



HBCU Library Alliance  
Historically Black Colleges & Universities

# Building Capacity – HBCU

## Building Momentum: Promoting Your Collections



Image courtesy  
Trenholm State Community College  
and Conservation Center for Art  
& Historic Artifacts

**Special  
thanks to  
our  
funders**



NATIONAL ENDOWMENT FOR THE

**Humanities**

THE  
ANDREW W.

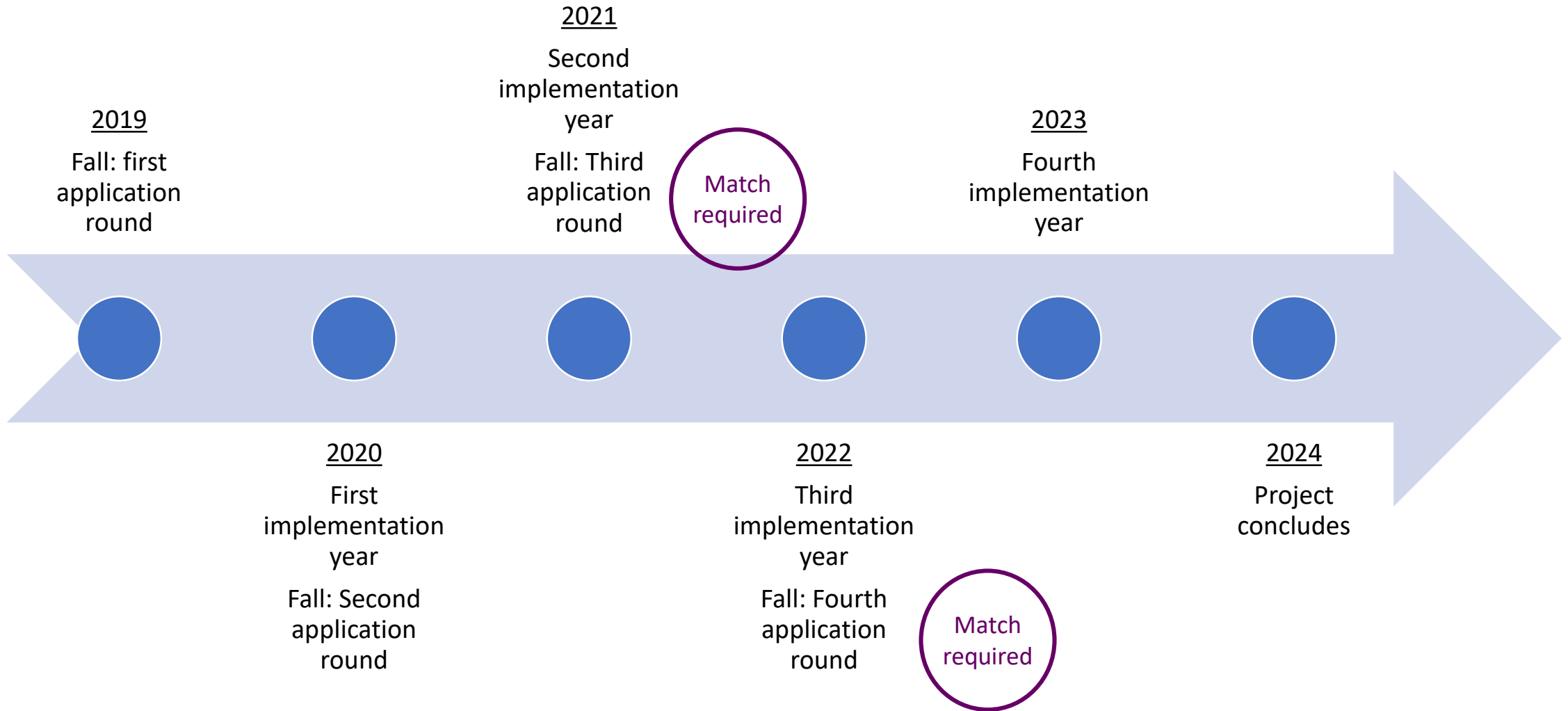
**MELLON**

FOUNDATION

# Building Capacity – HBCU

## MENU OF SERVICES

- **Preservation Planning Documents**
- **Collection or Item-Level Surveys**
- **Treatment and/or Rehousing Projects**
- **Education Programs**



# Promoting Your Collections

## *Objectives*


- Share collections with the world
  - General audience: share interesting stories
  - Academic audience: highlight value for research
- Tap into local communities
- Tap into broader communities
- Join conversations
- Track initiatives
- Cross-post for maximum impact

Instagram

conservationcenter

459 posts 3,045 followers 312 following

Conservation Center (CAHA)  
The Conservation Center for Art & Historic Artifacts is a nonprofit facility specializing in paper conservation. But that's only the beginning.  
[ccaah.org/news/treatment-focus-treating-15th-century-book-hours](http://ccaah.org/news/treatment-focus-treating-15th-century-book-hours)



conservationcenter

In the latest installment of FOCUS, Book Conservator Amber Hares treats a c. 1480 copy of the Horae Beatae Mariae Virginis belonging to West Liberty University's Elbin Library in Liberty, West Virginia. Read more at the link in our profile. #ccaah #bookconservation #bookofhours #horaebeataeMariaeVirginis @discoverwestlib

Liked by dhpsny and 164 others

AUGUST 22

Add a comment... Post



Conservation Center for Art & Historic Artifacts

Published by Jason Henn [?] · September 6 at 4:18 PM ·

The latest installment of CCAHA News & Events features an update on our Philadelphia Stewardship Program application deadline, news on upcoming national conferences, registration for this fall's Open House, and much more!



MYEMAIL.CONSTANTCONTACT.COM

CCAHA News & Events: September 2019



CCAHA @CCAHAconserve

In the latest installment of FOCUS, Book Conservator Amber Hares treats a c. 1480 copy of the Horae Beatae Mariae Virginis belonging to @westlibertyu's Elbin Library.

Read more → [bit.ly/30njt1A](http://bit.ly/30njt1A)








unclibrary Follow

713 posts 1,646 followers 575 following

UNC Chapel Hill Libraries From the stacks, archives, offices, and public spaces in the libraries at the University of North Carolina at Chapel Hill. go.unc.edu/UNCLibrary

Followed by schistoryorg, natarchiveseattle, uofglasgowsc + 40 more

- Recent Gra...
- Goverme...
- SILS Library
- Past Exhibits
- Stone Center
- Research H...
- Music Library

POSTS TAGGED



UNC Libraries



uncarchives Follow

499 posts 1,881 followers 774 following

UNC-Chapel Hill Univ. Archives University Archives at the University of North Carolina at Chapel Hill. Part of UNC's Wilson Special Collections Library. Ink.bio/mPMS

Followed by raunerlibrary, drexelmedarchives, um\_spec\_coll + 40 more

POSTS TAGGED



UNC Archives



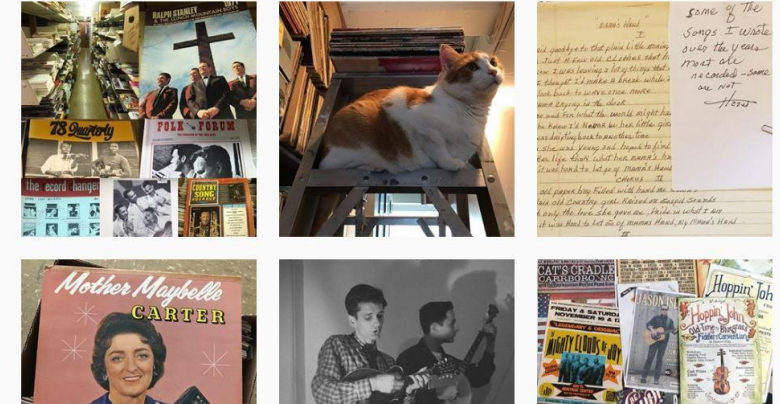
sfolklife Follow

138 posts 2,065 followers 392 following

Southern Folklife Collection Dedicated to collection and preservation of traditional music, art, and culture at Wilson Special Collections Library - UNC Chapel Hill. library.unc.edu/wilson/sfc

Followed by nypLpa, uofglasgowsc, drexelmedarchives + 21 more

POSTS TAGGED



Southern Folklife Collection at UNC



americanantiquarian

Following

4,670 posts 38.1k followers 152 following

American Antiquarian Society
A National Research Library of American History, Literature, and Culture.
www.americanantiquarian.org

Followed by nyp1\_lpa, raunerlibrary, seattle.archdiocese.archives + 127 more

POSTS TAGGED



Umbrellas, Tillock's Sewing, Paper, Press Paper—Felt Hats
and many other Articles not mentioned.
Also choice Coffee, and a few Cakes Sugars.
N. B. Those that have been a long while indebted to
Cah's Blanchard are requested to make Payment to
prevent Trouble.
UMBRIILLOES.
GREEN Parasol Umbrellas made in the marsh and
best Manner, to be Sold at 61. 51. a Piece by
Oliver Greenleaf,
At his Shop the Corner of Winter-
Street ( Opposite Seven-Star Lane, South-End,
BOSTON ) Where is to be continued to be Sold,
NOT Lately Imported,
A great Variety of English GOODS
cheap for Cash.—Lynn Shoes, at 30s. Choice
ditto at 55s. and 60s. per Pair.
BROWN SUGARS
To be Imported, and to be sold cheap for Cash only, by







americanantiquarian

Following

americanantiquarian Shaped books became popular for children starting around the 1850s, and reached their heyday after the Civil War. This 1853 example was published by the American Sunday School Union in Philadelphia and contains a pious story of a girl who, after reading "Pilgrims Progress," leaves her home to go on a religious pilgrimage in search of the road to heaven. The illustrations and cover design were made by Ferdinand Moras, a local lithographer who worked frequently for the ASSU. #childrensbook #shapedbook #ferdinandmoras #tinyTuesday #notreallyapublisherbinding

asacastletattooer Awesome!

designsby\_mas 🖱

arianaxyley #pioneers

burntsturff Wonder if this was aspirational.




438 likes

SEPTEMBER 7

Add a comment...





americanantiquarian  • Following ...



americanantiquarian  Here's something you don't see everyday—the original wooden display and packing box that accompanied a ca. 1880 set of fifteen volumes by Charles Dickens. The American News Company in New York issued the set, which was bound in red, brown or green and, according to the publishers, was called by the author "The best edition of my books." We



Liked by uarkpreservation and 985 others

AUGUST 22

Add a comment...

Post





dplvintage • Following



dplvintage This bold marbled set is another gem from our Genealogy stacks.

History of Louisiana : with city and topographical maps of the state, ancient and modern; with a biography of the author, by Grace King (G976.3 G25h4 1903) #marbledmonday #marbledpaper #books #bookstagram #genealogy #genealogybooks #searchingfortreasure #readingroomfinds #iglibraries #librariesofinstagram

5h



Liked by americanantiquarian and 23 others

5 HOURS AGO

Add a comment...

Post



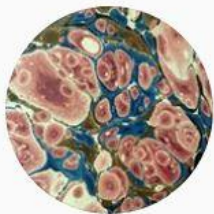
#librariesofinstagram

510,606 posts

Follow





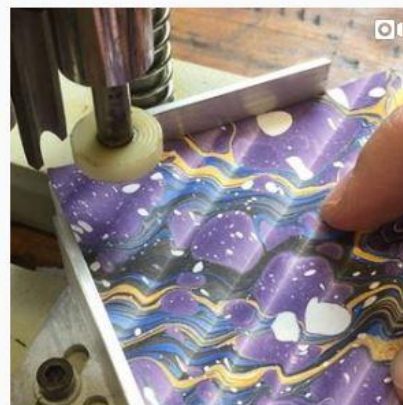


# #marbledmonday

16,158 posts

Follow

## Top posts







dhpsny • Following



dhpsny Demonstrating two #toolsofthelibrarytrade, DHPSNY Preservation Specialist and Conservator Gillian Marcus uses an LED lighted pocket microscope and UV flashlight to inspect for hidden information. Material composition, repairs, damage, mold, and faded inks which are difficult to see with the naked eye, can become quite obvious with the right tools. UV light and the luminescence, or absence of, can also provide clues as to what an item is made of, or what it is not.

#dhpsny #WednesdayChallenge  
#iglibraries #uvflashlight #blacklight  
#pocketmicroscope  
@iglibraries @miamichron @uflib



Liked by delawarehistoryvault and 77 others

AUGUST 7

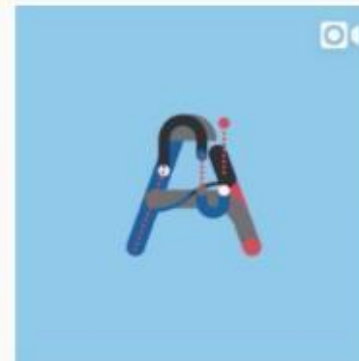
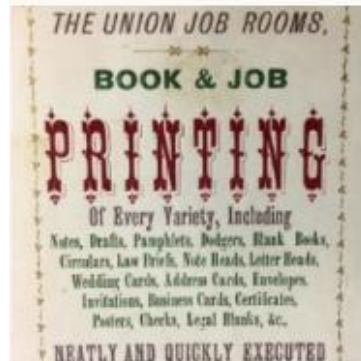
Add a comment...

Post

# #typetuesday

12,525 posts

Top Posts



#typetuesday

12,525 posts

Top Posts



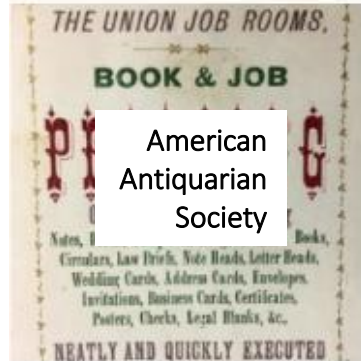
**Design Bridge**  
brand design agency in  
London, Amsterdam,  
Singapore, and New York



**Free Library Rare  
Books Department**  
of Philadelphia



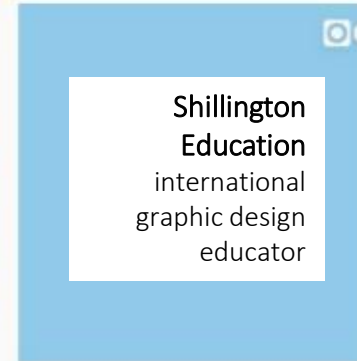
**Cornwell Studio**  
Australian  
creative agency



**American  
Antiquarian  
Society**



**Brigham Young  
University Idaho  
Store**  
campus supplier



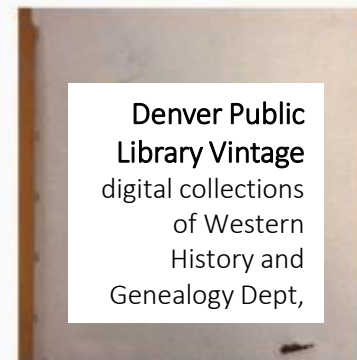
**Shillington  
Education**  
international  
graphic design  
educator



**Eye Magazine**  
international  
graphic design  
magazine

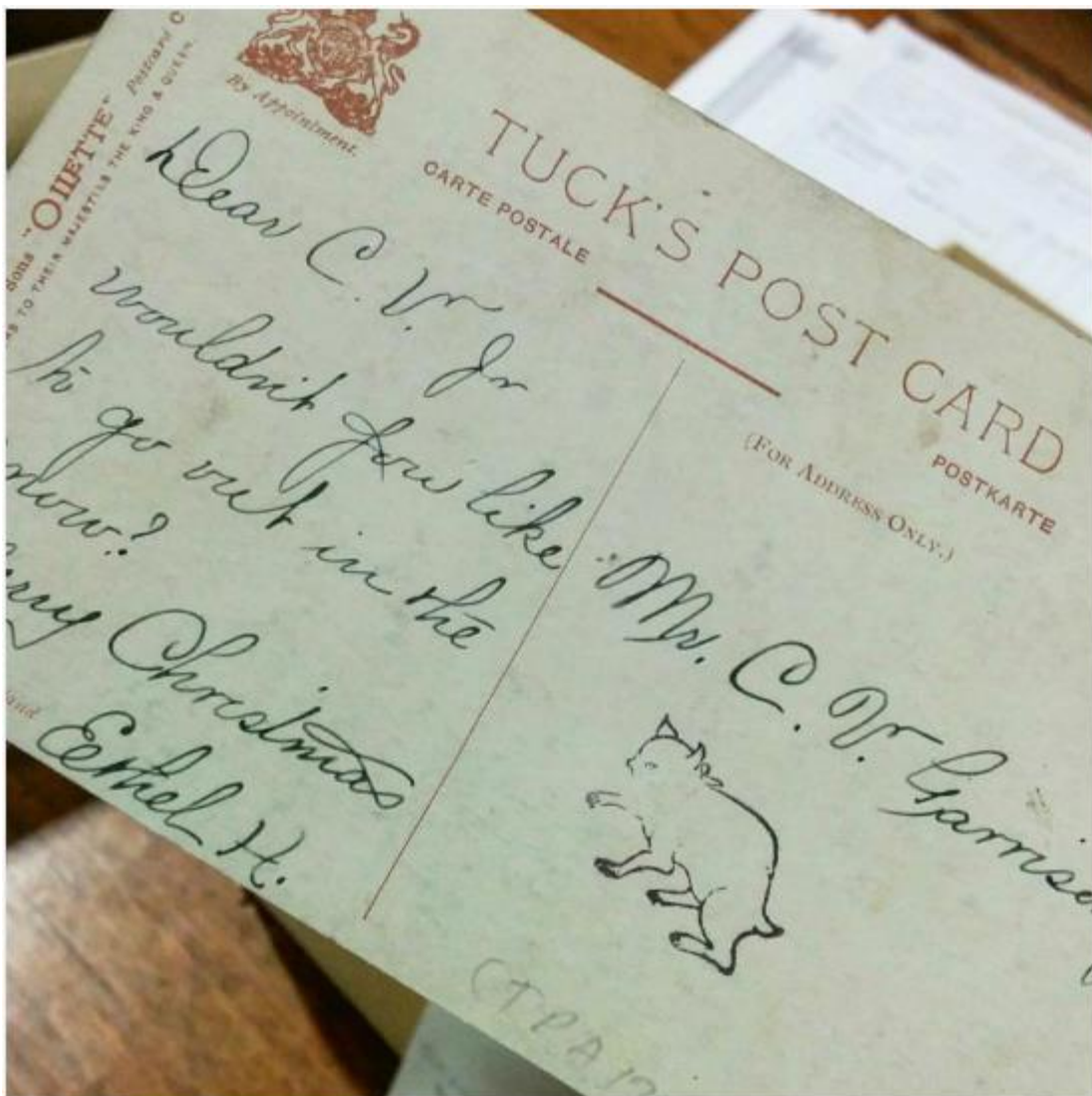


**Katie Hoffman**  
graphic designer and  
letterpress printer



**Denver Public  
Library Vintage**  
digital collections  
of Western  
History and  
Genealogy Dept,





**newberrylibrary**  
Newberry Library

Following

**newberrylibrary** Instead of an address below the addressee's name, digitization technician @meghanmccloud found what she calls a "gremlin cat" stamped on the back of this postcard. Why Ethel H. put it there remains a mystery. (Barring any cat-stamp-fluent postal workers, we're assuming this never made it through the mail.) Let us know if you have any theories! [Raphael Tuck and Sons LL13064] #aturday #postcard #catprint #librariesofinstagram

**boblazell** Clearly Ethel used a cat delivery service.

**aeropleusticartist** Manx cat...Isle of Man.....concise address...

**newberrylibrary** @boblazell that seems to be the only logical explanation.

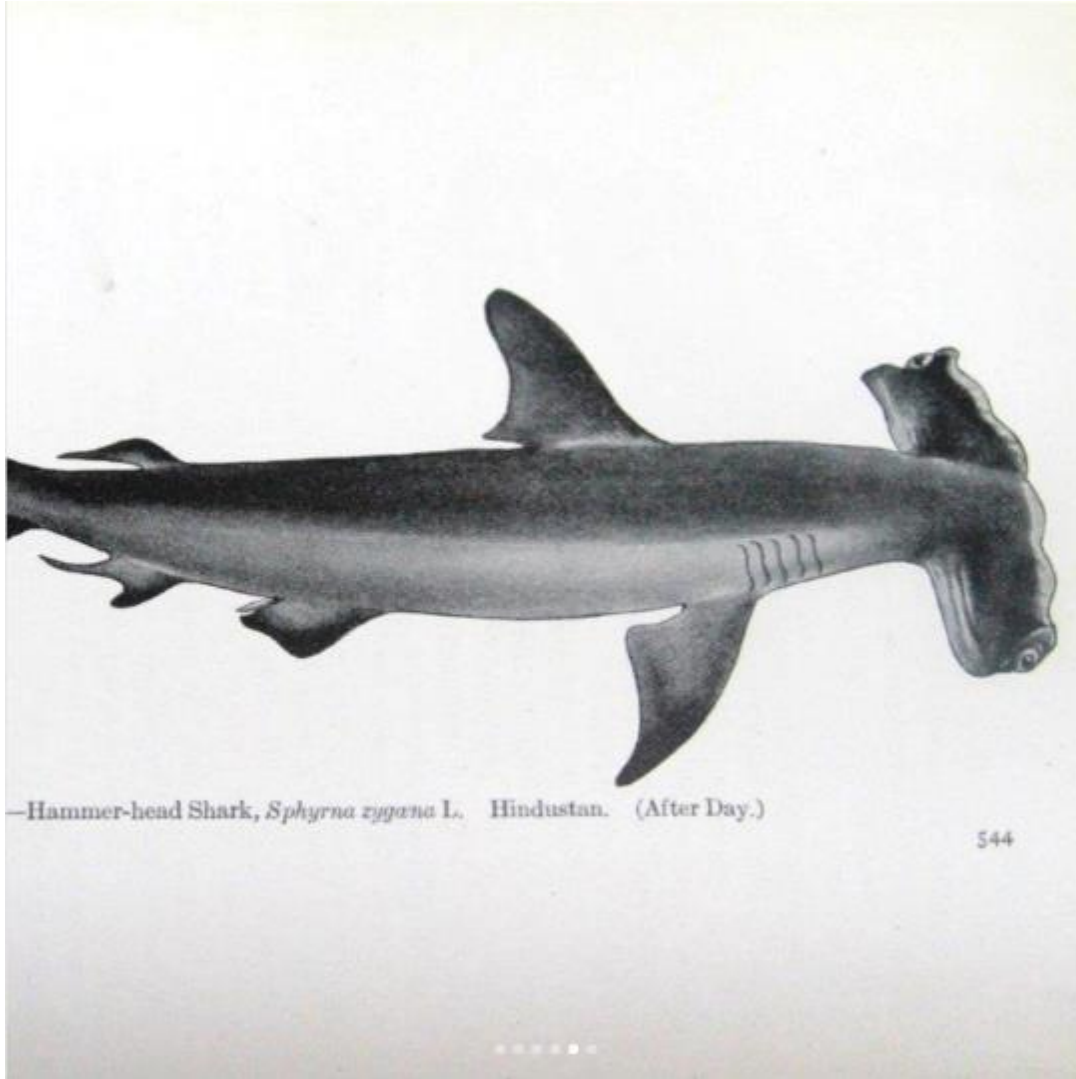


216 likes

5 DAYS AGO

Add a comment...





wagnerfreeinst

Following

wagnerfreeinst Sharks! These pics from our library were in books published between 1613 and 1916. Can you guess which are older and which are more modern? (There's also a shark egg in there for good measure.) Happy #sharkweek! #sharks #shark #blueshark #whiteshark #hammerheadshark #sharkegg #oceanlife #library #archives #specialcollections #libraries

cbueno.italia2013 Sharkweek  
@adventuresofaman @candycanebelle



107 likes

JULY 27

Add a comment...







The British Library

@britishlibrary

Following

Got a question about our North American collections? We're here with Fran, our curator for North American Published Collections #AskACurator



11:01 AM - 13 Sep 2017

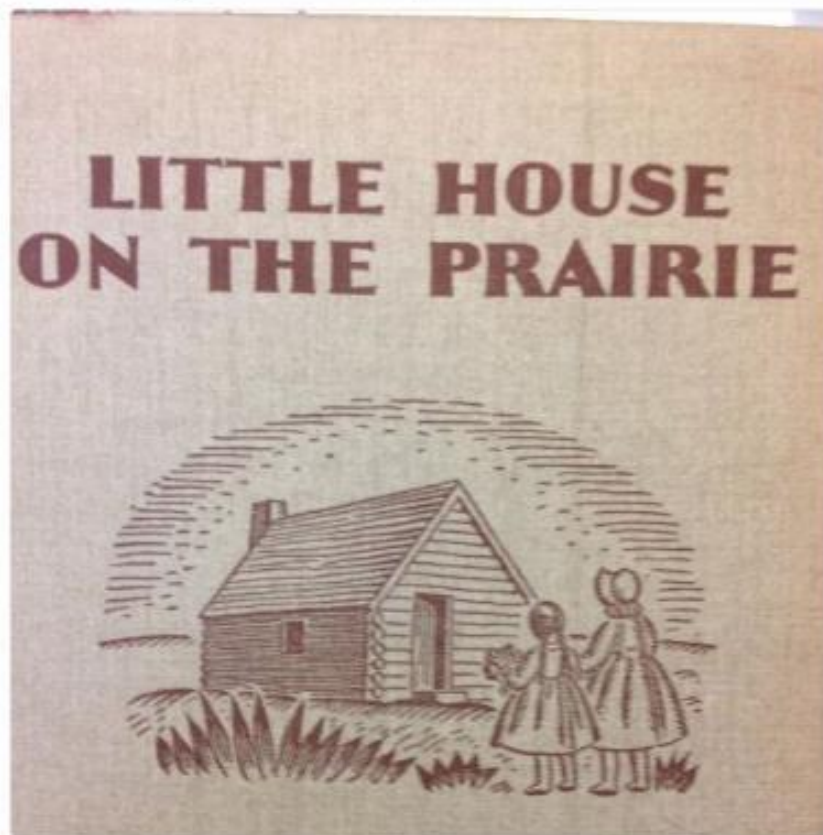
6 Retweets 19 Likes





**The British Library** @britishlibrary · Sep 13

We have lots of her books including the first editions of the series, published in the 1930s. Sadly none of her manuscripts #AskACurator



BL Americas Studies

1 12 44

The British Library Retweeted



**Mermayden** @mermayden · Sep 13

Replying to @britishlibrary @\_Americas

Do you have anything connected to Laura Ingalls Wilder in the collection? I'd love to see one of her original manuscripts #AskACurator

4 5



Guggenheim Museum  
@Guggenheim

Following

Today is #AskaCurator Day! #ArtandChina curators @akmunroe, Kyung An & Xiaorui Zhu-Nowell will answer your questions from 11am EDT.



10:22 AM - 13 Sep 2017

15 Retweets 43 Likes



3 15 43



**Guggenheim Museum** ✓

@Guggenheim

Following



.@yokoono told me after YES YOKO ONO that after her mother, she has me to thank for her life. Curators are mid-wives-@akmunroe #askacurator

**Stuart & Co. Gallery** @stuartandco\_

@Guggenheim what is your most favorite/memorable thing an artist has told you while working together for an exhibition?

12:42 PM - 13 Sep 2017

36 Retweets 122 Likes



3



36



122





**Guggenheim Museum** ✓

@Guggenheim

Following



Third Mind was a paradigm-shifter. But what I'm working on now is the most exciting.  
[#ArtandChina](#) [#Askacurator](#) [@akmunroe](#)

**Lana Pajdas** @LanaPajdas

.@Guggenheim what exhibition project you did in the last 4-5 years are you most proud of? #AskACurator

11:33 AM - 13 Sep 2017

1 Retweet 6 Likes



1



1



6







**ASU Meteorites**

@ASUMeteorites

Follow



Pick a number between 1 and 1200 and we'll reply with what **#meteorite** it is from our collection! **@AskACurator #SESE #AskACurator**

4:05 PM - 13 Sep 2017

1 Retweet 6 Likes



 18

 1

 6





**ASU Meteorites**

@ASUMeteorites

Follow



1066 is Okniny, an LL6 chondrite that fell in Ukraine, in 1834! 26+ lb fell to Earth!

[bit.ly/2w9IV0O](https://bit.ly/2w9IV0O) #AskACurator

@JemmaDavidson

**Jemma Davidson** @JemmaDavidson

Replying to @ASUMeteorites @AskACurator

1066!

4:46 PM - 13 Sep 2017

1 Retweet 1 Like






Search the [Meteoritical Bulletin Database](#)  
**Last update: 15 Sep 2017**

<b>Search for:</b>	<b>Search type:</b>	<b>Search limits:</b>	<b>Display:</b>	<b>Publication:</b>
<input type="radio"/> Names	<input type="radio"/> Contains	All countries	<input type="checkbox"/> Link to Google Earth	All bulk
<input type="radio"/> Text	<input type="radio"/> Starts with	All classes	Sort by name	
<input type="radio"/> Places	<input type="radio"/> Exact	<input type="checkbox"/> Non-Antarctic	50 lines/page	<b>What's new in the last:</b>
<input type="radio"/> Classes	<input type="radio"/> Sounds like	<input type="checkbox"/> Falls	Normal table	(no time limit)
		<input type="checkbox"/> Has photo	<input checked="" type="checkbox"/> Limit to approved meteorite names	
Search text: <input type="text" value="okniny"/>	<input type="button" value="Search"/>	<input type="button" value="Reset"/>		

### Okniny

<b>Basic information</b>	<p><b>Name:</b> Okniny This is an OFFICIAL meteorite name.</p> <p><b>Abbreviation:</b> There is no official abbreviation for this meteorite.</p> <p><b>Observed fall:</b> Yes</p> <p><b>Year fell:</b> 1834</p> <p><b>Country:</b> Ukraine</p> <p><b>Mass:</b> 12 kg</p>
<b>Classification history:</b>	<p>NHM Catalogue: <a href="#">5th Edition</a> (2000) LL6</p> <p>MetBase: <a href="#">v. 7.1</a> (2006) LL6</p> <p><b>Recommended:</b> LL6 <a href="#">[explanation]</a></p> <p>This is 1 of 2630 approved meteorites classified as LL6. <a href="#">[show all]</a></p> <p>Search for other: <a href="#">LL chondrites</a>, <a href="#">LL chondrites (type 4-7)</a>, <a href="#">Ordinary chondrites</a>, and <a href="#">Ordinary chondrites (type 4-7)</a></p>
<b>Catalogs:</b>	<p>Search for specimens in the Smithsonian Institution collection (U.S.):  <input type="checkbox"/> Require SI photo</p> <p>Search for this meteorite in the Natural History Museum collection (U.K.):  <input type="checkbox"/> Require NHM photo</p>



**ASU Meteorites**

@ASUMeteorites

Follow



Great choice [@theamoncarter](#) - we were founded the same year! NWA 5414, an H5 chondrite, fell in 2002. [bit.ly/2y79QGP](https://bit.ly/2y79QGP)  
[#AskACurator](#)

**Amon Carter Museum** @theamoncarter

Replying to @ASUMeteorites @AskACurator

1961, the year we were founded! #AskACurator

5:02 PM - 13 Sep 2017

2 Likes

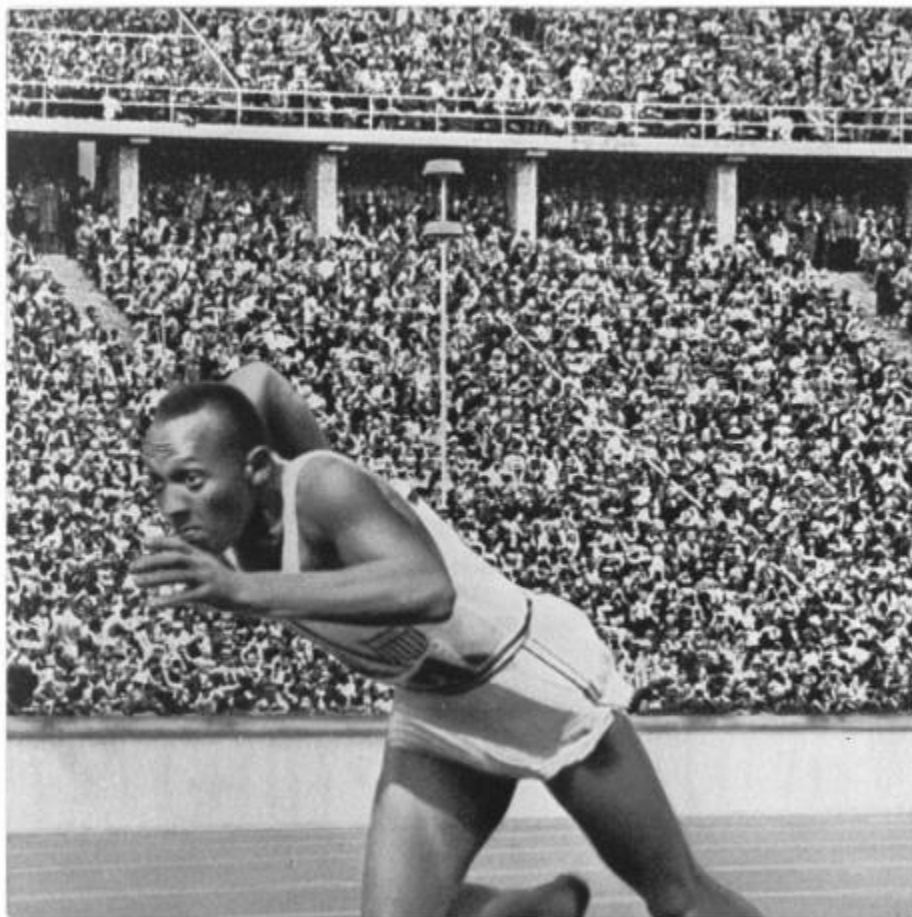






**Ohio History** @OhioHistory · Aug 3

#OTD in 1936, Ohioan Jesse Owens won gold in the 100-meter sprint at the Berlin Olympics. It was his first of four gold medal wins there.



53



72





**Ohio History** @OhioHistory · Apr 29



#OTD 1865, funeral train for Pres Lincoln arrived in Cbus, his casket laid in state in the Statehouse rotunda. [ow.ly/K0be30bbNLC](https://ow.ly/K0be30bbNLC)



15



21



#cchataools

16 posts

Top Posts







librarycompany  
The Library Compan...

Following

librarycompany These musk deer are our #WetnoseWednesday feature, and a benefit to noses everywhere! Cities in the 18th and 19th centuries were as much the center for foul smells as for activity and culture. This circa 1857 chromolithograph advertisement for musk cologne and scented soap is an example of the increasing popularity of perfumes, body soaps, and deodorant in the second half of the 19th century.

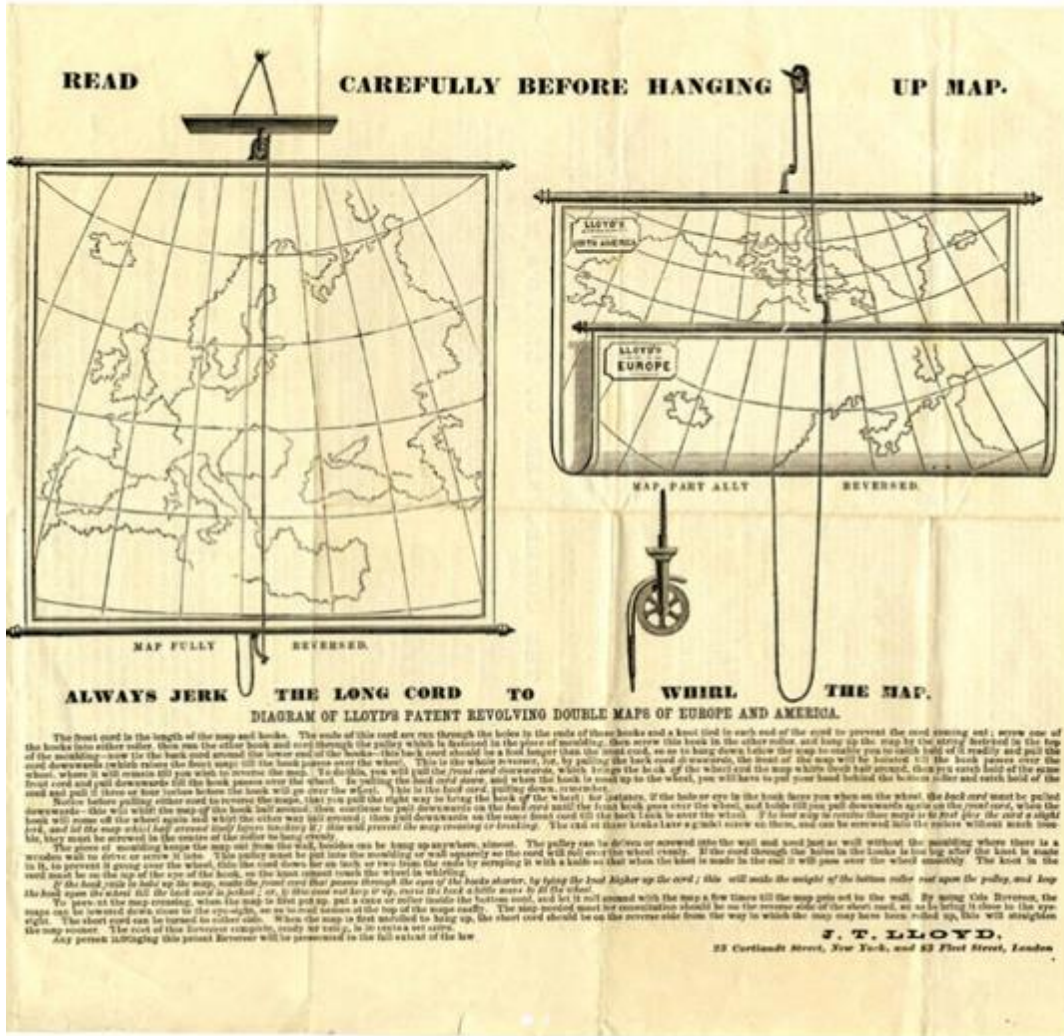
#BensLibrary #lcpprints #muskdeer  
#chromolithographs  
Harrison's Musk Cologne Musk extract



35 likes

NOVEMBER 4, 2015

Add a comment...



americanantiquarian

Following

americanantiquarian Are you in the need for school supplies for your child or your classroom? Head on over to [pastispresent.org](http://pastispresent.org) to check out the latest blog post highlighting examples of school supplies, items from the penmanship collection, rewards of merit and more!

We love the instructions for properly hanging and using a revolving map, "Always jerk the long cord to whirl the map." Bet those cords didn't last long!

And these examples of writing books show just how much more visually interesting notebooks were way back when compared to the blue books we grew up with! #backtoschool #schoolsupplies #copybookcover #schoolmaps

unlvspccoll Gee - we'd buy a writing book with a horse and carriage on it! 🐎🐎



221 likes

AUGUST 31

Add a comment...





**American Antiquarian Society**



September 1 at 9:28am · 🌐

Are you in the need for school supplies for your child or your classroom? Head on over to Past is Present to check out the latest blog post highlighting examples of school supplies, items from the penmanship collection, rewards of merit and more!

[#backtoschool](#) [#schoolsupplies](#)



### Back to School (supplies!)

In the AAS Penmanship Collection, a group of penmanship exercises and copy books by various students, there is a poem titled "After Vacation" by an unknown pupil from the Parkerville School in Wes...



[PASTISPRESSENT.ORG](http://PASTISPRESSENT.ORG)



Like



Comment



Share





Back to School (supplies) x  
pastispresent.org/2017/good-sources/back-to-school-supplies/

ABOUT ARCHIVES LINKS AAS HOME



**Past is Present**  
the American Antiquarian Society blog

### Back to School (supplies!)

In the AAS Penmanship Collection, a group of penmanship exercises and copy books by various students, there is a poem titled "After Vacation" by an unknown pupil from the Parkerville School in Westford, Massachusetts. The poem is on the first page of one of the mostly-filled volumes and captures an adieu to summer with the refrain: "Work is coming! Coming! O!...Play is ending! Ending! O!"



The bittersweet (but lovely!) poem has put us in the mood for an archive-inspired back-to-school supplies hunt. We hope you will enjoy this selection of items pulled from several of our favorite collections and worked against a

Search

#### THE SOCIETY



Find out [more](#) about the American Antiquarian Society.

#### FOLLOW US



Your voice goes! [Subscribe here](#)





If a good name-brand is your game, might we interest you in the pencil we have made in Concord by Thoreau & Co. (yes, the same family!) This pencil and label for "Thoreau's improved drawing pencils" is from a set of four (we alas, have one) but is "for the richest uses of the drawing master, surveyor, engineer, architect, and artists generally: Graduated from 1 to 4, in proportion to their hardness."

Do you require a box to store your supplies? You might find this one appealing - the Louis Maurer Archival Collection dating from 1850-1932 contains boxes (and as you can see, boxes of boxes!) of material. Pictured here is also a package of Charles Currier lithographic crayons, No. 2 with the crayons and a label as well as the wooden toolbox - an inventory of the items contained can be found [here](#).



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EXPLORE THE COLLECTION



RECENT COMMENTS

Lisa Hirschfeld on [Time for a New Illustrated Inauguration](#): Watch Kasper...



RISD Museum

September 13 at 9:15am · 🌐



In celebration of [#AskACurator](#) Day on Twitter and Instagram, the RISD Museum will be hosting live Twitter chats with curators throughout the day! Got burning questions for a curator? Head over to our Twitter/Instagram accounts at [@RISDMuseum](#) or leave one in the comments!



### Twitter Chat: [#askacurator](#)

How does a curator select works of art for an exhibition? How do we decide what color to paint the walls? How are fragile works of art stored? Get behind the scenes and consult with Museum staff...

[RISDMUSEUM.ORG](#)



Like



Comment



Share





conservationcenter



conservationcenter In the latest installment of FOCUS, Book Conservator Amber Hares treats a c. 1480 copy of the *Horae Beatae Mariae Virginis* belonging to West Liberty University's Elbin Library in Liberty, West Virginia. Read more at the link in our profile. #ccha #bookconservation #bookofhours #horaebeataemariaevirginis @discoverwestlib



Liked by dhpsny and 164 others

AUGUST 22

Add a comment...

Post





## TREATMENT FOCUS: A 15<sup>TH</sup> CENTURY BOOK OF HOURS

August 22, 2019

The *Horae Beatae Mariae Virginis*, or book of hours, is a Christian prayer book first popular in the 13th century. These volumes compiled prayers and psalms, sometimes with individualized texts or illustrations that reflected the identity of the original owner. While every book was unique, each included the Hours of the Virgin Mary, a devotion that dictated the practice of prayers at eight fixed intervals throughout the day.

The first books of hours were exclusive to nobility and ornately decorated, featuring illustrations of bible figures and local saints. Illuminated borders adorned texts and the beginning capital letters of each prayer were often individually embellished. As cities grew and literacy rates rose, these prayer books became gradually more standardized and readily

### MORE POSTS

Philadelphia Stewardship  
Program Application Deadline  
Extended  
September 6, 2019

Our Latest Enews  
September 6, 2019



# The Art of Leveraging: Fundraising Within a Complex System

Fundraising



Business

Foundations

Government

Individuals



- Membership
- Major Donors
- Online Fundraising

- Annual Campaign
- Planned Giving
- Special Events

**The  
Development  
Department**

# The Art of Leveraging: Internal Advocacy

- Understand, and accept, the power structure
- Understand the Development Department's competing interests.
- Offer solutions.
- Keep them informed and share the credit.
- Share your needs and cost estimates.



Image courtesy  
Trenholm State Community College.

# The Art of Leveraging: Creative Project Scope

➤ Defined Project Scope: Matching grants for restricted projects.

Grant: \$5,000  
 Required Match: 5,000  
 Project Cost: \$10,000

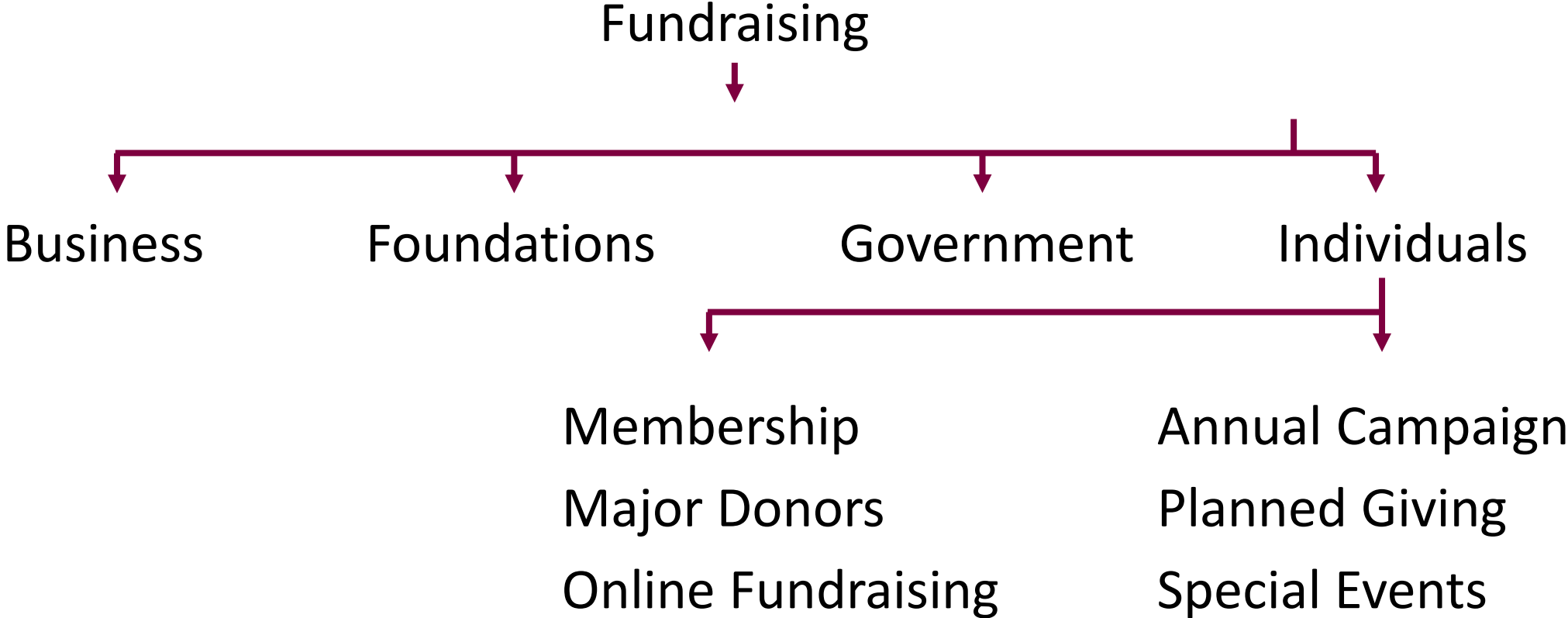
➤ Creating Leverage: Opportunities for creative project scope

Grant: \$10,000  
 Project Cost: \$10,000

➤ Example:

	Building Capacity	Matching Funds
	\$ 6,000	
	6,000	
	<u>5,000</u>	<u>\$ 5,000</u>
TOTAL:	\$17,000	\$ 5,000

# The Art of Leveraging: Basic Fundraising





# The Art of Leveraging: Other Tips

- Use social media to build anticipation.
- Leverage anniversaries to add urgency.
- Leverage approaching cultural events.
- View all gifts as opportunity for relationship-building.



Image courtesy  
Conservation Center for Art & Historic Artifacts



HBCU Library Alliance  
Historically Black Colleges & Universities

# Building Capacity – HBCU

## Questions?

### Webinar Presenters

Jason Henn  
Manager of Marketing & External Relations  
Conservation Center for Art & Historic Artifacts  
Email: [jhenn@ccaha.org](mailto:jhenn@ccaha.org)

Lee Price  
Director of Development  
Conservation Center for Art & Historic Artifacts  
Email: [lprice@ccaha.org](mailto:lprice@ccaha.org)