UCI Libraries
MEMORANDUM

TO: Lorelei Tanji, University Library Director

FROM: Linda Huynh, Special Collections & Archives Librarian

DATE: June 6, 2023

RE: Opportunity for improvements to the UCI Libraries partnership

You have asked my team and I to look into ways we could improve upon our existing partnership with Viet Rainbow of Orange County (VROC). Below is our recommendation.

Background
VROC has been in existence for 10 years. Its mission is to create a world where everyone has the resources and agency to thrive with dignity. UCI Libraries has partnered with ~~them~~ for 5 years. The original goal of this partnership was to document the stories and experiences of historically marginalized communities. Over the last few years, we felt it could expand to better document extremism in Orange County from the vantage point of historically marginalized communities through resistance and resilience to historical erasure. It is crucial to document current social, economic, and political impacts affecting Orange County's marginalized communities such as the rise of anti-Asian hate, anti-LGBTQIA measures, police violence on the black community, etc. UCI Libraries need to continue to document these experiences as historical records. This new project will be named the *Records of Resistance and Resilience in Orange County (RoRR OC)*.

Thus we agree there is an opportunity to expand this partnership.

Recommendation
We recommend the UCI Libraries ~~will~~ train scholars on how to engage with community-based organizations, such as VROC, to better document social justice action in the Orange County region through methods like archival preservation, oral history, digital humanities, literary or artistic works, as well as practices for dissemination and access to this history through the libraries. We suggest the *RoRR OC* run from July '23 to July '24.

Rationale
One of UCI Libraries' missions is to "Preserve the cultural/historical/scientific record and ensure that services and collections express excellence in scholarship."[1] Therefore, our team must continue to collect stories, but in meaningful ways. They include engaging with community members. However, we understand that *RoRR OC* engagement will be challenging. Therefore, expanding, establishing, and sustaining relationships with community-oriented partners can direct UCI Libraries to community members. They will facilitate introductions and trust between UCI Library staff and scholars with Orange County community members.

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[1] UCI Libraries. (2023). UCI Libraries Strategic Plan. https://www.lib.uci.edu/strategic-plan

Another of UCI Libraries' missions is to "teach critical thinking and evaluation skills to prepare students for lifelong learning, success in their future careers, and to be informed citizens in our world."[2] We will train library scholars, our collaborative partners, and community members to be attentive to inequities reflected in archives. One idea is to partner with Dr. Edwin Amenta, UCI's Professor of Sociology, and develop a service-learning project for his students. They will engage with the communities, collect their stories, and form analysis reports. Therefore, they will understand how communities have been misrepresented, absent, or maligned in historical documentation.

Target Market
We are targeting community-oriented non-profits and community centers located in Orange County because they are the community entry points with which the UCI Libraries can engage and gain the trust of Orange County's BIPOC and LGBTQIA groups to participate in sharing their stories.

Staff ~~and/or volunteer~~ needs
The *RORR OC* project will need 1 full-time equivalent (FTE) staff member to communicate with the collaborative partners, scholars, and participating community members. At least one member of each collaborative organization will work with UCI Libraries staff in executing action items and facilitating introductions between library staff/scholars and community members. In addition, if they have the capacity, the representing community partner can partake in archival training and implement archival practices in collecting marginalized stories. Ideally, at least 3 scholars will assist with the project's vision through archival training and procedures. Community members can volunteer to support the project's vision in any capacity they have.

Budget

Staffing Needs/Items	Library Cost	Partner Cost	Grantor Share

2 non-library clerk (work study program)
    Dedicating 5 hours a
    week for 50 weeks
			$10,000 (other portion will be covered through work-study program)

Marketing materials			$2,500
Snacks and boxed lunches (once a wk. for 100 weeks)			$2,000
Honorariums for Community Experts/Outreacher			$10,000
Interpretation and Translation		$500	$25,000
Recording Tools			$5,000
Mileage and Travel (includes staff, students, and collaborators)			$5,500
Total:	**$0**	**$500**	**$60,000**

[2] UCI Libraries. (2023). UCI Libraries Strategic Plan. https://www.lib.uci.edu/strategic-plan

Potential Funders

The BrandFit Matrix[3] (BFM) is a model used to determine partnerships for collaboration with other companies or organizations. Here we are using it to determine potential funders. Per the BFM below, the closest matching funder, and thus the first we will pursue is California Humanities, followed by National Endowment for the Humanities, the National Archives, then the Annenberg Foundation.

UCI Libraries

Library	Preserve records	Scholarship	Teach	Evaluate	Informed Citizens
VROC	Resources	Community	Intergenerational	Social justice	Mobilize
California Humanities[4] - Humanities For All Grant	Heritage	Diversity	Community Connection	Shaping the future	Civic Participation
National Archives[5] Grant	Government records	Democracy	Openness	Public Access	Public Participation
National Endowment for the Humanities – Cultural and Community Resilience Grant	History	Democracy	Lessons (teach)	Wisdom	Humanities
Annenberg Foundation	Accessibility	New ideas	Community	Spread knowledge	Public wellbeing

Plan of Implementation

UCI Libraries develop a collaborative list of local non-profits and community centers willing to join us in our effort to document history and empower marginalized voices and implement a network of archival story collections through non-profits and community centers' access to marginalized communities.

In order to properly execute this initiative, we will implement the following steps on the following timeline:

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[3] Developed by Shaffer (2003) the BrandFit Matrix was first used to identify cross-promotional partners in retail. Here we are using it to determine the best match in potential funders.
[4] California Humanities. (2023). *Our Story*. https://calhum.org/about-us/history-mission/
[5] National Archives (2023). *Mission, Vision, and Values.* https://www.archives.gov/about/info/mission

Action	Timing
-Contact funders -Receive grant funding if provided -Establish a timeline and roles and responsibilities for the partners, scholars, and community members -Select staff that will run the project -Contact the work-study program to enlist scholars to promote the archival project and interested workers to supplement library staff duties -Schedule and host team check-ins	Q1
- Begin marketing and solicitation online, social media, flyers, emails, newsletters -Develop the project agendas for the project period in collaboration with community partners (organizations and community members) -Work with translation company to translate marketing materials -Schedule and host team check-ins with internal team members and community partners	Q2
-Implement project activities: schedule and host interviews, utilize recording tools to collect stories, work alongside with interpreters, and upload or preserve collected stories in secure drives -continue to promote project activities and outreach to targeted communities -Schedule and host team check-ins with internal team members, community partners, scholars, and active community members	Q3
-Evaluate project with active participants, partners, scholars, and internal staff -Develop project reports for grant funders	Q4

Evaluation

There will be a series of evaluations throughout the project. Our library team will survey the scholars, partnered project leaders, and active community members every quarter to gain feedback and adjust the project as needed.

In closing

Our past efforts have proved that collaborating with VROC has been successful. That success can go further by implementing the *RoRR OC* project for Orange County's community-oriented organizations and marginalized communities. Both organizations' missions align in a way that could enhance the mobilization of informed citizens through scholarship and heritage preservation through records. We kindly ask that you consider this proposal and allocate any funding necessary.

I will follow up with you next Monday morning to touch base. In the interim, should you have any questions, please feel free to contact me via phone at 626 417 4050 or via email at lhuynh63@usc.edu. I look forward to speaking with you soon about this exciting opportunity.

Thank you for your time and consideration.

cc: A. Eagle Yun (Special Collections & Archives); J. Beiser (Special Collections & Archives); J. Gelfand (Collections Strategies);S. Brinkman (Education & Outreach), T. Bui (Special Collections & Archives); W. Dahdul (Digital Scholarship Srvcs)

Attachments:
https://calhum.org/humanities-for-all/
https://www.archives.gov/nhprc/announcement/engagement.html
https://www.neh.gov/program/cultural-and-community-resilience
https://annenberg.org/about/

References

Annenberg Foundation. (2023). *About.* https://annenberg.org/about/

BLOC. (2023). *About us.* https://blackleadersoc.wixsite.com/my-site

California Humanities. (2023). *Humanities for all project grants.*

   https://calhum.org/humanities- for-all/

California Humanities. (2023). *Our Story.* https://calhum.org/about-us/history-mission/

National Archives (2023). *Mission, Vision, and Values.*

   https://www.archives.gov/about/info/mission

National Archives. (2023). *Public engagement with historical records.*

   https://www.archives.gov/nhprc/announcement/engagement.html

UCI Libraries. (2023). *Community-centered archives partnerships.*

   https://www.lib.uci.edu/strategic-plan

UCI Libraries. (2023). *UCI Libraries strategic plan.* https://www.lib.uci.edu/strategic-plan

VROC. (2023). *Overview.* https://www.vietroc.org/overview