

Innovative Archival Outreach: Rethinking Engagement in the Wake of COVID-19

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Archives and special collections have long centered their outreach activities on in-person events and programming. In early 2020, wide-scale shut-downs in the wake of the COVID-19 pandemic made these types of traditional engagement methods extremely difficult or impossible. Archivists and librarians were forced to rethink how institutions connect with researchers and promote their collections. We discuss how establishing non-traditional outreach practices at the University of Texas at Arlington (UTA) Libraries Special Collections allowed the institution to reach a larger, broader, and more varied audience. The success of these activities at UTA made us curious about the experiences of others in the field. In this presentation, we will share the assessment we have designed for interviewing librarians and archivists who implemented innovative outreach during the pandemic. We invite feedback on the content of the interview questions and ask that attendees share their knowledge of institutions that have implemented non-traditional outreach methods since the start of the pandemic.

About the authors:

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