

OUTreach: WHY & HOW

Jennifer Hecker

Austin City Limits Archive Project, KLRU-TV

Archivists of Central Texas

SAA Reference, Access & Outreach Section

WHAT I'm
Gonna
TALK
ABOUT
TODAY:

★ **Why do I do it?**

- **Funding/advocacy/engagement**
- **Ethical reasons**

★ **How do I do it?**

- **Collaborative/big opportunities**
- **Solo/little opportunities**
- **Guerrilla opportunities**

WHY?

- ★ **Funding/advocacy/engagement**
- ★ **Ethical reasons**

HOW?

- ★ **Collaborative/big opportunities**
- ★ Solo/little opportunities
- ★ Guerrilla opportunities



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



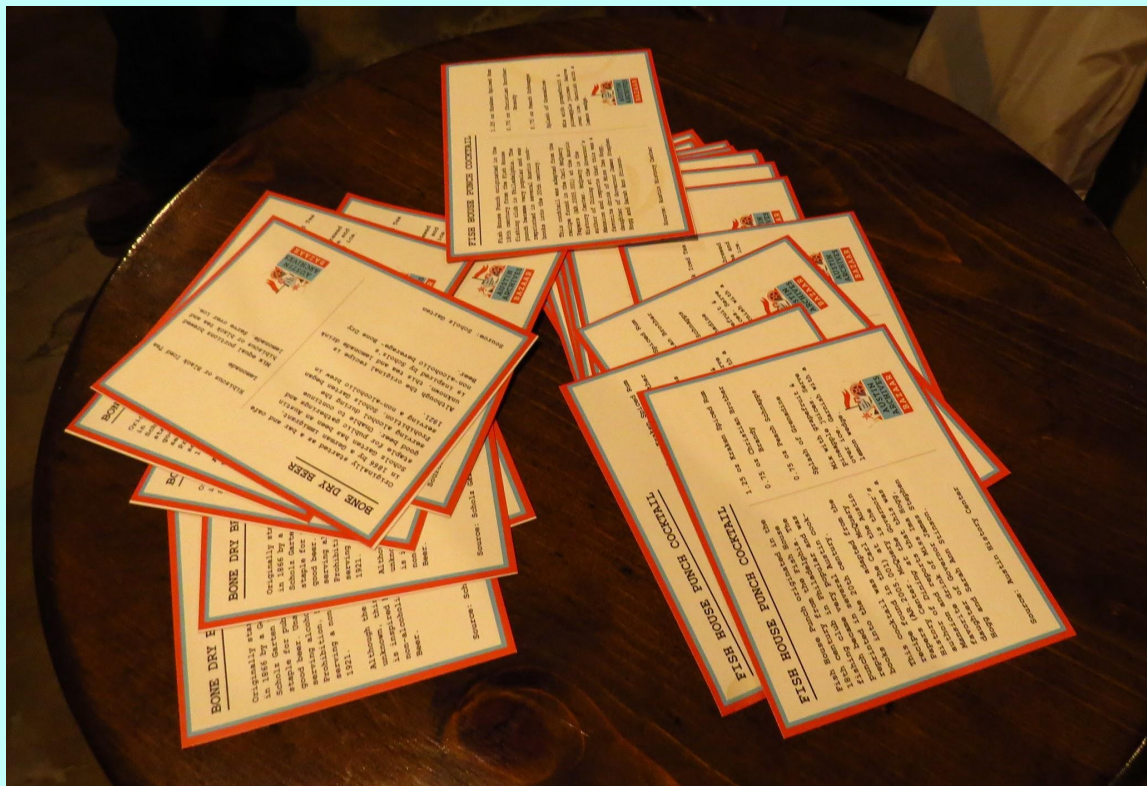
Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



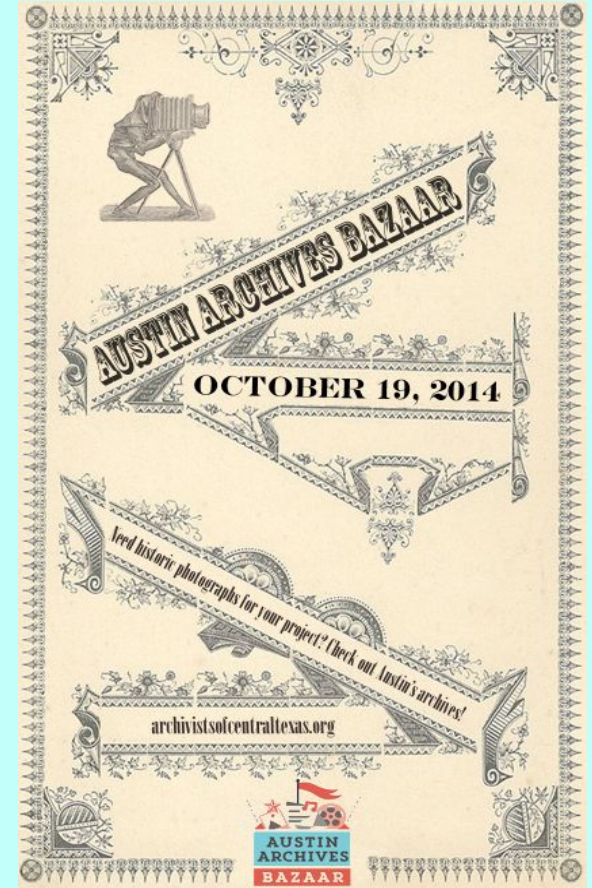
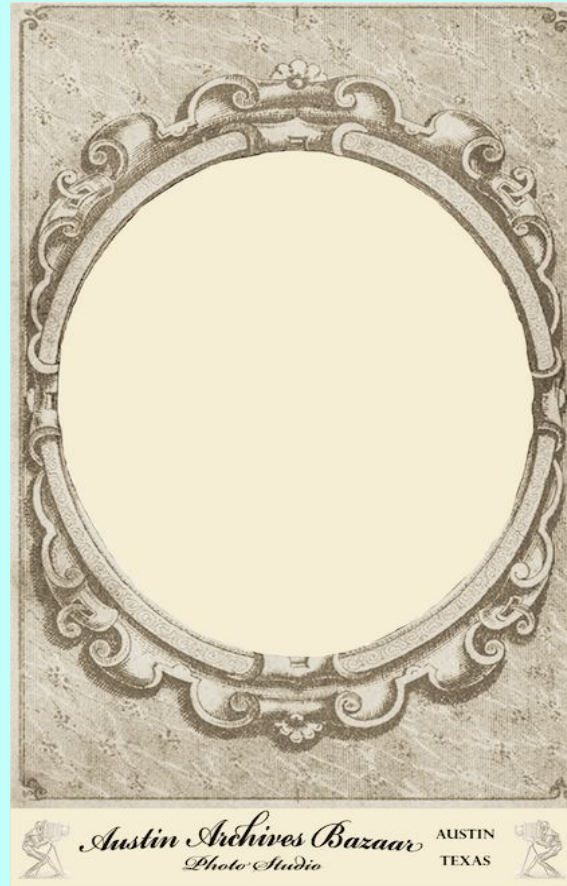
Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017

HOW?

- ★ Collaborative/big opportunities
- ★ **Solo/little opportunities**
- ★ Guerrilla opportunities



Nerd Nite Austin

be there and be square

Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017

May Meetup: Archiving the Electronic Frontier



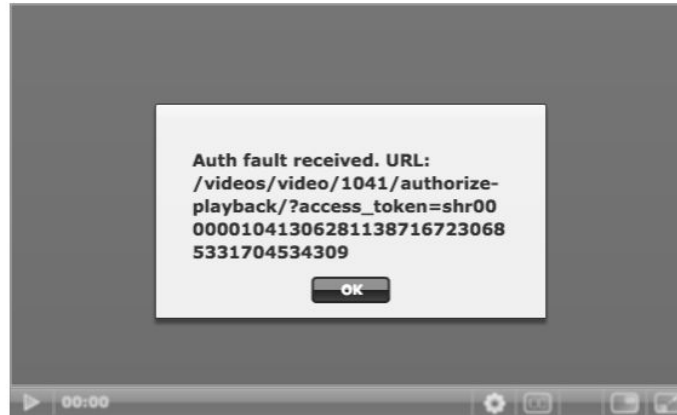
Stephen Torrence

May 7, 2015

Internet History, Meetups,
Technology

For our May meetup, we have invited two Digital Archivists from the University of Texas to lead a discussion on a vast and unique challenge — preserving the huge, complex, and rapidly growing volume of information that our modern culture produces.

Video Now Available





howdy education employment service outreach past present

Home ~ Nerd Nite talk

NERD NITE TALK

Howdy, folks! Thanks to everyone who came out to Nerd Nite on June 11th and heard me talk about archives! You can [watch the video here](#), and even follow along with the [slides from the talk](#), if you're into that kind of thing. The following is a list of stuff I mentioned in my talk or otherwise thought folks might be interested in...

Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017

HOW?

- ★ Collaborative/big opportunities
- ★ Solo/little opportunities
- ★ **Guerrilla opportunities**

DR. DAINA RAMEY BERRY

Associate Professor of History, University of Texas at Austin



Welcome! As a scholar of American slavery, Professor Berry teaches courses at the University of Texas at Austin in the Departments of History and African and African Diaspora Studies. In addition to her university teaching, she is committed to educating a wider audience by serving as a consultant for documentary films, genealogical research, museum exhibits and K-12 public programming. Dr. Berry



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017



Jennifer Hecker - @lasuprema - on outreach - for Dr. Trace's class - at UT's iSchool - on 19 April 2017

archivistsofcentraltexas.org

austinarchivesbazaar.org

jenniferhecker.info

jenniferraehecker@gmail.com