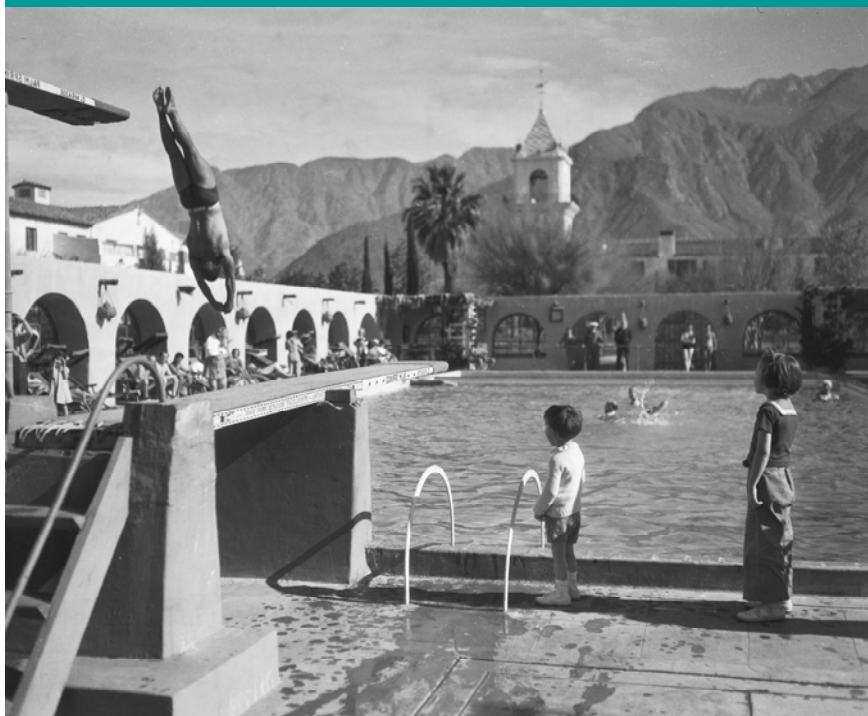


Archives and the Public



Society of California Archivists

2014 Annual General Meeting

Palm Springs, California

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Above: Palm Springs Aerial Tramway, 1963. Herald-Examiner Collection. Los Angeles Public Library Photo Collection

Cover: Dutch Smith diving into pool, El Mirador Hotel, Palm Springs, ca. 1935. Adelbert Bartlett papers (Collection Number 1300). Library Special Collections, Charles E. Young Research Library, UCLA.

Welcome to Palm Springs!

It is with pleasure that the Society of California Archivists' Board of Directors, the Program Committee, and the Local Arrangements Committee welcome you to this year's Annual General Meeting! We trust -- and have worked hard to ensure -- that this year's AGM will prove a worthwhile time of professional enhancement, interesting visits to Palm Springs' many attractions, and socializing with colleagues old and newly made at this AGM.

This year's theme, "Archives and the Public," was designed to give our members a chance to explore the different aspects of what has become a central theme and preoccupation of our profession. AGM sessions will examine, among other things, specific cases where privacy



Alexander House, Palm Springs, 1957. Architects Palmer and Krisel, photographer Julius Shulman. © J. Paul Getty Trust. Used with permission. Julius Shulman Photography Archive, Research Library at the Getty Research Institute (2004.R.10)

and public access have conflicted, a successful program for archival outreach to teenagers, and archives and National History Day. There's more, though: always critical concerns such as processing and technology are covered in the program. In all, this year's AGM fully explores topics and problems that we, as archivists, find important for our profession.

The pre-AGM educational workshops offer training valuable to all of us in our profession. The SCA is co-hosting with the Society of American Archivists a workshop on the accessioning and ingest of electronic records. It's part of the SAAs' Digital Archives Specialist (DAS) Curriculum and Certificate Program and one of the courses in the Tactical and Strategic Courses. In an effort to serve more fully our members, the Society of California Archivists has subsidized the registration fee for SCA members. The other workshop is on the preservation of audiovisual materials and is taught by Pamela Vadakan, of the California Preservation Program.

Besides education workshops and educational program sessions, the important SCA members meeting will be held on Friday. At the members meeting, you'll have the chance to catch up on SCA business, ask questions of our board, and find out the results of this year's SCA elections. Attend the members meeting if you want to serve on a SCA committee. Our committee chairs will be attending, and they'll be happy to find a committee for you to serve on.

For our new members, there will be two opportunities to find out more about the SCA: a Friday morning meeting and a happy hour at the Rocks Lounge that same day. Please join us, so that we can start to know you. Members: join us as well to welcome new colleagues.

For those of you who have not had the pleasure of visiting Palm Springs, visions of warm weather, palm trees, and swimming pools may be swirling in your head, and on this front it surely will not



L'Horizon Hotel, Palm Springs, ca. 1950s. Designed by William Cody. Jack and Bonita Granville Wrather Papers (CSLA-23), Department of Archives and Special Collections, William H. Hannon Library, Loyola Marymount University.

disappoint! Palm Springs is also known for unique homes and buildings, with one of the world's best-preserved concentrations of modernist architecture. In recent years the city has seen significant transformation with many new fine dining and shopping establishments. The recently renovated Renaissance Hotel will be providing a beautiful backdrop to the Annual General Meeting, providing nicely appointed accommodations, luxurious pool area, and meeting space for our workshops, programs, exhibitors and other events. The hotel is located in the heart of Palm Springs, in walking distance from shops, restaurants, and cultural institutions.

On Thursday afternoon there are three featured local events: tours of the Palm Springs Art Museum and the Agua Caliente Cultural Museum, and a historical walking tour of downtown Palm Springs. This year's opening reception will be held in Sunnylands Center & Gardens, designed by Los Angeles-based architect Frederick Fisher. Tours of Sunnylands library and archive will also be available during the reception (pre-registration required).

We hope you enjoy all that Palm Springs has to offer. On behalf of

everyone on the Program and Local Arrangements Committees, once again, welcome to Palm Springs!

Clay Stalls, Program Committee Chair
Kelley Bachli and Lisa Crane, Local
Arrangements Co-Chairs



Tennis Club, Palm Springs, 1947. Architects A. Quincy Jones and Paul R. Williams, photographer Julius Shulman. © J. Paul Getty Trust. Used with permission. Julius Shulman Photography Archive, Research Library at the Getty Research Institute (2004.R.10)

Acknowledgements

We wish to express our gratitude for all the hard work of the Program and Local Arrangements committees and SCA Board members who made this conference possible.

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Opposite: Lucile Ball and Dezi Arnaz House, Palm Springs, 1955. Architect Paul R. Williams, photographer Julius Shulman. © J. Paul Getty Trust. Used with permission. Julius Shulman Photography Archive, Research Library at the Getty Research Institute (2004.R.10)

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Annette Doss, UCLA Film and Television Archive

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General Information

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Renaissance Palm Springs
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Palm Springs, CA 92262
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Wifi Access in Hotel Conference Rooms

Username: archivists
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Registration Fees	Full	Friday	Saturday
SCA members	\$150	\$75	\$75
Non-members	\$180	\$90	\$90
Students	\$80	\$45	\$45
Guest (access to Opening Reception and Exhibit Hall) \$35			



Palm Springs Hotel, Palm Springs, ca. 1938. Herman J. Schultheis Collection. Los Angeles Public Library Photo Collection

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Thursday, May 8	
7:45-9am Chino Foyer	Registration for pre-AGM workshops
9am-5pm Pueblo	Workshop 1: Accessioning and Ingest of Electronic Records #14A1 (SAA Digital Archives Specialist Curriculum and Certificate Program), presenter Erin E. Faulder
9am-5pm Chino	Workshop 2: Media Rising Workshop: Bringing Audiovisual Collections Back to Life , presenter Pamela Vadakan
9am-12:30pm Andreas	SCA Board meeting (Board members only)
noon-5pm Chino Foyer	Registration
1-2pm	<p>Palm Springs Art Museum Docent Tour 101 Museum Drive, Palm Springs</p> <p>Designed by famed desert architect, E. Stewart Williams, join in a 1 hour docent lead tour of the museum collection including the exhibition of gifts to the museum in honor of its 75th anniversary. Meet at museum lobby, please bring conference badge for professional courtesy admission.</p>
1:30-5 pm Andreas	<p>SCA Leadership Meeting</p> <p>All SCA members are invited and encouraged to attend this meeting of the SCA Board with Committee chairs and others. Come meet SCA's leaders and learn how SCA operates. Also investigate becoming a member of a SCA Committee.</p>
2:30-3:30pm	<p>Agua Caliente Cultural Museum Tour 219 South Palm Canyon Drive, Palm Springs</p> <p>Founded in 1991, the Agua Caliente Cultural Museum preserves, interprets, and provides access to the history and culture of the Agua Caliente Band of Cahuilla Indians and other Cahuilla peoples. Engaging exhibitions at Agua Caliente Cultural Museum portray the history and culture of the Agua Caliente Band of Cahuilla Indians and other indigenous people. Meet in the lobby of the museum for a tour led by curator Ashley Dunphy, along with the Museum's Executive Director, Michael Hammond.</p>

Thursday, May 8

3:30-4:30pm

Palm Springs Downtown Walking Tour

Tour departs from the Palm Springs Historical Society, 221 South Palm Canyon Drive (between Arenas and Baristo Roads on the west side).

Join the Palm Springs Historical Society on a remarkable trip through Palm Spring's past with a professional docent guide. "The Heart of the City" tour is one hour long and features an overview of the history of Palm Canyon Drive. This is a walking tour so please be prepared, as it may be hot! Bring a hat, water, sun screen and wear comfortable shoes. Arrive early to explore the Palm Springs Historical Society exhibits (museum closes at 4 p.m., so will not be available following the tour).

6-9pm

Opening Reception at Sunnylands

37-977 Bob Hope Drive, Rancho Mirage



View of the Grand Hall inside the new Center. Interior design by Michael Smith. Photo by Mark Davidson. The Annenberg Foundation Trust at Sunnylands.

Meet and socialize with your SCA colleagues for a memorable reception at the dazzling 17,000 square foot Sunnylands Center & Gardens. Visit and enjoy the beautifully refined setting which was designed by Los Angeles based architect Fredrick Fisher with interior designed by Michael Smith, who furnished the private living quarters for President and Mrs. Obama. Admire modern sculptures and other fine art from the private collection of Ambassador and Mrs. Walter H. Annenberg. Casually explore the garden plantings designed by The Office of James Burnett which covers 9 acres with 1.25 miles of walking paths. View the current exhibition, *The Pleasure of Your*

Thursday, May 8

	<p><i>Company: Entertaining at Sunnylands</i>, which includes rare photographs, objects and documents from the Sunnylands archives. View the educational kiosks and interactive displays, see the film <i>A Place Called Sunnylands</i>, soak in the panoramic views of the San Jacinto Mountains and tour the library and archive. Come and enjoy all this over drinks and delicious food featuring options for both vegetarians and carnivores alike. Buses to Sunnylands begin departing from hotel at 5:30 pm and the last return bus leaves Sunnylands at 9:15pm.</p>
6:30pm	<p>Sunnylands Library and Archive Tour Meet at the west side of the great lawn, pre-registration required.</p>
7pm	<p>Sunnylands Library and Archive Tour Meet at the west side of the great lawn, pre-registration required.</p>

The Society of California Archivists gratefully acknowledges the generous hospitality of the Sunnylands Center & Gardens. Recognizing our mutual passion for the cultural and historical heritage of California, they have welcomed us to their beautiful grounds for our opening reception, waiving all the usual charges. We deeply appreciate the opportunity to launch our Annual General Meeting in the exceptionally beautiful setting of this landmark of California modernism.

—James Eason, President, Society of California Archivists



L to R: Prince Phillip, Lee Annenberg, Queen Elizabeth, and Walter Annenberg standing in front of the entrance to the estate house during the Queen's visit in February 1983. The Annenberg Foundation Trust at Sunnylands.

Friday, May 9	
8am-5pm Chino Foyer	Registration
8am-5pm Santa Rosa	Vendor Exhibits
8am-5pm Santa Rosa	Silent Auction
8:15-8:45am Chino	New Member Meet & Greet Please join the Membership Committee at this informal gathering to meet your new colleagues. All new members are welcome, as are returning or veteran members who'd like to welcome those new to SCA.
Plenary 9-10am Catalina	Welcome & Plenary Address Words of Welcome: James Eason, President, Society of California Archivists Clay Stalls, Program Committee Chair and Vice President, Society of California Archivists Plenary Address: Alan Hess, <i>Form Follows Pleasure: Modern Architecture and the Palm Springs School</i> One of the hallmarks of Palm Springs is its “Modern Architecture,” based on clean lines, extensive use of glass, and a combination of outdoor and indoor spaces. Architectural critic and author Alan Hess will discuss how a small but talented group of architects were drawn to Palm Springs in the mid-twentieth century and created this home-grown Modernism. The architects included, among others, Richard Neutra, William F. Cody, and William “Bill” Krisel. Eschewing the austere aesthetics of European Modernism, they used new technology and materials to respond to the climate, the spectacular landscape, and especially the pleasures of life in this vacation oasis. Their work resulted in Palm Springs becoming recognized as a true national architectural treasure.
10-10:30am Santa Rosa	Break Enjoy refreshments and visit the vendors and Silent Auction.



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Friday, May 9**Session 1**

10:30am-
12pm
Pueblo

The Access Tightrope: Balancing Access with Privacy

- Mallory Furnier, Autry National Center (Moderator/Presenter)
- Charlie Holland, Autry National Center
- Michael C. Oliveira, ONE National Gay & Lesbian Archives @ The University of Southern California

What is privacy for our donors and institutions? Are redacting and restrictions enough or too great a burden? Archivists processing 20th and 21st century materials are in the precarious position of balancing legal and ethical concerns with current access trends that allow for a greater ease of online record distribution than ever before. Increased access benefits researchers but heightens privacy concerns. These concerns include the need to protect the privacy of third party contributors, celebrities' right to privacy and their right to publicity, and other possible abuses of information. This session will examine these issues and how three archivists and their institutions are managing the tension between access and privacy. From the personal records of the donor and their correspondents to the records of organizations and businesses, what is privacy in the 21st century?

Session 2

10:30am-
12pm
Chino

Unleashing the Waters: Diversifying Access to Digital Resources on the Los Angeles Aqueduct

- Jillian Cuellar, UCLA Library Special Collections (Moderator/Commentator)
- Lisa Crane, Special Collections, Honnold/Mudd Library, The Claremont Colleges
- Jasmine Jones, UCLA Library Special Collections
- Steve Kutay, California State University, Northridge
- Eric Milenkiewicz, University of California, Riverside Libraries
- Liza Posas, Braun Research Library, Autry National Center
- Shilpa Rele, Loyola Marymount University

In late 2012, the panelists of this session were provided an opportunity to conduct digitization and digital projects related to the Los Angeles Aqueduct, which celebrates its centenary in November 2013. In a series of lightning talks, each speaker will discuss the digitization efforts undertaken at their institutions to make records related to the Los Angeles Aqueduct visible to a broader audience. These discussions will include the planning and implementation of digitization processes; building sustainable workflows; using student workers to maximize efficiency; training students in digital project management; and sharing with humanities students the uses for archives. Speakers will also share about forging multi-departmental collaborations; the challenges of conducting digitization projects due to limits on institutional resources; the difficulties posed by integrating new archival description with old ones; and developing landing pages for re-contextualized records. Also to be discussed is the creation of a digital platform, aimed at providing access to Aqueduct-related resources through a centralized portal, thereby facilitating the discovery of these materials and, ultimately, their use in education and research.

Session 3
10:30am-
12pm
Andreas

Rex Brandt's California Watercolors: Stories from the Archives

- Claire Kennedy, JAB Art Enterprises, Inc. (Moderator)
- David Keller, Metropolitan Water District of Southern California
- Morgan Yates, Automobile Club of Southern California Archives
- Jennifer Martinez Wormser, Laguna College of Art + Design

"Rex Brandt's California Watercolors: Stories From the Archives" will examine three different archival institutions and their experiences as custodians of the works of California watercolorist Rex Brandt (1914-2000). These institutions, Metropolitan Water District of Southern California, Automobile Club of Southern California, and Laguna College of Art + Design, are quite different in their missions and in the scope of their collections. However, they all have fascinating and significant works by Rex Brandt in their archives. This presentation describes how the artist's output found its way into these disparate collections and how they collaboratively document

Friday, May 9	
	the artist and his work as we commemorate the centennial of Brandt's birth in 2014.
noon-2pm	Lunch on Your Own
Forum 1-2pm Pueblo	Online Archive of California (OAC) Contributor Meeting Moderators: <ul style="list-style-type: none"> • Sherri Berger, California Digital Library • Gabriela A. Montoya, California Digital Library • Adrian Turner, California Digital Library <p>Are you a current contributor to the Online Archive of California (OAC)? Are you thinking about becoming a new member? Join us to meet fellow contributors, ask questions of OAC staff, and learn more about new tools and developments. Coffee/tea and light snacks will be provided.</p>



Unidentified Cahuilla Men, Cahuilla Reservation, ca. 1890-1905.
George Wharton James Collection. Braun Research Library
Collection, Autry National Center; LS.1945

Friday, May 9

Session 4

2:15-3:45pm

Pueblo

Technology and Archives: Exchange Forum - Programmer & Archivist Collaboration

- Robin Chandler, UC Santa Cruz Library (Facilitator)
- Kim Klausner, Industry Documents Digital Libraries, UC San Francisco
- Sven Maier, Industry Documents Digital Libraries, UC San Francisco
- Cristela Garcia-Spitz, UC San Diego Library
- Matt Critchlow, UC San Diego Library

We live in the era when digital collections became the norm in all archives and libraries. They may contain digitized materials or be born-digital. Regardless of their nature archivists are charged with processing, preserving, and providing access to them. Many archives have been undergoing a shift from working with a stand-alone IT department or consultants to a new organizational structure. Increasingly, archival teams include programmers and developers who are now embedded in archives and libraries. Two teams from UCSF and UCSD, each consisting of an archivist and a programmer, will discuss their collaboration, how they found a “common language,” and share their experience of bridging different working cultures and styles. Successful collaboration between these two groups ensures better understanding of user needs and efficient service to the public. This forum will include presentations by four featured speakers, along with a facilitated discussion between the panel and the audience.



Pony and cart,
undated.
Photographer Harry
Wissig. Los Angeles
Public Library Photo
Collection

Friday, May 9

Session 5

2:15-3:45pm

Chino

“Tear Down These Walls”: Introducing the Public to Our Collections

- Dylan McDonald, Center for Sacramento History (Moderator/Presenter)
- Chris Lango, Independent Film Writer and Producer

Should the public and donors expect something more dynamic than standard arrangement and description from archival repositories? Does every processed collection provide an avenue for public programming and outreach? Urged on by its non-profit board and a donor to look beyond past practice and figuratively “tear down the archival walls,” the staff at the Center for Sacramento History developed a new model for moving high profile collections into the public's eye. The Nathaniel and Jerlean Colley Papers document the career of a pioneering family in California's civil rights struggles. The yearlong project to bring the collection to the public involved the donor's family, staff, volunteers, a filmmaker, sponsors, and the local public television station. In addition to a processed collection, the project entailed multiple public programming and outreach efforts, including the creation of an Omeka website, a Speakers Series event, and the production of a 30-minute documentary which aired on KVIE. This session will discuss how one repository overcame its small staff and tight budget to successfully complete a large-scale project to bring a spotlight on a worthy collection.

Session 6

2:15-3:45pm

Andreas

The Sacredness of Alameda Street: Reflections on the Los Angeles Unified School District Board of Education Project

- Tom Hyry, Director, UCLA Library Special Collections (Moderator)
- Megan Hahn Fraser, UCLA Library Special Collections
- Kelly Besser, UCLA Library Special Collections
- Max Felker-Kantor, University of Southern California

The Los Angeles Unified School District Board of Education Records (1875-2012) were donated to the UCLA Library in 2011, and Special Collections staff began processing the collection in a warehouse near downtown early in 2012. Director Tom Hyry, Processing Projects Librarian Megan Hahn Fraser and Project Archivist Kelly Besser will present highlights of the collection and discuss the challenges of an experimental

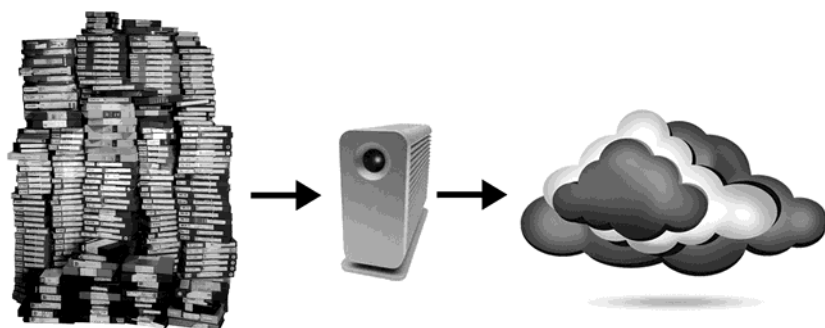
Friday, May 9

	<p>project to process more than 1,300 linear feet of institutional records in one year. Researcher Max Felker-Kantor will comment on access to the collection prior to the completion of its processing, the usability of the finding aid and the historical value of the records.</p> <p>Now completed, this project makes available a wealth of research material documenting board decisions on matters such as building projects, curriculum, enrollment, personnel, desegregation, student unrest, and un-American activities. The collection offers scholars in many disciplines insight into educational, cultural, and social issues central to the history of Los Angeles. The title comes from an August 1963 statement by board member Mary Tinglof in which she describes school boundaries, especially the one along Alameda Street, becoming “as rigid as Berlin walls” and the struggles to bring equal education to all students.</p>
3:45-4:15pm Santa Rosa	Break. Refreshments, Vendor Exhibits & Silent Auction
4:15-5:45pm Catalina	<p>SCA Members Meeting & Committee Meetings</p> <p>All SCA members are invited to this introduction to SCA and its activities, which also includes the SCA election results. Everyone at the meeting has a chance to win two free drawings for a one-year membership in SCA. Committee meetings will follow, which also makes this a great opportunity to check out possible committees to join.</p>
6-7pm Rocks Lounge	<p>New Member Happy Hour</p> <p>All new members are invited to join the Membership Committee for happy hour at the Rocks Lounge. A great way to meet new people, discuss the AGM, and talk shop with other archivists.</p>
7pm Meet your group in the hotel lobby	<p>Gourmet Night</p> <p>Gourmet Night is a great chance to network with fellow archivists while enjoying the culinary offerings of one of Palm Springs' highly-recommended restaurants. Sign-up sheets will be available at the Registration Table in the Renaissance Palm Springs Chino Foyer; please sign up by 2:00 pm on Friday, May 9.</p>

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Saturday, May 10	
8-11am Chino Foyer	Registration
8am-noon Santa Rosa	Silent Auction
Session 7 8:30-10am Andreas	Lightning Talks <ul style="list-style-type: none"> • Li Wei Yang, Huntington Library (Moderator) • Paula Jabloner, Computer History Museum • Glynn Edwards, Special Collections, Stanford University • Katie Richardson, Pepperdine University Libraries • Natalie Zagami López, Cal PolyPomona • Clare Denk, Academy of Motion Pictures Arts and Sciences • Sue Tyson, Occidental College • Rachel Wen-Paloutzian, Loyola Marymount University • Laura Treat, University of Texas School of Information <p>In six minutes, and with twenty slides, nine speakers will discuss issues ranging from archiving e-mail to classroom instruction using archival materials.</p>
Session 8 8:30-10am Pueblo	What the Hell Is It and What Do I Do With It?: Cataloging Challenging Collections <ul style="list-style-type: none"> • Natalie Russell, Huntington Library (Moderator/Presenter) • Charlotte Thai, Stanford University Libraries • Rand Boyd, Chapman University <p>“What the hell is it and what do I do with it?” is a question all catalogers have asked themselves at one point or another. This session will present three case studies of challenging collections where this question was asked: the Papers of Octavia E. Butler, a science fiction author; the Stephen M. Cabrinety Collection in the History of Microcomputing, circa 1975-1995, a large collection of pristine computer software; and the papers of Huell Howser, host and creator of the popular television show <i>California’s Gold</i>, and the related <i>California’s Gold Archive</i>. Through these case studies we will cover a wide range of extreme and unusual processing issues including unusual realia and ephemera, the content of computer and audio-visual media, physical housing problems, and concerns about original order or the lack thereof, as well as complicating factors such as privacy, copyright, and availability of resources. The archivists will comment on the challenges and</p>

Saturday, May 10

the final or ongoing solutions.

Session 9
8:30-10am
Chino

Tech, Teens, and Archival Outreach

- Manuel J. Escamilla, Santa Ana Public Library (Leader/Presenter)
- Tom Smith, Project GADO
- Kevin Cabrera, Heritage Museum of Orange County

The workshop leaders will demonstrate examples of community archives using technology to promote their collections to youth volunteers completing cultural heritage projects. These demonstrations will include a working pair of Project Gado digitization robots with instructions given by the inventor highlighting concepts of 3-D printing, open-source Arduino circuits, and automated scanning software to engage youth through partnerships with local museums. Santa Ana History Room staff will demonstrate ways to use Historypin mobile applications in conjunction with health initiative walks in downtown Santa Ana. The third demonstration will provide audience members with the basic instructional materials needed to conduct a low cost photo survey project to encourage volunteers to think archivally.

These projects emphasize finding new ways to engage youth audiences in archival endeavors and are meant to be easily replicated for other small institutions. Workshop organizers will go over their projects and answer audience questions regarding their implementation.



Photographic postcard of Cahuilla baskets, ca. 1936. Braun Research Library Collection, Autry National Center; P.1758

Saturday, May 10

10-10:30am
Santa Rosa

Break. Refreshments & Silent Auction

Session 10
10:30am-
noon
Pueblo

Reinforcing Popular Belief: How Archivists in the Film and Television Industry Define the Cultural Significance of Collections

- Eric D. Chin, NBCUniversal (Moderator)
- Jessica Taylor, NBCUniversal
- Rachel Rosenfeld, Academy of Motion Picture Arts and Sciences
- Lynne Drake, 20th Century Fox
- Joanne Lammers, Writers Guild Foundation
- Elizabeth Spatz, Disney Consumer Products

Because of the public's deep fascination with popular culture, archivists managing collections in the film and television industry confront the pressure of preserving materials with powerful cultural significance for our society. Archivists often make key decisions on acquisitions, and develop creative publicity and outreach for their use, based on this public interest. At the same time, archivists must ensure that these collections serve their own organizations. By successfully engaging both these audiences, archivists in the film and television industry strengthen the relevance, legacy, and public memory of the entertainment productions and icons in their holdings. This panel will examine how archivists grapple with managing the challenges of these collections, as well as with the strong influence of the film and television industry on society.

Session 11
10:30am-
noon
Chino

LA as Subject Considered

- Jim Beardsley, Archival Center - Archdiocese of Los Angeles (Moderator)
- Claude Zachary, University of Southern California Libraries
- Ellen Jarosz, California State University, Northridge, Oviatt Library
- Kenn Bicknell, Los Angeles County Metropolitan Transportation Authority Library & Archive

This panel will examine how, as the leading research alliance dedicated to preserving and improving access to archival

Saturday, May 10

material pertaining to Los Angeles, L.A. as Subject has evolved. The discussions will also focus on an example of the consortium's current initiatives, its institutional relationships, its expanding popularity, and its plans for future growth.

Moderator Jim Beardsley will provide an historical overview. Claude Zachary will discuss L.A. as Subject's local synergies with the U.S.C. Libraries, as well as its regional recognition, and national modeling. Ellen Jarosz will cover the group's IMLS services grant, internship program, and related topics. Kenneth Bicknell will reflect on L.A. as Subject's endless possibilities, as well as its diversity, technology, and accessibility.



Cahuilla Woman with Large Grinding Stone, ca. 1885-1901. George Wharton James Collection. Braun Research Library Collection, Autry National Center; LS.1958

Saturday, May 10

Session 12

10:30am-noon
Andreas

Rediscovering Alta California: Increasing Access to 18th and 19th Century Religious and Secular Collections

- Danelle Moon, San Jose State University (Moderator)
- Amy Dunning, San Jose Public Library
- Erin M. Louthen, Santa Clara University
- Catherine Mills, History San Jose
- Deborah Oropeza, Santa Clara University

The panel will address the challenges and opportunities in making unique, rare and historically significant records from 18th and 19th century religious and secular collections known and accessible to scholars and researchers worldwide. Two of the panelists will focus on the records of the Mission Santa Clara Collection Processing and Cataloging Project, which consists of approximately fifty-eight manuscripts, mostly in Spanish, created by the first Franciscan friars at Mission Santa Clara de Asis. The third and fourth panelists will comment on the access and discovery of the San Jose Pueblo Papers, which are shared by two institutions, History San Jose and the San Jose Public Library.

Luncheon

noon-2:15pm
San Jacinto

Awards Luncheon with Speaker Sarah Seekatz

Arabian Nights in the American Desert: The Cultivation of Middle Eastern Fantasies in California's Coachella Valley

Coachella Valley native Sarah Seekatz (UC Riverside) will bring to light the surprising--and intriguing--Middle Eastern flavor of her home region, so clearly visible in the desert around Palm Springs. Here, visitors will see stately date palms sway near a high school with an "Arab" mascot. Residents drive on streets named Cairo, Baghdad, and Medina and even through the city of Mecca. Every year in February visitors to the National Date Festival cheer on racing camels, hobnob with the beauty pageant winners dressed in harem pants, and walk around a fairgrounds decorated with "Arabian" architecture.

These now fading references to the Middle East offer just a glimpse of the Arabian fantasies once promoted by the region beginning at the turn of the 20th century. Linking their warm climate, desert landscape, and burgeoning date industry to the

Saturday, May 10

romance of Arabia, local boosters harnessed a national love affair with the "Orient." As oil embargos, a hostage crisis, international conflict, and changing pop cultural views shifted the way America viewed the Middle East, the Coachella Valley remained steadfast in its adherence to fantastic ideas of Arabia.

The **SCA Awards Ceremony** will follow our luncheon speaker.



Indio Date Festival, 1958. Paegel, photographer. Los Angeles Examiner Negatives Collection, Courtesy of University of Southern California, on behalf of USC Libraries Special Collections

Saturday, May 10

Session 13
2:30-4pm
Pueblo

Minimizing is Maximizing: Integrating the UC Guidelines with Accessioning and Processing Workflows

- Jillian Cuellar, UCLA Library Special Collections (Moderator/Commentator)
- Sara Seltzer, University of California, Irvine
- Andra Darlington, Getty Research Institute
- Kate Dundon, UC Santa Cruz

The Guidelines for Efficient Archival Processing in the University of California Libraries (UC Guidelines) provide archivists with a suite of recommendations for effectively managing archival collections using an MPLP approach. While the guidelines are institution-specific, they offer strategies that are of use both within UC and beyond. The speakers will illustrate how they can be implemented by UC and non-UC schools, and public and private repositories to augment accessioning and processing workflows in ways that maximize minimal procedures.

This session is an informal follow-up to the 2013 AGM session on the UC Guidelines. While last year's session concentrated on the development and content of the guidelines, this session's presenters will focus exclusively on their implementation by different repositories. Seltzer will discuss how the guidelines' value score model has been incorporated with accessioning practices at UC Irvine, and why their use is essential to more efficient processing. Darlington will describe how the guidelines have been applied to processing procedures at the Getty Research Institute, an independent research library. Dundon will discuss how the guidelines have informed the collaborative process of designing procedures for accessioning and processing at UC Santa Cruz. Cuellar will offer additional commentary on the practical use of the guidelines through experience at UCLA's Center for Primary Research and Training.

Session 14
2:30-4pm
Chino

National History Day and the Archives: a Natural Fit

- Gwen E. Granados, The National Archives at Riverside (Moderator)
- Jennifer Albin, The National Archives at Riverside
- Kent Byer, Riverside Unified School District, Riverside, California
- Barbara O. Libolt, History Day Coordinator for the Riverside Unified School District

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Students engaged in the National History Day (NHD) competition are required to conduct research in primary source materials. Student projects often draw in teachers and parents, who have interest in historical events, but for whom archival research is new. Courting NHD teachers and students makes sense for archives and archivists eager to promote their holdings to a new and diverse audience. NHD researchers are not typical K-12 researchers. They are novice historians, looking for original materials on significant themes and relevant events, people, places and stories. Working with novice researchers can be a challenge, but for archives, they also present an opportunity to develop a research community.

Join archivists from the National Archives and educators from the Riverside Unified School District to discuss the significant role that archives and archivists in California can play with NHD researchers. An overview of the NHD competition will be provided. The value that teachers and students gain from archival research will be discussed as will strategies for approaching and working with NHD students and teachers.



Kaufmann House, Palm Springs, 1947. Architect Richard Neutra, photographer Julius Shulman. © J. Paul Getty Trust. Used with permission. Julius Shulman Photography Archive, Research Library at the Getty Research Institute (2004.R.10)

Saturday, May 10

Session 15

2:30-4pm

Andreas

Extending Archives: Social Media Outreach to New Demographics

- Leilani Marshall, Sourisseau Academy for State and Local History
- Stephanie Waslohn, San Jose State University
- Jill Golden, Hoover Institution Library and Archives, Stanford University

Visual archival material is in wide demand by a new generation of users as shown by the popularity of vintage photography blogs like Retronaut (<http://www.retronaut.com/>), Shorpy (<http://www.shorpy.com/>); historical image pages on Facebook (eg, Lost San Francisco, Tragic Hollywood, and Vintage Los Angeles); and of historical photographic memes on the web.

Unfortunately, many of these new users are unfamiliar with the sources of their materials, let alone understanding how they are traditionally accessed and used in archives. How can archivists continue to foster and support an interest in archival



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Saturday, May 10

images among this new generation of users while explaining to them their origins and curatorship by archivists?

This panel will explore such social media and digital media platforms for the access and dissemination of photographic materials as Pinterest, HistoryPin, and Facebook. It will also examine the potential of archives-run blogs. These tools allow a behind the scenes look into the processing of materials and subsequent presentation on the web, as well as increase copyright awareness in casual users.

4-5pm
Snow Creek

SCA Board meeting and AGM wrap-up (Board members only)



Palm Springs Tourists, ca. 1938. Herman J. Schultheis Collection. Los Angeles Public Library Photo Collection

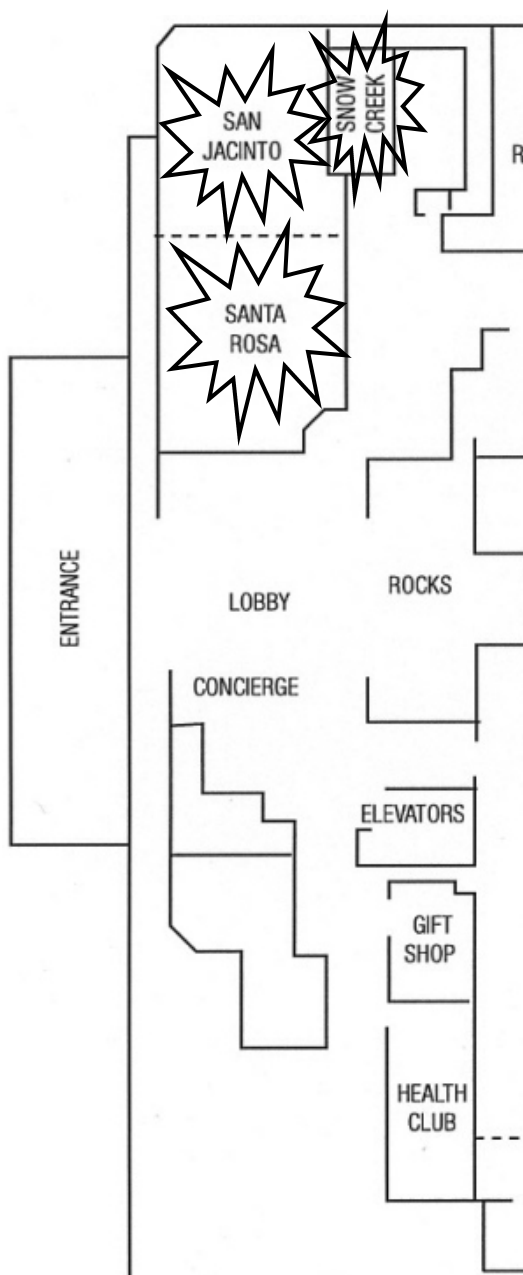


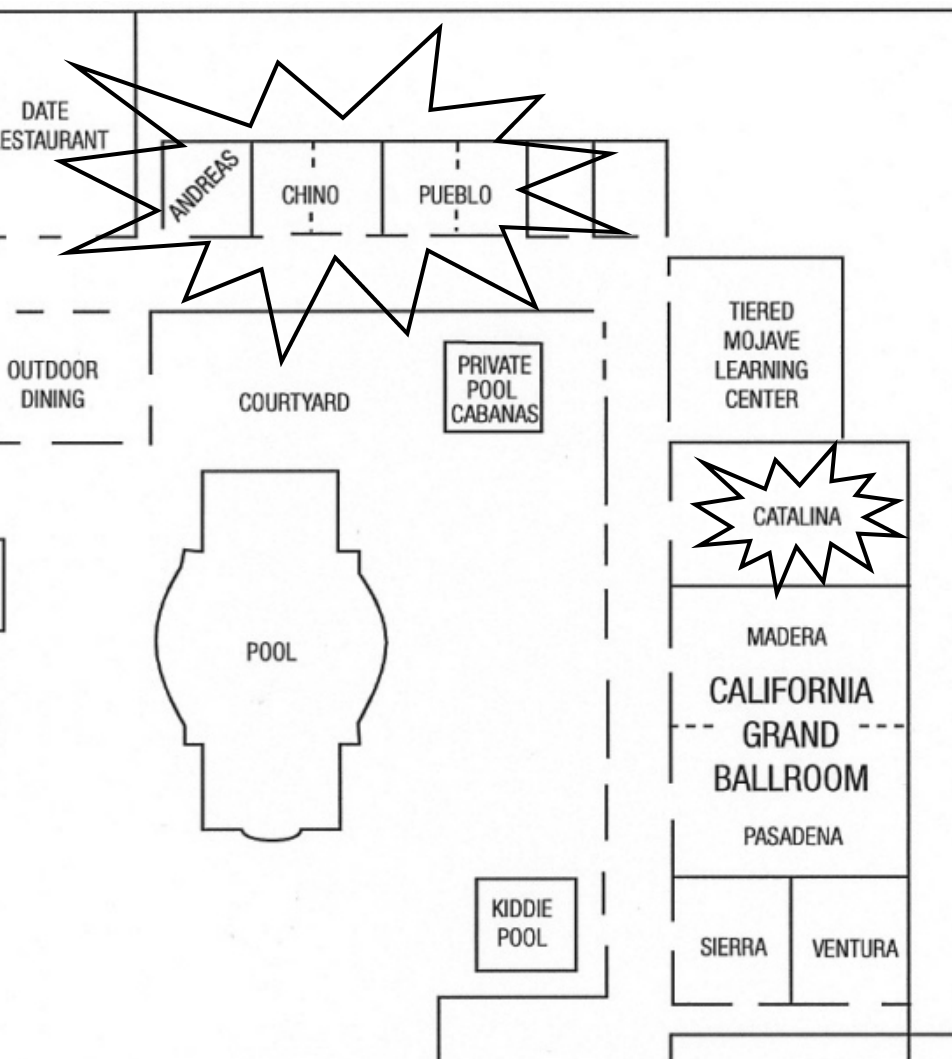
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Map of Renaissance Palm Springs

AGM Rooms

Catalina: Plenary

San Jacinto: Saturday Luncheon

Santa Rosa: Vendors, Breaks, Silent Auction

Andreas, Chino, Pueblo: Workshops, Seminars and Meetings

Snow Creek: Saturday Board Meeting

Schedule at a Glance

Thursday, May 8

7:45-9 am	Registration for pre-AGM workshops	Chino Foyer
9 am-5 pm	Workshop 1: Accessioning E-Records	Pueblo
9 am-5 pm	Workshop 2: AV Collections	Chino
9am-12:30pm	SCA Board Meeting	Andreas
noon-5 pm	Registration for AGM	Chino Foyer
1-2 pm	Palm Springs Art Museum	See page 13
1:30-5 pm	SCA Leadership Meeting	Andreas
2:30-3:30 pm	Agua Caliente Cultural Museum	See page 13
3:30-4:30 pm	Palm Springs Walking Tour	See page 14
5:30 pm	Buses begin departing to Sunnylands	Hotel entrance
6-9 pm	Opening Reception	Sunnylands
6:30-7 pm	Sunnylands Library and Archive tour	Sunnylands
7-7:30 pm	Sunnylands Library and Archive tour	Sunnylands

Friday, May 9

8 am-5 pm	Registration for AGM	Chino Foyer
8 am-5 pm	Vendor Exhibits	Santa Rosa
8 am-5 pm	Silent Auction	Santa Rosa
8:15-8:45 am	New Member Meet & Greet	Chino
9am-10 am	Welcome & Plenary Address	Catalina
10-10:30 am	Break. Refreshments, Vendor Exhibits & Silent Auction	Santa Rosa
10:30am-noon	1. Balancing Access with Privacy	Pueblo
	2. Digital Resources on the LA Aqueduct	Chino
	3. Rex Brandt's California Water Colors	Andreas
noon-2 pm	Lunch on Your Own	
1-2 pm	OAC Contributors Meeting	Pueblo

Friday, May 9		
2:15-3:45 pm	4. Programmer & Archivist Collaboration	Pueblo
	5. Introducing the Public to Our Collections	Chino
	6. LAUSD Board of Education Project	Andreas
3:45-4:15 pm	Break. Refreshments, Vendor Exhibits & Silent Auction	Santa Rosa
4:15-5:45 pm	SCA Members Meeting & Committee Meetings	Catalina
6-7 pm	New Member Happy Hour	Rocks Lounge
7 pm	Gourmet Night	Meet in lobby
Saturday, May 10		
8-11 am	Registration for AGM	Chino Foyer
8 am-noon	Silent Auction	Santa Rosa
8:30-10:00 am	7. Lightning Talks	Andreas
	8. Cataloging Challenging Collections	Pueblo
	9. Tech, Teens, and Archival Outreach	Chino
10-10:30 am	Break. Refreshments & Silent Auction	Santa Rosa
10:30 am-noon	10. Archivists in the Film and Television Industry	Pueblo
	11. LA as Subject Considered	Chino
	12. Rediscovering Alta California	Andreas
noon-2:15 pm	Luncheon: Awards ceremony and speaker Sarah Seekatz	San Jacinto
2:30-4 pm	13. UC Guidelines and Accessioning and Processing Workflows	Pueblo
	14. National History Day and the Archives	Chino
	15. Social Media Outreach to New Demographics	Andreas
4-5 pm	SCA Board Meeting	Snow Creek



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