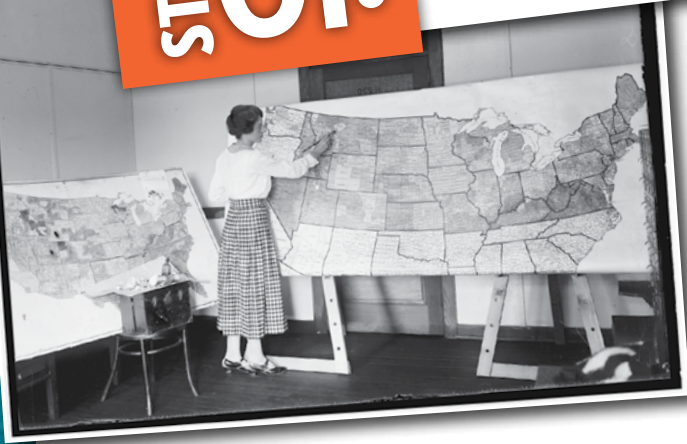


STEP 01:

Map Out Your Plan



Let's keep this simple.

First, map out a plan that works for you and your institution.

We see *I Found It In The Archives!* as an opportunity for people to submit a short story of their quest for information and their success in finding it in your archives. The story – submitted either as a 400-word written essay or as a video recording of no more than two minutes – would tell their tale of discovery and show the result of their search.

Your contest will take place primarily online, so participants *should* submit their entries to a designated email address. (You *could* allow entries submitted by mail or “walk-ins,” but then you’ll need to scan them and post them online.) Written entries could be attached as a Word document or pasted into the body of the email; video entries could be submitted as MPEG-4 files via email attachment or shared via a popular video site such as YouTube. (See the sidebar on page 4.) You can decide, based on your resources, whether your contest is limited to either essay or video submissions or includes both.

Your contest will culminate after several weeks (you determine your own schedule) with the selection of a winner and awarding of a prize. The prize should

be kept simple but special – a back-of-the-house tour led by an archivist, for example.

We suggest that you roll out your contest as follows:

- Set the ground rules: Who can enter? Where will the entries go? How will they be judged? What is the timing? What is the prize?
- Be specific about what is expected of the entrant.
- Set a deadline for entries.
- Announce the contest online and wherever you are able to post information.
- Invite your users and, through them, their friends and family – anyone who wants to participate – to submit an entry. Exclude your co-workers and others who are closely affiliated with your organization (more on this later).
- Have an internal panel judge the entries and select finalists.
- Invite “the public” to vote for their favorite among the finalists.
- Announce the winner(s).
- Award a prize.
- Enter your winner(s) in the national competition. **(The deadline for submission in the national competition is March 2, 2012.)**

The national competition will involve a similar winnowing process, with all winning entrants from local competitions being judged by a panel from within SAA’s membership and finalists being posted for public voting. We’ll celebrate the culmination of the contest at SAA’s Annual Meeting, hosting the winners in each category (written essay and video) at our Awards Ceremony.

Your first step is to review the suggestions we’ve laid out in this guide, tailor a contest to fit your institution’s needs and resources, and let us know how you’re proceeding.

Ready? Let’s go!