ROAAr Outreach and Communications ARIA Internship

Summary

ROAAr - Rare Books & Special Collections, the Osler Library of the History of Medicine, the Visual Arts Collection, and the McGill University Archives - creates moments of discovery with extraordinary collections.

These collections are available to anyone and everyone with a desire to explore, discover, and learn. However, strategic outreach is needed to connect newcomers to the world of rare and unique materials. Undergraduates and members of the public often do not know how to access materials, or even that they are allowed to use the collections at all. To address this need, we propose a summer internship with the goal of creating informed, relatable content to welcome new users of all ages to ROAAr collections and events. Other Rare and Special collections and museums use video content to offer walk-throughs, introductions and to promote their collections and on-going exhibitions.

Details

With matching support from the Arts Undergraduate Research Internship Award (ARIA), the summer student will gather data on the most frequent misconceptions about accessing rare collections. They will compile frequently asked questions about the reading room, facilities, events, and collections. Specifically, the intern will work with communications and ROAAr staff to develop interview questions and conduct interviews with fellow students in order to create data-driven, relatable welcome and orientation content that speak to the concerns and questions of newcomers to the world of rare books.

This student will gain valuable experience not only in data collection and curation, but also in working with heritage collections, video and content editing, and in the communication skills that are vital to such collections in the 21st century.

Supervised and supported by ROAAr staff, their duties will include:

- researching comparable projects at other rare collections
- gathering and curating welcome content
- story-boarding the videos
- using existing photos and video footage
- creating new video and photo assets.
- creating 5 videos using the Adobe Spark platform, a user-friendly platform for creating engaging media content.
- creating a social media calendar for the ROAAr units, laying out timelines for event and exhibition promotion.
Requirements

According to terms of the ARIA, students must be available for 11 weeks during the summer, 30 hours per week; see details: https://www.mcgill.ca/arts-internships/research.

There is flexibility about which weeks will be those chosen as work weeks. The value of the award is $4,000. Please submit a CV to roaar.library@mcgill.ca by March 20, 2019.

- Students must be eligible for an ARIA. More details on requirements can be found here: https://www.mcgill.ca/arts-internships/research/about.
- Familiarity with video editing, graphic design, and communications management an asset
- Knowledge of primary source research methods an asset.