

Internal Advocacy

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With thanks to Michael Norris, formerly Chief Strategy Officer at the Greater Philadelphia Cultural Alliance

Documentary Heritage and Preservation Services for New York is a five year initiative to deliver collections-related training, preservation surveys, archival assessments, and other services to the historical records community in New York.



New
York State
Library



*New York State
Archives*

DHPS | NY

DOCUMENTARY HERITAGE
& PRESERVATION SERVICES

FOR NEW YORK

CONSERVATION
CENTER

for Art & Historic Artifacts

Website: dhpsny.org

What is Advocacy?

Definition: Support for or recommendation of a particular cause or policy.

Origin: Medieval Latin: to summon or call to one's aid

Preservation vs. Conservation

Conservation

- Physical treatment
- Strengthen
- Repair
- Stabilize



Preservation

- Collections care
- Stabilize
- Maintain
- Slow deterioration



For what are
we
advocating?

- ❖ Funds
- ❖ Time
- ❖ People
- ❖ Space
- ❖ Support, authority



Why do we
have to
make the
case?

It's our responsibility as
collection stewards!



Mission Statement:

- ❖ Collect
- ❖ Preserve
- ❖ Disseminate

The Hudson Area Association Library's History Room's mission is "to **preserve** and acquire holdings regarding the history and culture of the City of Hudson and its residents, and secondarily, to **preserve** and acquire the history and culture of Columbia County, as well as to maintain, **preserve**, and protect the collection in a secure, conservation-quality repository while providing access to its holdings for visitors in a manner that promotes the collection's **preservation**."

"Through the experience of an immigrant family's 1890s home, the Voelker Orth Museum, Bird Sanctuary and Victorian Garden, **preserves** and interprets the cultural and horticultural heritage of Flushing, Queens and adjacent communities to engage their ever-changing populations."

Yates County Genealogical and Historical Society's mission is "to collect, **preserve**, and interpret the history of Yates County, increasing knowledge and understanding of the history for the betterment of present and future generations."

Why do
WE have
to make the
case?

- Perhaps not as “sexy” or exciting as other institutional functions like exhibitions
- Often behind the scenes
- Impacts are longer-term – there may be more immediate fires to put out
- Donor considerations





Communication Plan

“Good communication cuts through the clutter, it doesn’t add to it. It does this by getting the **right message** in the **right medium** delivered by the **right messengers**, to the **right audience**.”

From *Now Hear This: The Nine Laws of Successful Advocacy Communications*. Fenton Communications, 2001.

Stakeholder Analysis

Who is your audience?

- ❖ Are they change-makers (primary) or influencers of change-makers (secondary)?
- ❖ What is their current position, and what stakes do they hold?
- ❖ How best to reach them?
- ❖ Internal politics – understand relationships, timing

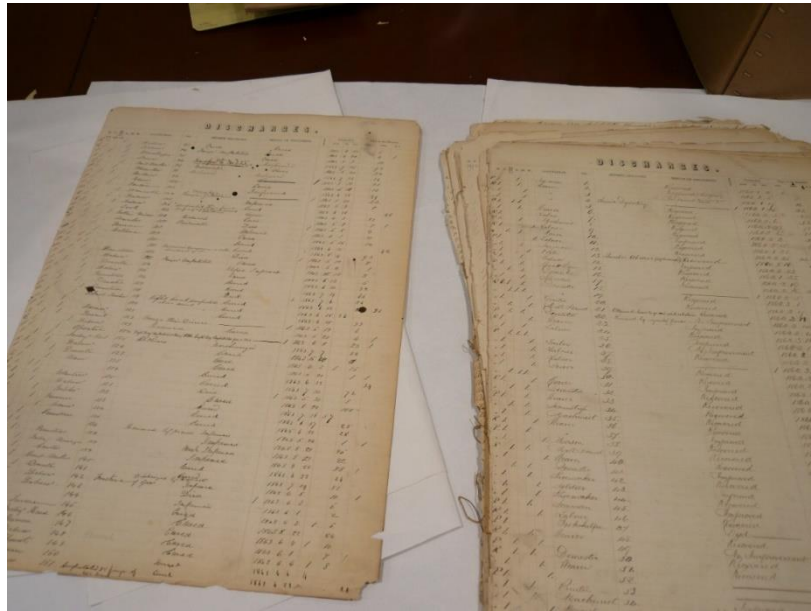


Specific Goals and Outcomes

- ❖ Funds
- ❖ Time
- ❖ People
- ❖ Support, authority



Honing Your Advocacy Message



Data

= Impact

Relevance =



Stories

❖ Cost of Inaction Calculator
AVPreserve

<https://coi.avpreserve.com/>

❖ Digitization Cost Calculator
Digital Library Federation Assessment
Interest Group's working group on
Cost Assessment

<http://dashboard.diglib.org/>

❖ Preservation Statistics Survey Report
American Library Association,
Association of Library Collections and
Technical Services, Preservation and
Reformatting Section

<http://www.ala.org/alcts/sites/ala.org.alcts/files/content/resources/preserv/presstats/FY2015/FY2015PreservationStatistics.pdf>



University of New Mexico Library

Compelling Stories

Data-driven:

- ❖ Economic impact
- ❖ Audiences served
- ❖ Outcomes achieved

Less tangible impacts:

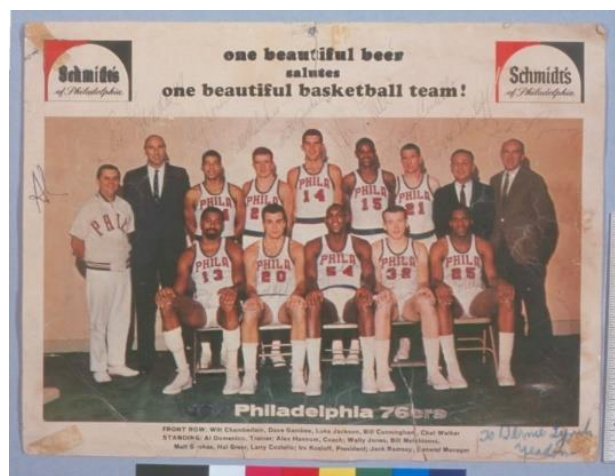
- ❖ Knowledge gained
- ❖ Expression and recognition of community or group identity
- ❖ Engaging with historic and cultural collections teaches critical thinking – history helps contextualize and orient our current experiences
- ❖ Community enhancement



Make friends!

- ❖ Cross-disciplinary, cross-departmental collaboration
- ❖ Presentations to and special events for the Board and other administration
- ❖ All-staff meetings
- ❖ Departmental or working group meetings
- ❖ Tours of collections storage
- ❖ Inter-office memos, newsletters, emails





Institutional Strategic Plan

- To “adopt proactive preventive conservation as a standard practice.”
 - “Develop and implement collections policies and procedures.”
 - “Develop emergency procedures and responsibilities for site, staff and visitors.”
 - “Develop a preservation plan for the House.”
- To “establish short-term and long-term preservation and conservation strategies for the [site] and [collections].”
 - “Strategy 1: Establish protective procedures to minimize damage to permanent installations (Q2 2012 – Q4 2013)
 - “Strategy 2: Develop a conservation and preservation plan (Q2 2012 – Q2 2013)
 - “Strategy 3: Protect [the] main site and [collections] (Q3 2012 – Q4 2012)”

Preservation Plan

F.A.3 Strategy: Obtain a collections survey from a photograph conservator for the Religious News Service Photographs. Embark on digitization and post-digitization housing initiatives, and subsequent disposition of originals when necessary.

Desired Outcome: 68,000 prints, negatives (the majority cellulose acetate), and caption sets, which are presently housed together in acidic envelopes, are safely transferred and rehoused.

Resources Needed: Funding from an NEH Foundations Grant, associated resources, staff time.

Staff Lead for Implementation	Impact	Feasibility	Feasibility/Impact Rating	Priority	Timeline
Preservation Archivist	4	3	12	Medium	2017 and ongoing
Stakeholders/Collaborators: Director of Programs and Services; Reformatting Technician; Executive Director; Development and Communications Coordinator					

	1 Not Helpful	2	3	4	5 Very Helpful
It raised awareness of collection needs	0%	0%	5%	20%	75%
It helped with organization of projects to improve collections stewardship	0%	0%	0%	25%	75%
It resulted in increased internal funding allocations for preservation	5.3%	10.5%	36.8%	10.5%	36.8%
It supported efforts to solicit funds for recommended preservation or conservation projects	0%	0%	10.5%	21.1%	68.4%

Resources

- ❖ American Alliance of Museums advocacy resources
<http://www.aam-us.org/advocacy>
- ❖ Brett, Jeremy and Jones, Jasmine, "Persuasion, Promotion, Perception: Untangling Archivists' Understanding of Advocacy and Outreach," *Provenance, Journal of the Society of Georgia Archivists* 31 no. 1 (2013).
<https://digitalcommons.kennesaw.edu/provenance/vol31/iss1/11>
- ❖ *Capitalize on Collections Care*. Heritage Preservation and the Institute of Museum & Library Services, 2007.
https://www.imls.gov/sites/default/files/publications/documents/caponcc_0.pdf
- ❖ CCAHA's Save Pennsylvania's Past Collections Advocacy Toolkit
<http://ccaaha.org/publications/collections-advocacy-toolkit>
- ❖ Morgan, Elizabeth. *Delivering Value for Money: why and how institutional archives should market themselves to their internal publics*. University College London, 2010.
<https://www.history.org.uk/files/download/9148/1317202347>
- ❖ SAA. "Advocacy Within Your Own Institution."
<https://www2.archivists.org/advocacy/withinyourinstitution>
- ❖ SAA Museum Archives Section Outreach/Advocacy links and resources
<https://www2.archivists.org/groups/museum-archives-section/7-outreachadvocacy>

Questions?

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