Translating Jargon for the Public
ALL ABOUT ME

- Transitioned from Academic Special Collections, to Public Library, to Special Collections at DC Public Library
- Experienced confusion because of the specialized language of the archives and special collections
- All of the rebranding meetings
Why Jargon Sucks

● If it is not intuitive, it is poor design
● Plain or educational language translates to higher usage
● Public institutions especially want to eliminate barriers
● Jargon is not any cheaper than plain language
Finding AIDS

- **Definition:** A description of records that gives the repository physical and intellectual control over the materials and that assists users to gain access to and understand the materials.
- “Like looking for diseases?”
- **Alternatives:** guides
Special Collections

- Collection: A group of materials with some unifying characteristic.
- “You’re going to take my money?”
- “So you’re a cataloger now?”
- Alternative: History Center
Programs

“Like the ones with 12 steps?”

Events: Vague, but all encompassing

Workshops: Where you’ll do something

Classes: Where you’ll learn something

Seminar / Lecture: Where you’ll listen

Discussion: Where you’ll participate
More Alternatives to Programming

________ 101 (Research 101, Drag Performance 101*)

Craft Night = Broke Ass Holidays

*Watch out for trademarked national and international events (Human Library; Drag Story Hour)
Records

[Piece of] definition: Data or information that has been fixed to some medium.

Alternative: Materials
Archives

- Materials created or received by a person, family, or organization ... preserved because of the enduring value contained in the information they contain.
- “I just have no idea.”
- Papers, Institutional records
Authority Control

- Establishing the preferred form of a heading
- “A very good name for a band”
- Correction: The very best name for a band with all librarians and archivists
- Alternative: Preferred terms
Crosswalk

- The relationships between the elements of two or more data structures
- “Across the street?”
CITATIONS