



## 2013 RAO Annual Report Appendix D

### **RAO Marketplace of Ideas II: Bigger, Better, Hotter, Cooler!**

*What puzzles you? What amazes you? What provokes you?  
What's now? What's next? What's over?*

**RAO Marketplace of Ideas II** program aims to keep all of these questions on the tip of your tongue and front and center in your mind as you browse and haggle over the ideas and issues on offer by vendors this year. Building on the best parts of last year's RAO Marketplace, the program team for Marketplace II has brought together an amazing array of hot topics vendors who promise to engage, inspire, and even incite the savviest RAO shoppers to browse, haggle, and buy the latest and greatest in RAO idea merchandise.

#### **Some Background on the Marketplace of Ideas Concept**

Imagine a colorful vibrant marketplace filled with exotic and amazing things, thronging with people haggling, dealing, debating, laughing, and shouting. Now, imagine that this marketplace sells ideas and approaches to all the things that you do or hope to do as an RAO archivist and everything is free! Shoppers will be able to move through the marketplace in several rounds stopping in to a stall to deliberate hot topics in reference, access, and outreach.

This year, there will be six market stalls, exploring a variety of topics, anchoring the market:

1. Successful strategies for engaging undergraduates with primary sources.
2. Why we need archival privilege? Protecting donors and preserving the historical record.
3. Results from RAO's Teaching with Primary Sources Survey group, a discussion of findings and directions for future action
4. Outreach strategies and documenting underrepresented groups
5. Copy requests and fair use
6. Assessing student learning

#### **What's new for the 2013 Marketplace?**

An innovation for the 2013 will be the **Idea Snack Bar (ISB)**. Equal parts graffiti wall and Twitter nest, the **ISB** is a place where shoppers can post questions, share ideas, make suggestions, draw diagrams using sticky notes, or tweet using the **hashtag #SAARAO13**

For those who can't get enough of the marketplace magic this year there will also be an **Idea Seed Swap (ISS)**. For each of the six hot topic/cool demo booths there will be a box where shoppers can leave business cards or contact information. Marketplace staff will compile the names and emails submitted for each booth and share the list with those who submitted their information into the **ISS** booth box. From this shared interest in a topic or concept many interesting things may sprout and grow.

By popular demand, this year's marketplace will feature time at the end of the program for all shoppers to compare notes, share experiences, and show-off purchases.

Finally, this year the marketplace managers have taken a solemn oath to do all that is humanely possible to keep noise levels reasonable, instructions clear, pathways open, and schedules on track.

**Need more information? Please contact Jill Severn at [jsevern@uga.edu](mailto:jsevern@uga.edu)**

Marketplace II is brought to you by the 2013 RAO Program Planning Committee (Greg Kocken, Mary Manning, Aimee Morgan, Jill Severn, and Lisa Sjoberg) and the stellar group of Marketplace Vendors for 2013 (Alison Stankrauff, Christine Anne George, Elizabeth Wilkinson, Rebecca Petersen, Heather Briston, and Amy Roberson).