



## CONNECTING TO COLLECTIONS / MINNESOTA!

### **Advisory Board Meeting**

**May 28, 2008**

**Minnesota Historical Society**

**St. Paul, MN 55105**

### **Background**

The first meeting of the Advisory Board for the Connecting To Collections / Minnesota! project was held at the Minnesota Historical Society on May 28, 2008. The purpose of the meeting was to: introduce board members to each other and to the project; discuss ways to promote the project to stakeholders and recruit strong focus group membership; determine how to accomplish a high level of survey participation; take comments and suggestions regarding the survey instrument; and request input regarding the project web site. Appendix A contains the meeting agenda. The meeting was animated, participants freely shared ideas and made suggestions, and much was accomplished.

### **Participants**

<i>Minnesota Historical Society (MHS)</i>	Bob Horton, Jean Moberg, Sherelyn Ogden, Brian Szott
<i>Midwest Art Conservation Center (MACC)</i>	Colin Turner
<i>MINITEX, University of MN</i>	Bill DeJohn
<i>Science Museum of Minnesota</i>	Tilly Laskey
<i>Nicollet County Historical Society</i>	Ben Leonard
<i>Goldstein Museum of Design, Univ. of MN</i>	Lin Nelson-Mayson
<i>University of Minnesota Libraries</i>	Charles Spetland
<i>Como Zoo and Conservatory Society</i>	Jackie Sticha

### **Overview**

After a round of introductions, Sherelyn Ogden welcomed everyone and gave a brief overview of the project. She then lead participants in a discussion of various aspects of the project emphasizing the goal of achieving broad representation and input from cultural organizations state-wide. Participants had been sent a draft of the project's survey instrument in advance and were requested to review it for discussion.

### **Promoting the Project to Stakeholders**

Several ways to promote the project were discussed. Sherelyn prepared a press release about the project and upcoming survey that will be sent to various electronic distribution lists. Board members offered to mention the project at various professional meetings and to promote it informally in conversations.

## **Recruiting Focus Group Membership**

The consensus was that this should be a self-selecting process. It was decided that a question would be added to the survey instrument asking if the person completing the survey wanted to be in a focus group. If enough interest was not generated this way, then focus group members could be recruited verbally by advisory board members.

## **Eliciting A High Level of Survey Participation**

Various specific ways of promoting the survey were discussed. Sherelyn prepared a press release about the survey that she will send to participants to distribute to various list serves and organizations with newsletters. Organizations targeted for notification were: Minnesota Library Association; State Historic Records Advisory Board; Minnesota Digital Library; Minnesota Association of Museums; Midwest Art Conservation Center; MINITEX Library Information Network; Minnesota Historical Organizations; and Twin Cities Archives Round Table (TCART). The tribal advisory committees for the Minnesota Science Museum and the MHS also will be notified. A list of organizations specializing in living collections will be compiled so that they will receive notification as well. It was decided that a gift pack or other prize should be offered to encourage people to participate in the survey and to show appreciation. The project organizations could donate something for the prize.

## **Suggestions for the Survey Instrument**

Much of the discussion centered around the level of detail that is appropriate for the survey and with ensuring that the questions are suitable for a wide variety of organizations and types of collections. It was suggested that the survey instructions be clarified to indicate that more than one response from the same institution may be appropriate and is acceptable. Several specific suggestions were made regarding the wording of particular questions. These suggestions were incorporated whenever possible. It was decided that the revised survey instrument would be available for board members to review in early July, 2008, and that the survey would be launched to the public around mid July and closed October 1, 2008. [It has since been decided that the survey will close Oct. 20, 2008].

## **Suggestions for the Project Web Site**

No one had suggestions. The indication was that the site layout was fine as it is.

## **Other Comments, Suggestions and Questions**

There were none.

## **Wrap-Up**

Sherelyn briefly summarized the decisions that had been made and confirmed dates regarding the survey review and launch. The meeting was adjourned.

## **Appendix A**

### ***Advisory Board Meeting Agenda***

***May 28, 2008***

***Minnesota Historical Society, St. Paul, MN***

**Welcome**

**Introductions**

**Brief overview of project**

**Discussion: promoting the project to stakeholders**

**Discussion: recruiting strong focus group membership**

**Discussion: eliciting a high level of survey participation**

**Comments and suggestions regarding survey instrument**

**Comments and suggestions regarding project web site**

**Other comments and suggestions**

**Questions**

**Wrap-Up**