Our Door is Always Open: 
Providing Access to Archival Collections

Thursday, October 29, 2009
National Archives at Kansas City

1:30 p.m. Welcome, Diana Duff, Archives Director

1:35 p.m. Title: You Mean We Have to Provide Programming, too? Kimberlee Ried, Archives and Outreach Specialist

Archives serve many audiences - including genealogists, historians, educators, students, attorneys and journalists. This session will address the various types of programs (workshops, authors, tours, special events, partnerships) that many institutions may want to consider adding to their public offerings, in order to benefit their audiences.

2:00 p.m. Title: We’re Not Going to Let Little Kids in the Archives, Are We?: Developing an Educational Outreach Program, Lori Cox-Paul, Education Specialist

Providing educational programming for K-12 students and educators has been a part of the National Archives at Kansas City for forty years. However, educational outreach in the archives has its vocal opponents. Isn’t "education" a potential distraction, a redirection of resources away from your institution’s basic mission to preserve and provide access to the records we keep? Absolutely not! This session will address how you can create a dynamic educational outreach program that will engage students and teachers in learning history.

2:30 p.m. Title: Archival Displays and Exhibits on a Budget, Mary Burtzloff, Archivist

Archives contain treasures ranging from the historically significant to the wonderfully odd. Do you want to educate the community about your collections without spending a fortune or endangering your documents? This session will provide an overview of techniques that we have used successfully, ranging from DIY displays on a shoestring budget to large-scale, professionally designed and fabricated exhibits.

3:00 p.m. Title: How Do I Put It Out There?: Marketing Your Collection to the Masses, Kimberlee Ried, Archives and Outreach Specialist

Archives collections are a wealth of information to a variety of audiences. But how do you market them effectively? This session will cover topics on creating marketing pieces, brochure design and development (when you have money and when you don’t), using electronic tools, (e-newsletters, social networking), and gaining media coverage (releases and media days).

3:30 p.m. Panel Discussion, Questions and Answers
3:45 p.m. **Exhibits and Stacks Tour**, Mary Burtzloff, Lori Cox-Paul, and Kimberlee Ried

We will break into groups for brief tours of the exhibit galleries and stacks. The National Archives at Kansas City is open until 5:00 p.m. for those wishing to take a more leisurely look around!

About the Presenters:

**Mary Burtzloff** joined the staff of the National Archives at Kansas City in 1998 after graduating from the M.L.S. program at Emporia State University. She has worn many different hats during her time at the archives, most recently that of exhibit team leader. In addition, she has represented the archives in numerous outreach activities, including presentations to many societies and clubs, and sessions at genealogy, library, museum, and educators' conferences.

**Lori Cox-Paul** has worked for the National Archives since 2004. Currently she is the Education Specialist for the National Archives & Records Administration-Central Plains Region in Kansas City, MO, a position she formerly held at the National Archives branch in Denver, CO. In her role as Education Specialist, she develops and delivers educational programming for K-12 students. She also conducts professional development workshops for teachers and school librarians. She has also recently served as the project team leader for the Central Plains Region’s move from one facility to another, supervising the move of 50,000 cubic feet of original archival materials.

Over the course of her nineteen-year career, Lori has worked at museums both large and small. She has worked as a Research Historian at the Nebraska State Historical Society (Lincoln, NE), Education and Volunteer Coordinator at the Denver Museum of Miniatures, Dolls & Toys (Denver, CO), Docent Liaison and Weekend Site Supervisor at the Frick Art and Historical Center (Pittsburgh, PA), as Executive Director of the John Wornall House Museum (Kansas City, MO), and as an Archives Specialist at the National Archives’ Central Plains Region branch in Kansas City. Lori has a B.A. in English and History from Hastings College and a M.A. in Historical Administration from Eastern Illinois University. She is active in numerous professional organizations.

**Kimberlee Ried**, is the Archives and Outreach Specialist for the National Archives at Kansas City, and has been with the National Archives since 2003. Prior to joining the Archives she was a Youth Services librarian at the Kansas City, KS Public Library. She holds a BA in History, with emphasis on Sociology and Cultural Anthropology from the University of Missouri-Kansas City; a MA in Library Science from Emporia State University; and is pursuing post-graduate work at UMKC. Currently she is President of the Missouri Library Association, a state chapter of the American Library Association and is a former co-chair of the Federal Information Council, a part of the Greater KC Federal Executive Board. She has written several articles for the American Library Association's professional journals, is a past Community Curator for the Kansas City Museum, and recently published an article for the Spring 2009 issue of *Prologue*, the journal of the National Archives.