

SOCIETY OF CALIFORNIA ARCHIVISTS

NEWSLETTER

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SANTA ROSA: VIBRANT CENTER OF CALIFORNIA'S FOOD AND WINE SCENE

Movie buffs will know Santa Rosa from Alfred Hitchcock's 1943 film *Shadow of a Doubt* or from the 1986 movie, *Peggy Sue got Married*. Food Network fans know Santa Rosa as the home of Guy Fieri's restaurant *Johnny Garlic's*. Gardeners, botanists, and horticulturists honor Santa Rosa as the final resting place of famed "Plant Wizard" Luther Burbank, credited with creating more than 800 strains and varieties of plants, fruits, flowers, and vegetables. Bay Area residents, however, know Santa Rosa as the northwestern gateway to both Sonoma and Napa Valleys, two of the most renowned areas for grape cultivation and wine production in our state.



J. SHAW WINERY, RINCON VALLEY,
SONOMA COUNTY, CALIF. 1878?
COURTESY OF SONOMA COUNTY LIBRARY

The Program Committee is pleased to welcome Society members to such a vibrant city for the upcoming SCA Annual General Meeting (AGM), April 7-9, 2016. Santa Rosa, [the county seat of Sonoma County](#), is an ideal location for the AGM since it is in the heart of both wine and farm country. The dynamic city of San Francisco, lush Redwood forests, the idyllic Russian River resort area, and the majestic Pacific Ocean are all within short driving distances from our conference location.

Ancestral home of the Pomo tribe, Santa Rosa is also home to several engaging museums and learning centers such as the Charles M. Schulz Museum, the Luther Burbank Home and Gardens, the California Indian Museum and Cultural Center, Sonoma State University, and the Sonoma County History and Genealogy Library.

The Local Arrangements Committee will be organizing repository tours and the Program Committee has lined up a full slate of sessions that will educate, delight, and inspire attendees. We encourage you to come early and enjoy all the historic and culinary treasures the Santa Rosa area has to offer. Conference registration will be available on the SCA website in early February.

Mattie Taormina
2016 AGM Program Chair
Society of California Archivists

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PRESIDENT'S MESSAGE

As we look forward to a new year, an update on ASCA's activities through a busy fall is in order. Since my last message, the organizing committees for both the Sacramento and San Diego mini conferences have conducted assessment surveys among their respective attendees, and shared the results with the Board. Both programs were very highly rated, though their structures differed. It is clear the mini conferences were a great success. Nearly 175 SCA members attended, presented, lead tours, volunteered, or otherwise participated, all taking advantage of a valuable opportunity for networking and professional development in a year when our regular meeting was out of state.

The mini conferences were clearly a success—kudos to both organizing committees for all their hard work, especially chairs Jessica Knox and Katie Richardson! Looking forward, a future Board may choose to revisit mini conferences in the next Western Roundup year. Until then, any SCA member or group of members is welcome to propose a mini conference or other local event through the [MIE program](#).

In addition to working on the implementation of committee chair terms and an Investment Policy Statement for SCA, the Board has been discussing the possibility of cleaning up or updating the SCA logo, which looks a bit pixelated on most electronic devices. We have also decided to continue sponsorship of the [Journal of Western Archives](#) for another three years. Sponsorship of the journal is shared by four regional archival associations: SCA, Northwest Archivists, the Society of Rocky Mountain Archivists, and the Conference of Intermountain Archivists.

In closing, registration for our 2016 Annual General Meeting in Santa Rosa will open in February. In addition to the many professional development, networking, and educational opportunities that figure prominently at SCA's AGMs, we will also be celebrating the 30th anniversary of the Western Archives Institute. I look forward to seeing you all there!

Ellen Jarosz
President
Society of California Archivists

THE SOCIETY OF CALIFORNIA ARCHIVISTS, INC.

The Society of California Archivists, Inc. exists to support and develop those who collect, care for, and provide access to the documentary heritage of California and adjoining areas.

To this end it:

1. acts as a vehicle for dissemination of information about archival collections, issues, and methodology to the profession and the public;
2. provides a forum for the discussion of matters related to the creation, preservation, and use of historical documents;
3. develops, offers and supports archival education programs;
4. cooperates with individuals and organizations on matters of common concern; and
5. advocates the identification, collection, preservation, use, and appreciation of historical records and manuscripts.

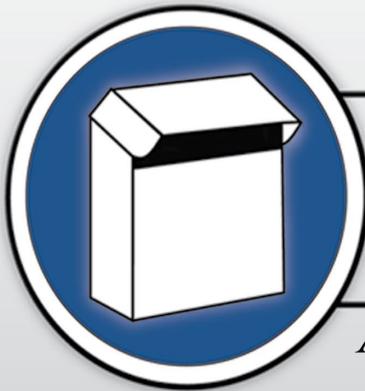
The SCA Newsletter is published quarterly in January, April, July, and October. All submissions, advertisements for future issues, letters to the editors, and inquiries regarding the newsletter should be directed to the Editors of the Newsletter:

Newsletter Editors
The Bancroft Library
University of California, Berkeley
Berkeley, California 94720-6000
Email(s): newsletter@calarchivists.org

Copy Deadlines: September 1, December 1, March 1, & June 1

Format for Submissions:
Articles and other items submitted for consideration should be sent via e-mail attachment.

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COLLECTION SPOTLIGHT

MAXING OUT THE MINIMAL—CHM'S ARCHIVES PROCESSING PROJECT IS UNDERWAY

In 2014 the Computer History Museum applied for and received a \$274,560 grant from the Council on Library and Information Resources (CLIR) to process a portion of its backlog over a span of two years. CHM contributed a cost share of \$103,558 in existing staff salaries and supplies, bringing the total project budget to \$378,118. We are now six months into CHM's Archives Processing Project (CHM APP), and we have a lot to report.

The purpose of CHM APP has been to minimally process and make publicly available 26 of the Museum's most historically valuable yet unknown collections, totaling 1,944 linear feet of material, or roughly 1,500 bankers boxes. Collections in the project include the Community Memory Records, Dennis Austin PowerPoint Records, Jim Porter Papers, and the Digital Equipment Corporation Records among others.

When CHM decided to propose a minimal processing project, we knew that we would be making a tradeoff between description and access. When processing speed is increased from one linear foot per 12 hours to one linear foot per 4 hours, you triple your rate of processing, necessarily losing detail but increasing the speed at which you open up collections. In two years the Museum could either traditionally process 364 linear feet of material (approximately 290 boxes), or we could put the pedal to the metal, lose quite a bit of description, and open nearly 2,000 linear feet of material to scholars. We decided to go the route of speed and access.

The choice to minimally process collections was really one of necessity. Prior to beginning this project, CHM had a backlog of approximately 4,500 linear feet of material. We have an obligation to our donors to make headway on this backlog, as well as an ethical imperative to expose our collections. But the limitations of staff, time, and money make traditional processing an ineffective approach. It would take one archivist 20 years to process the entire backlog, and that does not take yearly growth into account.

MPLP (More Product, Less Process), as minimal processing has been known since Mark Green and Dennis Meissner introduced the approach in 2005,



has become a generally accepted method. It's taught in library schools, it's a popular paper topic at conferences, and it's a common area of questioning in job interviews.

This two-year project has been CHM's first real attempt to integrate MPLP into its processing, and so far it's working for us. To date, the project's archivists and volunteers have been able to maintain an average processing rate of just over 4 hours per linear foot. And even better, the collections are being used! To date, CHM APP has opened 15 collections totaling 314 linear feet of material to researchers.

CHM APP Assistant Archivist Kim Hayden (left) and Project Archivist Bo Doub (right) pause from processing the Jim Porter Papers at the Museum's offsite storage facility.

Of the seven collections that have had their finding aids published so far, CHM has had researchers visit the archive specifically to conduct research in four of them. That's over half the publicized collections attracting researchers in the first six months. Remarkable! And beyond my wildest expectations. Without the funds provided by CLIR to process and publicize these collections, those researchers would have had no way of knowing these collections existed. This project has proven to me what I have always felt to be true. Researchers prefer having access to a high number of minimally processed collections, over access to a few intensively described collections, despite the onus this style of processing puts on them to do more detective work.

continued on p. 5

Maxing Out the Minimal (continued from p. 4)

A giant thank you to the Council on Library and Information Resources for providing the funds that have made this project possible through their Cataloging Hidden Special Collections and Archives Grant. As CLIR states, “libraries, archives and cultural institutions hold millions of items that have never been adequately described . . . [and] are all but unknown to, and unused by, the scholars those organizations aim to serve.” Over the next one and a half years we will be opening up additional and larger collections, including the much anticipated Digital Equipment Corporation Records, revealing more of the innumerable treasures held by CHM. We can hardly wait to learn what discoveries will be made by researchers who finally have access to these materials.

CHM’s Archives Processing Project (CHM APP) is modeled after the CLIR-funded Philadelphia Area Consortium of Special Collections Libraries’ Hidden Collections Processing Project undertaken in 2009–2011 <http://clir.pacscl.org/about-the-project-2009-2011/>.

Select finding aids published as a result of CHM APP:

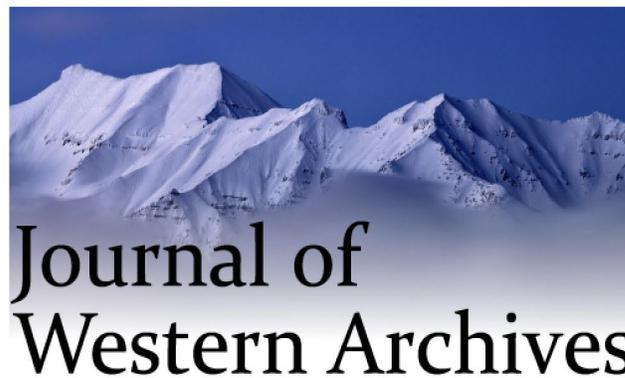
Dennis Austin PowerPoint Records <http://tinyurl.com/ojsuo5f>

Keith Calkins collection on Sigma Systems <http://tinyurl.com/pz9samy>

John Imlay Papers <http://tinyurl.com/olvubwk>
 Jim Armstrong collection of Apple Materials <http://tinyurl.com/pdm4yy7>

Community Memory Records <http://tinyurl.com/q2vrbtb>

*Sara Lott
 Senior Archives Manager
 Computer History Museum*



The *Journal of Western Archives* is a peer-reviewed, open access journal sponsored by Western regional archival organizations. The journal focuses on contemporary issues and developments in the archival and curatorial fields, particularly as they affect Western archives and manuscript repositories.

Journal Contents

The *Journal of Western Archives* gives archivists, manuscript curators, and graduate students in the American West a place to publish on topics of particular interest and relevance to them. The journal features research articles, case studies, and review essays on regional topics. These include:

- Important Western regional issues in archives and manuscript repositories;
- Unique archival developments in the western United States;
- Technological innovations and their effect on archival theory and practice;
- The history and development of the archival and curatorial professions in the American West;
- Collaborative efforts and projects between various cultural institutions.

Contributing to the Journal

If you are interested in contributing to the journal or serving as a peer reviewer for journal content, please contact the managing editor, John Murphy (john_m_murphy@byu.edu). Article submissions may also be made online at the journal website.

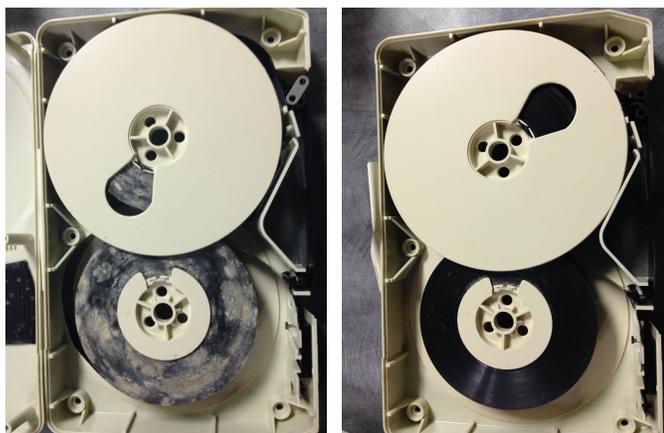
JWA

<http://digitalcommons.usu.edu/westernarchives/>

MOLDY TAPES DON'T MEAN DISASTER

Actor Burt Reynolds is the subject of Mile End Films newest documentary. They asked Digital Revolution to digitize seven 3/4" Umatic Tapes of TV shows that he appeared in. These tapes were particularly old and several had varying degrees of mold build up from being stored in a damp environment. Oxide based tapes gain moisture over time. With 3/4" Umatic tapes dating back more than 30 years we perform the following preparation before attempting playback:

- Bake
- Hand Clean
- Transplant the reels into fresh 3M Broadcast Color Plus shells



SEVERE MOLD BUILD UP

AFTER HAND CLEANING

We assume that tapes this old haven't been played for decades. Therefore, we also fast forward and rewind the tape in order to loosen it up. This helps the tape roll evenly without having sticking points.

All of these procedures need to be done carefully and thoughtfully. In the case of moldy tapes we use gloves, a mask and hand clean the entire length of the tape with an alcohol cloth.

-Baking gets the moisture out of the tape so that it doesn't stick in the machine or rip oxide off during playback.

-Since oxide based tapes decompose relatively quickly, cleaning them keeps the machine playback heads from clogging and makes for a more residue free transfer. Alcohol acts as a good cleaner and also kills mold.

-3M Broadcast Color Plus tape shells are made of all plastic non-moving parts so the tape tracks more

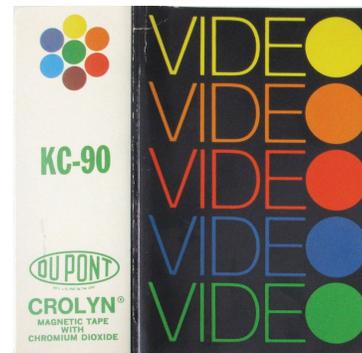
accurately in them. We keep them in stock as part of our transfer tools. Other tape shells have moving parts and springs that can dry out over time and cause poor quality playback.

Playing this type of tape can be particularly tricky. It is important to have a machine that has manual Tracking and Skew functions. Tracking adjusts the variation in the tape path vertically. Skew adjusts the slack in the tape. If these functions are not set properly the video quality can be sketchy.

The client's file format preference was Pro Res 422HQ. This is a high resolution digital capture popular with video editors. It's also a solid archival file format. The client was happy with our first set of digitized tapes. They had been having transfers done in other parts of the country during the

same time period. We told them to send us all of their "hopeless" tapes. They did. Two dozen more 3/4" Umatics, all of them with mild to severe mold build up arrived. The programs were of particular interest to the filmmaker and included The Mike Douglas Show, The Tonight Show, Awards Shows, Riverboat, Love American Style, Burt Reynolds Late Night, outtakes from Smokey and the Bandit etc. They included some interesting footage of him performing with three great loves of his life Dina Shore, Sally Field and Bernadette Peters.

The tapes spanned 1977-1983 and were manufactured by various companies including Sony, 3M and DuPont. Some of them had to be baked longer than normal and hand cleaned several times because of excessive mold & moisture. Consequently, we were able to get all of them to play properly except for the two DuPont brand tapes. DuPont wasn't in the tape manufacturing business very long. We have also had DuPont video tapes in other collections such as Chevron that had decomposed so badly that they were unsalvageable. Unfortunately, all magnetic tapes will eventually suffer the same fate.



SOME BRANDS DECOMPOSE QUICKLY

*Paul Grippaldi
CEO, Digital Revolution*

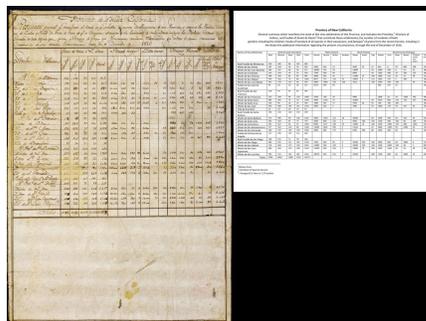
**SANTA CLARA UNIVERSITY LIBRARY
ARCHIVES & SPECIAL COLLECTIONS
REVEALS MISSION SANTA CLARA
MANUSCRIPT COLLECTION DURING
TWO-YEAR PROJECT**

Santa Clara University Library's Archives & Special Collections (A&SC) has organized the Mission Santa Clara Manuscript Collection, which consists of hundreds of manuscripts primarily written and collected by the Franciscan missionaries from the founding of the Mission in 1777 until the arrival of the Jesuits in 1851. Over the course of the two-year project, A&SC created a descriptive guide for the collection which is published on the Online Archive of California, as well as a preliminary digital collection.

The Mission Santa Clara Manuscript Collection details the missionaries' spiritual endeavors, as well as various aspects of daily life at Mission Santa Clara. The collection is arranged into nine series (or themes): sacramental records; informes (mission reports); Fr. Viader's miscellany book (which served as a reference book for life in Mission Santa Clara and covers such themes as church doctrine, health care and food production); ecclesiastical and governmental correspondence; secularization and the formation of California's first diocese, personal legal and financial records; music manuscripts; Alta

California manuscripts, and pictorial materials, ephemera and reproductions. The collection includes account books, annual reports, and instructions on wool-processing and cuisine, among others.

The digital collection consists of representative items from each series. The majority of the manuscripts are in Spanish. A number of the original documents have been translated, and these translations



are included alongside the originals in the digital collection. We invite you to browse the digital collection here: <http://content.scu.edu/cdm/landingpage/collection/msc>. For more information about the Mission Santa Clara Manuscript Collection, including a detailed description of each series, please visit the descriptive guide at <http://www.oac.cdlib.org/findaid/ark:/13030/c85d8v2g/>. For further questions and research inquiries, please contact specialcollections@scu.edu.

*Erin Louthen
University Archivist
Santa Clara University*

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NEWS & ANNOUNCEMENTS

TIME TO HONOR YOUR COLLEAGUES – THE ARCHIVAL AWARD OF EXCELLENCE

The California Historical Records Advisory Board is accepting applications for the distinguished Archival Award of Excellence. The award honors individuals within California who have made an outstanding contribution to the archives profession and accomplished exceptional work in the archives and records management field. These contributions include activities such as contributing innovative or creative ideas to the profession, improving the profession's effectiveness through advocacy or services, or promoting greater public awareness of archives and the archival profession. Nominees must have accomplished the work within the state of California during the five-year period preceding the year in which the award is presented.

Recent recipients include:

2015 Pat Johnson, The Center for Sacramento History. "In recognition of her outstanding leadership in the development of the Sacramento Archives Crawl."

2014 Pamela Jean Vadakan, California Preservation Program, UC Berkeley. "In recognition of exceptional contributions in shaping and personifying the California Audiovisual Preservation Project (CAVPP) and building the California Light and Sound web site."

2010 Barclay Ogden and Julie Page. "In recognition of exceptional performance in establishing WESTPAS, the Western States and Territories Preservation Assistance Service."

2008 Bradley Westbrook, University of California, San Diego. "In recognition of his significant contributions to the development of the Archivist's Toolkit."

2004 Robin L. Chandler, California Digital Library, Online Archive of California. "In recognition of exceptional archival leadership in developing the Online Archive of California."

2001 Robert G. Marshall, California State University, Northridge. "In recognition of exceptional archival leadership in guiding L.A.

as Subject: The Transformative Culture of Los Angeles Communities Project."

2000 Helene Whitson, San Francisco State University. "In recognition of exceptional performance in establishing and organizing the Bay Area Television Archives and in preserving the archival records of San Francisco State University."

To nominate candidates, visit the web site: <http://www.sos.ca.gov/archives/chrab/award.htm>. Nominations are due on Monday, February 29, 2016. The award will be presented at the Annual General Meeting in Santa Rosa, in April, 2016.

*Sue Hodson
Paula Jabloner
Pat Johnson
Award committee, California Historical Records
Advisory Board*

IF ARCHIVES IS YOUR CALLING, SUPPORT YOUR PROFESSION

The Society of American Archivists Foundation plays a vital role for the archives profession as the leading source of nonprofit funding dedicated solely to the interests of archives and archivists. Now – perhaps more than ever – it is crucial that we raise the profile of archivists in our society. To that end, the Foundation supports professional growth opportunities, publishing, and research; celebrates archivists' impact within and beyond our professional community; and remains committed to fostering diversity and inclusiveness in the profession.

The SAA Foundation raises money to provide resources to enhance the work of the archival community such as: research and reporting about the profession, its practice, and its practitioners; development of professional growth opportunities; recognition of archivists via scholarships, travel assistance, and awards; programs to enhance the performance of repositories; and efforts to persuade influential external organizations to create or promote archives.

The SAA Foundation offers a variety of giving

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Support Your Profession (continued from p. 8)

opportunities. In recent years, for example, they have focused on developing the unrestricted Strategic Growth Fund and the National Disaster Recovery Fund for Archives. This year one of SAA's highest funding priorities is the Mosaic Scholarship, a competitive program that provides financial support to students from under-represented groups who are pursuing graduate education in archival science. It is one way in which the Foundation contributes to creating a diverse profession and ensure an inclusive historical record. But here's the bad news: SAA's initial investment in the scholarship has not been sustained through giving from the archives community and despite the successes of the Mosaic Scholarships launching a dozen archivists on important careers, the Fund is now entirely depleted.

Say thank you to your career and please support the Mosaic Scholarship Fund – or whatever other Foundation fund is of particular interest to you. To review the funds and donate now, visit the Foundation website at <http://www2.archivists.org/foundation> and make your contribution today!

Waverly Lowell
Curator
Environmental Design Archives
UC Berkeley

**SAVE THE DATE -
DIGITAL ARCHIVES: BEST PRACTICES
FOR ORGANIZATIONAL MEMORY**

What: San Diego Area Law Libraries (SANDALL) 2016 Winter Institute

Where: University of San Diego

When: Friday, February 12, 2016

Please join SANDALL for a half-day program featuring speakers from various institutions. More details to come. Contact Michele Villagran, SANDALL Vice President, at michele.villagran@unt.edu with questions.

Michele Knapp
President, SANDALL
Reference & Interlibrary Loan Librarian
University of San Diego School of Law
mknapp@sandiego.edu

STAFFING CHANGES AT BANCROFT

Beaudry Allen joined Bancroft's Digital Collections Unit as a Digital Collections Assistant on November 10. She will be handling digitization efforts and born digital accessions, among other digital collections tasks. Beaudry is not new to Bancroft. She worked with DCU as a born-digital processing intern last summer and we are happy to have her back with us. Beaudry is currently finishing her Masters in Archival and Records Administration (MARA) at SJSU iSchool with a focus on digital preservation. She also holds an MA in Europe History from Villanova University.

Also in Bancroft's Digital Collections Unit, Julie Goldsmith and Charlie Macquarie are working as Digital Project Archivists on two Japanese American Internment Site grant projects. They will be digitizing approximately 250,000 items over the next 3 years from various collections and making the collections available online.

Julie started working in the Bancroft's DCU as a Library Assistant in July 2013. She holds a BA in Arts & Humanities from UC Irvine and graduated from SJSU's Master of Science in Library and Information Science program in the Spring of 2014. Prior to coming to the Bancroft, she worked in the Digitization Lab at Stanford University Libraries and in the collection departments of the San Jose Museum of Art and the San Jose Museum of Quilt and Textiles.

Charlie started working in the Bancroft's DCU as a Library Assistant in February 2014. He holds a BA in English, with a minor in Religious Studies from Lewis & Clark College and graduated from Pratt Institute's Master of Science in Library and Information Science program in the Spring of 2012. Prior to coming to the Bancroft, Charlie worked as a Librarian at Carson High School and Carson Water Subconservancy District in Carson City, NV. He also did work at the Nevada Museum of Art's Center for Art + Environment Archives and at the Columbia University Rare Book and Manuscript Library.

Mary W. Elings
Head of Digital Collections
The Bancroft Library

EXHIBITION SPOTLIGHT

**BOOK REVIEW:
MARY COIN BY MARISA SILVER**

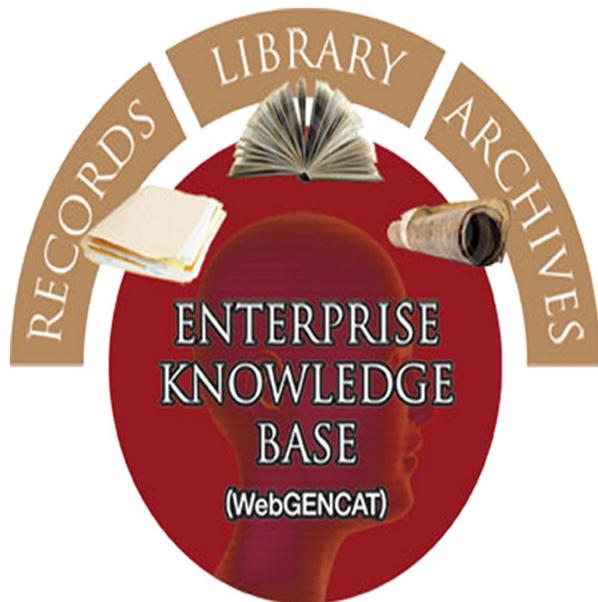
The La Quinta Museum is currently exhibiting select photographs by Dorothea Lange. The photographs in this collection were taken in the Coachella Valley 1935-1939. These are not often seen images and feature carrot pullers working the fields, date palms and children of migratory Mexican field workers. These powerful images are representative of the powerful work of Dorothea Lange. As part of the display, and offered for sale in the La Quinta Museum Gift Shop, is the novel “Mary Coin” by Marissa Silver.

In the depths of the Great Depression photographer Dorothea Lange was hired by the Farm Security Agency to capture the toll on American citizens through her photographs. One photo that stood out was The Migrant Mother. It showed a woman holding her baby with two other children clinging to her. In the photograph, that woman wasn’t named but she was Florence Owens Thompson. When Dorothea Lange snapped pictures of a migrant family stranded on the roadside in 1936, she knew she had something significant. Within weeks of the publication of the photo, money began to flow to the migrant camps to help the destitute workers. What a powerful image.

“Mary Coin” is the story of the woman in The Migrant Mother, one of Lange’s most famous photographs. Authored by Marissa Silver it is a fictionalized account.

In “Mary Coin”, Marisa Silver has taken that iconic photo and reimagined the lives of the woman, Mary Coin (Florence Owens Thompson) and her children, as well as the photographer Vera Dare (Dorothea Lange). Through this novel, Silver takes you back in time and allows you into the souls of these two women, who could remain with you for many days; their struggle and their determination and hope are hard to forget. Tying the novel together is a contemporary social historian, named Walker Dodge, who is struggling to connect to his children as he seeks answers about his family’s past. The book covers the years of 1920 through 2011. It is a novel for anyone who is interested in the stories

continued on p. 11



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Mary Coin (continued from p. 10)

OTHER ARTICLES



MUSEUM STAFF MEMBER, SHARLA FOX HOLDING THE BOOK IN FRONT OF THE EXHIBIT.

of the Dust Bowl, the Great Depression, and the migrant workers of the times.

A most striking image: a stoic mother, surrounded by her children, with her gaze away from the camera lens, has become the iconic picture of America in the Depression. This is a tale of survival. It is a story of people doing what they can with what they have. Her journey, her plight, her love, her marriage, her motherhood and her loss are all well told in this story of "Mary Coin". It is proof again, that pictures can speak louder than words.

*Robin Stewart
Programming Manager
La Quinta Museum*

TAKING LOCAL HISTORY GLOBAL

I strongly believe that what archivists do in their own institutions can impact others far beyond their traditional users. It is one of the reasons I wanted to lead the LA as Subject organization over the past four years to capitalize on the collective strengths of both the network members' fascinating resources as well as the dedicated and passionate people who care for them.

Over the past few months, I have been invited to deliver several presentations to international audiences, and wanted to share information with the SCA community regarding how Metro Transportation Library & Archive is inspiring others to think outside the box in the access and sharing of local history.

In October, I was requested to present two programs at [Internet Librarian International 2015](#) in London, England. One focused on the use of historical visual resources from archives in public transit information kiosks, expanding upon a talk I gave at the [SCA Mini-Conference in San Diego in August](#). This project involves interactive timelines developed for public spaces which utilize historic photographs, maps and other visual resources to reach beyond the library and archives' physical space. I have been

continued on p. 12



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Cataloging & Metadata



MAKE IT DIGITAL • MAKE IT LAST

Local History Global (continued from p. 11)

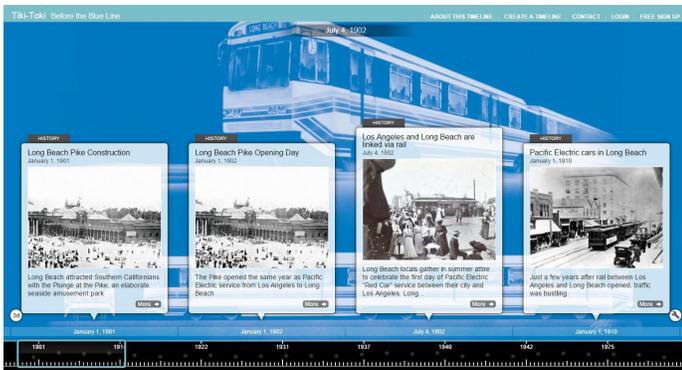
leveraging historic anniversaries as opportunities to engage the public with local history, partnering with other collections to surface their compelling resources as well.



Image courtesy of Metro Transportation Library & Archive

MAP OF POSSIBLE SITES FOR LOS ANGELES UNION STATION, FROM THE UNION STATION 75 TIMELINE PROJECT

The 75th anniversary of Los Angeles' Union Station provided the backdrop for an overview of the history of the Station from the birth of architect John Parkinson to the present day Master Plan. This was followed by Before the Blue Line, a chronology of transit history between Los Angeles and Long Beach from 1902 to the present in celebration of the 25th anniversary of Metro Rail linking the two cities. An upcoming retrospective for the 75th anniversary of Southern California freeways is currently in the works.



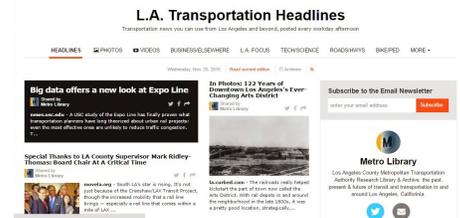
SCREENSHOT FROM *BEFORE THE BLUE LINE* TIMELINE, FEATURING IMAGES FROM METRO TRANSPORTATION LIBRARY AND ARCHIVE AS WELL AS CONTENT PARTNERS

Additionally, I have been invited to write and deliver a peer-reviewed paper on emerging trends in crowdsourced metadata in cultural institutions for the biennial VALA 2016 conference in Melbourne, Australia in February. VALA is a leading library technology and futures conference attracting speakers from Australia and beyond.

Institutions around the world are engaging the public in assistance with metadata creation

about archival resources. They are transcribing documents and manuscripts, identifying elements of photographs, and working with historic maps to enable data layering and other applications. I have been researching how library, archive and museum professionals in the United States and abroad are customizing open-source platforms, creating games and developing other methods of sustained public participation and acceptable quality control in these projects. This is a wonderful opportunity to share local history projects as it is rather uncommon for American delegates to be invited to deliver papers and presentations.

Later in February, I will be also addressing a joint meeting of The Library and Information Association of New Zealand (LIANZA) and the SLA New Zealand Chapter in Auckland. I have been asked to deliver a presentation regarding creative collaborations around archival resources. I will be highlighting content partnerships from the timeline projects, models for jointly managing digitization of historic periodicals, and how libraries and archives can become digital news and information providers.



LOS ANGELES TRANSPORTATION HEADLINES, A DAILY DIGITAL NEWS DIGEST BLENDING UP-TO-THE-MINUTE NEWS ALONG WITH CONTEXTUAL HISTORIC RESOURCES

Our Metro Library's daily Transportation Headlines digital news digest combines up-to-the-minute information about transit and transportation funding, planning, construction, operations, and other urban issues with historically relevant archival assets related to anniversaries, milestones and historic maps and images. Thousands of subscribers rely on this unique resource to stay abreast of developments in a complex, interdisciplinary subject area every workday. The Library and Archive's model for developing and sustaining a role in news aggregation and provision via a digital newspaper platform has inspired other institutions such as San

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Local History Global (continued from p. 12)

[Diego Zoo to evolve their internal news feature into a similar product.](#)

The Los Angeles County Metropolitan Transportation Authority was honored as the [2015 SCA Archives Appreciation Award](#) for its support for archival programs. I am committed to exploring new technologies and web-based tools to demonstrate what a small organization can do through creativity, vision and collaboration.

Kenn Bicknell

Digital Resources Librarian

Los Angeles County Metropolitan Transportation Authority Library & Archive

SILICON VALLEY'S NEWEST ARCHIVE

The Computer History Museum is in its third year of an innovative and groundbreaking collaboration with Cisco Systems, Inc. to preserve Cisco's three decade history. The partnership provides archival expertise to Cisco and financial support to the Museum. In the words of Museum Trustee and Cisco Senior Vice President Don Proctor, "We are pleased that Museum involvement will provide gravitas to the Cisco Archive endeavor by tapping into their extensive archival and curatorial expertise. Corresponding, by generously supporting the Museum we are making a commitment to preserving the broader and unparalleled history of Silicon Valley."

The almost new Cisco Archive has made many inroads in documenting, preserving, and revealing Cisco's significant role in shaping the Internet and becoming the worldwide leader in computer networking. Our first two years proved remarkably successful: Creating an online Cisco history gallery, collecting fascinating artifacts and stories, building impressive interest and support from Cisco employees, and garnering media attention.

Cisco Systems, Inc., named after San Francisco, was founded in December 1984 by computer technologists Len Bosack and Sandy Lerner. They envisioned disparate computer networks that talked to each other and shared information reliably. To experiment with connecting detached networks, Bosack and Lerner ran network cables between

two buildings on the Stanford University campus, connecting them first with bridges and then routers.

Our biggest success is telling the story of [Border Gateway Protocol](#), a routing protocol that has been described as the technology that "literally makes the Internet work," which was originally written in classic Silicon Valley style on two napkins. Having undergone many revisions, it is still as relevant today as in 1989 when jointly written by two engineers, one from Cisco and the other from IBM. The story, when posted on Cisco's employee home page, garnered the most web views of any piece that week. Comments included "A lunch that changed routing forever!" "Fantastic," "awesome," and "What an inspiring story!" The post continues to reverberate months later, deployed as part of a company-wide meeting video segment with protocol author, Cisco Fellow in Engineering, and most importantly employee #4, Kirk Lougheed as part of an "Innovate Everywhere!" company challenge.

For me and Cisco Archivist Stephanie Waslohn, our favorite project was sharing Cisco's first ad campaign and many other gems at www.ciscoarchive.lunaimaging. What do dolphins, radio telescopes, a punk rocker, and flying saucers have in common? Communicating across the divide! All were featured in Cisco's first print ad campaign along with pithy copy such as [If He's TCP/IP Compatible, We Can Get Through to Him](#). Why collect if no one knows you have this cool stuff! Hence we created the Cisco Archive online catalog. Preservation alone is not enough, people have to know what you have or the Archive becomes a time capsule only to be discovered decades later.



EXAMPLE OF CISCO'S FIRST AD CAMPAIGN, 1992.

Our unexpected finds continued with a series of videos shot on October 17, 1989. For once, dating a donation was not a problem. One [outtake](#) records Cisco's founders performing a duck and cover. Filming quickly resumed once it was clear the Loma Prieta earthquake had not done any damage. Over 50 early Cisco videos are now available online including "Nerd Lunches," marketing, and community events.

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Cisco (continued from p. 13)



THIS CAP WAS THE FIRST IN AN ON-GOING GIVEAWAY OF WACKY HATS AT THE NETWORKERS CONFERENCE, 1989. PHOTO © MARK RICHARDS

1989 heralded the first Networkers conference, a user's symposium for networking engineers sponsored by Cisco. Almost as an afterthought, all attendees were given a railroad engineer's cap. It was such a success—every year since all attendees have received a wacky hat. A coveted complete set of Networker's silly hats (Elvis wig knock-off, sequined fedoras, cowboy hats, jester caps, Robin Hood caps) was donated by Cisco's events department. The Archive embraced this tradition. At the Computer History Museum's Cisco community weekend—a thank you for Cisco's generosity—over 1200 Cisco employees and friends visited the Museum for free. We put our duplicate hats to good use. Entire families from small children to grandparents snapped pictures in an array of silly head gear. The majority of the Cisco and many non-Cisco individuals visited our impromptu Cisco Archive exhibit. You couldn't ask for a better venue to introduce folks to the Museum and the new Cisco Archive.

Seeing that first piece of hardware you worked on, that other-worldly ad, or a well told story brings emotions that translate into company pride and customer loyalty. Many of the artifacts we've collected are magnets for selfies when individuals visit the Archive. The connections made while in the Archive's space can't be replicated anywhere else.

The Cisco Archive shines a spotlight on entrepreneurship, innovation, leadership, social responsibility, product development, open standards, and customer advocacy over Cisco's thirty-one years. The insights learned in preserving Cisco's history will inform the Computer History Museum's endeavors as we engage in the unique work of collecting and interpreting Silicon Valley history. The project is so much more than the networking equipment that built the internet. The uniqueness of the partnership, and the act of collecting Silicon Valley history really hit home for me when the Cisco Archive received media attention this past summer. The title of the Medium.com article says it all: How

Cisco is Preserving its History and Why Other Tech Companies Should, Too.

Thanks go to Cisco for being so forward thinking in its own Archive. These artifacts and stories of Silicon Valley culture would otherwise be lost to Cisco and future historians. The stories provide an unusual insight into a particular time and place. Mike Sanchez, a Cisco senior manager who develops employee-based brand experiences and is involved with the Cisco Archive explains, "We realized we had a lot of stuff relating to Cisco history and we should take good care of it and respect it. We also think that collecting and categorizing this stuff will reveal significant things about Cisco's culture, like good archaeology does." The essential part of the partnership is that history is being preserved NOW, while it is happening. We couldn't do that 50 years from now. I'm hoping others follow in Cisco's footsteps. The Valley has literally changed the world; the more we preserve, the better we can understand the phenomenon that is Silicon Valley.

The story continues with a casual conversation between myself and Don Proctor, the Cisco senior vice president, benchmarking the new Cisco Archive online catalog against like catalogs. This is a perfect engineering and business method, but it is not easily translated in the archival world.

What is a similar catalog? Does a smaller historical society provide a comparable environment? What about the web timeline of another business archives, seeing as they don't have online catalogs? Thirteen thousand page views and 2,586 users since going online in June 2015, how do our use statistics line up with others?

I leave you with a Silicon Valley engineer's question. How can we quantify and measure the long-term impact of collecting history?



GOLD COMMEMORATIVE PHONE "2,000,000 IP PHONES" SOLD, JULY 23, 2003. PHOTO © MARK RICHARDS

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SCA NEWS & ANNOUNCEMENTS

2015 ANNUAL FUND DRIVE THANKS

As the year draws to a close, the Development Committee would like to give thanks to all the members who generously contributed to the 2015 annual fund drive. This year we were unable to hold a Silent Auction fundraiser at the Western Roundup in Denver, so we relied entirely on individual donations to help fill the gap. To date, SCA received \$1645.00 in donations for the year, including gifts from the following members:

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