
The Preservation Maryland Archives at the University of Maryland

A Case Study in Archival
Outreach

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Introduction: Preservation Maryland and Its Records

Preservation Maryland, founded in 1931, is the oldest statewide historic preservation organization in the State of Maryland and the second-oldest statewide historic preservation organization in the United States. The historic preservation movement in the United States is characterized by a variety of philosophies including “saving old buildings...preserving cultural heritage...fostering urban revitalization...contributing to sustainability and an alternative approach to current development practices.”¹ Preservation Maryland remains true to its original mission of preserving Maryland’s heritage through advocacy, outreach, education, and funding initiatives.² While the essential mission of Preservation Maryland remained intact, the organization weathered a transition from direct stewardship of specific historic sites to an advocacy-based approach. In addition, in 2008 the Baltimore-based organization decided to name the University of Maryland University Libraries as its official institutional repository in order to make its documentary heritage available to the public for historic preservation research.

Preservation Maryland’s records at the University of Maryland Special Collections and University Archives document how the organization, initially focused on stewarding specific sites deemed significant to Maryland history, earned its status as a preeminent force for preservation advocacy and funding. Like most private-sector historic preservation activities in the United States, Preservation Maryland focused its attentions on prominent historical figures and historic buildings.³ The Society for the Preservation of Maryland Antiquities, the organization’s original name, was founded “largely as a result of commemorative activities

¹ Norman Tyler, *Historic Preservation: An Introduction to its History, Principles, and Practice*, 2nd edition (New York: W.W. Norton, 2009), 18.

² Preservation Maryland, “Our Story,” Preservation Maryland, <http://www.preservationmaryland.org/about/our-story/> (accessed March 15, 2017)

³ Tyler, *Historic Preservation*, 27.

surrounding the bicentennial of George Washington's birth."⁴ The organization followed the principle of stewarding specific historic properties from the end of World War II to the 1980s, when the organization refocused its activities on its present priorities.⁵ Preservation Maryland was not alone in its shifted focus in the twentieth century following the passage of the National Historic Preservation Act of 1966 (NHPA). The NHPA, "for the first time included historic properties of local and statewide significance. It also authorized matching funds to states for surveys, preservation planning, preparation of National Register [of Historic Places] nominations, and the acquisition and preservation of historic sites and buildings."⁶ Preservation Maryland's records document how its state-level priorities gradually shifted because of this landmark federal legislation. In particular, the records document the trend in the statewide historic preservation movement towards preservation advocacy. Documentation of this societal trend makes these records essential for understanding the historic preservation movement, yet the historic preservation community's knowledge of the records' very existence is limited.

When Preservation Maryland entered into its agreement with the University of Maryland Libraries in 2008, Special Collections and University Archives (SCUA) in Hornbake Library became the official repository for Preservation Maryland's records. The Maryland and Historical Collections, a unit of SCUA, has a specific collection focus on historic preservation. Preservation Maryland's documents, primarily correspondence, photographs, publications, meeting minutes, annual reports, and blueprints, added to the Maryland and Historical Collections' historic preservation materials. Intended to complement and enhance the existing collection, the Preservation Maryland Archives are instead overshadowed by the famous National Trust Library

⁴ Preservation Maryland, *75 Years with Preservation Maryland Saving the Past Shaping the Future* (Baltimore: Preservation Maryland, 2007), 5. Preservation Maryland Archives, Special Collections, University Libraries.

⁵ Ibid.

⁶ Robert E. Stipe (ed.), *A Richer Heritage: Historic Preservation in the Twenty-First Century* (Chapel Hill, University of North Carolina Press, 2003), 11.

collection also housed within Maryland and Historical Collections. Preservation Maryland's records present a unique opportunity for archival outreach, since the collection both highlights significant trends in the historic preservation and awaits discovery by its intended audience.

Archives and Special Collections Outreach Literature Review

“All across the United States library archivists and special collections librarians are experimenting with programs that raise public awareness of and promote engagement with special collections,” remarks Diantha Dow Schull in *Archives Alive: Expanding Engagement with Public Library and Archives Special Collections*.⁷ Increasingly, special collections like SCUA turn to outreach to promote their collections to specific communities. These target audiences vary by institution, but usually, archives like SCUA located on university campuses gear their programming towards students, faculty, staff, and the general public. In *Archives Alive*, Schull presents 117 case studies of programs, projects, and archival departments engaged in collection-based programming intended to “help change perception and use of special collections.”⁸ Although Schull specifically examines publicly library archives and special collections as opposed to university archives and special collections, the outreach options explored in those case studies provide a useful framework for examining archival outreach for the Preservation Maryland Archives at the University of Maryland Special Collections and University Archives.

Archives Alive includes several case studies that specifically highlight outreach initiatives as means of promoting engagement with archival collections. For example, the Austin History Center at the Austin Public Library in Texas created a Community Archivists Program with three

⁷ Diantha Dow Schull, “Introduction,” *Archives Alive: Expanding Engagement with Public Library Archives and Special Collections* (Chicago: ALA Editions, 2015): xix.

⁸ *Ibid*, xx.

liaisons to target constituencies whose histories were underrepresented in the center's programs and collections.⁹ The goal of the program is increased community participation, beyond knowledge of the existence of records to developing the collections themselves. The Center for Folklife, History, and Cultural Programs at the Crandall Public Library in Glens Falls, New York present illustrated talks at regional meetings and professional organizations and partner with local educational institutions to "expose young people to the Folklife Center."¹⁰ The Houston Metropolitan Research Center at the Houston Public Library hosts exhibitions drawn from its collections and programs such as panel discussions that complement the themes of the exhibition. Schull notes that the library recently hired a Hispanic collections archivist specifically to serve as a liaison to the Hispanic community in Houston.¹¹ Each of these locations rely on a combination of exhibitions, programming, and community outreach liaisons to not only inform the intended audience that the records exist, but encourage the community use and in some cases contribute to the repository's programming. *Archives Alive*, published in 2015, is a seminal collection of models for future archival programming.

The Society of American Archivists (SAA), a national archives professional organization, surveyed the state of archival outreach in 1976. Ann E. Pederson, Deputy State Archivist at the Georgia Department of Archives and History, reported that printed publications and exhibitions were the most frequent forms of outreach efforts, followed by lectures and presentations. Other lesser-utilized means of outreach were internships, institutes broadcasts, films, radio, photographs, oral histories, on-site visits, and workshops.¹² One third of the reporting public archives and universities responded that they had no outreach programs at all, which Pederson

⁹ Ibid, 89.

¹⁰ Ibid, 95.

¹¹ Ibid, 101-102.

¹² Ann E. Pederson, "Archival Outreach: SAA's 1976 Survey," *The American Archivist* 41.2 (1978), 157.

speculated could mean that those institutions might not have characterized their publications as outreach.¹³ Most significantly, Pederson criticized archival programs for primarily identifying archivists and scholars as the primary audience and taking for granted the public's innate understanding of the purpose of archives. She identified the archival profession's responsibility to "develop the understanding and appreciation of archives among the citizenry of our society."¹⁴ This glimpse into twentieth-century archival outreach lays the groundwork for the increasingly engagement-focused archival outreach programs of the twenty-first century. Archival scholars like Randall C. Jimerson argue in the same vein as Pederson that outreach programs are necessary to "overcome misunderstandings and inform potential users about the benefits of using manuscripts and archives."¹⁵

In contrast to the 1976 SAA survey, archives and special collections scholars increasingly describe outreach as one of the archival professions' primary functions and responsibilities. In 2007, Patricia J. Rettig, head archivist of the Water Resources Archive of Colorado State University Libraries, summarily described archival outreach as "an essential activity for any repository."¹⁶ Rettig describes the archives' successful outreach programs such as presenting at water conferences their intended audience was already attending, learning about the subject matter through a water resource seminar also attended by target students, and arranging personal meetings with off-campus constituents.¹⁷ In 2014, Kate Theimer, editor of the *Innovative Practices for Archives and Special Collections* series, identifies several trends in the last three decades of archival outreach. These trends include carrying out traditional archival activities,

¹³ Ibid.

¹⁴ Ibid, 160.

¹⁵ Randall C. Jimerson, *Archives Power: Memory, Accountability, and Social Justice* (Chicago: Society of American Archivists, 2009),17

¹⁶ Patricia J. Rettig, "An Integrative Approach to Archival Outreach: A Case Study of Becoming Part of the Constituents' Community." *Journal of Archival Organization* 5.3 (2008): 31.

¹⁷ Ibid, 37- 39.

increased web presence, greater competition for more limited funding, greater potential for public support due to greater awareness, and the “desire among many in the profession to ‘open up’ our repositories to new kinds of users who many not feel that they are welcome in an archives or special collections repository.”¹⁸

In an archival environment therefore ripe for outreach, the author chose to capitalize on the resources available at Special Collections and University Archives. The Preservation Maryland Archives themselves presented a wealth of information not only for the Historic Preservation master and certificate programs offered through the University of Maryland College of Architecture, Planning and Preservation but also for the historic preservation community of Maryland. Drawing on theories from archival literature as well as successful outreach case studies from other special collections repositories, I employed a variety of methods in order to promote access to and awareness of the Preservation Maryland Archives at Special Collections and University Archives. Upon the suggestion of the Maryland and Historical Collections Curator, Elizabeth Novara, I started by creating an inventory of several newly acquired boxes of the Preservation Maryland archives. I then reached out directly to the Historic Preservation graduate student organization, HiPO, by meeting with the student organization and providing information about the collection. I also reached out to the historic preservation faculty and off-campus historic preservation community by announcing an open house and mini-exhibit, where I highlighted records of interest in the Preservation Maryland collection. Each of these strategies drew from archival theory and practice as well as the Preservation Maryland archival records. According to Elizabeth Novara, these activities represented the first time a member of the SCUA student staff promoted one specific collection within a larger collection unit through outreach at

¹⁸ Kate Theimer, ed., *Outreach, Innovative Practices for Archives and Special Collections* series, (Lanham, MD: Rowman & Littlefield Publishers, 2014), 7.

the level of an open house and mini-exhibit.¹⁹

Preservation Maryland History

Part of promoting the records of Preservation Maryland entailed developing a history of the organization itself. Special Collections and University Archives makes information about its archival holdings available through a system called ArchivesUM. ArchivesUM presents digitally encoded finding aids, or documents that describe an archival collection's contents and context, categorized by collecting unit. The Maryland and Historic Collections unit also developed a Subject Guide devoted to Historic Preservation.²⁰ That subject guide includes a short paragraph describing the contents of the Preservation Maryland Archives as well as a note that the collection is unprocessed, meaning that a detailed finding aid is not yet available. When researchers request to see the collection, staff route the automated request to Curator Elizabeth Novara since the collection is unprocessed, and Novara refers to Excel spreadsheets inventorying the collection in order to direct the researcher to specific records that meet their individual research needs. These instances are comparatively rare alongside the frequent requests for the books in the National Trust Library collection, although granular statistics are not available.

In a processed collection in ArchivesUM, finding aids include a historical note to the collection as well as a box-level inventory. The historical note is a description of the context of collection, including the people who created the documents and an overview of the organization. This section of the finding aid allows researchers to understand why the archival records were created and how they were used by the organization documented in the collection. The primary and secondary sources available in the Preservation Maryland Archives, as well as secondary

¹⁹ Elizabeth Novara, personal communication with the author, April 27, 2017.

²⁰ Special Collections, University of Maryland Libraries, "Collections by Subject: Historic Preservation," ArchivesUM: Finding Aids at the University of Maryland, <http://digital.lib.umd.edu/archivesum/rguide/pres.jsp> (accessed March 6, 2017).

sources in the National Trust Library, provide adequate information for an overview of the history of Preservation Maryland. The bulk of the collection dates from 1946 onwards.

Preservation Maryland was founded in 1931 as the Society for the Preservation of Maryland Antiquities in conjunction with commemorative activities surrounding the bicentennial of George Washington's birth. Preservation Maryland is one of the state's and the nation's preeminent historic preservation organizations on the forefront of advocacy, outreach, and funding. Preservation Maryland is nationally recognized as a leader in protecting four centuries of architectural history in Maryland. Preservation Maryland engages communities, restores historic houses, repurposes historic structures, collaborates with local preservation groups, and is one of the state's strongest advocates for historic preservation. The organization works with other institutions like the National Trust for Historic Preservation and the Maryland Historical Trust to sponsor preservation and revitalization projects statewide, a tradition of collaboration well established in the Preservation Maryland Archives.

The organization was created at a crucial moment in the historic preservation movement. Historic preservation, "drew away from its preoccupation with house museums, and government, organizations and private citizens began considering buildings of less than national significance as worthy of attention."²¹ The shifted focus of the historic preservation movement entailed architectural knowledge in order to prove the validity of a site's worthiness for preservation. Its original mission was the acquisition, restoration, and marking of historic sites and structures statewide.²² The SPMA floundered, however, in its early years during the Great Depression and World War II. Robert Garrett, a member of a prominent Baltimore business family, revitalized

²¹ William J. Murtagh, *Keeping Time: History and Theory of Preservation in America*, 3rd edition (Hoboken, NJ: John Wiley, 2006), 44.

²² Preservation Maryland, *75 Years with Preservation Maryland Saving the Past Shaping the Future* (Baltimore: Preservation Maryland, 2007), 6. Preservation Maryland Archives, Special Collections, University Libraries.

the organization in the aftermath of World War II.

President of the SPMA from 1945 to 1956, Garrett nourished a lifelong love of history and historic preservation. After his gold-medal success in the 1896 Olympics and prospering in his family's Baltimore banking firm, Garrett turned his attentions to the historic preservation movement. Preservation Maryland credits him for advancing historic preservation across the State of Maryland.²³ An excerpt of the SPMA charter in Garrett's 1947 correspondence shows just one way that he spearheaded that effort, enumerating how the Society committed to "provide for the preservation of historical archaeological data, records, and property of Maryland" and "diffusion of knowledge" pertinent to Maryland's history.²⁴ That same year, SPMA initiated its first program at Hampton Mansion after agreeing to become its custodian on behalf of the National Park Service.²⁵ Over the coming years, members of the SPMA were involved in the creation of the National Council of Historic Sites and Buildings (later the National Trust for Historic Preservation) and the Maryland Historical Trust.²⁶

After World War II the historic preservation movement experienced dramatic shifts in priorities in the recognition of state and locally significant historic sites, the SPMA redirected its efforts to advocacy, funding, outreach, and education. The first volume of *The Phoenix*, the organizational periodical, was published during the period of transition. George T. Harrison, the President of SPMA, states:

The purpose of the Society, the only private statewide organization of its kind in

²³ Preservation Maryland, "The Remarkable Story of Maryland's First Olympian," Preservation Maryland <http://www.preservationmaryland.org/preservation-maryland-first-olympian/> (accessed May 15, 2017).

²⁴ Garrett Correspondence, Accession 2008-12, Box 22, Folder 4, Preservation Maryland Archives, Special Collections, University of Maryland Libraries.

²⁵ Preservation Maryland, *The Phoenix* 10.6 (Baltimore: Preservation Maryland, September/October 1991), 1, 4. Accession 2015-012, Box 12, Preservation Maryland Archives, Special Collections, University of Maryland Libraries.

²⁶ The National Trust for Historic Preservation was a product of the historic preservation movement's recognition of a need for a "national, private, nonprofit organization to unite expertise and leadership with the preservation movement's growing support." William J. Murtagh, *Keeping Time: The History and Theory of Preservation in America*, 3rd edition (Hoboken, NJ: John Wiley, 2006), 25.

Maryland, is to preserve and restore historic real property – buildings, houses, gardens and monuments—by purchase, gift lease or administration. It offers aid to other groups or individuals in their preservation efforts and is alert to protect endangered landmarks or historic properties. The Society is deeply involved in all facets of preservation activities, from using the newly established revolving fund for SPMA preservation efforts to supporting legislation at all governmental levels in this important cause. The Society from time to time offers interesting events for its members, such as talks by the country’s leading preservations...²⁷

The organization’s purpose gradually shifted from direct administration and stewardship to advocacy. During this transition, the organization shortened its name to Preservation Maryland in the 1980s.

Preservation Maryland frequently works alongside the Maryland Historical Trust in its advocacy efforts, including a 1997 report entitled *The Value of Historic Preservation in Maryland*. The report highlighted that through its state-level historic preservation programs, Maryland created jobs, increased household incomes, and “had an overall impact in excess of one billion dollars” between 1977 and 1997.²⁸ The Maryland Historical Trust also collaborates with Preservation Maryland to sponsor annual preservation conferences and workshops.²⁹ In 1991, on the eve of Preservation Maryland’s sixtieth anniversary, *The Phoenix* referred to the organization’s decades of “stability and success.”³⁰ In 2000, the Maryland Department of Housing and Community Development Task Force on the Preservation and Enhancement of Maryland’s Heritage Resource’s preliminary report recognized a strong tradition of nonprofit private volunteer organizations, of which Preservation Maryland is one of the oldest, and recognized that some of the original members of Preservation Maryland also spearheaded the

²⁷ Society for the Preservation of Maryland Antiquities, *The Phoenix* 1.1 (Baltimore: May 1979) 2. Accession 2015-012, Box 16, Folder 1, Preservation Maryland Archives, Special Collections, University of Maryland Libraries.

²⁸ Donovan D. Rypkema, *The Value of Historic Preservation in Maryland* (Baltimore: Preservation Maryland, 1987).

²⁹ Murtagh, *Keeping Time*, 161.

³⁰ Preservation Maryland, *The Phoenix* 10.6 (Baltimore: Preservation Maryland, September/October 1991), 1. Accession 2015-012, Box 12, Preservation Maryland Archives, Special Collections, University of Maryland Libraries.

national historic preservation movement.³¹

By 2011, Preservation Maryland had expanded its advocacy to new media by maintaining a Facebook page, a Twitter feed, and an official blog. They also converted *The Phoenix* to electronic format.³² Preservation Maryland involved itself in advocacy efforts for increasing historic preservation appropriations at the Maryland General Assembly, and directs financial resources towards the stewards of historic sites rather than maintaining the sites themselves. These efforts continue under different names and new leadership, but Preservation Maryland's remains at the forefront of statewide historic preservation initiatives.

Preservation Maryland Archives at Special Collections and University Archives

Eminent historic preservationist William J. Murtagh's introduction to historic preservation field, an essential text, includes a reference to the library of the National Trust for Historic Preservation as an essential resource. The introduction specifically notes that the collection is located at the Special Collections of the University of Maryland Libraries.³³ While it is true that the National Trust Library is an invaluable resource for historic preservation research at SCUA, the national fame of that collection overshadows the Preservation Maryland Archives. Numbering 108 boxes including a recent accession, the collection traces the history of Preservation Maryland primarily from 1946 to the current decade.

The collection is one of many historic preservation collections housed within the Maryland and Historical Collections at SCUA. The purpose of the Maryland and Historical

³¹ "Task Force on the Preservation and Enhancement of Maryland's Heritage Resources: Preliminary Report," (Crownsville, MD: Maryland Department of Housing and Community Development, 2000), 2-3.

³² Preservation Maryland, *Celebrating 80 Years of Irreplaceable: Annual Report 2011* (Baltimore: Preservation Maryland, 2011), n.p. Preservation Maryland Archives, Accession 2015-012, Box 16, Special Collections, University of Maryland Libraries.

³³ Murtagh, *Keeping Time*, xix.

Collections (MDHC) is “to collect and preserve primary and secondary sources of enduring value related to the following three subject areas: Historic Preservation, Maryland History & Culture, and Women’s History/Women’s Studies.” MDHC’s mission is to “support the teaching and research mission of the university and to serve as a resource for local, regional, national, and international scholars, and the general public.”³⁴ Its description of the Historic Preservation Subject Area states that materials include subjects such as “archaeology, architecture, building conservation and restoration, law, public policy, tourism, economics, history, industrial archaeology, interior design, landscape architecture, museums, and planning.”³⁵ In fact, the Preservation Maryland Archives comprise one of thirty historic preservation collections within the MDHC unit, including the papers of William J. Murtagh and the records of Greenbelt Homes, Incorporated, a historically significant collection in the history of American architecture and town planning.

The task of promoting the use of the Preservation Maryland Archives for research falls within the archival function of outreach, and the archival literature emphasizes the importance of outreach alongside other archival functions such as processing collections. The Preservation Maryland Archives arrived in multiple accessions, or groups of records, in 2008, 2010, 2015, and 2017. The 2008, 2010, and 2015 accessions all had inventories in Excel and I created an inventory of the new 2017 accession. Establishing intellectual control such as through an inventory enables subjects specialists to be able to share information about archival records with potential researchers. As Ruth C. Carter and Thomas J. Frusciano noted in 2002, however, “Archivists at and curators expend considerable time and resources in identifying... sources and

³⁴ Elizabeth Novara, “Collection Development Policy Statement for Maryland and Historical Collections,” Special Collection and University Archives, University of Maryland, August 2016, http://www.lib.umd.edu/binaries/content/assets/public/collections/collection-policies/subject_policy_mdhc.pdf (accessed March 8, 2017).

³⁵ Ibid.

preparing them for eventual use. But how do they promote that use?”³⁶ They note that the profession has developed significantly and groups multiple archival functions under the heading of outreach.

In 2012, Valerie A. Harris and Ann C. Weller presented multiple strategies for using special collections for outreach in an academic setting. While acknowledging the strides already made in by the archival community, Harris and Weller provide case studies. They define the purpose of outreach as the effort to “increase access to and knowledge of their collections.”³⁷ The solutions they suggest are creating electronic finding aids, digitizing material, collaborating with faculty, increasing participation in instruction and reference, and finally using exhibits, social media, and relationships with community partners “to further the mission and goals of the library and the college or university.”³⁸ I implemented a selection of these strategies for archival outreach to promote awareness of the collection. For instance, the inventory I completed of the new 2017 accession will contribute to a future electronic finding aid. In addition, my historical note to the collection will contribute to the future finding aid.

Harris and Weller note that at the University of Illinois at Chicago, the scope of outreach expanded after mounting an exhibit.³⁹ I mounted a month-long mini-exhibit housed in the Maryland Room next to the reference desk. The Maryland Room, the reading room for Special Collections and University Archives, is the primary access point for all researchers seeking to use the archival collections in Hornbake Library. The exhibit consisted of an exhibit case displaying a selection of items highlighting the various stages of Preservation Maryland’s

³⁶ Ruth C. Carter and Thomas J. Frusciano, “The Importance of Outreach and Documentation in the Archival Enterprise,” *Journal of Archival Organization* 1.2 (2002): 1.

³⁷ Valerie A. Harris and Ann C. Weller, “Use of Special Collections as an Opportunity for Outreach in the Academic Library,” *Journal of Library Administration* 52 (2012): 294.

³⁸ Ibid.

³⁹ Ibid, 299.

history, from its rebirth in the 1940s, to its transitioning mission from stewardship to advocacy. The exhibit remained on display for a month. Researchers already in the Maryland Room, including those utilizing the National Trust Library, had the opportunity to glimpse records they may not have previously known were available for research. In addition, I posted an introduction contextualizing the history of Preservation Maryland alongside a list of selected historic preservation collections available for research at SCUA. This exhibit increased the exposure of the Historic Preservation collections.

A display case was not enough, however, to encourage use of the collections. Harris and Weller also advise holding a reception in order to draw attention to the collection. After all, without advertising the exhibit, potential users would only passively discover the exhibit case. While Harris and Weller report on receptions for the opening of a collection, Elizabeth Novara and I decided that an open house for an existing collection would still increase exposure to the records. Promoting the open house proved an excellent mechanism for communicating the existence of the records themselves to a broad community. For instance, I reached out to the historic preservation academic community by way of Douglas McElrath, the head of Special Collections and University archives, who sent out a message to the historic preservation mailing list. McElrath also forwarded the announcement to the off-campus historic preservation community. I also reached out to Preservation Maryland itself, and the organization created an Eventbrite page to promote the event. In the meantime, I selected approximately forty documents for temporary display in the Maryland Room on the evening of the April 27, 2017 open house and prepared welcoming remarks describing the significance of the Preservation Maryland Archives. I produced a total of four blog posts promoting the collection, two for Preservation

Maryland and two for Special Collections and University Archives, which both sites shared via social media on Facebook and Twitter.⁴⁰

I also capitalized on the opportunity to promote the collection directly to the historic preservation students themselves. At a meeting of HiPO, the Historic Preservation Organization, I invited the students to attend the open house and demonstrated how they would be able to find the Preservation Maryland Archives on ArchivesUM. Michelle M. Maloney notes in *New Library World* that personal connections through outreach engendered deeper relationships between students and the library. According to Maloney, “As students have witnessed the Outreach Librarian, in particular, working in tandem with the Director of Multicultural Affairs ... it has led several of them to ‘adopt’ this librarian and to specifically seek her assistance with their research.”⁴¹ Although I operated in a different context since I am not the permanent liaison to the Preservation Maryland collections or the Historic Preservation subject area at SCUA, I sought to establish a similar personal connection between the students and the abundant resources at their disposal. They expressed interest in using the collection in the future, and one master’s student in particular remarked that I came just in time for her to seek out sources for her historic preservation thesis. Most students in that meeting only knew that SCUA held the National Trust Library books and were unaware of the additional historic preservation archival holdings.

On April 27, 2017, I held a Preservation Maryland Open House to promote awareness and use of the Preservation Maryland Archives. The open house was broadly a success for promoting awareness for the existence of the Preservation Maryland and for improving the Maryland and Historical Collections relationship with Preservation Maryland as a donor of

⁴⁰ See the appendix for the blog posts.

⁴¹ Michelle M. Maloney, “Cultivating Community, Promoting Inclusivity: Collections as Fulcrum for Targeted Outreach,” *New Library World* 113.5 (2012): 287.

collections. The majority of guests at the Preservation Maryland Open House, despite widespread invitations and reminders of the reception, were Preservation Maryland staff, SCUA staff, and a handful of students. The university's Architecture Librarian also attended. The Preservation Maryland staff expressed their appreciation for my efforts on behalf of their collection and expressed renewed interest in promoting the collection for future use. The open house laid the groundwork for improved awareness of the Preservation Maryland archival collection. As one staff member confided to me, the Preservation Maryland staff knew of the archives but most had never visited the physical space.

Further Avenues for Outreach and Conclusion

This case study lays the groundwork for future improved access to the Preservation Maryland Archives and exemplifies the dilemma facing multiple archival repositories like Special Collections and University Archives at the University of Maryland. Like many repositories, SCUA houses a wealth of collections that their intended audience may have difficulty discovering. The field of archival outreach presents a variety of solutions, but ultimately archivists and special collections librarians should select a combination of methods tailored to the needs of specific collections and audiences. A combination of blog posts, direct interaction with students and historic preservationists, social media posts, and announcements to mailing lists best suited the needs of this particular collection. Continued efforts, particularly directed earlier in the semester as students plan their research projects, are necessary in order to encourage potential researchers to explore the records of Preservation Maryland.

No matter the significance of the collection, invaluable records like those of Preservation Maryland require active outreach activities in order for potential researchers to discover that they even exist. The Preservation Maryland Archives present a wealth of resources documenting the

historic preservation movement in Maryland and by extension the United States. The records demonstrate a transition from direct stewardship to advocacy as well as trend towards recognizing local historic sites, not only national historic sites, as cultural heritage.

Future advocacy efforts could include directly correlating collections with course curricula. In fact, such models are already in the works in recent archival scholarship. In 2016, Sonia Yaco, Caroline Brown, and Lee Konrad encapsulated the common issue of users not knowing how to find specific resources or not knowing that those resources exist. They claim, “Specialized primary source holdings... are difficult to discover, often requiring users to navigate multiple search tools. These discovery challenges arguably lead to underutilization of specialized primary source holdings in the higher education curriculum.”⁴² The students and faculty likely underutilize the records of Preservation Maryland because they do not know the records are available. Like Maloney, Yaco et al. advise a combined personal and computer outreach initiatives “matching course content to primary source holdings via subject.”⁴³ Elizabeth Novara already communicates with historic preservation faculty and invites classes to use the Maryland Room; those proactive forms of archival advocacy are well suited for full-fledged units like Maryland and Historical Collections or subject areas like Historic Preservation. Additional efforts to promote individual collections within Historic Preservation, including the Preservation Maryland Archives, would complement those efforts. Yaco et al. suggest a “new discovery paradigm” which would match collections to courses and vice versa using data mining techniques. The new paradigm they suggest is a possible progressive avenue for future archival outreach directly to students and faculty.

⁴² Sonia Yaco, et al., “Linking Special Collections to Classrooms: A Curriculum-to-Collection Crosswalk,” *The American Archivist* 79.2 (2016), 417.

⁴³ *Ibid.*

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Appendix 1: SCUA Blog Posts

Preservation Maryland records in UMD's Special Collections

APRIL 13, 2017 / [HORNBAKELIBRARY](#)



Jen Wachtel with the Maryland Room Mini-Exhibit, Steward to Advocacy

Marylanders value the state's history and often recognize Preservation Maryland as one of the state's foremost historic preservation organizations. Preservation Maryland is nationally renowned for its advocacy, outreach, and funding efforts. Founded in 1931, Preservation Maryland made the University Libraries its official institutional repository in 2008. These records are an incredible resource for historic preservation students as well as anyone interested in Maryland history. An abstract of the collection is available [here](#), and you can check out a Preservation Maryland mini-exhibit in the Maryland Room for the month of April!



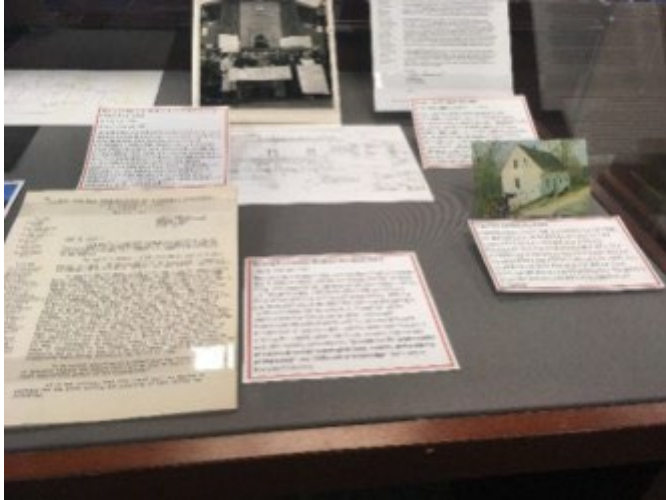
Jen Wachtel discussing documents with Preservation Maryland Executive Director Nicholas Redding and Maryland and Historic Collections Curator Liz Novara. Photo by Megan Baco, Preservation Maryland.

This semester, I designed a [Museum Scholarship and Material Culture \(MSMC\)](#) practicum to increase awareness of Preservation Maryland's institutional

records housed at the University of Maryland's Special Collections. In addition, I will contextualize the records' significance within the greater field of historic preservation. The practicum includes a mini-exhibit, an open house, a draft finding aid for the collection, and a future processing plan. I am thrilled at the opportunity to work with both Preservation Maryland and Maryland and Historical Collections to facilitate greater understanding of the importance of historic preservation here in Maryland. I would highly encourage other students to take advantage of the professional opportunities in Special Collections.

The mini-exhibit *Stewardship to Advocacy: 86 Years of Preservation Maryland* just opened in the Maryland Room and includes visually compelling documents from Preservation Maryland's history, such architectural plans of Old St. Paul's Rectory and Memorial Stadium in Baltimore. The documents showcase how this nationally-renowned preservation organization transitioned from stewarding and operating historic sites to a focus on advocacy, education, and fundraising. I also selected some documents from outside the Preservation Maryland records, like a postcard from the Institute of American **Deltiology Postcard Collection** and a photograph from the **Baltimore News American Collection**, to highlight the depth of the Maryland Historical Collections and the historic preservation holdings.





On Thursday, April 27, 2017 from 5-7pm, the Maryland and Historical Collections Unit of the University of Maryland Special Collections will host an open house promoting the wealth of Preservation Maryland documents available for research. My upcoming preliminary finding aid (a document describing the records available for research) and future processing plan will facilitate ongoing access to Preservation Maryland's role within Maryland's strong nonprofit historic preservation tradition.



Jen Wachtel revealing blueprints from the Preservation Maryland records. Photo courtesy of Meagan Baco, Preservation Maryland.

I made some fascinating discoveries already within the Preservation Maryland records. At first, I spent the bulk of my time creating a preliminary inventory of the newest addition to the Preservation Maryland records. I found extensive documentation of Preservation Maryland's statewide initiatives, including the Tobacco Barn Restoration Fund. I learned about the values of the organization by reviewing its efforts to preserve Old St. Paul's Rectory, its former headquarters. In preparation for the mini-exhibit, I found evidence of Preservation Maryland's long-

term advocacy efforts such as correspondence with then-Mayor Martin O'Malley, Congressman Steny Hoyer, and former Governor Parris Glendening. Just recently, I uncovered the correspondence of Robert Garrett, who redefined the Society for the Preservation of Maryland Antiquities that would later become Preservation Maryland. I am looking forward to sharing exciting new discoveries in future blog posts!

Jen Wachtel is a graduate student in the History and Library Science (HiLS) dual master's program and expects to graduate in December 2018. She is also a Graduate Assistant for the Labor Collections at SCUA and intends to work in museum archives upon graduation.

Preservation Maryland Open House: A Celebration of 86 Years of Historic Preservation Stewardship and Advocacy

MAY 15, 2017 / HORNBAKELIBRARY

On April 27, 2017, Special Collections and University Archives hosted a Preservation Maryland Open House. I organized the open house as part of my practicum for the Museum Scholarship and Material Culture graduate certificate program with guidance from Maryland and Historical Collections Curator Liz Novara. The Preservation Maryland archives are one of many Historic Preservation collections available for research here at SCUA. This particular collection is significant in that it documents the transition of the nation's second oldest preservation organization from a model of stewarding historic structures to advocacy of historic preservation. The Preservation Maryland archives, dating back to 1931, document a preeminent force in the modern historic preservation movement.

Housed at Special Collections and University Archives, Preservation Maryland's archives are an incredible resource for the university's historic preservation students, the historic preservation community, and anyone interested in Maryland history. These documents are open to the public and you can find out more [here](#).



Left to right: Maryland and Historical Collections Curator Liz Novara, Jen Wachtel, Communications Director Meagan Baco, Development Director Douglas Harbit, Executive Director Nick Redding, and Engagement Director Elly Cowan posing with Testudo after Jen Wachtel's welcoming remarks. Photo courtesy of Preservation Maryland.

For the Open House, I reviewed multiple accessions of Preservation Maryland records and selected documents highlighting the mission and focus of the institution. I delivered welcoming remarks contextualizing these documents within the Historic Preservation collections and provided a brief overview of Preservation Maryland history. By the nature of institutional records, the documents included annual reports, daily correspondence, and meeting minutes. A closer inspection revealed Preservation Maryland's pivotal role in preserving heritage across the entire State of Maryland. I selected a variety of formats available in the collection, including blueprints, photo albums, posters, periodicals, and paper documents and laid them out in the Maryland Room for display. Open House attendees also had the opportunity to take one last look at an exhibit case on display for the entire month of April featuring Preservation Maryland.



Jen Wachtel, Preservation Maryland Executive Director Nick Redding, and Preservation Maryland Engagement Director Elly Cowan examining posters and blueprints in the Maryland Room. Photo courtesy of Meagan Baco, Preservation Maryland Communications Director.

Attendees perused documents highlighting key aspects of Preservation Maryland’s history, such as its partnerships with the Maryland Historic Trust and the National Trust for Historic Preservation. A particular favorite item was a box of records on display demonstrating how we house archival documents once they are delivered for research. When you request to see archival documents here at SCUA, you will likely see a records storage box that looks like this one!



Jen Wachtel posing with a records storage box during the Open House. Photo courtesy of Meagan Baco, Preservation Maryland Communications Director.

I would like to thank Liz Novara of the Maryland and Historical Collections for her guidance and support in arranging the Open House. I would also like to thank Preservation Maryland and the entire team of SCUA staff who encouraged me during the event.

Jen Wachtel is a graduate student in the History and Library Science dual-master's program pursuing a certificate in Museum Scholarship and Material Culture. She is also a Graduate Assistant for Labor Collections at Special Collections and University Archives and anticipates graduating in December 2018.

Appendix 2: Preservation Maryland Blog Posts

Note: Meagan Baco, Communications Director at Preservation Maryland, decided to adapt a post I had written for an announcement of the practicum project.

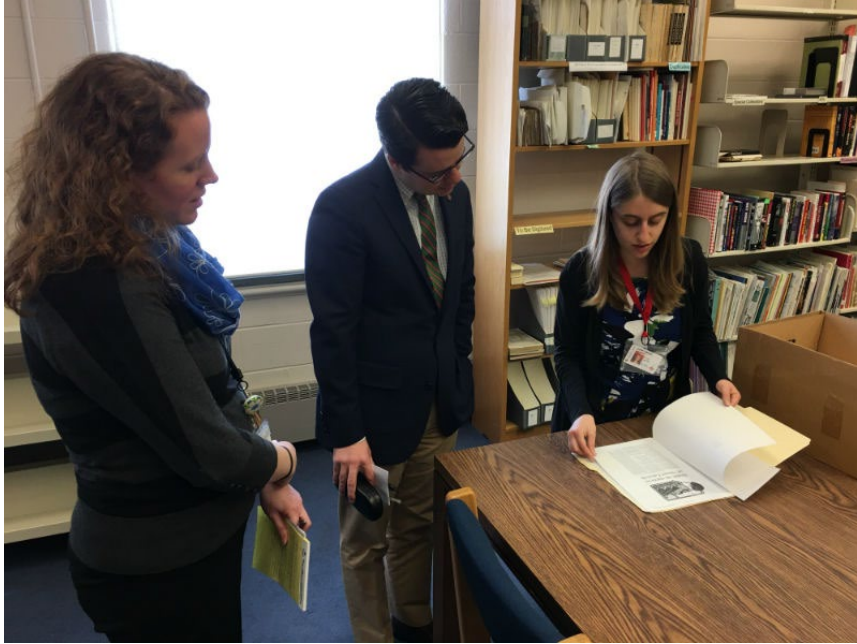


The University of Maryland holds the Preservation Maryland archive.

University of Maryland Graduate Student to Process Preservation Maryland Archive Collection

03/30/2017
BY MEAGAN BACO

As the second oldest statewide preservation organization in the nation, Preservation Maryland has a long history that runs parallel to the history of the domestic practice of historic preservation itself. And that collection archived at the University of Maryland is now being processed.



Jen Wachtel and curator, Liz Novara, with Nicholas Redding, 2017.



Jen Wachtel shows us the architectural drawings in the collection, 2017.

Preservation Maryland has partnered with the University of Maryland to structure a practicum exercise in fulfillment of the requirements of their graduate [Museum Scholarship and Material Cultural Certificate](#) program. Jennifer Wachtel, a master's

student earning both a [Master of Library and Information Science](#) and [Master of Arts in History](#) as taken on the Preservation Maryland archive as an independent research project.

Jen's project will culminate in the following collection elements:

- Draft finding aid to inform the University's online catalog
- Updated collection abstract on the University's online catalog
- New historical context statement about Preservation Maryland collection
- Display case exhibit at the Hornbake Library of selected collection items
- Open house at the Hornbake Library showcasing highlights from the collection
- Guiding documents to follow to continue the processing more of the collection

The goal of this partnership is to participate in the education and experience of an emerging professional in the larger field of history and preservation. In turn, Jennifer will provide a skilled assessment of the collection and several opportunities for all parties involved to promote the availability of the materials to students and researchers.

UMD PRESERVATION ARCHIVE

SUPPORT PRESERVATION MARYLAND



Event Recap: Preservation Maryland UMD Archive Open House

05/13/2017

BY MEAGAN BACO

This April, Preservation Maryland hosted an Open House at our archive held at the [Hornbake Library](#) at the University of Maryland. The event was curated by Jen Wachtel, a UMD graduate student, who has been working with the collection over the semester. Read on to find out more about what Jen found in the collection:

**UNIVERSITY OF MARYLAND GRAD STUDENT HOLDS PRESERVATION MARYLAND
OPEN HOUSE**

A CELEBRATION OF 86 YEARS OF STEWARDSHIP AND ADVOCACY

BY JEN WACHTEL

This spring, I had the pleasure of working with [Preservation Maryland](#) and the [University of Maryland Special Collections and University Archives](#) in promoting the archival records of Preservation Maryland. As part of a graduate practicum project, I organized an Open House on April 27, 2017 in celebration Preservation Maryland's contributions to the Historic Preservation collections. Housed at the University of Maryland, Preservation Maryland's records are an incredible resource for the university's preservation students, the historic preservation community, and anyone interested in Maryland history. These documents are [open to the public](#). During the event, I delivered remarks about what I had learned about Preservation Maryland this semester. I described Preservation Maryland as the second oldest statewide preservation organization in the United States. During that time, the organization has transitioned from direct stewardship of historic structures to advocacy for historic preservation.



I displayed a selection of blueprints, photographs, reports, and correspondence that highlighted key aspects of Preservation Maryland's history. Attendees had the opportunity to peruse documents on display in the reading room on display especially for promoting the Preservation Maryland collection. I selected documents demonstrating Preservation Maryland's on-going partnerships across the preservation field, including with the Maryland Historical Trust and the National Trust for Historic Preservation.

The nature of institutional documents such as those from Preservation Maryland means their archives include the seemingly mundane, such as emails and annual reports. A close examination, however, revealed Preservation Maryland's incredible

statewide influence with programs such as the Revolving Fund and promotion of statewide [preservation tax credits](#). Typical documents also included correspondence documenting the many times Preservation Maryland has changed headquarters in Baltimore. An album of photographs from Saint Paul's Rectory, for example, elicited strong memories from long-term representatives of this outstanding organization.



Some of the attendees' favorite items were back issues of *The Phoenix*, the Preservation Maryland periodical, including Volume 1, Issue 1. They particularly enjoyed a box of records, where I had the opportunity to show staff and guests how the archives stores their documents once Preservation Maryland staff delivers their documents for researchers to access.

I would like to thank Preservation Maryland and Special Collections and University Archives for the opportunity to focus my practicum on advocacy for this exceptional collection. As a reminder, all of these documents are freely available for use as part of the Historic Preservation collections at Hornbake Library.

Jennifer Wachtel is University of Maryland masters student earning both a [Master of Library and Information Science](#) and [Master of Arts in History](#) and has taken on the Preservation Maryland archive as an independent research project in fulfillment of the requirements of the graduate [Museum Scholarship and Material Cultural Certificate](#) program.

