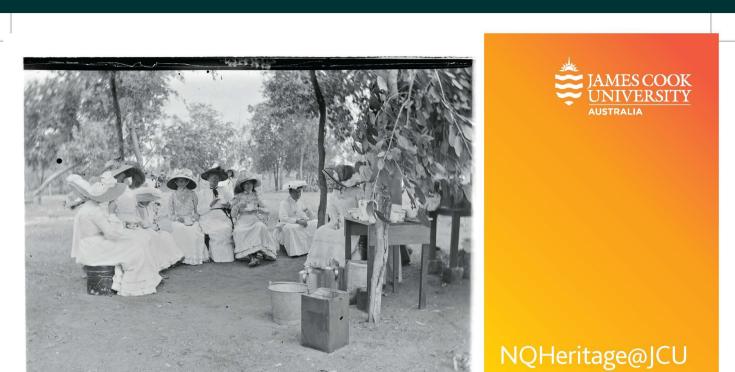
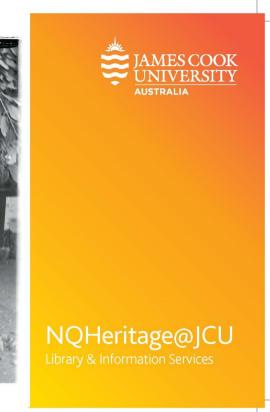
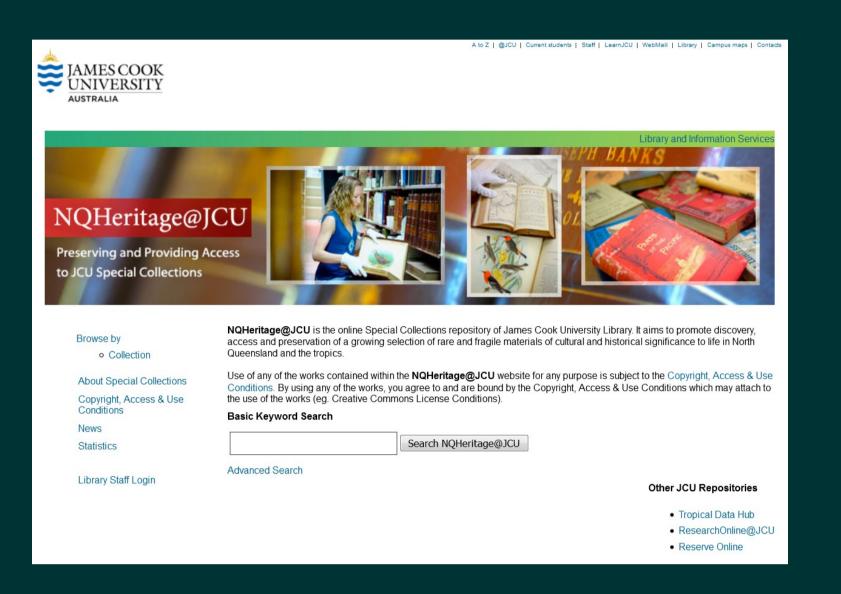


Special Collections and Engagement: A Symbiotic Relationship Between Collection Development and Community Engagement

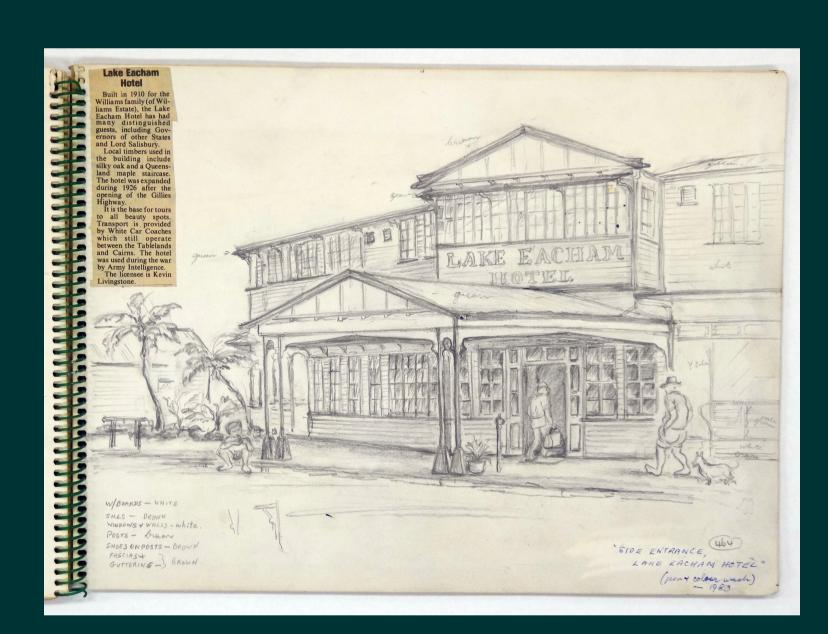
By Rachael McGarvey, Sharon Bryan & Bronwyn McBurnie

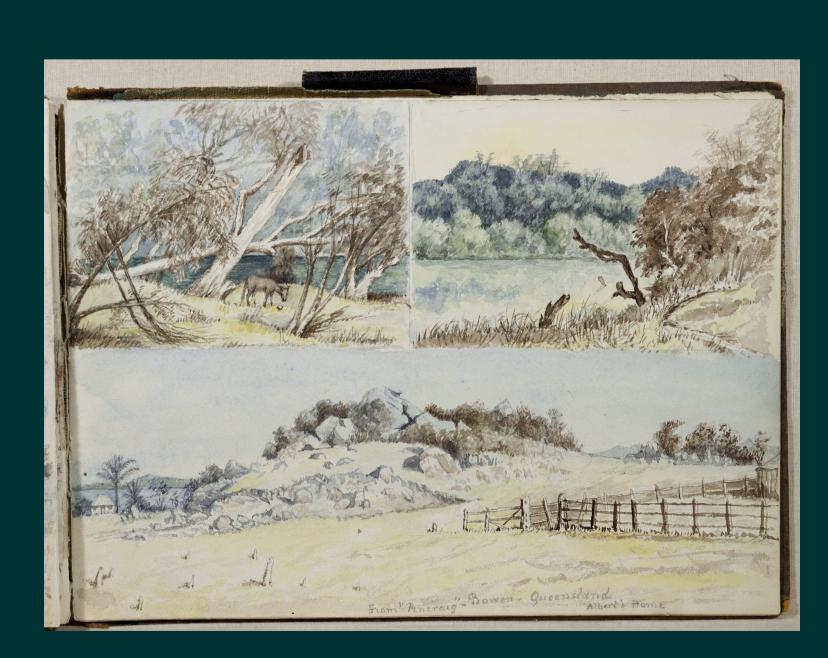


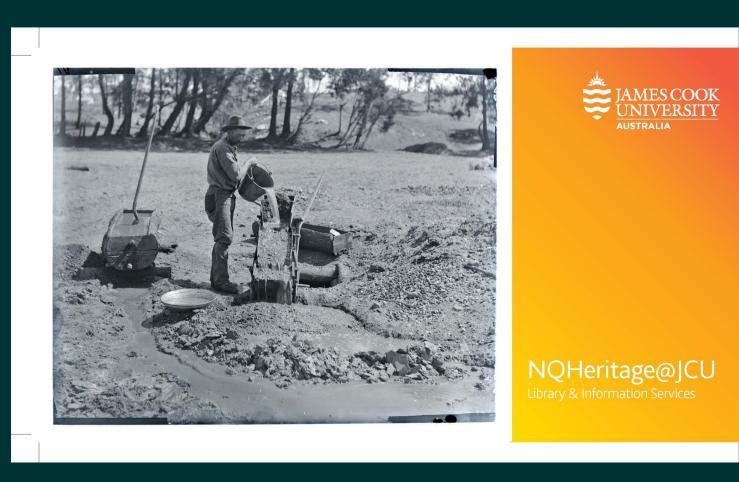












The launch of a new online repository gave us an opportunity to connect with our community



Expected attendees

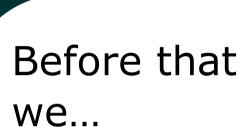
Actual attendance



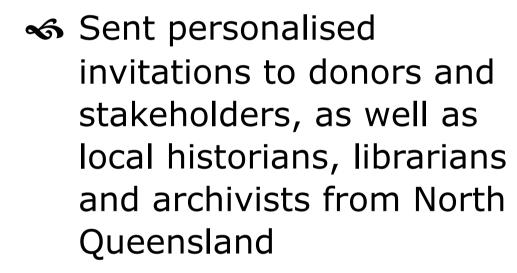


The launch of the NQHeritage@JCU online repository of digitised items from our Special Collections was one of the most successful events ever hosted by the library. Donors travelled to Townsville to take part in the event, which was launched by the Vice Chancellor of the university, and a number of people who attended later contacted the Special Collections Librarian to congratulate the library on the successful launch.

But that wasn't the start of it...







Arranged for the University Librarian and JCU Vice Chancellor to open the event and launch the repository

And we...

- Created a screencast and "opening video" for use in the launch
- ← Hired large HD TV screens to show the product
- Temporarily redesigned the library space



Before that we...



S Engaged a wider audience by conducting a fortnightly radio interview series with ABC Local ("white gloves")



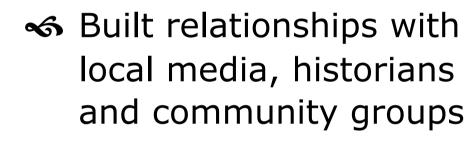
- ◆ Used the local newspaper to promote objects in the collection
- ≪ We created physical displays to gain local interest

And we...

- ◆ Digitised a key photographic collection, a visually striking rare book and key archives to make available during the launch
- Set up the NQHeritage Repository

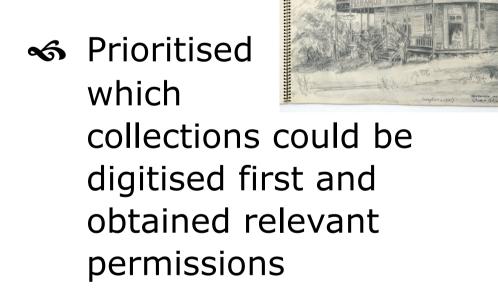
Before that we...





- Reached out to the families of donors who may be willing to make their family's material publicly accessible.
- So Opened up channels for taking the stories from the collections to the community by always saying "yes" to invitations to attend community events

And we...



← Created metadata, photographed materials and developed the web platform

Before that we...



And we...

S Dedicated staff time and resources to developing and promoting our Special Collections



The launch of the repository gave us an opportunity to promote the collections, and also offered us an opportunity to strengthen our ties with various stakeholders – as well as demonstrate the value of the library and its collections to the university's Chancellery.

Taking advantage of every opportunity to tell the stories of the collections helped us build the profile of special collections and increase public awareness of the library's holdings and services and create a positive feedback loop.

Creating interest in the collections helps grow the collections, and promoting the library to potential future stakeholders creates opportunities to strengthen ties with existing stakeholders, and demonstrate the value and significance of the collections.







JCU Special Collections



Blog post promoting launch