

A close-up painting of a fish's head, rendered in vibrant shades of blue, orange, and red. The brushstrokes are visible, giving the image a textured, artistic feel. The fish's eye is a dark, circular spot, and the overall composition is dynamic and colorful.

Army, Art, Archives:
Archival Engagement and
Outreach in an Academic
Service Academy Library



Army, Art, Archives: Archival
Engagement and Outreach in
an Academic Service Academy
Library

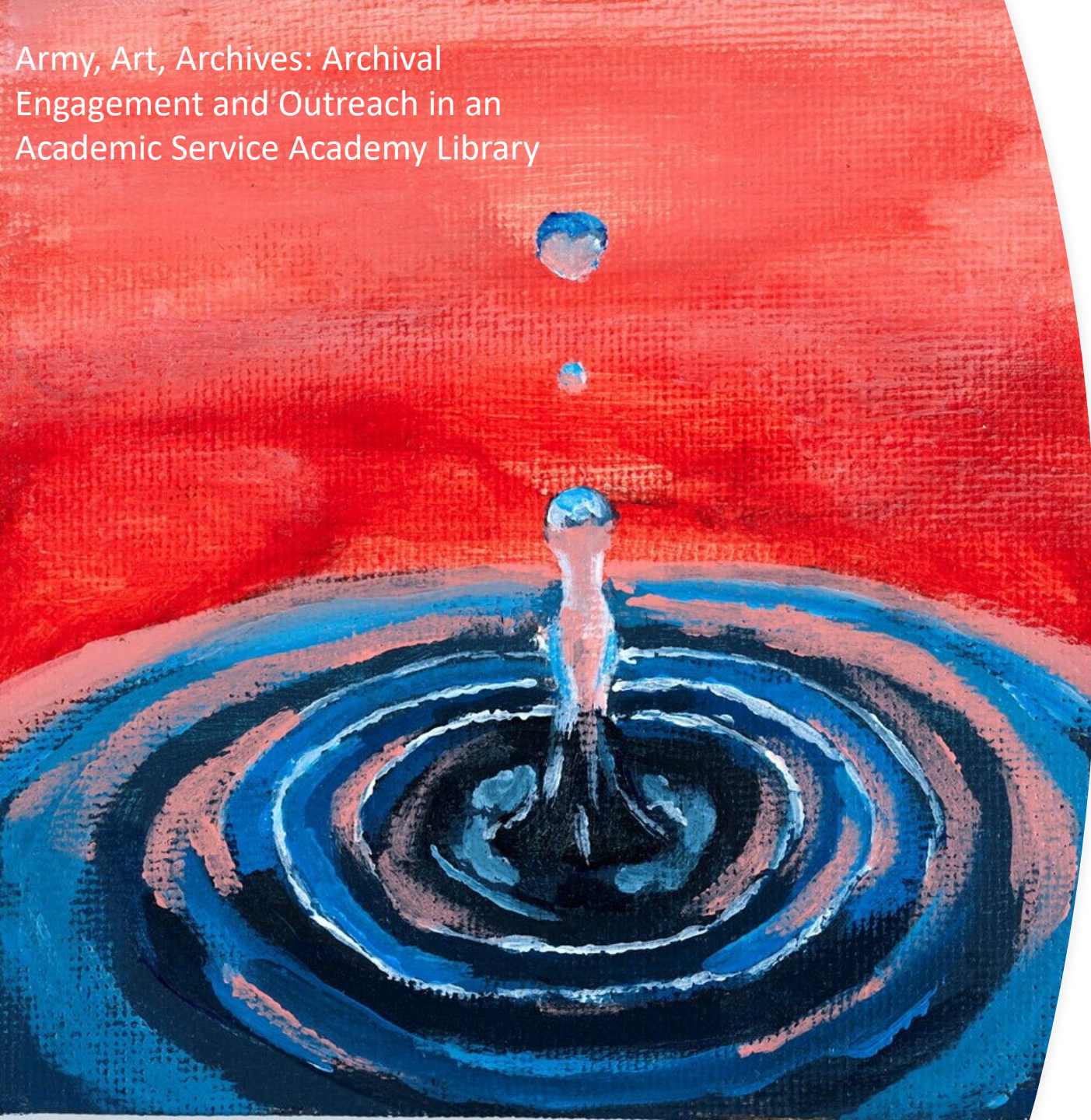
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Lisa Gomez
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Communications and
Marketing Librarian

**UNITED STATES MILITARY
ACADEMY LIBRARY**

Army, Art, Archives: Archival
Engagement and Outreach in an
Academic Service Academy Library



Agenda

OVERVIEW OF
PROGRAM

PHYSICAL & DIGITAL
EXHIBITS

MARKETING

JOURNEY TO THE
ARCHIVES

The United States Military Academy Library has been working hard to increase outreach to our community. We are specifically interested in our students' engagement with our Archives and Special Collections materials, and we often discuss as an institution the importance of capturing current cadet experience in multiple formats such as physical and born-digital materials. Therefore, a group of USMA Librarians created and executed a successful Tiny Art Program and Magnificent Miniatures Exhibition.

This presentation outlines how we combined academic library programming, exhibition, marketing, and digitization initiatives to inspire cadets to create original art that is inclusive of their experiences at West Point.

These works of original art and images will serve as unique holdings for future generations to study to understand what cadet life at West Point was like in 2022.

The massive success of the Tiny Art Program and the Magnificent Miniatures Exhibition has allowed us to increase awareness of both the USMA Library and our Archives and Special Collections on campus and beyond.

This awareness has led to new collaborations that have strengthened library relationships across the West Point community. Also, we created digital replicas of the artwork for our manuscript holdings that represent our diverse student body and the Army.

This program will allow us to advocate for further access and outreach initiatives.



Goals

- Mission Statement and Long Range Plans
- Library Collection and Services
- Passive Program
- Outreach
- Archival Engagement and Scholarly Output





Magnificent Miniatures Tiny Art Show

*You are
cordially
invited*

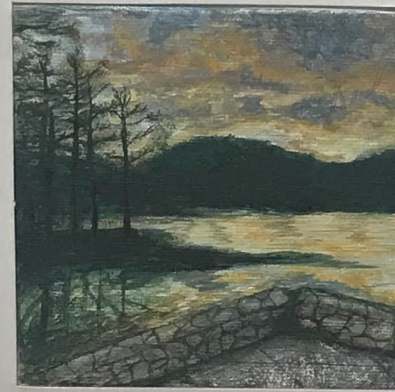
*to see your artwork on
display at the largest
cadet art exhibit the
library's ever done!*



*October 23, 2022
at 1900 on the
2nd Floor of
Jefferson Hall*

*We don't mean to brag too much,
but it's gonna be awesome and we
really hope to see you there!*

A unique challenge for archivists and librarians is to provide programs and outreach to patrons that are heavily scheduled or have an intense workload. Passive programming is one approach. This presentation illustrates one highly successful passive initiative. The United States Military Academy Library's passive Tiny Art program "Magnificent Miniatures" resulted in 95 canvases of original cadet artwork. These canvases were used to produce a major art exhibit, which was so popular that it was then digitized. Passive programming, such as Tiny Art, results in active learning that is self-paced and self-directed. This eliminates the time and scheduling barriers (for both library staff and patrons) and creates opportunities for patrons to interact with library staff and resources as their schedule allows. Passive programs are budget-friendly and can be used year after year.



Overcoming Silos



Leverage
Relationships



Organizational
Buy In



Executing the Program: Why Tiny Art?

- “Magnificent Miniatures” speaks directly to the USMA Library Mission Statement, which charges us to make the library a place to engage with knowledge and ideas
- Creating an exhibit from original cadet artwork allowed cadets to engage with the exhibit (both at the library and virtually), the library collection, and each other. Setting up voting made the program interactive and led to a greater appreciation of the art.
- This is an application of scholarly information. Artistic creation is a creative problem process, including skills such as critical thinking, analysis, investigation, and innovation. Creating artwork allowed our cadets to produce original works of scholarship and be part of the scholarly conversation.



Magnificent Miniatures Exhibition:

Project Planning

- **Create Project Timeline:** Aim to understand your audience and what they want from their viewing experience, and you plan your pre-installation to post-installation project timeline
- **Securing Venue/Space:** Consider security, light, accessibility, and functionality
- **Galvanizing Staff:** Tap into specific staff talents and be mindful of popular vacation time for staff availability as well as simultaneous events happening on campus





Magnificent Miniatures Exhibition-**Installation**

As library professionals, we aim to share our holdings dynamically, particularly exhibit development. Art can be an expression of experience, and by participating in this program, cadets conveyed their individual voices within the broader story of life at West Point. Next, as exhibit designers, we could tap into our creativity, aesthetic sensibilities, and orientation as we chose label templates, typeface, selected spaces, and applied considerations of accessibility, shape, size, and color when arranging works into eye-catching groups that featured a particular subject. From there, our audience could decide for themselves how each piece fits into the larger framework of the exhibition.

Magnificent Miniatures Exhibition-Installation

- **Materials Needed:** Command Strips, Cardboard Frames, Art Panels, Matboard for Labels
- **Spatial Planning:** Choosing a design that can accommodate a myriad number of returned canvases while also remaining cognizant of security, lighting, accessibility, and functionality
- **Template and Labels:** Design considerations Museum Style Vs. Salon Style; Grouping, arranging works into eye catching groups that feature a subject or theme or related image; Template for hanging canvases and create art labels as canvases are submitted



Magnificent Miniatures Exhibition-Installation

- **Post Installation Plan/Engagement with Patrons:** Consider an opening event unveiling the exhibit; invite VIP members of the community
- **Assessment:** Consider different assessment options to gather as much knowledge and information as possible regarding visitors' behavior, reactions, and comments







Magnificent Exhibition: **Digital**

- Used this opportunity to digitize the tiny Art for future inclusion as a new series in USMA Archives and Special Collections.
- Utilized Omeka, a free, flexible, and open-source web-publishing platform for displaying libraries, museums, archives, and scholarly collections and exhibitions.
- Developed a digital exhibit that allowed us to share the artwork, history, and culture of West Point without limitations of time or location and encouraged community connection through Art.



<http://bit.ly/3KqnRoE>



PICK UP YOUR TINY ART KIT



AT THE FRONT DESK
JEFFERSON HALL, 1st FL
STARTING MONDAY 9/26
WHILE SUPPLIES LAST



Tiny Art Show
Magnificent Miniatures
Exhibit Unveiling

Come view original cadet artwork
on display at the largest cadet
art exhibit the library's ever done!

Sunday, October 23, 2022
at 1900 on the 2nd Floor of
Jefferson Hall

A detailed painting of a colorful fish, likely a goldfish or koi, swimming in blue water. The fish has vibrant orange, yellow, and red scales with some darker spots. The water is depicted with various shades of blue and white, suggesting movement and light reflection.

Magnificent Miniatures

ONLINE EXHIBIT

Marketing Channels: 3 Phases

Digital Signage:

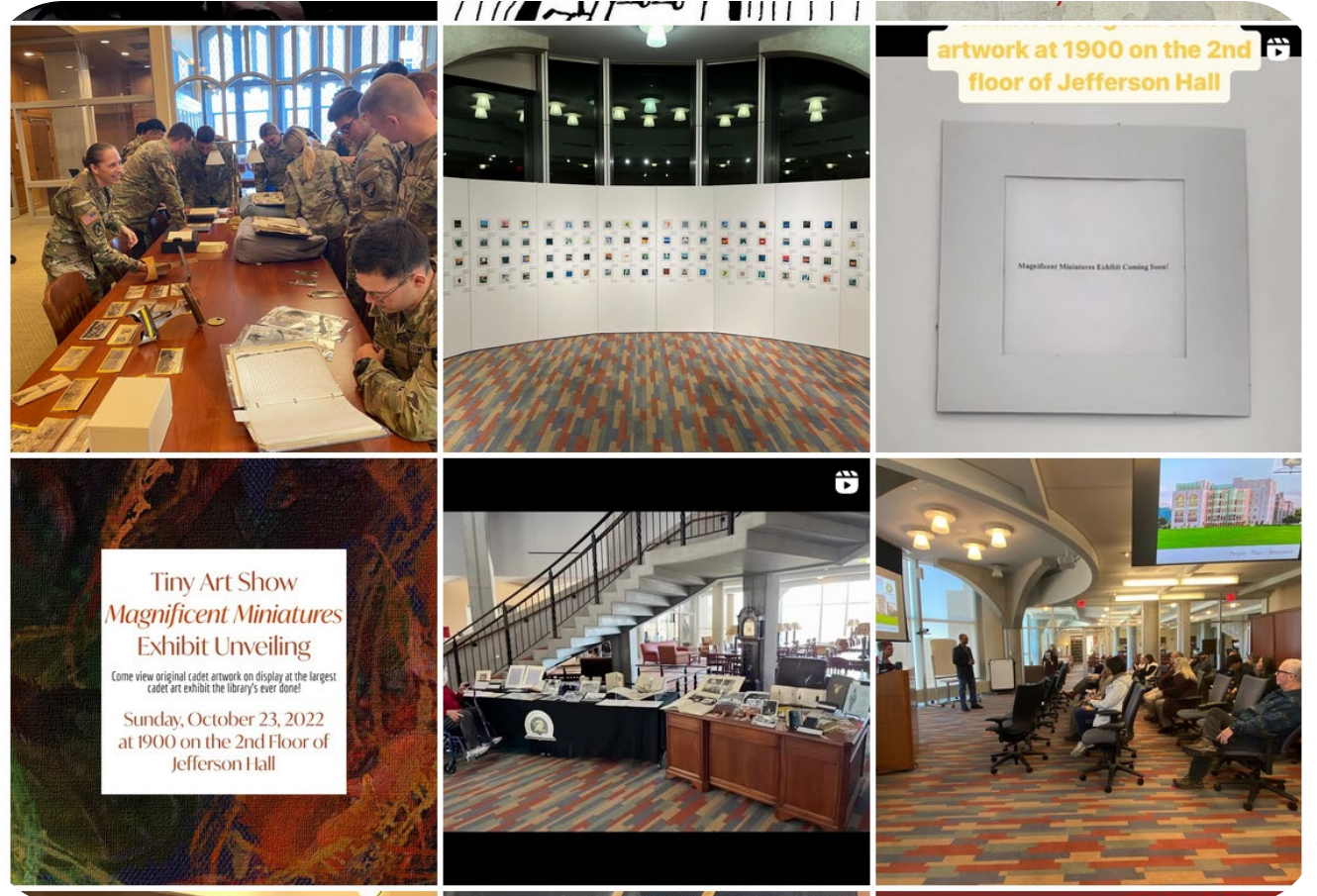
- **Start a buzz and leverage word of mouth**
- **Build relationships with other organizations and collaborate to expand reach**
- **Leverage those new relationships for further collaborations**

Use a variety of different marketing channels for each of the 3 phases. We used most channels for all phases; some worked better for particular phases. We also ensured that each phase looked unique and different from the previous phase so that we could still stimulate interest. These channels included digital signage we posted on our website, internally in the library, and externally in the mess hall. Based on previous experimentation, we've learned that the mess hall is one of those unique opportunities because we have a captive audience. A slideshow plays on large screens while the cadets eat, so they often look at them if they want to avoid engaging with their peers while they eat. Building relationships with other organizations, even outside your library, can open the door for some of those opportunities and shed light on opportunities that you didn't know existed. For example, if you're targeting this program to teens, maybe a digital sign runs in the auditorium or hallway where they wait before school starts or in the cafeteria that you can utilize. Reaching out to the school librarian can open the door and shed light on valuable marketing efforts.



Marketing Channels

Social Media: Instagram and Facebook



Marketing Channels


PAO- Pointer View & Social Media

2 NOVEMBER 10, 2022

NEWS & FEATURES

POINTER VIEW

USMA Library exhibit features cadet original artwork



The U.S. Military Academy Library unveiled the tiny art exhibit — Magnificent Miniatures — of 95 pieces of original artwork on Oct. 23 and is now open to view. The idea to host a Tiny Art Show, featuring miniature canvases painted by USMA cadets, came from Programming and Event Librarian Lori Mullooly's (bottom left photo to the right) vision. Miniature art is a genre of small-scale art that includes paintings, prints, sculptures and more and has a long history of its own. This program and exhibit demonstrate the passion for creating programming and producing exhibits for the USMA community that enhance cadets' critical-thinking skills. Lisa Gomez, West Point's exhibition librarian (bottom left photo to the left), explains that exhibitions are significant to academia and serve as an alternative form of scholarly output, allowing viewers to engage with the art, materials or historical documents in a thought-provoking and visually-stimulating manner. There will be one winner for each category. There are QR codes for voting that are at the two end panels of the exhibit. Voting will run through Dec. 9, and the exhibit will stay up until the end of the semester.

PHOTOS BY ELIABETH WOODRUFF/USMA PAO AND JEN CHESSE/USMA LIBRARY





Marketing Channels

Word of Mouth



Lessons Learned

Participation rate: Your
mileage may vary

Go with a theme

Timing matters

Don't be afraid to try
something new and don't
let perfectionism weigh
you down

Collect good data

Artist
Statements/Incorporating
technology mediums

Again...PLAN EARLY!

Lessons Learned

Use program to raise awareness of library services, staff and collections.

We created a "Magnificent Miniatures" LibGuide to connect patrons with resources within our collection about this unique art form. Staff made a point to engage with cadets, faculty and staff as they came to visit the exhibit.

Select a meaningful theme: We gave cadets the option to submit canvases that were "Inspired by West Point." This spoke directly to the USMA Library's strategic direction to "Inspire the Corps of Cadets." This theme gave the program a much higher profile, drew the attention of many organizations on campus and beyond and ultimately gave the exhibit a more cohesive look. The theme also allows archivists the ability to make key decisions on accessioning the materials into our collections.

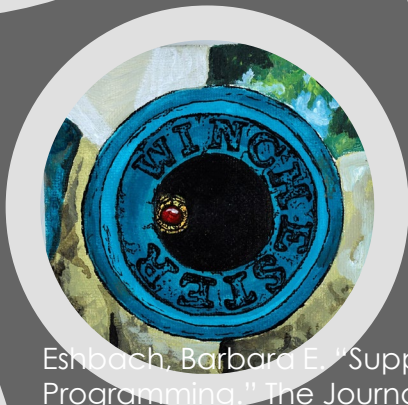
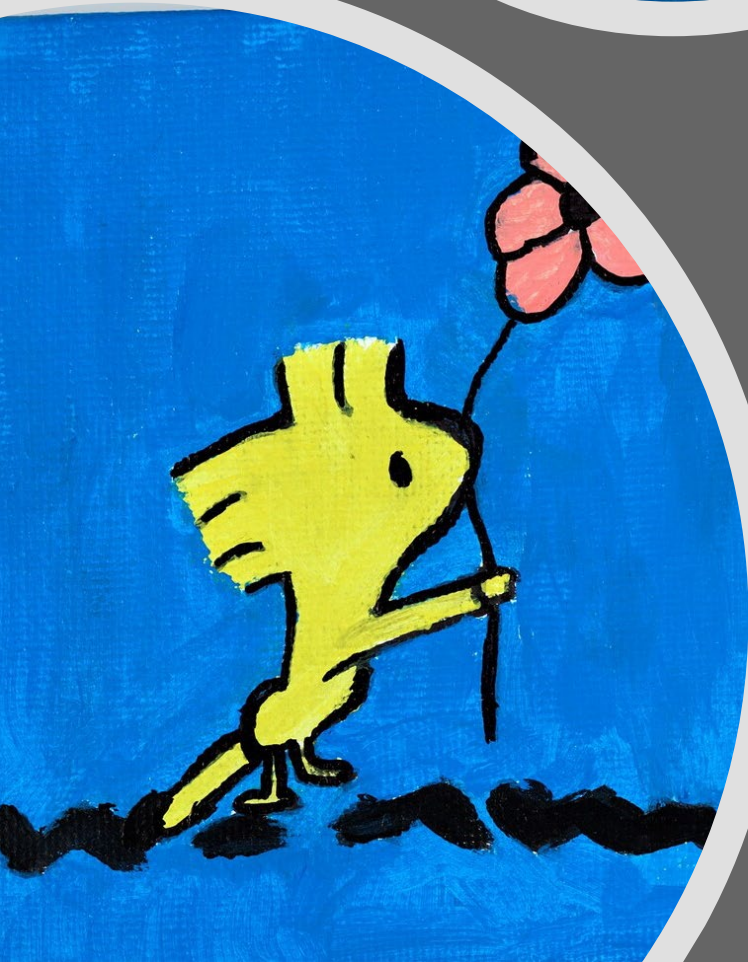
Leverage the high participation rate to obtain research data, but follow proper protocols

This program proved so popular, we soon realized there were enough participants to query for data that was representative of the *entire* Corps of Cadets.

Preservation: Consider preservation materials and the time to conserve them in the original project planning timeline. Also consider storage possibilities and spaces in the library that could serve as a possible semi-permanent location for the canvases in the future.



Susgeant



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