

The Heritage Connection: Analysis of a digital portal project across varied cultural heritage sites

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Abstract:

The Titusville, PA Heritage Connection is a collaborative digital portal intended to direct patron traffic to cultural heritage sites, while also providing low-tech, easy build digital collections and exhibits. The poster presents initial evaluation of the portal collaborative process and the achievement of goals approximately one year after launch. Partners include a public library, city historical society, a Pennsylvania Historical & Museum Commission site, and a local high school alumni society, all in or near Titusville, PA, a 3rd-class city, population 5,158. This collaboration is unusual because of the rural setting for the participants. Many successful digital collaborations have been achieved with the support of extensive grant funding, state of the art software, tech support, etc. This portal is intended as a model for much smaller organizations, many staffed by volunteers, or paid staff without digital processing duties. The goal includes a workflow that can be executed by volunteers and non-specialists, at minimal cost. Evaluation will consist of Google Analytics and evaluation of the collaborative site planning and build process. The audience will be invited to provide feedback and suggestions on an assessment plan for the site, as well as continuing activity in digitizing and indexing local resources.

About the author:

Dr. Rhonda Clark is Professor of Information and Library Science at Clarion University of PA. She holds a master's in Russian and East European Studies (UMN), an MLIS (Pitt), and a Ph.D. in Russian History (UMN). She is co-author of *Fostering Family History Services: A Guide for Librarians, Archivists, and Volunteers* (Libraries Unlimited, 2016). Dr. Clark oversees the local and archival concentration in the Clarion University MSLS program. She is highly active in the Titusville, PA Historical Society and serves as the historian/archivist for the Titusville First Presbyterian Church.