## LEARN HOW TO IMPROVE YOUR WEBSITE AND OTHER INTERNET-BASED SERVICES FOR A RICHER USER EXPERIENCE

Whether they are professional historians, undergraduates, congregants, corporate employees, or the researching public, visitors to your archival website come with expectations, needs, and, let's face it, limited time and patience. Simply having an informative website isn't enough for them. For many users, your website—and other online offerings—are the only side of your archives with which they will interact. Your digital presence, therefore, can never be an afterthought. Instead, you must approach it with the same amount of planning you give to selecting, describing, and preserving the records in your care. Throughout planning, you must keep the user first and foremost in mind to develop a relevant, efficient, productive, and refined presence online.

The 2013 Fall Symposium brings eight experts together to enable a technically rich conversation on strategic improvements to websites and other Internet-based services. Over a day and a half, instructors will explore a user-centered approach to web design; optimizing your website for handheld devices; and setting up opportunities for users to assist in transcription work. Other experts will discuss how to use *Wikipedia* to enhance and improve the resource; how to best approach online interpretation with tools like Omeka; and how to develop scan-on-demand reference services.

Eight experts, a day and a half: that's a big helping of MAC and Cheese! Space is limited to ONLY 75 ATTENDEES, so register today.

## W W W . M I D W E S T A R C H I V E S . O R G

**MAC & Cheese**

**Midwest Archives Conference**
**4440 PGA Boulevard, Suite 600**
**Palm Beach Gardens, FL 33410**

**MAC**
Midwest Archives Conference

MAC
&
Cheese

Refining the
Digital Presence
of the Archives

2013 MAC
Symposium
September 26 & 27

GREEN
BAY
Wisconsin

## REGISTRATION

Register online today at www.midwestarchives.org. Options for paying with either credit card or check are available.

**Registration fees:**   MAC Members:   $140.00

Nonmembers:   $190.00

Registration includes morning refreshments, Thursday lunch, and entrance to the Green Bay Packers Hall of Fame on Thursday evening for the MAC reception. For an additional fee, take a one-hour guided tour of Lambeau Field (pending sufficient interest).

To encourage technologists to join the conversation and help you make important changes to your web-based sites and services, MAC is offering a discounted registration ($100) to a colleague from your institution. The Second Attendee cannot be a MAC member. The program is limited, register today!

For Program questions contact:

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For Local Arrangements questions contact:

Deb Anderson
UW Green Bay
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WWW.MIDWESTARCHIVES.ORG

## TRAVEL

Green Bay is conveniently located on I-43 and US 41 from the south and Hwy 29 from the west. Austin Straubel International Airport serves the area, with free shuttles to the hotel. After the Symposium ends on Friday, consider staying for the weekend to explore the city or the nearby Door County peninsula with its beautiful shorelines, rural byways, and quaint villages.

## ACCOMMODATIONS

The Symposium will be held at the KI Convention Center adjoining the elegant Hyatt on Main Street Hotel. To secure the MAC room block rate of $129, call the Hyatt directly at 920-432-1234 **BEFORE** September 4, 2013. You must mention the Midwest Archives Conference to qualify for the conference rate. For details regarding accommodations and location, go to http://www.greenbay.hyatt.com/en/hotel/home.html.

## RECEPTION

Take a look at our long list of sponsors in this brochure, and you will see that local archives are very excited to welcome you to Green Bay. To share a little of our Northwoods *Gemütlichkeit*, we've reserved the best room in town for a reception: the Green Bay Packers Hall of Fame at historic Lambeau Field. On Thursday night, you'll be treated to tailgate-inspired food and drink as you immerse yourself in the rich history of "Titletown" and its storied football team. For an additional fee, enjoy a guided tour of Lambeau Field (pending sufficient interest). Sponsored with generous support by the UW–Milwaukee School of Information Studies, this reception should be one for MAC's own record books.

## SPONSORS

MAC is very grateful to the following organizations—all dedicated to the promotion of archives and the archival profession—for their generous donations:

### UW–GREEN BAY'S COFRIN LIBRARY

### UW–OSHKOSH'S POLK LIBRARY

### UW–MILWAUKEE'S GOLDA MEIR LIBRARY

### MICHIGAN TECH'S J. R. VAN PELT AND OPIE LIBRARY

### WISCONSIN HISTORICAL SOCIETY LIBRARY AND ARCHIVES

### UW–MADISON SCHOOL OF LIBRARY SCIENCE

### NORTHWESTERN MUTUAL LIFE INSURANCE

### JOHNSON CONTROLS, INC.

*With special support from:*

UNIVERSITY of WISCONSIN
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School of
Information Studies

## SCHEDULE

**Thursday, September 26**

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|---|---|
| 8:00 AM | Registration |
| 8:30 AM–9:00 AM | Welcome, Introductions, Logistics—Paul Hedges |
| 9:00 AM–10:30 AM | User Experience Strategies—Part 1—Suzanne Chapman |
| 10:30 AM–10:45 AM | Break |
| 10:45 AM–11:30 AM | User Experience Strategies—Part 2—Suzanne Chapman |
| 11:30 AM–2:00 PM | Buffet and Group Activity (Working Lunch) |
| 2:00 PM–3:00 PM | Responsive Design for Mobile Devices—Eric Larson |
| 3:00 PM–3:15 PM | Break |
| 3:15 PM–4:15 PM | Crowdsourcing Transcription with Open Source Software—Ben Brumfield |
| 5:15 PM | One-hour guided tour of Lambeau Field (subject to interest) (Buses leave at 4:45 PM) |
| 6:00 PM–9:00 PM | Reception |

**Friday, September 27**

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|---|---|
| 8:30 AM–9:30 AM | Historical Interpretation and Omeka—Erik Moore and Sharon Leon (via Skype) |
| 9:30 AM–11:00 AM | Wikipedean-in-Residence Programs—Lori Phillips and Jennifer Noffze |
| 11:00 AM–11:15 AM | Break |
| 11:15 AM–12:15 PM | Scan-on-Demand as Reference Service—Erik Moore |
| 12:15 PM–12:45 PM | Wrap Up and Parting Thoughts—Paul Hedges |