

Activating Communities Through Public Programming at the Community and University Level

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The ArQuives outreach



TMU Archives outreach



What we have found



In-House v. External

- Being in community, meeting people where they are
- Hands-on engagement with the collections
- Demystifying collections spaces



University v. Community

- Differing collection mandates and holdings dictate a perceived approachability of your
- General lack of awareness of Library and Archives services
 - In spite of current “trendiness” of GLAM institutions

Measuring success

Attrition

- Most direct measure of success
- Does not account for greater attrition rates due to scheduling
- Does not account for how programming was received

Engagement and feedback

- Find ways to have attendees be directly invested in holdings or subject matter
 - Prove importance
- Feedback gives you a measure of what was or was not successful

Dynamic outreach

- Promotion on multiple channels, increase outreach connections
- Ensures that you are not missing groups based on where you are conducting outreach

Transferability to other Libraries and Archives

Forgo Rigidity and Focus on uniqueness

- A lesson or overview on the type of material the workshop is focusing on illustrates the importance of preservation and management of different mediums
- Shows participants how they fit into these historical and contemporary contexts



Thank you.

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