



UNIVERSITÀ  
DEGLI STUDI  
DI FERRARA  
- EX LABORE FRUCTUS -



<https://2017.ifla.org>



Sistema  
Bibliotecario  
di Ateneo

## THE UNIVERSITY OF FERRARA (UNIFE) LIBRARIES UNVEIL THEIR HERITAGE TO FULFILL NEW GOALS: completed actions, plans and opportunities supporting Research, Education and Third Mission

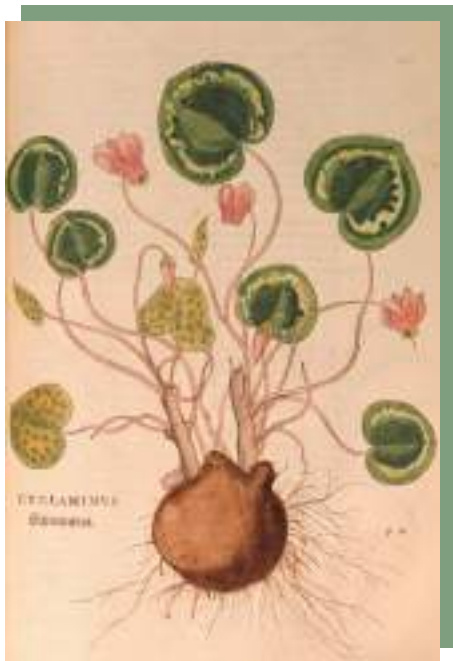
*Information accompanying the Poster presented in the Poster Sessions (August 21-22, 2017)*



## THE IDEA

What can **academic libraries** do to **outreach** and **engage** new audiences?

How can they **support parent universities** in pursuing the strategic goals related to the 3 missions: **Research, Education** and **Third Mission** (commitment in the social, cultural and economic development of society)?



## THE STRATEGY

**Special Collections** can be **ambassadors** of our Libraries and University, as they are:

- *original* and *unique*, *identifying* our institution
- *primary sources* for teaching and research
- *fascinating* objects of *local interest*, improving the sense of belonging in Unife users and citizens.

**Cooperation** with academic staff and students, **synergy** and **networks** with other institutions and **partnership** with private companies will help us to:

- make **stakeholders** **aware** of the heritage
- contribute to fulfill Unife's **goals** and improve its **reputation**.

## THE STARTING POINT (2016)

With reference to **Special Collections** we could count on:

- adequate **storage areas**
- updated **regulations** for handling
- available **information** about each collection's **history** and **characteristics**
- a catalogue providing high-quality **records** with **copy-specific data**
- completed **restoration** activities and others still ongoing
- images of **digitized** archival items available **open access**
- Unife **academics** studying the disciplines to which collections refer
- Unife professionals working with **audiovisual** and **digital media**.



## THE FIRST STEPS (2016-2017)

Promotion of Special Collections has been managed mostly by a **team of 5 librarians** (part-time dedicated).

In the perspective of **audience development** (academic audiences as well as professionals, local schools, citizens and web users)

we have been working with

- *Unife staff* (librarians, teaching staff, Museums, se@unife, TekneHub,...)
- *Unife students*
- the local *relevant authorities*
- two local *schools*
- *private companies*

and thanks to *Unife funds* and *private sponsorship*

some actions were completed:

- **videos** on heritage-related topics
- **exhibitions** (available on the web)
- **workshops**
- heritage-inspired **gifts**
- **stands** in a heritage-related event
- a **round table** and its **proceedings**

## ... AND TOMORROW (2017- )

- **Cooperation** with Unife and extra-Unife partners is getting stronger and new **partnerships** are going to be built
- Relocation in a **unique site** of most collections is planned to help effective promotion
- **Fund raising** initiatives are set up

Hence **new activities** are scheduled, especially dealing with

- **bibliotourism**
- use of **media** and **web opportunities**
- **exhibitions** of books together with museal objects and archival items
- **meetings** and **seminars**, both for academic and non-academic audiences







## ESSENTIAL BIBLIOGRAPHY

- BOLLO A., *Cinquanta sfumature di pubblico e la sfida dell'audience development*. In *I pubblici della cultura: audience development, audience engagement*, edited by Francesco De Biase. Milan: Franco Angeli, 2014, p. 163-177
- CERQUETTI M., *Marketing museale e creazione di valore: strategie per l'innovazione dei musei italiani*. Milan: Franco Angeli, 2014
- CULLINGFORD A., *The Special Collections Handbook*, 2<sup>nd</sup> ed. London: Facet, 2016
- FERRARI F., GRANDIN D., MANDELLI C., *Un nuovo paradigma per le biblioteche accademiche: strategie e innovazione*. «Bibliotime», 2015, no. 2
- FORTEZZA F., *Meccanismi e logiche della produzione di esperienze*. «ImpresaProgetto» [online], 2014, no. 2, p. 1-23
- FOURACRE D., *Making an exhibition of ourselves? Academic libraries and exhibitions today*. «The Journal of academic librarianship», 41 (2015), p. 377-385
- HARRIS V.A., WELLER A.C., *Use of Special collections as an opportunity for outreach in the Academic Library*. «Journal of library administration», 52 (2012), p. 294-303
- POTTER N., *The library marketing toolkit*. London: Facet, 2012
- TODD-DIAZ A., *Please come in!: Transitioning from no access to an open door in the special collections and archives*. «Kansas Library Association College and University Libraries Section Proceedings», 4 (2014), no. 2
- WENGER T., *Welcoming undergraduates to special collections*. «Kansas Library Association College and University Libraries Section Proceedings», 2 (2012), no. 1

## POSTER COMMITTEE

Anna Bernabè  
Marina Contarini  
Paola Iannucci  
Landina Sebastianis

**Graphics:** Cristina Baldi    **Graphics review:** Michele Rossoni

## Acknowledgements

Prof. Michele Pifferi - *Head of the Unife Library System*  
All our Colleagues of the Unife Library System

## CONTACT US

**University of Ferrara Library System**  
Via N. Machiavelli 35 - 44121 Ferrara - Italy  
**Email:** eventi.sba@unife.it

