

## Archival Completion Guide

After working with RAW for a semester on researching the best way to archive artisans artwork, our team came up with 3 options for RAW to consider. This guide is a shortened and easy to read list of ways to execute any of these options. Just a reminder, these are just recommendations and can be catered to RAW's needs as they change over time. The recommendations are not stand alone and can be paired together or combined if Joan or Ellen sees fit.

### **Option 1: Pair with an Institution, WHM or WAM**

Steps:

1. Contact WHM
  - a. David Connor (Community Engagement Director)  
[davidconner@worcesterhistory.net](mailto:davidconner@worcesterhistory.net)
  - b. Bill Wallace (Executive Director)  
[williamwallace@worcesterhistory.net](mailto:williamwallace@worcesterhistory.net)
  - c. Note: We had looked into WAM and attempted to reach out multiple times to different employees. However, they were very hard to reach with and most did not respond
2. Set up meetings to discuss what you want in your archive, who would be involved, images of artwork that would be highlighted
  - a. In meetings, make sure to discuss
    - i. Art (whether it is sold to WHM, on loan, or images are stored online)
    - ii. Space in gift shop (potentially another place to sell artwork)
    - iii. Contracts
    - iv. Grants to help fund
3. Hire an intern that is knowledgeable in archival studies as well as RAW as an organization
  - a. Potential areas to hire interns
    - i. Smith College
    - ii. Worcester State
    - iii. Holy Cross
  - b. Qualifications interns should have
    - i. Experience leading meetings as they will be the liaison between the institution and RAW
    - ii. Studying Archival studies or similar major OR has previous experience
    - iii. Comfortable with communicating between organizations
  - c. Tasks include, but are not limited to:
    - i. Correctly label photos after an event or a new artisan joins RAW

- ii. Spearhead new opportunities to increase accessibility of library resources for the public.
  - iii. Perform maintenance and ongoing assessment of RAW's digital resources.
  - iv. Interns will develop skills in holistic project planning, event operation and execution, and program evaluation
- 4. Look into a grant to pay intern/fund archive
  - a. [Mass Humanities](#)
  - b. [National Endowment for the Humanities](#)
  - c. [Greater Worcester Foundation](#)
  - d. [Worcester Library](#)
  - e. Ask the institution you decide to partner with since they're experienced with the grant process

### **Option 2: Artwork Archive**

Steps:

1. Reach out to someone at Artwork Archive to discuss creating a page for RAW.
  - a. We spoke to Elysian Koglmeier ([elysian@artworkarchive.com](mailto:elysian@artworkarchive.com)) and she would be a good first contact
2. Set up meetings to discuss what you would want displayed, which forms of media you have for all of the artisans, and the desirable visuals
  - a. In meetings, make sure to discuss
    - i. Quality of material to upload and amount that can be uploaded
    - ii. Contracts
    - iii. Upkeep
3. Hire an intern that is knowledgeable in archival studies and comfortable talking with some of the software staff to create the virtual archive
  - a. Potential areas to hire interns
    - i. Smith College
    - ii. Worcester State
    - iii. Holy Cross
  - b. Qualifications interns should have
    - i. Studying Archival studies or similar major OR has previous experience
  - c. Tasks interns will be doing
    - i. Uploading images to Artwork Archive account
    - ii. Ensuring images are correctly categorized
    - iii. Perform maintenance and ongoing assessment of RAW's digital resources and online platform.

### **Option 3: Marketing**

Steps:

1. Hire an intern
  - a. Would be most beneficial to hire an intern in marketing or with some prior knowledge of marketing so that they can be the expert
  - b. Rotate out interns so there is always someone that can keep up with advertising and marketing needs
2. Strengthen relationships with local restaurants, universities, and other establishments to either purchase and display art, or host artisans
  - a. Can be done by an intern
  - b. Mainly research establishments with similar audience as the artisans' customers
3. Schedule events hosted around town semi-regularly
  - a. After relationships with establishments has already been created, it'll be easy to set up events that'll bring attention to RAW
4. Update the website
  - a. Put new pictures of artisans and keep the list of artisans updated so that it showcases all active members
  - b. Add a page about the sponsors with photos and some more details of why RAW was created
5. Update social media
  - a. Instagram, possibly youtube to hold videos of the artisan's stories