

# MAC midwest archives conference

## n e w s l e t t e r

*Preserving the Documents of the Past and Making Them Accessible to the Future!*

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### In This Issue...

President's Page .....2

MAC News .....3

News from  
the Midwest..... 13

Archival Resources  
on the Web .....17

Mixed Media .....21

People and Posts .. 24

MAC Donors .....27

MAC Contacts..... 28



### Fall Symposium “Driving Outreach to Victory Lane” October 14–15, 2022 Indianapolis State Library



Do you feel like you're grinding your gears when it comes to outreach? Although outreach should play a significant role in archival work, it often takes a backseat to other needs, and we end up leaving our users stranded at the side of the road. Are you revving your motor to find programming solutions at your institution? Has your presence in the community crashed? Did the pandemic make you run out of gas?

Take a pit stop in Indianapolis, the car racing capital of the world, October 14–15, 2022, for a tune-up on outreach and discover successful methods to engage your audiences. Outreach topics will be split among multiple speakers and are intended for students, archivists, librarians, and museum professionals of all experience levels—from drivers' education to Formula One.

Start your engines on Friday with a pace lap by learning about types of outreach and inreach from our speakers. Assessment activities for planning and support will be offered, as well as examples of successful outreach and inreach and how they can be modified for different organizations and situations. The afternoon will shift to an unconference-style format, with discussion topics driven by attendees followed by time to workshop new ideas in small groups. Checklists and tools will be provided, and attendees will leave the track with homework for Saturday's final race.

On Saturday, the starting formation will lead to the delivery of a postassessment tool. Attendees will coast to a picture-perfect finish and celebrate with a successful outreach-themed parade lap at their organization.

Join us as we celebrate MAC's 50th anniversary by attending the 2022 Fall Symposium at the historic Indiana State Library. The outreach winner's circle is in sight!

