



## Goals

- Develop and enhance a collection that will tell the story of Iowa and engage Iowans across all 99 counties
- Utilize the collection to inspire Iowans to connect with their past, present and future
- Ensure the **accessibility, preservation, and sustainability** of the State Historical Society of Iowa collection
- Implement and maintain industry best practice to the maximum extent possible

Work completed to-date

## Collection Management Policy



### Strategy

Mission/Scope  
Best Practices/Industry Standards  
Prioritization



### Management

Processes  
Staffing  
Technology



### Collection

Organization  
Accessibility  
Preservation



### Storytelling

Education  
Exhibits  
Outreach

## Preliminary Survey (June/July 2015)

### Respondent Characteristics

- First all-encompassing collection survey in the history of the State Historical Society of Iowa to gauge user demographics and preferences
- 906 total respondents; response exceeded expectations and were primarily experts in the field and known users
- 60% were 55 years of age and older
- 77% consider themselves intermediate, advanced or expert researchers

### Key insights

- Strong preference for easy and fast searches via online database as first point of interaction across all users
- Preference for in person collection research (in order): state government, vital records, photographs, newspapers, manuscripts and books
- Users under 35 years of age need introduction to use the State Historical Society of Iowa collection

## Collection Evaluation (November 2014 – August 2015)



### Staff Assessment (February – July 2015)

- First all-encompassing collection assessment has been conducted over the last year
- Captured over 200 years of staff institutional memory
- Reconfirmed the need for further assessment, cataloging, promotion and conservation

### Industry Expert Analysis (January – May 2015)

- Evolve current collection management structure
- Modernize overall collection management
- Streamline collection bureaus
- Introduce collection management system
- Re-prioritize resources into collections

## Timeline – Next 18 Months

- Draft Collecting Plan
- Draft Collection Initiative Priorities
- Research content management system specifications and budget
- Develop and refine project timing and budget
- Develop strategic partnerships