 **Articulating the Idea**

1. Describe your project idea in two sentences.

* Assess the care and storage of the rapidly expanding AV collection in preparation for re-housing, media transfer, and digitization.
* Learn what types of media are contained within the existing AV collection and the best way to preserve them.

2. What is the purpose of the project? Does it solve a problem? Meet an institutional need? Address an interest? Put existing resources to new use?

* The purpose of the project is to assess the AV collection to identify, and learn how to care for, the various types of media.
* This would help us identify the types of media present in the collection, their current condition, and their long term preservation needs.
* The project would allow us to take better care of the AV collection now and in the future. This is one of the fastest growing collecting areas.
* There has been increasing interest in this collection which parallels its growth. However, there is apprehension in viewing the various media without knowing more about their current condition. This has limited the institution’s and scholar’s research capacity.
* There are ample storage facilities available which can be retrofitted to accommodate the AV collection. It may allow for increased collaboration with the University of Kentucky’s, Keeneland’s, and/or the Kentucky Historical Society’s Library and Archives programs. It may also allow for consultation and/or collaboration with the Image Permanence Institute.

3. What will be the impact of your project? How will it affect your institution, the profession, the public?

* Upon completion of the assessment, the institution would be able to proceed with a re-housing project and, ultimately digitization of the AV collection.
* It will allow the institution to: continue to sustainably collect AV material; we may be able to lend insight into the storage and care of a variety of AV material since our collection encompasses all types of broadcast media and sound recordings, to film for personal use; would increase the collection’s availability and access in the long run.

4. What are the products? Should you consider any standards, mandates or best practices?

* The products would be increased knowledge of identification and care for the AV collection which would allow the institution to evolve into a world class repository for AV materials related to the relationship between horse and man.
* Archival standards, mandates, and best practices would be the driving force of the project and greater knowledge of them would be the ultimate goal.

**Identifying Audiences and Key Constituencies**

Questions and considerations:

* Characteristics: Who will participate in, use, and/or benefit from the project? Is there a specific group already asking for this resource? Who?
* Resources: What are the technical abilities, constraints, and resources of potential project audiences?
* Relationships: What relationship do my audiences have with our institution(s)? Do we need to build bridges and relationships?
* Primary and Secondary Audience: The “general public” is too general an audience. The more specific your audience is the more likely you are to meet their needs.
* Internal Constituency: Within your organization, what is the key constituency you need to engage, involve and persuade?

Primary audience

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| --- | --- | --- |
| Characteristics | Resources | Relationships |
| * Lifelong Learners * Kentucky Horse Park Visitors * Kentucky Horse Park Staff | These groups have the ability to initiate, grow, or reinforce interest in the relationship between horse and man. They encompass every age, ethnicity, and gender worldwide. These are the groups Museum staff interact with on a daily basis. This makes them the group which could be most influential in the surrounding community of Central Kentucky as well as the worldwide horse community. | These groups classify the people who frequent the Museum on a daily basis. Often AV collections are used within and around the Museum and Park to help with visitor interpretation.  It is also not unusual for people from these groups to request Library & Archives access for leisurely perusal in order to learn more about a topic they may have encountered during their visit to the Park. |

Secondary audience

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| --- | --- | --- |
| Characteristics | Resources | Relationships |
| * Horse Breeders * Horse Owners * Equine Scholars * Equine Organizations * Scientists | These groups have the ability to use our resources to disperse information both professionally and scholarly.  They have the potential to take information which we hold and use it to support their hypotheses and improve the field of equine knowledge.  However, their knowledge may be limited to like minded individuals and organizations. | These groups classify the people and organizations which use the Library and Archives most exclusively for research aside from Museum staff.  The Museum & Archives are constantly working at building stronger relationships with these groups as well. |

Internal constituency

|  |  |  |
| --- | --- | --- |
| Characteristics | Resources | Relationships |
| * Archive and Museum Professionals * Institutional Interns & Volunteers * Kentucky Horse Park Staff * Conservators | These are the professionals which work directly with the collections. They also include students and lifelong learners with an interest in Museum, Library, & Archive work.  These groups have the ability to preserve and aid in collections access. They are also the groups held responsible for collections care and oversight. | These groups represent the professionals which work with the collections daily.  We would like to encourage more use of our facilities by Park staff.  It would be beneficial for us to strengthen our relationships with conservators who specialize in Archival materials. |