Public Library*

The HistoryMakers Staff

Zhu Sun

V.P. Business & Operation

Daniel Johnson

Consulting Archivist

Aaron Johnson

Technical Consultant

Will Griffin

Marketing Consultant

Dionti Davis

Special Assistant

Gloria Yen

Processing Team Leader

I. Individual Presentation Summary

The following outlines the presentations made by the Higher Education Advisory Board members, based on the following prompts:

- 1) Who should *The HistoryMakers* target in the following communities at your institution or others?
 - a) Faculty
 - b) Students
 - c) Administration
 - d) Alumni
 - e) Lifelong Learners
 - f) Library/Archives
- 2) What organizations/conferences should *The HistoryMakers* engage with?

Hannah Frost	<i>Services Manager, Stanford Digital Repository & Media Preservation Lab</i>
<u>Contacts:</u>	<ul style="list-style-type: none"> • Allyson Hobbs: Assistant Professor of American History <ul style="list-style-type: none"> ◦ Recently tenured ◦ New book about African American travel during the Civil Rights Movement ◦ Geography in the Digital Archive is interesting, good way to connect other collections • James Campbell: Professor for US History <ul style="list-style-type: none"> ◦ Deeply embedded in the humanities with an inter-disciplinary focus • Clayborne Carson: Professor of History, Director of the King Institute <ul style="list-style-type: none"> ◦ Runs the King Institute at Stanford • Henry Lowood: Curator, Film & Media Collections <ul style="list-style-type: none"> ◦ Hannah Frost works closely with him
<u>Licensing/Library Technology</u> <ul style="list-style-type: none"> • Led Stanford's Kanopy subscription effort (streaming service with patron-driven acquisition model) <ul style="list-style-type: none"> ◦ Faculty/students request resources—after 4 requests, resource is acquired on perpetual license • Shoah Foundation model <ul style="list-style-type: none"> ◦ Aging technology makes it difficult to sustain, Stanford is wary of engaging with aging technology again • Stanford subscribes to ProQuest, Gale-Cengage, Alexander Street Press, etc. <u>Sustainability/Business Model</u> <ul style="list-style-type: none"> • Best way to build community/sustainability is to center around common technological approaches and use existing models 	

Harriett Green	<i>English and Digital Humanities Librarian, University of Illinois at Urbana–Champaign</i>
<u>Contacts:</u>	<ul style="list-style-type: none"> • Ronald Bailey: African American Studies, Head and Professor <ul style="list-style-type: none"> ◦ PI on the Mellon-funded “Publishing Without Walls” initiative ◦ Focused on coming up with new publication model for scholarly publishing • Thomas Weissinger: Library and African American Studies, Professor
<u>Licensing/Library Technology</u> <ul style="list-style-type: none"> • Can connect <i>The HistoryMakers</i> with the “Publishing Without Walls” PIs, in an effort to bring <i>The HistoryMakers</i> existing metadata into new avenues • African American Studies dept.'s eBlackCU project is currently bringing in other African American collections 	
Next Steps: Connect <i>The HistoryMakers</i> with Publishing Without Walls and eBlackCU projects	

Exhibit C - 1st Annual Higher Education Advisory Board Meeting Notes

Jonathan Holloway	<i>Dean, Yale College and Edmund S. Morgan Professor of African American Studies, History, and American Studies</i>
Contacts:	<p><u>Curriculum Integration</u></p> <ul style="list-style-type: none"> • Matthew Jacobson: Yale University <ul style="list-style-type: none"> ◦ Leader in digital humanities on campus, organized symposium for <i>The HistoryMakers</i> last fall • Jackie Goldsby: Yale University; Chair, African American Studies Dept. • David Blight: Yale University; Director of the Gilder-Lehrman Center for the Study of Slavery, Resistance and Abolition <ul style="list-style-type: none"> ◦ Most active scholar working in public history ◦ Collaborating with the NMAAHC <p><u>Licensing/Library Technology</u></p> <ul style="list-style-type: none"> • David Gary: Sterling Library, Yale University <ul style="list-style-type: none"> ◦ Recently acquired a vast collection of VHS tapes, wrestling with issue of data decay—what can be recovered vs. discarding • Melissa Barton & Nancy Kuhl: Beinecke Library, Yale University <ul style="list-style-type: none"> ◦ Leading work looking at African American literature through the James Weldon Johnson Collection <p><u>Campus Community-Building</u></p> <ul style="list-style-type: none"> • Risë Nelson: Assistant Dean, Yale University <ul style="list-style-type: none"> ◦ Director of Yale's Afro-American Cultural Center <ul style="list-style-type: none"> ▪ Where oral histories on campus should and may have already been done • Pamela George: Associate Dean, Yale University <ul style="list-style-type: none"> ◦ Former head of Afro-American Cultural Center ◦ Deeply connected to historical perspective of communities on and off campus ◦ Works in Dean Holloway's office <p><u>Other Institutions</u></p> <ul style="list-style-type: none"> • Evelyn Brooks Higginbotham: Harvard University <ul style="list-style-type: none"> ◦ More scholarly side of public conversation • Robin D.G. Kelley: UCLA <ul style="list-style-type: none"> ◦ Publicly engaged historian at the crossroads of cultural studies and history • Randall Burkett & Kevin Young: Emory University <ul style="list-style-type: none"> ◦ Giants in the field
Next Steps: Connect <i>The HistoryMakers</i> with strategic/key players on campus	

Peter Leonard	<i>Director, Yale University Digital Humanities Lab</i>
Contacts:	<ul style="list-style-type: none"> • Neil Henry: UC Berkeley Oral History Center
<p><u>Licensing/Library Technology</u></p> <ul style="list-style-type: none"> • Full transcripts of videos unique in the oral history space <ul style="list-style-type: none"> ◦ Allows for machine actionable text and text-mining ◦ Yale's Digital Humanities Lab could examine patterns in the collection's data from a macroscopic approach <ul style="list-style-type: none"> ▪ Need collaboration of programmers in the lab and subject matter experts who know the right questions to ask ▪ Anti-plagiarism software could be repurposed to find patterns of textual use, citations extrinsic to corpus (e.g. quotes of MLK or colloquial quotes) ▪ Algorithms can surface hidden themes/topics in the corpus that can complement existing search functions 	
Next Steps: Text-mining/machine learning experiment with <i>The HistoryMakers</i> transcript data	

Exhibit C - 1st Annual Higher Education Advisory Board Meeting Notes

Anita Hill	<i>University Professor of Social Policy, Law and Women's Studies, Brandeis University</i>
<u>Contacts:</u>	<u>Curriculum Integration</u> <ul style="list-style-type: none"> • Chad Williams: Afro-American and African Students <ul style="list-style-type: none"> ◦ African American Studies chair; responsible for Brandeis' Diaspora Cluster • Dan Perlman: Assoc. Provost of Innovation in Education, Dir. Center for Teaching & Learning • Susan Parish: <ul style="list-style-type: none"> ◦ PI on disability grant who would be interested in becoming involved <u>Organizations</u> <ul style="list-style-type: none"> • National Bar Association • American Bar Association • Association of American Law Schools • Society of American Law Teachers
	<u>Curriculum Integration</u> <ul style="list-style-type: none"> • <i>The HistoryMakers</i> should take advantage of convergence of current events to integrate content into the classroom • Brandeis' recent strategic plan spawned: <ul style="list-style-type: none"> ◦ Center for Teaching & Learning: focuses on use of new technologies in the classroom ◦ Racial dimension for Women, Gender & Sexuality courses: <ul style="list-style-type: none"> ▪ To be listed as a course in the dept., the course must have a racial dimension ◦ Diaspora Cluster <ul style="list-style-type: none"> ▪ <i>The HistoryMakers</i> can reveal areas Brandeis needs to hire in for a rich cluster • Brandeis graduate students are no longer satisfied with wholly quantitative research and study, there is a trend towards more qualitative methods of study <ul style="list-style-type: none"> ◦ 1/3 of Brandeis students are graduate students • New focus is on supporting collaboration across departments, and leveraging partnerships <ul style="list-style-type: none"> ◦ "Race, Activism and Art" series brought African American artists to campus, including HM Theaster Gates <ul style="list-style-type: none"> ▪ <i>The HistoryMakers</i> can build on this foundation <u>Campus Community-Building</u> <ul style="list-style-type: none"> • Develop course to teach students how to do oral histories <ul style="list-style-type: none"> ◦ Use students to interview alumni to chronicle experiences that have not been documented <u>Licensing/Library Technology</u> <ul style="list-style-type: none"> • Add non-pictorial elements (documents) to archive – i.e. family homestead document
Next Steps: Connect <i>The HistoryMakers</i> with Center for Teaching & Learning staff	

Yolanda Cooper	<i>University Librarian, Emory University</i>
<u>Contacts:</u>	<u>Curriculum Integration</u> <ul style="list-style-type: none"> • Carol Anderson: African American Studies Collective <ul style="list-style-type: none"> ◦ Helping to promote <i>The HistoryMakers</i> Digital Archive to faculty on campus, and include it in coursework • Brett Gadsden: African American Studies & History <ul style="list-style-type: none"> ◦ Good target to include <i>The HistoryMakers</i> Digital Archive in the classroom • Sandra Franklin: Health Sciences Center Library <ul style="list-style-type: none"> ◦ Target to push ScienceMakers into science community <u>Campus Community-Building</u> <ul style="list-style-type: none"> • Carlton Mackey: Director, Ethics & the Arts Program <ul style="list-style-type: none"> ◦ Photographer and local filmmaker • Pellom McDaniels: Rose Library African American Collections Curator <ul style="list-style-type: none"> ◦ Exhibits could help promote <i>The HistoryMakers</i> Digital Archive <u>Other Institutions</u>

Exhibit C - 1st Annual Higher Education Advisory Board Meeting Notes

	<ul style="list-style-type: none"> • Teresa Barnett: Center for Oral History Research, UCLA <ul style="list-style-type: none"> ○ Can give UCLA's approach on going into higher ed • Sandra Phoenix: Executive Director, HBCU Library Alliance <ul style="list-style-type: none"> ○ Training for HBCUs in the region
<u>Curriculum Integration</u> <ul style="list-style-type: none"> • Looking to incorporate primary evidence sources for all first years: <i>The HistoryMakers</i> Digital Archive would be great source • Experiential learning: <ul style="list-style-type: none"> ○ Very important to have students do some of the work, take ownership 	
<u>Campus Community-Building</u> <ul style="list-style-type: none"> • E-resources not open to alumni remotely, only physically on campus • Pushing for library to be part of the solution to protests on campus, where students feel welcome and can find information 	
Next Steps: Incorporate <i>The HistoryMakers</i> into first year experience as primary evidence source	

Alliah Humber	<i>Head of Acquisitions & Serials, Howard University Libraries</i>
<u>Contacts:</u>	<u>Curriculum Integration</u> <ul style="list-style-type: none"> • Kenvi Phillips: Assistant Curator of Manuscripts <ul style="list-style-type: none"> ○ Great point person and energy • Leslie Anderson: Reference Librarian, Special Collections, Alexandria Public Libraries <ul style="list-style-type: none"> ○ Has done a lot of genealogy work • Teresa Redd: Professor of English, Director of Writing Across the Curriculum, and Director of the Center for Excellence in Teaching, Learning, and Assessment <ul style="list-style-type: none"> ○ Head of teaching learning/assessment center ○ Great person for how to engage with HBCU faculty
	<u>Other Institutions</u> <ul style="list-style-type: none"> • Cathy Zeijack: Director, Global Resources, GWU <ul style="list-style-type: none"> ○ Good potential advocate • Lila Ohler: Head of Acquisition, UMD @ College Park <ul style="list-style-type: none"> ○ Robust Africana studies program • Julius Jefferson: Alumnus <ul style="list-style-type: none"> ○ Officer on the ALA executive board ○ Good contact with Congressional Black Caucus
	<u>Curriculum Integration</u> <ul style="list-style-type: none"> • The database can be used all over campus, in various subject areas –there are HistoryMakers already walking around campus • A partnership with the library through the first year experience program would expose <i>The HistoryMakers</i> Digital Archive to the most students • Created modules for unique resources like accessible archives <ul style="list-style-type: none"> ○ Wants to see full implementation of <i>The HistoryMakers</i> Digital Archive module on campus • Has contacted all those listed, they are waiting to hear from <i>The HistoryMakers</i>
Next Steps: Incorporate modules on <i>The HistoryMakers</i> Digital Archive on campus	

Kathleen Bethel	<i>African American Studies Librarian, Northwestern University Library</i>
<u>Contacts:</u>	<u>Campus Community-Building</u> <ul style="list-style-type: none"> • Erik Ponder: User Experiences <ul style="list-style-type: none"> ○ Graduate student at UIUC ○ Project documenting history of South African elections • Steven Adams: Life Sciences Librarian <ul style="list-style-type: none"> ○ Does a lot of audio visual technical work

Exhibit C - 1st Annual Higher Education Advisory Board Meeting Notes

	<ul style="list-style-type: none"> ○ On the board of Black Metropolis Research Consortium <p><u>Alumni</u></p> <ul style="list-style-type: none"> • Lauren Lowry and Dr. Jeffery Sterling <ul style="list-style-type: none"> ○ Creating Northwestern University black house museum in Chicago ○ Oral histories of Northwestern University alumni • Morris “Dino” Robinson: Shorefront Legacy Center <ul style="list-style-type: none"> ○ Community archivist documenting AA experience along North Shore of Chicago ○ Part of Black Metropolis Research Consortium (out of University of Chicago)
<p><u>Campus Community-Building</u></p> <ul style="list-style-type: none"> • Northwestern Black Alumni Association preparing for anniversary of 1958 takeover—working on proposal for black archives • Professional groups with student chapters provide safe spaces for students, could expose students to unknown HMs in their field • Northwestern University Black House is a good place to display content <ul style="list-style-type: none"> ○ Not collection development or processing is done here 	
<p>Next Steps: Promote <i>The HistoryMakers</i> to strategic campus and alumni players</p>	

Marilyn Dunn	<i>Executive Director, Schlesinger Library / Radcliffe Institute for Advanced Study</i>
<u>Contacts:</u>	<p><u>Curriculum Integration</u></p> <ul style="list-style-type: none"> • Susan Fliss: Associate University Librarian for Research, Teaching and Learning • Robin Bernstein: Professor of African American Studies, Women, Gender & Sexuality Studies <ul style="list-style-type: none"> ○ Book on racial innocence • Lawrence Bobo: Professor of African American Studies <ul style="list-style-type: none"> ○ Participated in several Radcliffe projects • Sarah Thomas: Vice President for Harvard Library and University Librarian <ul style="list-style-type: none"> ○ Very talented, would push THM in organization • Leslie Donell: Director of Library and Knowledge Services <ul style="list-style-type: none"> ○ Interested in politics and race <p><u>Campus Community-Building</u></p> <ul style="list-style-type: none"> • Judith Singer: Senior Vice President, Provost for Faculty Development <ul style="list-style-type: none"> ○ Works with diversity staff recruiting • African American Student Union at Harvard Business School
<p><u>Sustainability/Business Model</u></p> <ul style="list-style-type: none"> • Should connect with Schlesinger’s outside scholars doing research • Make Schlesinger’s Black Women’s Oral History Project part of <i>The HistoryMakers</i> Collection <ul style="list-style-type: none"> ○ Audio recordings between '76-'81 ○ Digitized, but currently hard to find and underused 	
<p>Next Steps: Explore combining Schlesinger Black Women Oral History Project with <i>The HistoryMakers</i></p>	

Vita Paladino	<i>Director, Howard Gotlieb Archival Research Center</i>
<p><u>Curriculum Integration</u></p> <ul style="list-style-type: none"> • <i>The HistoryMakers</i> Digital Archive as digital resource for School of Communication students writing papers on narratives 	
<p><u>Campus Community-Building</u></p> <ul style="list-style-type: none"> • History majors at Boston University dropped from 380 to 50 • Library interns—Is there a way to coordinate internships with <i>The HistoryMakers</i> at each subscribing institution? • Engaging with student groups is essential in order to infiltrate higher education 	

Exhibit C - 1st Annual Higher Education Advisory Board Meeting Notes

Khalil Muhammad	<i>Director, Schomburg Center for Research in Black Culture</i>
<p>How to make <i>The HistoryMakers</i> brand more visible? Drive demand?</p> <p><u>Sustainability/Business Model</u></p> <ul style="list-style-type: none"> • Aggregate Organizations <ul style="list-style-type: none"> ○ Can't create brand based on one person, e.g. <i>AEW</i>... must be relevant to a moment in time. ○ Aggregate orgs can curate timely, topic-relevant content <ul style="list-style-type: none"> ▪ Gilder Lehrman Institute of American History ▪ Teaching for Change ▪ Children's Defense Fund ▪ Facing History & Ourselves • JStor and ProQuest <ul style="list-style-type: none"> ○ Make the case for <i>The HistoryMakers</i> Collection as historical resource • Museums <ul style="list-style-type: none"> ○ Create possibilities for people to see this raw material as possibility for data and scholarship <ul style="list-style-type: none"> ▪ Museum Curators can tell part of exhibit stories with <i>The HistoryMakers</i> content ▪ Video is becoming a powerful tool for museums • Public Schools <ul style="list-style-type: none"> ○ States are spending money on new curriculum materials, allowing the for-profit market to define the knowledge shared in classrooms <ul style="list-style-type: none"> ▪ <i>The HistoryMakers</i> as vendor to fill gaps in curriculum/classroom content • Film Festivals <ul style="list-style-type: none"> ○ Marketing campaign to documentary makers in post-Civil Rights Movement story telling format • Code Black (http://www.codeblacknyc.com/) <ul style="list-style-type: none"> ○ Black-owned social media outfit, million user reach ○ Could become a subscriber, pushing out short videos with timely subjects <p>Next Steps: Connect <i>The HistoryMakers</i> with Code Black leadership</p>	

<i>The HistoryMakers Next Steps</i>
<p>Develop plan to engage various campus "Teaching & Learning Centers" with Digital Archive</p> <ul style="list-style-type: none"> • Harvard University: Susan Fliss, Associate University Librarian for Research, Teaching and Learning • Howard University: Teresa Redd: Director of the Center for Excellence in Teaching, Learning, and Assessment • Brandeis University: Dan Perlman: Director, Center for Teaching & Learning • Rutgers University: Center for Teaching & Learning

II. Special Guest – Earl Lewis: *President, The Andrew W. Mellon Foundation*

Earl Lewis	<i>President, The Andrew W. Mellon Foundation</i>
	<ul style="list-style-type: none"> • Why did the Mellon Foundation partner with <i>The HistoryMakers</i>? Why is <i>The HistoryMakers</i> a worthwhile investment? <ul style="list-style-type: none"> ○ The WPA Slave Narratives led to a transformation in historiography after World War II. <ul style="list-style-type: none"> ▪ The methodology was sometimes flawed, but it gave us a way of understanding the world/individuals in transition from the 19th to 20th century. ▪ <i>The HistoryMakers</i> has the same transformational potential. ○ The Mellon Foundation wants to make these kinds of archives broadly accessible to general public in a sustainable manner. <ul style="list-style-type: none"> ▪ This requires thinking of how to make documents available no matter what media they are on (e.g. LoC-- has own challenge as body that hasn't fully embraced digital) ○ With this grant The Mellon Foundation looked to forge and secure relationships between <i>The HistoryMakers</i>, Carnegie Mellon University, and Brandeis University, because it wants the University community to become co-investors. ○ Must also think: <ul style="list-style-type: none"> ▪ What is the business model? ▪ How can we include more organizations from the philanthropic world to support <i>The HistoryMakers</i> work? ▪ The Mellon Foundation wants <i>The HistoryMakers</i> to be an investment that pays dividends, so that it can recommend to other foundations because: <ul style="list-style-type: none"> ○ Its importance is unquestioned ○ It is high-quality ○ It is publicly accessible ○ It is sustainable. ○ <i>The HistoryMakers</i> must scale in a manner that creates more economies and allows use of funds to meet other needs. <ul style="list-style-type: none"> ▪ <i>The HistoryMakers</i> must pivot to a sustainability model that allows others to invest and co-invest.
	<p>Will Griffin:</p> <ul style="list-style-type: none"> • The Mellon Foundation is employing a venture capitalist model of investment. • How does it and other funders look at the “suite of services” model that <i>The HistoryMakers</i> could develop through unique partnerships with each subscribing institution? <p>Earl Lewis:</p> <ul style="list-style-type: none"> • Three major challenges with à la carte service relationship: <ul style="list-style-type: none"> ○ What is the suite of services provided by The HistoryMakers? <ul style="list-style-type: none"> ▪ As number of partners/subscribers grows, capacity to provide services drops ▪ Must focus on specific number of services ○ At what level are these services curated? <ul style="list-style-type: none"> ▪ Individual campus level? <ul style="list-style-type: none"> • 1-2 day training seminars for campus representatives? ▪ <i>The HistoryMakers</i> corporate level? ○ Is this a phased process? <ul style="list-style-type: none"> ▪ Is this suite of services phase 1? ▪ What are the subsequent phases of development? <ul style="list-style-type: none"> • Must plan ahead in concrete phases, thinking of how additional seed/venture capital can help move the organization forward. • After proof of concept, Foundations have been known to recommend that others co-invest in the same projects. <ul style="list-style-type: none"> ○ Ex. – Six foundations have come together in consortia to fund the sciences. <p>Khalil Muhammad:</p> <ul style="list-style-type: none"> • WPA Slave Narratives analogy is both complimentary and cautionary <ul style="list-style-type: none"> ○ WPA archives were unused for decades.

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- *The HistoryMakers* must maintain currency and relevance

Julieanna Richardson:

- *The HistoryMakers* has always had interest in its content, has not always had the resources to respond.
- Higher Education community should help in curation via a self-service model.

Earl Lewis:

- Currency/Relevance can be maintained by tracking the academy's usage and analysis of data in the academy.
What are they studying? Why are they approaching *The HistoryMakers*?

Anita Hill:

- The self-service model has merit, focus should not only be on use, but also on **best** usage
- Academy may not know the best way to use the material either
- There is not an understanding of the depth of the content

Peter Leonard:

- Subject matter experts paired with programmers/technologists can surface important data by being guided by the right questions

Consuella Askew:

- Rutgers has developed Teaching & Learning Center
 - Found that professors are reluctant to adopt new methods and technologies

John Unsworth:

- The dominant model of *The HistoryMakers* user has been an individual user exploring the interface
 - Faculty and librarian focus groups revealed new set of requirements and features

Marilyn Dunn:

- Other digital models can be useful for reluctant adopters
 - Digital Darwin creates modules and lessons that are distributed to professors for the classroom

III. Breakout Session Brainstorming

Suggested Topic Clusters for Discussion

Central Questions: What are actionable deliverables? Who would fund?

Licensing/Library Technology

- Integration Issues
- Licensing
- Management Systems
- Discoverability
- Technical Requirements (APIs)
- Text-Mining

Curriculum Integration

- Beyond “Maker” Categories
- Shared Modules
- Lib-Guides
- First Year Seminars
- Specialized Graduate Courses
- Syllabi/Lesson Plans/Assignments

Campus Community-Building

- Alumni Projects & Interviews
- Local Publishing
- Student Contributions
- Technical & Training Requirements

Sustainability/Business Model

- Code Black
- Patron-Driven Acquisition
- Open Access (Leveraging ScienceMakers)
- Co-Funding Libraries
- Reveal Digital
- Added Value Through Partnerships

Group 1	“User Personas & Ambassador Liaisons”
Consuella Askew Vita Paladino Mike Christel Hannah Frost Alliah Humber Dan Johnson	<u>Campus Community-Building</u> <ul style="list-style-type: none"> • Ambassador Liaisons <ul style="list-style-type: none"> ○ Communicate in visible public forum to promote use and current uses ○ Chosen by institutions to best infiltrate and target • “Train-The-Trainer” workshops <ul style="list-style-type: none"> ○ Promote use through exposing/training teachers • Orientation Packet Flyers <ul style="list-style-type: none"> ○ Promote the Digital Archive as a resource to incoming students <u>Licensing/Library Technology</u> <ul style="list-style-type: none"> • Blackboard/Canvas/Course Management System integration • ScienceMakers as “freemium” offering • CUNY and SUNY <ul style="list-style-type: none"> ○ Can serve as pilot network for HBCU usage • Persona and User Testing <ul style="list-style-type: none"> ○ Can learn what features are desired/unused by specific user persona groups ○ Invite persona group representatives for testing
<u>Sustainability/Business Model</u> Marilyn Dunn: <ul style="list-style-type: none"> • Fundamental marketing effort should be reviews of Digital Archive in scholarly journals <ul style="list-style-type: none"> ○ Majority of libraries purchase based on these reviews 	

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Group 2	<i>“Mixtape VJ’s”</i>
<p>Aaron Johnson Peter Leonard Khalil Muhammad John Unsworth Bruce Gordon Dionti Davis</p>	<p><u>Curriculum Integration</u></p> <ul style="list-style-type: none"> • Subject matter expert library guides <ul style="list-style-type: none"> ◦ Defined by collection themes rather than to specific courses, since course topics vary per school ◦ Next iteration of Digital Archive can make segments directly linkable ◦ Guides must reflect timely issues to set them apart from crowded landscape and motivate usage <p><u>Sustainability/Business Model</u></p> <ul style="list-style-type: none"> • Thought Leader “VJ’s” <ul style="list-style-type: none"> ◦ Incentivize their participation through grant-funded honorariums (\$5,000) ◦ They curate a “mixtape” of clips around timely themes they care about <ul style="list-style-type: none"> ▪ (Melissa Harris-Perry – intersectionality; Thomas Sugrue – urban crisis; Ta’Nehisi Coates – reparations; Evelyn Brooks Higginbotham – women and the church; Skip Gates – genealogy; Theaster Gates – art/abstraction) ◦ Capitalize on their social media footprint to reach broader audience <ul style="list-style-type: none"> ▪ Transfer their “brand” to <i>The HistoryMakers</i> content ▪ Promote “mixtape trailer” to their network <ul style="list-style-type: none"> • 45 second clip teaser of the clips in their mixtape • Mixtapes <ul style="list-style-type: none"> ◦ Featured on homepage and on Digital Archive landing page ◦ Can also be “mashed-up” to give opposing or contextual views on themes ◦ Same process can apply locally for professors to share with classrooms <p><u>Licensing/Library Technology</u></p> <ul style="list-style-type: none"> • Mixtapes/trailers imply/require an editing tool incorporated into Digital Archive • Text-mining/machine learning <ul style="list-style-type: none"> ◦ Algorithms can mine the text for relevant and similar themes, boosting searchability ◦ As collection grows, this will be the most efficient way to recommend like content to users – beyond simple keyword searches of the entire corpus
	<p><u>Sustainability/Business Model</u></p> <p>Khalil Muhammad:</p> <ul style="list-style-type: none"> • Volunteers to do the first mixtape, after text-mining experiment • Proselytizing is a lot of work <ul style="list-style-type: none"> ◦ Mobilize thought leaders to do this work on your behalf ◦ Twitter/social media is effective for them, and can be effective for us due to overlapping demographics • Keep in mind that controversy is inevitable, scholars will be critical of HM opinions <ul style="list-style-type: none"> ◦ If this is a problem for living subjects, there is no current scholarly relevance <p>Marilyn Dunn:</p> <ul style="list-style-type: none"> • Does THM have editorial control? – it should, to manage controversy <p>Bruce Gordon:</p> <ul style="list-style-type: none"> • <i>The HistoryMakers</i> archive is supply-side, now must pivot to marketing <ul style="list-style-type: none"> ◦ Four P’s of Marketing: Product, Price, Promotion, Place (distribution) • Use streaming world (Spotify) as successful and contemporary content distribution/marketing model <p>Hannah Frost:</p> <ul style="list-style-type: none"> • With high-profile or large number of VJ’s, can open up to public for VJ contests <p>Snowball effect for usage and playlist creation</p> <p><u>Licensing/Library Technology</u></p> <p>Mike Christel:</p> <ul style="list-style-type: none"> • Mixtape playlists can provide rotating homepage/landing page content • Can share transcript and metadata with Peter Leonard/Yale Digital Humanities for text-mining experiment <p>Peter Leonard:</p> <ul style="list-style-type: none"> • Text-mining/machine learning experiment could have preliminary results in a 3-4 month period

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Group 3	<i>“Campus Ground Game”</i>
Marilyn Dunn Harriet Green Will Griffin Anita Hill Jonathan Holloway Kathleen Bethel Gloria Yen	<u>Campus Community-Building</u> <ul style="list-style-type: none"> • DIY HistoryMakers Interviews/Archive <ul style="list-style-type: none"> ◦ Oral History training and advising ◦ Local campus digital archives of alumni and community interviews ◦ Curriculum or kit to distribute to institutions to get them started ◦ Creation of local collections all under <i>The HistoryMakers</i> brand • Conference/Consortium to direct future interviews <ul style="list-style-type: none"> ◦ Convene scholars/teacher to identify areas of interest for research • Alumni Speakers Bureau <ul style="list-style-type: none"> ◦ Catalyze usage of the Digital Archive through on-campus speakers <u>Curriculum Integration</u> <ul style="list-style-type: none"> • Archive tutorial & subject recommendations <ul style="list-style-type: none"> ◦ Provide tutorial/primer for first year experience/orientation/freshman seminar courses ◦ Target courses/departments with tailored recommendations of content ◦ Identify strategic/key players on campus to target <ul style="list-style-type: none"> ▪ Key professors, grad students, Alumni, house advisors, learning communities, visiting scholars ◦ Engage with grad students (usage for research AND teaching)
<u>Sustainability/Business Model</u> Kathleen Bethel: <ul style="list-style-type: none"> • “Air”(mixtape VJ’s) + “ground”(Campus community-building) campaigns ensure hits, which drives subscription <ul style="list-style-type: none"> ◦ No hits = no subscriptions 	

Next Steps	
Hannah Frost	<ul style="list-style-type: none"> • Identify Ambassador Liaison on campus • Identify strategic/key players on campus to target • Digital Archive User Testing in November 2016
Harriett Green	<ul style="list-style-type: none"> • Identify Ambassador Liaison on campus • Identify strategic/key players on campus to target • Digital Archive User Testing in November 2016
Jonathan Holloway	<ul style="list-style-type: none"> • Identify Ambassador Liaison on campus • Identify strategic/key players on campus to target • Digital Archive User Testing in November 2016
Peter Leonard	<ul style="list-style-type: none"> • Text-mining/machine learning experiment with segmented transcripts • Identify Ambassador Liaison on campus • Identify strategic/key players on campus to target • Digital Archive User Testing in November 2016
Anita Hill	<ul style="list-style-type: none"> • Identify Ambassador Liaison on campus • Identify strategic/key players on campus to target • Digital Archive User Testing in November 2016
Yolanda Cooper	<ul style="list-style-type: none"> • Identify Ambassador Liaison on campus • Identify strategic/key players on campus to target • Digital Archive User Testing in November 2016
Alliah Humber	<ul style="list-style-type: none"> • Identify Ambassador Liaison on campus • Identify strategic/key players on campus to target • Digital Archive User Testing in November 2016

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Kathleen Bethel	<ul style="list-style-type: none"> • Identify Ambassador Liaison on campus • Identify strategic/key players on campus to target • Digital Archive User Testing in November 2016
Marilyn Dunn	<ul style="list-style-type: none"> • Identify Ambassador Liaison on campus • Identify strategic/key players on campus to target • Digital Archive User Testing in November 2016
Vita Paladino	<ul style="list-style-type: none"> • Identify Ambassador Liaison on campus • Identify strategic/key players on campus to target • Digital Archive User Testing in November 2016
Khalil Muhammad	<ul style="list-style-type: none"> • Curate “Mixtape” of interview segments around a theme (after text-mining experiment) • Brainstorm thought leaders to approach as “VJ’s” • Digital Archive User Testing in November 2016
Mike Christel	<ul style="list-style-type: none"> • Identify User Persona Groups • Share transcript/segment data with Peter Leonard and Digital Humanities Lab • Explore editing tool functionality for “mixtape” creation • Explore course management system integration • Complete Flash to HTML5 conversion timeline
Aaron Johnson	<ul style="list-style-type: none"> • Assist subscribing institutions in “going live” • Explore course management system integration
<i>The HistoryMakers</i> Will Griffin Dan Johnson Gloria Yen Dionti Davis	<ul style="list-style-type: none"> • Develop first year module/orientation packet to introduce students to the Digital Archive • Develop DIY HistoryMakers curriculum/kit to encourage THM branded local archives • Brainstorm thought leaders to approach as “VJ’s” • Identify HM alumni of subscribing institutions for Alumni Speakers Bureau • Approach CUNY and SUNY for consortia subscription model • Identify User Persona Groups

Digital Archive Redevelopment Timeline	
Flash to HTML5 conversion completed	October 31, 2016
User Testing	November-December 2016
User feedback integration	December 2016-January 2017
First Iteration HTML5 Client live	January 2017