Athletic Archives at the University of Maryland

Amanda K. Hawk – Athletics Archivist

Society of American Archivists
Annual Meeting, August 2016
Two major record groups:

Intercollegiate Athletics
Athenic Media Relations

Plus:

University Publications
collection – includes programs,
media guides, newsletters,
ticket stubs…

Individual collections of
coaches and administrators

150,000+ photographs
Building a Sports Archives Program

- Position established in **early 2014**, as one of three full-time University Archives staff members
- Reached out to specific groups within the Athletic Department (**media relations**, **donor relations**)
- **Transition of responsibility** from existing UA staff to athletics archivist
- **Outreach** to individual coaching staffs ongoing
- Took advantage of **publicity** opportunities on and off campus

**1915 football team**
Successful Initiatives and Projects

• Football Film Preservation Fund - $100,000+ raised to digitize, preserve and make accessible

• Over 900 reels available to stream online through UMD Digital Collections (more coming soon!)
Successful Initiatives and Projects

• **Exhibits** in various libraries across campus = **better visibility**

• Athletic Media Guides available online
Successful Initiatives and Projects

• **Social media success** – blog Terrapin Tales, twitter @UMDArchives, Facebook page
Successful Initiatives and Projects

• Bring attention to the **resources available in the archives** through book and documentary projects, dealings with the media, and Athletic Department facility upgrades.

*Football Wall of Fame in Maryland Stadium*
Successful Initiatives and Projects

• Crowdfunded project to digitize photos and videos of a student gymnastics group on campus
  • Raised over $26,000

• Assist Athletic Department with special events: team reunions and Athletics Hall of Fame banquet

Gymkana troupe – Ring of Fire

Queen’s Game, 1957
Challenges

- Determining the **best way to organize** athletics materials
  - Ability to sort by sport
  - ArchivesSpace – it’s coming…
  - How best to deal with one-item donations
  - Quickly finding **what you need**, when you need it
Challenges

- Dealing with turnover within the Athletic Department – always someone new / hard to know who the contact person is for each project

- Proving the worth of this position to stakeholders and raising the money to fund it permanently

Women’s rifle team, c. 1930s