



**Preserving Washington's  
Cultural Heritage:  
Conference Wrap-up**

**Tom Clareson**

**Connecting to Collections Conference**

**Tacoma, Washington - May 21, 2009**





# Working Groups

- Sustainable Institutional Preservation Programs, *or* “What Every Cultural Organization Should Know”
- Building Sustainable Statewide Preservation Programs, *or* “Increasing Statewide Momentum for Preservation”
- Collaborative Disaster Response Networks, *or* “Blanket Disaster Assistance in Washington State”
- Advocacy *or* “Promoting Preservation”





# Key Points – Institutional

- Different program model emphases for different institutions, but similar core activities
- WPI successful; “see a similar effort continued and marketed more widely”
- Component 1 -- Assess: resources or funding for preservation assessments to evaluate or provide blueprint for institutional preservation activities
- Component 2 – Training: Notification or offering preservation workshops





# Institutional, cont.

- Component 3 – Models: sharing information on differing preservation program models by institution type/size
- Component 4 – Disaster Planning & Grants: institutional disaster plans, collaborative disaster plans, continue grants
- Component 5 – Inform: listserv & website
- All of these components help build individual programs, but *all boats rise statewide!*





# Key Points – Statewide Program

- Learn from other states' successes and problems
- Need for dedicated funding (state, legislative, etc.) – possible in future
- Create independent, non-profit organization now; first activities include workshops, disaster preparedness
- People issue: Paid staff? Volunteers? Board/Committee? Succession?
- Involve others: outreach to all types of cultural heritage organizations and to nearby states (?)





# Key Points –

## Statewide Program (Disc.)

- “Even minimally preparing institutions for disasters would mean success for the initiative”
- Consortial buying – BCR?
- Contribute to a fiscal agent? (CPP model)
- Create information for Board members and other decision-makers
- “Haven’t drilled down to specifics, assume groups will continue to work”





# Key Points – Disaster Networks

- Organize at the county level (some multi-county, others partial-county)
- Assist with institutional planning
- Financial commitment assumed; adjunct membership possible
- Model Mission Statement, Mutual Aid Agreement, Group Cache Supply List
- Include Continuity of Operations Planning
- More Alliance for Response Workshops
- Libraries as Community Centers (Mass. Prog.)





# Disaster Networks, cont.

- Statewide Services
  - Website provided by Secretary of State
  - Washington Collections Emergency Response Team and focused activities
  - Statewide Agreement with Emergency Recovery Vendor Service
  - Stay apprised of COSTEP (the IMLS Statewide Disaster Planning Program Model)
- County “compliance” and monitoring?





# Key Points -- Advocacy

- Training, surveying, budgeting, staffing for preservation at your institution
- Outreach to donors, key audiences, general public through partnering, info
- Strategies to broaden preservation constituency, web pages with photos, student interns, highlight economic and tourism development





# Advocacy, cont.

- Partners: Who? What can they provide? Strengths and weaknesses?
- Sponsorships: types (naming, etc.) and benefits
- Show the benefit of preservation to Federal, State, and Local economies
- DOCUMENT! Brochure or Statewide Web Page with place to submit success stories
- Start doing these activities right now!



# Reactor Panel:

## Introductory Ideas

- Critical nature of working collaboratively
- CPP kept beyond normal LSTA lifespan; can we do that with this initiative?
- Including all types of collections-holding institutions
- Keep the cross-cultural conversations going





# Reactor Panel: Intriguing Ideas

- Aggregating Information Resources
- Web 2.0 for “virtual preservation advocacy”
- “Volunteer Boomers doing advocacy
- Blending L/A/Ms
- Regional approach to disaster networks?
- Funding – be in adaptive mode





# Reactor Panel:

## Moving the Plan Forward

- Identify who or what organizations can be lead agency – in state, in region (BCR?)
- Assign responsibility in job description?
- Be careful in pinning outcome on specific organizations – maintainable resources as important?
- State Library, Historical Society, Archives apply together for future grants
- Discernment + Discourse = Consensus





# Reactor Panel:

## Moving the Plan Forward

- Presentation to Legislative Heritage Caucus
- Joint conference with WLA, WMA, NW Archivists
- House Bill 1386 “Repurposing”
- Bringing rich collections together & being “institution-agnostic”
- Have a work plan even if don’t get IMLS Implementation Grant





# *Initial Final Thoughts*

- With the Washington Preservation Initiative, you have:
  - An Established Brand (State *and* National!) – develop branded materials
  - An Established Track Record (workshops, onsite assessments, grants)
  - Regular Program Evaluation
- “See a similar effort continued and marketed more widely”
- Maintain this stellar effort!





# *Initial Final Thoughts*

- Focused future efforts on:
  - Enhancing/improving institutional preservation capacity (assessments, education, information, and models)
  - Collaborative disaster planning
  - Awareness-raising and advocacy
- Now: set up dues-based membership organization, continue funding research
- Institutional support of statewide activities via “volunteer staffing,” succession planning





# *Initial Final Thoughts*

- Steering Committee or special Task Force to research “alternative funding methods” and develop IMLS Implementation Grant plans
- Web information (models, advocacy) and continued training as baseline activities
- Continued evaluation of progress
- Face-to-Face once a year or more often
- *Keep being a model!*





## **Questions and Discussion**

**Contact:**

**Tom Clareson**

**[tom.clareson@lyrasis.org](mailto:tom.clareson@lyrasis.org)**

**800/233-3401, x1270; 614/439-1796**

