

[Draft] Explore Baltimore Heritage - Partner Guidelines

Explore Baltimore Heritage is based on a rich set of partnerships with local libraries, special collections, historic sites and museums, scholars, students and more. Each of these partners contributes to the project in different ways. However, we all share a vision of engaging local residents and visitors with stories and images from historic buildings, neighborhoods, landscapes, and monuments across the Baltimore region. As the lead supporter of the Explore Baltimore Heritage website and application, Baltimore Heritage is dedicated to strengthening this network of partnerships and identifying opportunities for mutual support among these like-minded memory institutions.

This Partnership Guidelines summary describes:

1. how partners contribute to Explore Baltimore Heritage,
2. what kinds of benefits Baltimore Heritage has provided for participation in the project,
3. and how we are trying to expand those benefits.

1. How have partners contributed to the project?

Free or discounted files and licensing for digital images.

- *Example:* Baltimore Museum of Industry contributed 145 digital images at no cost for tours of the Station North Arts District and Downtown's West Side. All images are captioned with the photographer and date and credited with the source institution and any image ID.

Access and permission to excerpt digital audio files.

- *Example:* The Gwynns Falls Trail Council contributed an audio tour of the Gwynns Falls Trail and provided permission to excerpt portions of the audio for the interpretation of historic sites along the Gwynns Falls trail. All audio files are credited to the original project and the Along the Gwynns Falls Trail tour credits the partnership.

Permission to publish original research and interpretation.

- *Example:* The Maryland Historical Society Underbelly blog offered permission to publish revised versions of original blog posts on the history of local monuments, parks and buildings. Maryland Historical Society staff were credited as the contributors and the web version of the story links back to the original blog post.

Student and faculty research and writing.

- *Example:* Graduate students in the UMBC Department of History Public History track have made substantial contributions in writing short stories for the Downtown tour around Lexington Market. Dr. Denise Meringolo contributed her revisions and support to students during the production of these stories. Students are identified as contributors and the partnership with the course is identified in the tour description.

2. What benefits do partners receive from participation?

Increased access to archival materials for interested public and scholars.

- Explore Baltimore Heritage complements the efforts of local special collections and libraries to highlight materials from their collections and encourages students, scholars and educators to use these collections. The contextual essays, comments, and tags provided through Explore Baltimore Heritage may be repurposed in the original archival images, documents, maps or audio metadata records, dramatically improving the “findability” of historic images.

Increased visibility for partner institutions.

- Partners who have contributed images or other archival materials are prominently listed on the project About page and their contributions are highlighted in any contact with the press or other partners regarding the Explore Baltimore Heritage project. The partner listings include links back to partner websites. Plans include expanding those links to include social media profiles, donations, and information on volunteer opportunities.

Publication for students, scholars and professionals.

- Explore Baltimore Heritage prominently lists author and affiliation credits for individual or institutional contributors. Related sources for individual stories can include references to published work or links back to related digital projects and publications. In this way, Explore Baltimore Heritage is a digital publication that students, scholars and professionals can list in a resume or include in a professional portfolio and gain visibility for related projects.

3. What additional benefits can partners now receive?

Financial support through grants or individual donations.

- Explore Baltimore Heritage is a cost effective way of offering an opportunity for online and mobile engagement to an exhibition or program related to local history. Including information about a partnership with Explore Baltimore Heritage (with details on the expanded audience reached through the partnership), may help support a competitive grant application.
- Individual visitors to Explore Baltimore Heritage are encouraged to consider making a donation to Baltimore Heritage or any of the partner institutions contributing to the project. For any partner that accepts online donations, we will include a direct link to that donation page from their partner listing.

Enriched metadata for digital collections, e.g. image identification.

- As with digital projects like Flickr Commons, expanding the visibility of digital collections to the broader public offers opportunities to identify unidentified images or expand the detail of the information about a historic image.

Available platform for collaborative digital interpretation.

- We have developed extensive contributor and editorial guidelines to support partners who may be interested in developing content for Explore Baltimore Heritage. Collaborative projects could include developing a mobile tour thematically related to a new exhibition or the focus of the site, e.g. a Friends of the H.L. Mencken House could develop a tour of Mencken's Baltimore highlighting historic sites related to Mencken's life in the city, incorporating not only their own images but also related content from other partner organizations.

Volunteer recruitment and training.

- We are exploring the idea of using the Explore Baltimore Heritage as a vehicle for engaging potential volunteers for local libraries and special collections. In addition, the number of partners involved in the project presents an opportunity for coordinating the training of individual volunteers to maximize their potential benefit to partner organizations.