



Preservation Week Report from the Core Office

Preservation Week 2022 was celebrated April 24 -30, 2022. The theme was “Preservation in the Face of Climate Change,” and the honorary chair was Elizabeth Yeampierre, executive director of the Brooklyn-based Latinx community organization UPROSE. During Preservation Week 2022, Yeampierre posted about Preservation Week and the impact of climate change and the role of environmental justice on preserving community and cultural collections on social media, provided her image for Preservation Week promotional materials, and created audio and video PSAs. In addition, Yeampierre led a free open forum via Zoom.

The new Preservation Week website, along with the new domain name, logo, and branding, was launched in April 2022. The project was led by Brooke Morris-Chott and Jenny Levine, and members of the Preservation Outreach Committee assisted in providing ideas for the new brand design and organizing the content on the new website. We successfully updated and migrated all relevant content to the new site prior to the start of Preservation Week 2022. We are currently working on organizing and migrating the former Dear Donia column to the new Ask the Expert section of the new site.

Web Stats

- Preservation Week website, April 1, 2022—June 21, 2022: 6,535 views with the most hits in April 2022 during Preservation Week
- The top five most visited pages were the homepage, Promotional Materials page, Free Webinars page, Quick Start Guide page, and Event Ideas page.

Social Media Engagement Stats

- From Jan. 1, 2022 to June 21, 2022, the Preservation Week Twitter account gained 43 new followers, received 10,432 profile visits, 46 mentions, and 37,669 impressions.
 - These numbers spiked in April 2022 during Preservation Week
- As of June 21, 2022, The Preservation Week Instagram account has 159 posts, 569 followers, and is following 392 accounts.
 - On average, the account gets 10 likes per post, with the highest amount of likes April 24 -30, 2022.

Preservation Week Webinar Stats

- April 26—How to Implement Sustainability in your Facility: 284 registered attendees; 161 attended live presentation

- April 28—Digital Preservation's Impact on the Environment: 379 registered attendees; 202 attended live

—Brooke Morris-Chott, Core Advocacy and EDI Program Officer

Report from the Preservation Outreach Committee

Leading up to Preservation Week, the Preservation Outreach Committee supported Core staff in overhauling and updating [the Preservation Week website](#). The Committee voted on a logo design for the site, assisted in identifying content for migration, recommended some structural updates, updated and compiled resources, etc. The website was ready and launched shortly before Preservation Week began. One significant website change is adjusting the popular “Dear Donia” column to be more of a group effort, drawing on the experience and expertise of all Committee members by rotating responsibility for responding to questions submitted through the rebranded “Ask a Preservation Expert” portal.

The Committee planned and executed Preservation Week, our biggest production of the year, from April 24-May 1. The Committee identified the theme for PW, Preservation and Climate Change. The Committee then selected PW's Honorary Chair, Elizabeth Yeampierre, from a lengthy brainstorming list of numerous other potential chairs. Once Yeampierre accepted the invitation, Committee representatives (along with Core staff) met with her and then helped develop content for her to tweet and share throughout the week. Committee members planned and facilitated two webinars, "Digital Preservation's Impact on the Environment" presented by Linda Tadic and "How to Implement Sustainability in your Facility" presented by Christopher Cameron and Kelly Krish; the webinars were successful and well-attended. Following Preservation Week, on May 6, the Committee planned and moderated an open q-and-a forum with Yeampierre, in which she discussed her social justice work and welcomed questions on the intersections of preservation and environmental sustainability. Both of the webinars and the forum were recorded, and the recordings are now all publicly available. Numerous libraries, archives, and other organizations throughout the nation planned and promoted Preservation Week events as well.

—Dyani Feige, co-chair of the Preservation Outreach Committee