



GOUCHER COLLEGE

December 23, 2002

Julia Rogers Library
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John Cotton Dana
Library Public Relations Award Committee
American Library Association/LAMA
50 E. Huron St.
Chicago, IL 60611

Dear Committee Members:

I am pleased and proud to submit our entry for the John Cotton Dana Library Public Relations Award, *Twenty-Five Years of Jane Austen: A Milestone Celebration*, on behalf of the Julia Rogers Library staff and the entire Goucher College community. The campaign described in the application album was truly a collaborative effort to bring world-wide attention to the gem that is the Burke Austen Collection.

A campaign that seeks to highlight a rare and fragile special collection must balance preservation with public relations. We can invite only a select few for intimate access to the materials, and for others, mediated experiences must suffice. Our goals were:

- to call greater attention to the collection among literary scholars and to prompt new and serious scholarly use of material;
- to extend Goucher College's reputation to a wider community of those who conduct scholarly research;
- to instill within the many segments of the Goucher community a sense of pride in the collection and its positive contribution to intellectual life on campus; and
- to celebrate the devoted efforts and elegant style of Alberta and Henry Burke in the pursuit of "everything Jane" and further fulfill their dream that others would enjoy the collection as they had.

At each of the four steps of the process, assessment, planning, implementation and evaluation, we matched goals and intended audiences with appropriate strategies.

We successfully linked Jane Austen and Goucher College in the minds of scholars and bibliophiles on an international level and made our own community aware of its unique good fortune. Perhaps the most exciting notion is that *Twenty-Five Years of Jane Austen* will continue to reap benefits to the college for many years to come. Thank you for your consideration.

Sincerely,

Nancy Magnuson
College Librarian

HW Wilson

Free Trials

Orders

Tech Support

Contacts

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[Back to JCD Awards Home Page](#)

2003 John Cotton Dana Library Public Relations Award Entry Form and Information

Please **print this page** and complete this form and send it with your entry to arrive by **December 27, 2002** to:

The John Cotton Dana Library PR Awards Contest,
American Library Association/LAMA,
50 E. Huron Street,
Chicago, IL 60611.

Library Category

- College/University
 Public
 School
 Special
 State
 Friends Group
 Library Associations
 Library Consortia (Regional, County, System, or other groupings).
Please state which _____
 Other _____

Materials Included

- Binder/presentation book/scrapbook
 Videotape (must be 1/2" VHS Videocassette)
 Length _____
 PSA
 Other _____
 Slides/tape program (must be numbered and in a carousel)
 Audiocassette
 Computer Disk (please note item 5 in "Rules and Regulations")
 Other _____

Please type your answers; attach separate sheets as necessary.

1. **Sent by:** Julia Rogers Library, Goucher College
(library, agency, organization)

Address: 1021 Dulaney Valley Road

City: BaltimoreState: MD Zip: 21204-2794Phone: 410.337.6364 Fax: 410.337.6419E-mail: nmagnuso@goucher.eduLibrary Director: Nancy MagnusonSignature (required): *Nancy Magnuson***Contact Person:**Name Nancy MagnusonTitle College Librarian**2. Short, Descriptive Title of Entry Submitted:**"Twenty-Five Years of Jane Austen"
A Milestone Celebration**3. Opening and closing dates of public relations entry being submitted:**November 2000 - November 2002**4. Budget Data (for information purposes only):**Total annual library budget (including salaries): \$ 1,117,266

Cost of public relations program being submitted:

- To library: \$2,518- In-kind: \$1,937- Total: \$13,055Contributions and Grants \$8,600

See attached budget

5. Professional Support:

Did you use the services of an outside professional(s) on this program (for example, an advertising or public relations firm, media production company, commercial artist)?

Yes _____ No XIf Yes, identify their services and costs:
_____**6. Copyright/Trademark:**

Did you use copyrighted material?

Yes X No _____

(If Yes, a permission release from the copyright or trademark owner must be included or

Julia Rogers Library
Goucher College
John Cotton Dana Award Application Summary

Twenty-Five Years of Jane Austen: A Milestone Celebration

In 1975, Goucher College alumna Alberta H. Burke, '28, bequeathed her Jane Austen Collection to the college library. Designed to maintain balance between preservation and access, the 25th anniversary campaign sought to call greater attention to the collection among literary scholars, to instill a sense of pride within the community and to celebrate the efforts of the collectors. Multiple strategies were employed: creation of a Scholar-in-Residence Program, publication of a commemorative booklet, expansion of the Austen website and integration of numerous events. As a result, thousands of individuals have been exposed to this special collection and the stewardship of Goucher College.

Twenty-Five Years of Jane Austen: A Milestone Celebration

INTRODUCTION

Upon her death in 1975, Goucher College alumna Alberta Hirshheimer Burke, '28, bequeathed her beloved Jane Austen Collection to the Julia Rogers Library at Goucher. The collection, containing nearly 1,000 volumes and roughly 33 linear feet of additional materials, was created over a period of 40 years. It includes many rare first and foreign language editions, as well as important books related to fashion, gardening and home furnishings of the Regency period. Mrs. Burke and her husband Henry traveled extensively in pursuit of Austen material and in 1936, Mrs. Burke began pasting articles, playbills and poems – nearly 2,800 clippings – in a series of ten composition notebooks. She called this very personal journal of appreciation “References and Allusions to Jane Austen.” Goucher College is proud to be the home of the Burke Collection of Jane Austen, one of the great masters of the English novel. Few small undergraduate institutions are so fortunate.

NEEDS ASSESSMENT

The primary impetus for the *Twenty-Five Years of Jane Austen* public relations campaign was the recognition by the Julia Rogers Library staff, under the direction of college librarian Nancy Magnuson, that the milestone offered a unique opportunity to call attention to its most prestigious collection, to numerous significant events since the gift was received and to the rare qualities of Alberta Hirshheimer and Henry Burke.

A number of circumstances inspired the planning. For example, during the 1990's, the work of Jane Austen enjoyed a revival of sorts, due in part to the success of several motion pictures based on her novels. As a result, the staff realized that today's college students had greater exposure to Austen characters and dialogue and were poised to take a more scholarly interest in her work. Further, technology has made the impossible possible. Today, any interested person with Internet access can become acquainted with far-off collections that, in years past, would have remained undiscovered. Fragile and rare materials are well served by digital display, while online catalogs allow researchers to identify holdings of distant libraries.

At Goucher, the library underwent a renovation that added a reading room equal to the collection it hosts. The room provides a safe environment for the materials and an inviting one for scholars. And last, but certainly not of least importance, at the 25-year mark, the faculty of Goucher College includes teachers who highlight the work of Jane Austen in popular English department courses. Those faculty members also have cemented ties to the community of Austen appreciators known as Janeites. Professor Laurie Kaplan serves as the editor of *Persuasions*, a scholarly print journal, and *Persuasions On-Line*, an electronic version, both published by Jane Austen Society of North America. Assistant Professor Carol Pippen is the editor of *JASNA News*, a newsletter published by the same group. The library staff realized that the twenty-fifth anniversary of the Burke gift was an opportune time to bring together these many resources and collaborate with other college departments to shine a light on the collection.

PLANNING

The challenge of calling attention to a collection of fragile material is to balance “trumpeting” and “preserving.” It is not possible - nor appropriate - to put the collection at risk for the sake of

publicity. The *Twenty-Five Years of Jane Austen* campaign was designed to maintain that balance.

Campaign goals were established: 1) to call greater attention to the collection among literary scholars and to prompt new and serious scholarly use of material, 2) to extend Goucher College's reputation to a wider community of those who conduct scholarly research, 3) to instill within the many segments of the Goucher community a sense of pride in the collection and its positive contribution to intellectual life on campus, and 4) to celebrate the devoted efforts and elegant style of Alberta and Henry Burke in the pursuit of "everything Jane" and further fulfill their dream that others would enjoy the collection as they had.

Target groups were identified as: Goucher College students, faculty and staff; Goucher alumnae/i and donors; scholars and students at other institutions; the Baltimore community; and the community of Janeites, through the international Jane Austen Societies.

Strategies were devised:

- **Creating the Burke Austen Scholar-in-Residence Program**

To encourage scholarly use of the collection, the staff devised a residence program consisting of financial support, opportunity for public recognition and wide outreach for potential users. Seeding the work of scholars and letting them "spread" the word about the depth of the collection is a very personal, but effective, form of public relations. The competitive process of soliciting applications allowed a review team to evaluate requests with an eye towards the best opportunity to highlight the collection itself. Publicizing the competition placed Goucher on a national stage.

The Burke Endowment Fund made it possible to offer a \$1,000 stipend and up to \$1,500 in travel and lodging expenses to scholars, which was particularly important given the general decline in travel and grant funds available to university faculty. In addition to conducting research with the Austen materials, the scholar was invited to deliver a public lecture and meet with faculty and students during a one-week stay.

- **Publishing Printed Material**

A retrospective booklet was designed to serve as a keepsake reminder and "calling card" for the campaign. The library staff sought outside expertise as appropriate. Professor Laurie Kaplan and Nancy Magnuson composed the text and the Office of Communications staff developed a "look" that suited the subject. The publication was a creative and financial collaboration. Collateral materials were prepared for numerous events.

- **Integrating Traditional College Events**

Two significant college events highlighted the anniversary. The Development Office featured *Twenty Five Years of Jane Austen* at one of its Annual Fund Receptions and at Commencement 2001, an honorary degree was presented to Joan Austen-Leigh, a descendant of Jane Austen and one of the founders of JASNA.

- **Redesigning the Jane Austen Website: URL:**
http://www.goucher.edu/library/austen_home.htm

During the *Twenty-Five Years of Jane Austen* campaign, librarian Barbara Simons, long-time champion of the collection, and Linda Fowble of the instructional technology department co-authored a Goucher College Strategic Initiative Grant to purchase a camera and light stand. Their goal was to digitally capture Alberta Burke's notebooks with the least amount of risk to the material. On-line availability is key to capturing the attention of the younger generation and enabling those at greater distances to explore the collection.

- Issuing Press Releases

The media was notified about the Scholar-in-Residence program, the selection of Professor Mary Favret as the first scholar, the public lecture given by Professor Favret and the unveiling of the Alberta Burke's Notebooks website.

IMPLEMENTATION

November 2000: A press release was issued announcing the silver anniversary of the collection and the establishment of the biennial Scholar-in-Residence grant.

December 2000: The anniversary booklet was published and mailed, with customized cover letters, to over 3,500 people and nearly 30 organizations. The last page included a formal announcement of the newly created Scholar-in-Residence program. A timeless document, it is still distributed at events and is available to visitors to the rare book room. It is also available in PDF format on the Jane Austen website.

January – April 2001:

Advertisements calling for applications to the Scholar-in-Residence program were published in *The Chronicle of Higher Education* and on several university websites. Laurie Kaplan highlighted the program in the Editor's Note of *Persuasions*, Vol. 23, and Carol Pippen featured it in the *JASNA News*, Spring 2001 edition. Six inquiries were made leading to four applications from faculty members of prestigious institutions in the United States and Canada. Supporting recommendations were received from scholars at the National Humanities Center, Princeton University, McGill University, City University of New York and Wheelock College.

February 2001: At a gathering held to honor the 40th anniversary of JASNA in Maryland, Nancy Magnuson presented a history of the Burkes as collectors and shared copies of their correspondence about the collection.

March 2001:

As a part of the Annual Fund Campaign, a gathering to support The John Franklin and Mary Fisher Goucher Society was held on March 23 at the Julia Rogers Library. Over 40 people attended the evening program, "Cocktails and Conversation Featuring 25 Years of the Jane Austen Collection." Event planners specially invited Goucher alumnae/i and local friends of the college who might have a particular interest in Austen. Hosts and speakers for the event were selected on the same basis. The Burke Jane Austen Collection was a unique draw; over half of the guests had never attended a fundraising event.

The library display cases contained valuable first editions of Austen's novels while nearby computers displayed Goucher's Jane Austen website. The anniversary booklet was placed on display with specially designed Austen return envelopes for donations. Together, the three Annual Fund events raised \$24,000 in new or increased gifts.

May 2001: At Commencement, Joan Austen-Leigh, hospitalized in Vancouver, received an honorary doctorate from Goucher via speakerphone. Professor Laurie Kaplan's presentation speech, heard by over 800 persons attending Commencement, highlighted the contributions of Dr. Austen-Leigh and the significance of the Burke Austen Collection.

June 2001: A special exhibit from the collection was prepared for the annual conference of the Society of Dance History Scholars, held at Goucher.

September 2001: Mary Favret, Assistant Professor of English from Indiana University, was selected as the first Scholar-in-Residence.

September - October 2001: A team of Goucher students designed and organized the "Alberta Burke's Notebooks" website. The notebooks were photographed by an additional team of Goucher students - a time-consuming, physically demanding process - while the design team added interactive elements to the site.

November 2001 - February 2002: Planning for Professor Favret's visit began. Invitations to the public lecture were sent to the Board of Trustees, the Alumnae & Alumni of Goucher board of directors, members of the Baltimore Academic Libraries Consortium, the Maryland Independent Colleges & Universities Association, the Baltimore and Washington, D.C. JASNA chapters and the Baltimore Bibliophiles. A press release was issued detailing the itinerary.

March 2002: The Scholar-in-Residence program was held March 4 - 8. Professor Favret spent 20 hours alone with the collection; her very presence and interest in the collection as someone *not* associated with Goucher validated its significance for members of the campus community. During the week, she taught Professor Kaplan's English Literature survey class, mesmerizing nearly 40 students on the connections between Austen's *Emma* and the poetry of William Wordsworth, receiving an ovation at the end of the 8:30 a.m. class. She was the guest of honor at an afternoon tea, attended by faculty, staff and students who had an opportunity to interact with her informally. At the end of the week, she delivered a public lecture, "Jane Austen and Everyday War." The audience of over 80 was comprised of students, faculty, alumnae and alumni, members of Friends of the Library and faculty from other schools including Towson University, Morgan State University and the University of Maryland at College Park. The lecture was featured in the *Goucher Quarterly*, which is mailed to all alumnae/i, and in *FOCUS*, the newsletter of the Friends of the Library.

May - July 2002: The "Alberta Burke's Notebooks" website went through a final phase of testing.

November 2002: A press release announced the launch of Alberta Burke's notebooks on-line.

EVALUATION

Twenty-Five Years of Jane Austen was designed to have both short- and long-term effects. In particular, the over-arching goal of making the Burke Austen Collection a "destination for scholars" is expected to be a gradual rather than an immediate reality. In the short term, the campaign reached its target audiences with great success. Complimentary letters about the booklet were received from around the world, including one from Dr. Austen-Leigh who remarked on the "many treasures and discoveries to be found in the booklet together with nostalgia for a vanished age." The Jane Austen Society (England) and the Jane Austen Society of Australia requested additional copies, and JASNA distributed 550 copies at its Annual General Meeting. Professor Favret was impressed with what she referred to as a "treasure trove" and was "spurred to new ideas for projects on Austen and Austen lovers." Students, staff, faculty and alumnae/i became involved in the collaborative effort. All events were well attended and received, drawing first-time visitors to the campus.

Publicity reached a wide and international audience, with coverage in:

- *Persuasions*, Vol. 23, circulation 4,000
- Spring 2001, Summer 2001 and Spring 2002 JASNA*News*, circulation 4,000
- June 2001 JASA News, The Jane Austen Society of Australia online newsletter at <http://members.ozemail.com.au/~jasa1/newsju01.htm>
- Nation On-line, a Bangladeshi news source, February 2001 at <http://www.nation-online.com/200102/05/n1020509.htm>
- The April 2001 edition of *Matrix*, a magazine aimed at college administrators with a circulation of 42,000+

Even before the *Twenty Five Years of Jane Austen* campaign was over, it had already inspired several additional events further raising awareness of the collection:

November 2001: Nancy Magnuson was invited to give a presentation on the Burke Austen Collection at Washington College in Chestertown, Md., sponsored by the Friends of the Clifton M. Miller Library.

January 2002: The Baltimore Bibliophiles held an evening of "Jane Austen Charades" in honor of the Burke Austen Collection.

April 2002: Lisa Richmond, the Library Director at St. John's College in Annapolis, Md. brought a group of students to visit the collection.

July 2002: The local chapter of the Jane Austen Society held its summer meeting at the Julia Rogers Library. The group of 28 enjoyed a classic English tea and then visited the Burke Austen Collection in the reading room as well as "virtually" from the Multi-media Center. The preview of "Alberta Burke's Notebooks" web site was particularly popular.

January 2003: Nancy Magnuson will make a presentation about the collection to the 200 member Baltimore Lecture Group, an 80 year old organization, based at the Baltimore Hebrew University.

April 2003: A group of Janeites from Virginia scheduled a visit to Goucher and the Burke Collection, inspired by a preview of the Notebooks web site during an Austen seminar taught by Carol Pippen at the Smithsonian Institute.

The goal of establishing the collection as a destination for scholars is within sight. Professor Favret serves as an informal ambassador of the Burke Austen Collection and continues to develop research material gathered during her residency. As she put it, "it may be years before I exhaust what I've gleaned." She gave two lectures in England in November of 2002 in which she used and formally acknowledged materials found in the Burke Austen Collection. She is scheduled to present a paper next summer at a conference in Chawton, England titled "Women's writing in Britain 1660-1830." She is planning two publications for next spring. Because new scholarship builds on what has come before, seeding individual scholars is comparable to dropping stones in a pond – multiple circles widening their reach.

Thousands of individuals, both in the United States and abroad, have been exposed to this unique collection and the important contribution of the Alberta and Henry Burke. Requests for appointments are increasing. The library staff expects that the second Scholar-in-Residence program scheduled for the spring of 2004 will be received with great interest and involve a more intense application process. Subsequent residencies will not be linked to anniversary milestones therefore different strategies will be developed to maintain the higher profile achieved by this campaign. For those who cannot take advantage of the Scholar-in-Residence program or visit the collection in person, "Alberta Burke's Notebooks" on-line offer an intimate look at her handiwork and devotion to Jane Austen.

John Cotton Dana Award Application 2003
 Julia Rogers Library
Twenty Five Years of Jane Austen
Book Layout

<u>Left</u> <u>Page #</u>	<u>Contents</u>	<u>Right</u> <u>Page#</u>	<u>Contents</u>
Inside Cover	Alberta H. Burke bookplate	1	blank leaf
2	4/76 Library News Clipping	3	Text & scanned pictures of 1 st editions and notebooks
4	BLANK	5	Needs Assessment Divider
6	Glossy Picture of Reading Room	7	Text & scanned pictures of visitors to collection and Persuasions cover
8	BLANK	9	Planning Divider
10	Booklet Layout Draft	11	Full Page of Text
12	BLANK	13	Implementation Divider
14	BLANK	15	Text & November 2000 Press Release
16	Booklet Cover Letter	17	Text & Booklet in Pocket
18	Booklet Spread	19	Booklet Spread
20	Scholar-in-Residence Ads	21	Text & JASNA News in Pocket
22	BLANK	23	Text & February 2001 JASNA Meeting Handout in Pocket
24	Color Pictures & donation envelope	25	Text & 2001 Development Meeting Invitation
26	Editor's Note Persuasion Vol. 23	27	Text & May 2001 Inkwell in Pocket
28	Dance Scholars Website	29	Text & June 2001 Dance Bibliography in Pocket
30	BLANK	31	Text & September 2001 Press Release
32	BLANK	33	Text & Scanned pictures of photography process and notebook page
34	Invitation to Favret Lecture	35	Text & February 2002 Press Release
36	Goucher Quarterly story	37	Text & b/w picture of Mary Favret in reading room
38	Color pictures from lecture	39	Focus Issue on Lecture in pocket
40	Notebooks website picture	41	Text & Notebooks website picture
42	BLANK	43	Text & November 2002 Press Release
44	BLANK	45	Evaluation Divider
46	BLANK	47	Text & Joan Austen-Leigh's letter

48	Letter from Brian Southam	49	Letter from Susannah Fullerton
50	Letter from Mary Favret	51	Letter, cont.
52	Nation Online website	53	Matrix magazine article
54	Nancy Magnuson at Washington College poster	55	Text & Invitation to Washington College event, Baltimore Bibliophiles Charades bookmark
56	July 2002 JASNA tea pictures	57	Text on later events & Thank you note
58	BLANK	59	Text on long-term goals of campaign; quote from Alberta H. Burke
60	BLANK	Back Cover	BLANK

Malissa Ruffner
December 2002