Focus Groups: Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are

Proposed Agenda

Focus Groups
Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are
Thursday, July 5, 4:00pm and 7:00pm, Keene Valley Library

Objectives:
- Learn about the HumanitiesNY Action Grant, requirements, and plan for proposal for Action Grant for 2019
- List categories for “stories”, prioritize, and suggest names for participation in priority categories in 2019 and beyond

<table>
<thead>
<tr>
<th>When</th>
<th>What</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 minutes</td>
<td>Set-up</td>
</tr>
<tr>
<td></td>
<td>• Introductions</td>
</tr>
<tr>
<td></td>
<td>• Objectives and agenda review/approval *</td>
</tr>
<tr>
<td>10 minutes</td>
<td>The HumanitiesNY Vision Grant</td>
</tr>
<tr>
<td></td>
<td>• Background</td>
</tr>
<tr>
<td></td>
<td>• Implementation</td>
</tr>
<tr>
<td></td>
<td>• Planning for Action Grant</td>
</tr>
<tr>
<td>20 minutes</td>
<td>Focus Group Decision-making</td>
</tr>
<tr>
<td></td>
<td>• Suggest categories and priorities *</td>
</tr>
<tr>
<td></td>
<td>• List possible participants for priority categories *</td>
</tr>
<tr>
<td></td>
<td>• Adjournment</td>
</tr>
</tbody>
</table>

HumanitiesNY Vision Grant

Focus Groups
KEENE PUBLIC LIBRARY, JUNE 26, 2018 4PM & 7PM
KEENE VALLEY LIBRARY, JULY 5, 2018 4PM & 7PM

The Grant

BACKGROUND, IMPLEMENTATION, EVENTS & PLANNING

Our Grantor

- This project is sponsored by a Humanities New York Vision Grant with National Endowment for the Humanities support.
  - Any views, findings, conclusions or recommendations expressed in this program do not necessarily represent those of the National Endowment for the Humanities.

Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are

- Multi-year project to capture local audio stories and related photographs, organized through a series of themes to be determined in the Vision Grant planning process, so that the rich cultural history of The High Peaks Region of the Adirondack Mountains of New York State is collected, organized, and made readily available online.
  - A “story” is a first-person account of no more than three-five minutes by people in their own voice about their own experience and those of their ancestors.
  - Use the new Makerspace by including a recording area with furniture and equipment, but use staff and laptop to reach out for stories too.
  - Subscribe to Memria (www.memria.org) to create an online presence for recordings and photographs capturing the humanities in our region.
  - Coordinate with other groups, like the Keene Public Library and new Town of Keene Historical Society.
  - Thereby retain our area’s unique history and character in an effort involving the entire community, connect residents more deeply to the community, and provide opportunities to share that knowledge externally in a manner applicable in the 21st Century.

VISION GRANTS
SEED FUNDING FOR PROJECT DEVELOPMENT

- KVLA awarded $1,500 in support of brainstorming, researching, and professional development for organizations working collaboratively to develop new ideas and program strategies.
- These grants aim to:
  - Support emerging and established partnerships between different groups on a shared project that may develop into public-facing activities.
  - Infuse program design with humanities themes and methodologies from the start.
  - Encourage experimentation in program design.
  - Build community input into program design.
Focus Groups: Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are

Project Planning Group

- Jery Y. Huntley, Volunteer Grants Manager
- Karen Glass, Library Director, Keene Valley Library
- Olivia Dwyer, PR/Marketing/Recruitment
- Elizabeth Rogers, Archivist, Keene Valley Library
- Leslie Kucharczyk, Town of Keene Historical Society
- Aaron Miller, Library Director, Keene Public Library

The Planning Group (us) understands the project, makes recommendations, helps with organization and participant recruitment, and reviews progress.

Focus Group Plan

- Four focus groups required by the grant to
  - Determine categories of stories and prioritize them.
  - List possible participants for stories later on.
  - Create enthusiasm for the project.

The focus group participants can tell their stories in 2019 and beyond, but have specific tasks for this meeting.

Marketing/PR/Focus Group Recruitment

- Maintain spreadsheet of interested participants for focus groups this summer and stories in subsequent years.
- myadirondackstory@gmail.com for focus group and story participants created.
- Circulate press releases.
- Use library website, Facebook, Twitter, nextdoorkeene, and other resources to announce grant and recruit focus groups.

Final Report in July

- We will evaluate the Vision Grant activity by
  - Number of participants in the four focus groups (quantitative)
  - Number of suggested participants (who will be asked to record their stories) generated by the focus groups (quantitative)
  - Times focus group participants express concern that stories could be lost (quantitative)
  - Overall enthusiasm of the community for the project (subjective)
- And include in required final Vision Grant report in August with photos, pr samples, and focus group results.

Then Plan for Action Grant Proposal

- Requires matching funds, $5,000 in this case for $10,000 request
- For projects that encourage audiences to reflect on their values, explore new ideas, and engage with others across New York State.
- These grants require organizations to demonstrate a match of at least one-to-one to:
  - Connect audiences more deeply to the communities where they live and work.
  - Solidify community partnerships and diversify audiences.
  - Creatively employ the tools of the humanities to respond to issues and ideas capturing the imagination and passion of New Yorkers today.

Focus Group Decision-making
Focus Groups: Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are

Categories for Stories
See Focus Group Summary

Prioritization
See Focus Group Summary

Suggested Names for Storytellers
See Focus Group Spreadsheet

Who | Category | Email | Cell
--- | --- | --- | ---

What Next?
- Suggest storytellers
  - myadirondackstory@gmail.com
- Tell your three-five minute stories after we get the Action Grant and over the next few years.
- And if we need financial help, work with us to figure out how to do it.

Adjournment