

2022 Fall Symposium Recap

MAC held its “Driving Outreach to Victory Lane” Symposium at the Indiana State Library in downtown Indianapolis on October 13–14, 2022. The program committee, consisting of MAC members and cochairs Jackie Shalberg, archivist and historian, National Model Aviation Museum, and Bethany Fiechter, university archivist, DePauw University, hosted 26 people for the full-day event on Friday and a half day on Saturday. The Symposium was made possible due to generous sponsorships from the Indiana State Library, the Society of Indiana Archivists, the IU Libraries, the IUPUI School of Informatics and Computing Department of Library and Information Science, and the University of Kentucky Libraries.

On Friday, a lecture by Carey (Beam) Champion, director and associate librarian, Wylie House Museum, Indiana University–Bloomington, provided a history of archival outreach within the profession. Carrie Schwier, outreach and public services archivist and associate librarian, Indiana University Libraries, University Archives, defined

why inreach and outreach are important, as well as how goals can be mapped to existing or new resources. She also brought forth factors to consider when planning for outreach initiatives. Carol Street, undergraduate research archivist, University of Kentucky Special Collections Research Center, Margaret I. King Library, provided innovative examples of inreach and outreach. Time was also dedicated to assessing mission statements guided by an outreach assessment tool created by the speakers.

The second half of the day was reserved as an unconference. “Unconference” is defined as a participant-driven meeting. Topics were submitted by attendees prior to the event via an online collaborative tool called Padlet. Three groups discussed inreach within organizations; outreach to new constituencies; marketing outreach in a world of email and social media overload; outreach to underrepresented communities; onboarding; those who will never visit in-person or are outside of the humanities; and sustainability.



The 2022 MAC Symposium was held at the Indiana State Library.

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An unconference session with speaker Carey (Beam) Champion and attendees



The “Swag Gallery” table, provided near the back of the meeting room, where attendees could display their institution’s swag, network, and discover new outreach ideas among colleagues



A special cake was purchased to celebrate MAC's 50th anniversary with MAC President Tamar Chute, university archivist, Ohio State University, and Vice President Benn Joseph, head of collections services, Northwestern University Libraries.

On Saturday, attendees gathered to present their own outreach ideas as part of a homework assignment from the previous day. Additional time was devoted to addressing outreach planning and sustainability. A one-year outreach

plan was presented as part of a larger workbook that included tools for project management, publicity, and postevent assessment.



Speakers Carrie Schwier and Carol Street converse before the Symposium on Saturday morning.

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Megan Badgley-Malone, Assistant Editor

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In addition to the Symposium, attendees were invited to a networking event hosted by the Society of Indiana Archivists at the Garage Food Hall, part of Indy's Bottletworks District. The event was organized by Lydia Spotts, lecturer, IUPUI School of Informatics and

Computing Department of Library and Information Science, and Brandon Pieczko, digital and special collections librarian and associate faculty, Indiana University School of Medicine's Ruth Lilly Medical Library, and editor of MAC's *Archival Issues*.



Society of Indiana Archivists' presymposium networking event

All images provided by MAC Symposium organizing committee cochairs and speakers.