Can We Love History Too Much?

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Tim Schantz,
Managing Director and Chief Administrative Officer
A debt so large, it took two banks two centuries to repay.

You might not have a story like Watson’s and Brown’s in your history.

Then again, you might.
Late that night, two trains departed Richmond heading south...

The first carried Davis along with the government’s most important documents and other archived materials.

The second carried all the cash reserves of the Confederacy.
Saving the Archives

She “pressed as many Cabinet papers into trunks as to fill one carriage; our private property must be sacrificed, as it is impossible to procure wagons for its transportation.”
Speaking to CEO’s: ROI – Four Considerations

- Revenue
- Scale of Investment
- Cost
- Benefit
- Brand Value
Speaking to CEO’s: ROI
Speaking to CEO’s: ROI
Speaking to CEO’s: ROI

Target
- Market Value: $35.75/share
- Book Value: $34/share

Acquirer
- $80/share

Acquisition Premium / Goodwill

Brand Value

Heritage Value

The Archive
Speaking to CEO’s: ROI

\[ f = \frac{\text{REVENUE} + \text{COST BENEFIT} + (\text{BRAND VALUE})}{\text{SCALE OF INVESTMENT}} \]
What’s in your attic?
From valuable to priceless...
The Raw Material of Heritage

Collections approach = tangible value

• Appraised value/insurance replacement cost
• E.g. closed collection in basement of a university

Heritage approach = intangible value

• A component of brand value
• Purpose-built collection accessible and actively used in all aspects of the business
From Storehouse to Heritage Center

• Not clear what to preserve or discard
• Recent content not added to collection
• Valuable content is difficult to find/not used
• Organization doesn’t have direct access to archives
• Limited understanding of archives program & what it provides
From Discovery to Use

The journey from discovering an historical artifact, to preserving and cataloging it, to providing it for use in a story on CBS Sunday Morning.
Archives Sustainability: Heritage First

Heritage as art (Actively Deployed)
Alternate Repositories
Deep Storage (Lesser Value)
Deaccession (Sale, auction, bin)
Degree of Processing (item, file, box)

YEAR 1, YEAR 2, YEAR 3 ...

Living History
- Discovery Program
- Rationalized Collection
- Oral Histories
- Acquisitions

Filling in the gaps
Global Integrated Heritage Management

Heritage Research

Curated Content

Social Media
Exhibits
Websites
Museums
Books

Created Content
Oral Histories
StoryARC
Audio/Visual
Discovery Programs
Digitally Born

Archives
Primary
Secondary Repositories
We’ve spoken about the ‘WHAT’ and ‘HOW’, now to the ‘WHY’
We’re on the brink of an information “dark age”
Digital Black Hole

1) Exponential growth of material

2) Obsolescence of formats/equipment

3) Absence of systematic organization & search capacity
Creating Living History

- Push advertising has given way to testimonials
- Connecting with key users/influencers is essential
- Websites, social media, heritage centers are powerful tools for social amplification
- Developing further metrics
Creating Living History

• The value of a hit/click through/swipe
• Politics, Love and Religion!
• Because something isn’t quantifiable doesn’t mean it doesn’t exist.
• Social media: A depiction/perspective on reality, not reality itself...just like an accounting statement
From Citadels of “Stuff”...

“There is nothing new in the world except the history you do not know.”

-- Harry Truman
To Loving History Better

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• Our Mission: Leverage the power of high performance, authentic content to drive results for our clients.

• Commercial firm/heritage mission

• Established 1979
At the intersection of Art & Science

- science archives
- Digital Repository, Preservation + Interface
- art agency
“The past is never dead. It’s not even past.” - Faulkner
Thank You

Tim Schantz
tschantz@historyfactory.com