

2014 Annual Report



Historical Society
of Pennsylvania

Dear Friends:

The fiscal year that ended June 30, 2014, witnessed many transformative events for HSP, both physically and digitally. Amidst global changes in how people create and share information, as well as how they connect with one another, we have embraced this new environment while remaining dedicated to our fundamental mission and values.

That we have succeeded is without question. In the past year, more than 14,000 members of the public visited HSP to research in our library or to attend our programs. Our Digital Library, now containing some 78,000 images, attracted more than 500,000 people from 100 different countries. We now connect with over 23,000 people across our social media platforms and e-newsletters, engaging in a global conversation about the importance of history and its place in contemporary life. Our collections and services target a truly international audience.

We have continued creating new, innovative, and interactive tools, including the Historic Images New Technologies (HINT) and Preserving American Freedom digital history projects. These education-oriented initiatives demonstrate HSP's leadership in providing new ways for the public to access, interact with, and learn about our communal history.

Serving K-12 students through class visits, outreach, and after-school mentoring, as well as providing professional development for teachers, positions HSP as a unique contributor to history education in our region.

Our commitment to the critical functions of libraries and archives—to preserve and make accessible our shared documentary heritage—remains firm. In the past year, we acquired nearly 90 new collections. These include the donated collections of the Big Brothers Big Sisters of America and the Folklife Center. Hidden Collections Initiative of the Pennsylvania Small Archival Repositories (HCI-PSAR) staff visited 49 small repositories in the five-county Philadelphia area, surveying almost 5,000 linear feet of archival materials and creating 275 finding aids. HSP's Conservation staff treated nearly 400 items, ensuring the preservation and accessibility of these materials for future generations of researchers.

Our collection materials also served as the basis for this past year's issues of the illustrated history magazine *Pennsylvania Legacies*; one issue examined the Civil War in Pennsylvania in commemoration of the conflict's sesquicentennial while the other explored the history of organized labor in the state.



Individuals on every continent except Antarctica viewed both issues. HSP also published four issues of its scholarly journal, the *Pennsylvania Magazine of History and Biography*, reaching over 2,000 individuals and institutions from the U.K. to Ukraine.

HSP has accomplished much in the past year, and we look with excitement to the next 12 months as we partner with FamilySearch to digitize millions of records; collaborate with playwright Ain Gordon to produce literary works based on our collection materials; reach new audiences of students and teachers through nation-wide education outreach; and cultivate a new generation of support through our burgeoning Young Friends of HSP. Our accomplishments have been a community effort, made possible by the generosity of our donors, the commitment of our members, the creativity of our staff, and the dedication of our volunteers and interns. We are very grateful for your support and hope you will visit HSP as we strive to make 2015 an even greater success.

Page Talbott

Dr. Page Talbott
President and CEO

(top) Photograph of Marine veterans from the American Civil War greeting wounded soldiers returning from France, circa 1918. (middle) A genealogical tree of the Lippincott family in America, 1880. (bottom) Political cartoon by Jerry Costello depicting the 1936 presidential election.



July 2013 – November 2013

July and August

RENOVATIONS continue to take place at HSP.

September

AFRICAN AMERICAN SOLDIERS IN THE CIVIL WAR AND FEMALE ANCESTORS were explored in a pair of genealogy workshops. Attendees discussed their research with professional genealogists Michael Hait, Nancy Nelson, and Carol Sheaffer.

October

Over 1,400 people celebrated the **GRAND REOPENING OF HSP** and its redesigned [lobby, library, and collection vaults](#). Visitors viewed HSP's first document display, toured collection vaults, took a behind-the-scenes peak of our conservation lab, and learned how we digitize and preserve our archives.

The **"HISTORY IN PENNSYLVANIA" AWARDS** celebrated another year of achievements at a [reception hosted by HSP](#) on October 24. The HIP Awards are presented by **HISTORY AFFILIATES**, a program created by HSP and supported by The Barra Foundation. The History Affiliates program connects more than 350 small and mid-sized organizations across Southeastern Pennsylvania dedicated to preserving local history, providing the tools and support needed to reach their goals.

More than 1,400 people attended HSP's grand reopening October 16, 2013.

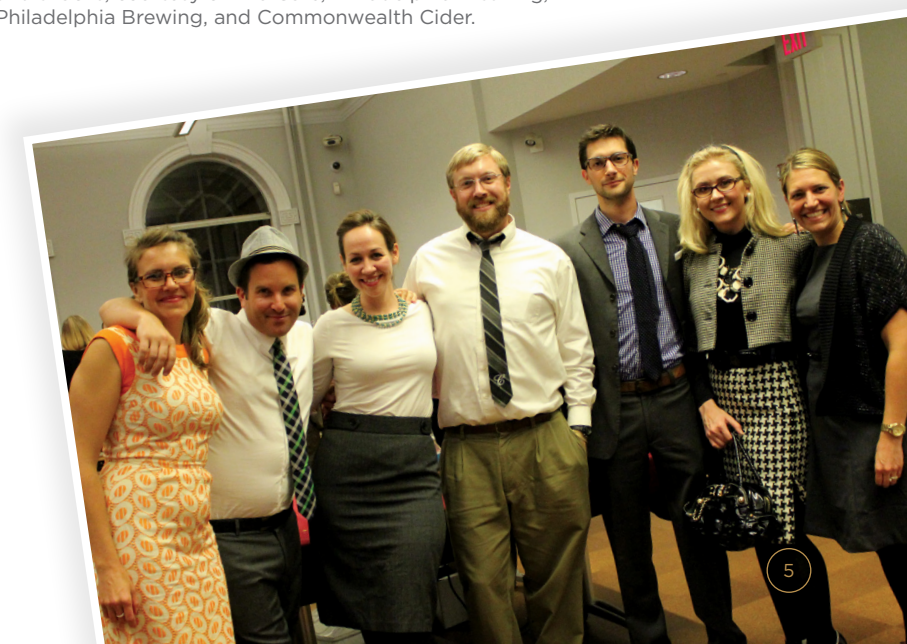
November

The **EPHRATA CLOISTER CHORUS** performed on the Reading Room balcony for more than 100 guests on November 7. A religious community in Lancaster County, the Ephrata Cloister was known for its calligraphy called *Frakturschriften* and music composed by its founder Conrad Beissel. Jeff Bach, director of the Young Center for Anabaptist and Pietist Studies at Elizabethtown College, explored the illustrations and religious symbolism in the Cloister's music books. Guests also viewed [a document display](#) including manuscripts and hymn books from the Ephrata Cloister, as well as beautiful examples of Pennsylvania German folk art and *fraktur*.

On November 19, 1863—150 years ago—President Abraham Lincoln spoke at the dedication of the Soldiers' National Cemetery at Gettysburg. HSP commemorated **THE SESQUICENTENIAL OF THE GETTYSBURG ADDRESS** on November 19, with [a document display](#) featuring a printed text copy of Lincoln's speech and photographs of veterans at the 50th and 75th Gettysburg reunions. To improve **CIVIL WAR EDUCATION IN THE CLASSROOM**, a teacher workshop showcasing resources for teaching about the Civil War was also held.

Over 100 guests donned their best **MAD MEN** attire for [a night of classic cocktails, hors d'oeuvres, and music](#). Assorted libations were sipped as mid-century advertisements from HSP's collections immersed guests in the glamorous world of commercial consumerism. Raffle packages and prizes for the best dressed guest were furnished by local businesses, including Lucky Strike Lanes, Absolute Abstract, and Paper on Pine. Proceeds from this event supported the Adopt-a-Collection program at HSP.

Guests at the Mad Men cocktail party enjoyed drinks and snacks, courtesy of Tria Café, Philadelphia Distilling, Philadelphia Brewing, and Commonwealth Cider.



December 2013 – February 2014

December

For some 200 years, the streets, piers, and businesses of **PHILADELPHIA'S WATERFRONT** along the Delaware River were a hub of maritime and commercial trade. Local historian and author Harry Kyriakodis visited HSP to discuss the earliest chapter of the waterfront's history, including the riverbank caves in which early Quaker settlers lived. A document display and reception followed the event for 40 guests.

HSP's new digital history projects—**CLOSED FOR BUSINESS** and **PRESERVING AMERICAN FREEDOM**—bring primary sources into the classroom along with teaching aids. At the teacher workshop, **DIGITAL HUMANITIES FOR THE K-12 CLASSROOM**, teachers learned how to access primary sources electronically to teach American history.

A View of the Bombardment of Ft. McHenry, 1814.

January

Bernadette McHenry, curriculum specialist for the Templeton Center for Thrift and Generosity, invited teachers to reimagine thrift education for the 21st century in the teacher workshop, **TO SAVE IN LITTLE THINGS: AN AMERICAN HISTORY OF THRIFT** on January 23. Participants were provided with resources and ideas for bringing thrift to life in their classrooms and had the opportunity to view HSP's [thrift-themed document display](#).

February

Bestselling author **COKIE ROBERTS** read from her newly released children's book, **FOUNDING MOTHERS: REMEMBERING THE LADIES** on February 4. Roberts offered a much-needed and long overdue look at the wives, mothers, sisters, and daughters who helped forge the nation—from First Ladies Martha Washington, Abigail Adams, and Dolley Madison, to lesser-known figures like Eliza Lucas Pinkney, Deborah Franklin, and Mercy Otis Warren. Roberts shared behind-the-scenes insights into the challenges they faced as well as the often overlooked contributions they made to our country's birth. **HSP PRESIDENT PAGE TALBOTT** led a Q&A with Roberts after the reading.

CNN MONEY visited HSP, highlighting conservation, digitization, and digital history projects in a [featured video](#).

In honor of **PRESIDENT'S DAY** on February 18, HSP presented a selection of George Washington related materials from its collection, including a firsthand account of the death of Washington and a memorabilia case containing a lock of Washington's hair. [The display](#) also featured an autographed letter, handwritten by Washington, celebrating the liberation of Philadelphia from British forces in 1778. Graciously on loan from **NATHAN RAAB OF THE RAAB COLLECTION LLC**, this letter had never before been on public view.

The reverse Underground Railroad—the **BLACK MARKET UNDERWORLD** in which legally free people were kidnapped and traded as slaves—was thrust into the public spotlight with the release of the critically acclaimed film *12 Years a Slave*. This practice, largely forgotten, is one of slavery's darkest secrets. On February 27, Dr. Richard Bell of the University of Maryland, College Park, examined the reasons abduction for sale had become rampant in Philadelphia in the early 1800s and the extraordinary efforts of leading Philadelphians, both black and white, to secure their liberation.

Lithograph depicting African-American recruits at Camp William Penn during the Civil War, circa 1864.



March 2014 – May 2014

ANCESTRY DAY—a full day of genealogy classes at the Pennsylvania Convention Center—returned on Saturday, March 15. This popular genealogy event, sponsored by HSP and Ancestry.com, helped researchers hone their genealogical skills. Attendees learned tips for navigating Ancestry.com's website and more about HSP's archive and genealogical records. Saturday's event attracted **1,300 attendees**.

HSP and Ancestry.com have also been working together since 2002 to digitize and make available online millions of genealogical records. In the past two years, Ancestry.com has digitized 7.5 million records from HSP's collection. All these records are available online for free to HSP members via hsp.org and to visitors of HSP's library.

ANCESTRY DAY attendees also visited HSP for a full day of family history-related events on Friday, March 14. HSP offered free admission to the research library, free lectures and library tours, personal consultations with professional genealogists, and a welcome reception with an opportunity to chat with experts from Ancestry.com and HSP.

HSP is one of the **LARGEST FAMILY HISTORY CENTERS IN THE COUNTRY** with genealogical material from every state east of the Mississippi River and more than 10,000 published family history titles in its library. The document display, **UP A TREE**, opened on March 4 and included some of the most historically important and decorative family trees and genealogical charts from HSP's collection, including an 18th-century chart of the Franklin family showing Benjamin Franklin and his 16 siblings.

As HSP's Ancestry Day excitement began to settle down, the intrigue and quest of genealogical inquiries remained for many. Another opportunity to learn about [genealogical research](#) presented itself on March 26: a **GERMAN AMERICAN GENEALOGY WORKSHOP**. Supported by the Connelly Foundation, this workshop included two lectures about the Pennsylvania German immigration of the 18th century and the culture's unique language. This program also offered PA teachers Act 48 credit and was particularly suited for those teaching U.S., Pennsylvania, or German history, as well as the stories of American immigrants.

HSP Chairman of the Board Bruce Fenton, Heritage Award honorees Majid Alsayegh and Robert J. Rittenhouse, and HSP President and CEO Page Talbott.



April

On April 3, HSP kicked off the 2014 baseball season with a lecture on **THE PYTHIANS**, a black baseball team in Philadelphia led by field captain, educator, and activist Octavius Catto. Jerrold Casway, Ph.D., discussed how the Pythians' story is about more than baseball. Their ball games spawned social gatherings, providing opportunities to meet with fellow colored teams in other eastern cities. It was here that players and their supporters discussed segregation and voting rights.

In the run-up to the Founder's Award, HSP unveiled **DRAWN & QUARTERED**, featuring a selection of its most interesting and entertaining political cartoons—many produced by masters of American political cartooning. [These images](#) span a range of topics and themes—including colonial relations with England, the Civil War, local Pennsylvania politics, and contentious presidential elections.

HSP began digitizing 500 political cartoons from its collection, to be featured in an interactive digital history project, **HISTORIC IMAGES NEW TECHNOLOGY**, supported by a grant from the National Historical Publications and Records Commission's Innovation in Archives and Documentary Editing program.

May

On May 1, HSP honored presidential historian and best-selling author Michael Beschloss with **THE FOUNDER'S AWARD** during its [annual gala](#) at The Ritz-Carlton in Philadelphia. Board members Robert J. Rittenhouse and Majid Alsayegh received **THE HERITAGE AWARD**. The event began at 6 p.m. with a cocktail reception followed by dinner, an awards ceremony, and a live auction. The funds raised at this annual event went directly toward supporting HSP's mission of inspiring individuals and organizations to create a better future through historical understanding. J. Rudy Lewis was the event chair.

Karalyn McGrorty-Derstine, HSP's 2013 **BENEFICIAL National History Day TEACHER FELLOW**, led a workshop on teaching American labor history in the classroom. Using HSP's collection from the Knights of Labor, McGrorty-Derstine demonstrated how primary sources can help students analyze and understand change over time and how social disagreement and collaboration have been beneficial to American society. All participants received a copy of the Spring 2014 **PENNSYLVANIA LEGACIES: ORGANIZING PENNSYLVANIA WORKERS**.

May 2014 – June 2014

June

HSP celebrated **FLAG DAY** and the bicentennial of our national anthem with a [document display](#) highlighting collection materials related to the nation's flag, Francis Scott Key, and "The Song Heard Round the World." HSP has in its collection a copy of "The Star-Spangled Banner," one of only three known copies of the song written and signed by Key. Three fragments of the original garrison flag flown atop Ft. McHenry—the actual flag that inspired Key—were also on display. These red, white, and blue bits of wool bunting were generously loaned from the Library Company of Philadelphia.

To give Philadelphia a leading voice in the 150th anniversary celebration of the Star-Spangled Banner, HSP proudly became a National Audience Partner with the Smithsonian for **RAISE IT UP! ANTHEM FOR AMERICA**. The U.S. Army Voices led a [group-sing](#) of the national anthem precisely at 4:00pm on Saturday, June 14, on the front lawn of the National Constitution Center. This event took place amidst Philadelphia's Stripes & Stars festival, a daylong celebration of the nation's flag and the U.S. Army.

When the Civil War began, Emilie Davis, a twenty four year old free African American woman, was attending school and sewing clothes to support herself. In her diaries, Emilie wrote short daily entries recounting events, both big and small. The recent discovery of **EMILIE DAVIS' CIVIL WAR DIARIES**, dated 1863-65, offer readers a lively and deeply personal account of the war's "memorable days," as Emilie often referred to them. Dr. Judith Giesberg and the Memorable Days Editorial Team discussed the project that helped bring Emilie Davis's experiences back to life. A reception and document display, which included the original diaries, followed the discussion for over sixty guests.

HSP joined the American Philosophical Society, Chemical Heritage Foundation, College of Physicians, Library Company of Philadelphia, Swarthmore College, Villanova University, and other area institutions in commemorating the centennial of WWI with the launch of **"HOME BEFORE THE LEAVES FALL: THE GREAT WAR,"** a [digital resource](#) highlighting little-known primary source materials from the Delaware Valley region. The launch event hosted by HSP included physical and digital document displays of WWI materials, and Peter Williams, author of *Philadelphia: The World War I Years*, speaking on life in Philadelphia during the war.



World War I-era Navy recruiting poster, 1918.



355

researchers per month

28

average reserach visits per month
increase over FY 2012-2013

+32.6%

increase in overall visitation from
FY 2012-2013 to this year

+8.5%

increase in Reading Room
attendance over
FY 2013-2014

900+

titles cataloged
(over half of which were original
records added to the OCLC
international database WorldCat)



Library and Archive

Founded in 1824, HSP is today one of the nation's premier special collections libraries. The remarkable holdings encompass more than 350 years of America's history, and we are renowned for our 17th-, 18th- and 19th-century manuscript holdings. HSP's collections include more than 21 million manuscripts, some 600,000 books, pamphlets, serials, and microfilm reels, and more than 300,000 graphic items. And the Library and Archive are actively collecting.

Notable collection donations of the past year include:

- Big Brothers Big Sisters of America (72 linear feet)
- Folk Life Center (34 linear feet)
- Junior League of Philadelphia (17 linear feet)
- National Grange Mutual Insurance Company (35 linear feet)
- Additions to the Borie family papers (16 linear feet).

HSP also purchased an 1880s engineering notebook of John Price Wetherill from the Lehigh Zinc and Iron Company. HSP deaccessioned three small collections (all of which were transferred to other institutions), including a set of photographs depicting the Hopi Snake Dance Ceremony, which were transferred to the Hopi Cultural Preservation Office. (Photographing of Hopi ceremonies is strictly prohibited.)

Archival processing highlights included completion of processing work on the Simon Gratz autograph collections (320 linear feet) and creation of a preliminary finding aid for the Print Club archives (104 linear feet). Two interns began processing the papers of Stuart F. Feldman, a civic advocate who spearheaded creation of the National Constitution Center in Philadelphia (37 linear feet). A team of Philadelphia Area Consortium of Special Collection Libraries Hidden Collections Project processors also began archival processing of five HSP collections totaling 199 linear feet.

4,259
total library attendance

Conservation

HSP's Conservation lab works to ensure the continuing accessibility of collection materials through the stabilization, repair, and housing of individual paper-based items. These include the books, pamphlets, manuscripts, maps, photographs, and ephemera comprising HSP's library and archive. These preventive measures prolong the life of our materials. The Conservation lab collaborates with other HSP staff to identify items for treatment, with repairs ranging from mending torn pages, dry cleaning, humidification, and flattening, to in depth treatments including rebinding entire books.

Project Conservation Technicians Sun-Young Kang and Charissa Schulze transport Bank of North America records to one of HSP's collection vaults.

The Conservation team has made great progress on the Bank of North America record collection. As part of a multiyear project begun in 2012, HSP is conserving the records of the Bank of North America—America's first bank. This preservation project is supported by a grant from Wells Fargo, which traces its lineage back to that venerable institution.

In February, Conservation staff moved over 300 volumes and every loose document to the collection's new home in one of the renovated vaults. Over half of the collection is now labeled and covered in Mylar sleeves for their further protection. As a result, generations of researchers and scholars will have access to the records for years to come.

— 383 —
total items conserved
in the Conservation lab



35

ITEMS CONSERVED BY INTERNS

This included paper mending, rebinding, stabilization, and custom housing.

20

REHOUSED GENEALOGY BOOKS

93

ADOPT-A-COLLECTION ITEMS CONSERVED

148

BANK OF NORTH AMERICA COLLECTION ITEMS TREATED IN THE LAB

This includes minor cleaning and housing to complete rebinding. The Conservation Department made more than half of this collection available for the public to use.

82

GENERAL COLLECTION ITEMS CONSERVED



Digital Center for Americana

The Digital Center for Americana (DCA) makes the riches of HSP's Library and Archive available to the world. The DCA aims to expand the breadth of openly available materials and to make these resources more easily discovered and widely used.

The DCA does more than simply put information online. It continues to explore how services such as digital curation support HSP's mission. The past year witnessed the evolution of many of DCA's services as the scope of HSP's world-class digital library continues to grow.

- Department moved from Library Division to IT Division in order to increase functionality of digital services
- Doubled staff to support R&R and digital collections workflows
- Institutional equipment sharing agreement established with LCP
- [DCA's Tumblr](#) account created in September
- Digital Asset Management System repository upgraded in October with help from IT and vendor
- New metadata content standards established for cataloging
- New promotional/web-use image policy initiated using Creative Commons licensing
- Received digital donation of Philco news publications
- Participated in multi-institutional [digital humanities collaboration](#) on WWI with curated content, newly digitized WWI materials, physical and digital displays, and lecture/reception event

3,244
digitized images
in FY 2013-2014

32,556
unique visitors
to the Digital Library

147,150
Digital Library
pageviews

— 78,494 —
images available in
[Digital Library](#)

Photographs from Camp Wanamaker, John Wanamaker's summer camp where young department store employees participated in sports, swimming, and musical training while undergoing a military-style boot camp, circa 1910.

Hidden Collections Initiative for Pennsylvania Small Archival Repositories (HCI-PSAR)

Supported by a grant from the Andrew W. Mellon Foundation, Hidden Collections Initiative for Pennsylvania Small Archival Repositories is a three-phase project to make better known and more accessible the largely hidden collections of the numerous small, primarily volunteer-run archival and manuscript repositories in the Philadelphia area, including local historical societies, small museums, historic sites, and other institutions.

During the first two phases of the project, spanning July 2011 through October 2014, project staff visited 130 small repositories in the Philadelphia area and surveyed and assessed over 1,000 individual archival collections totaling more than 12,000 linear feet of materials.

Each repository was provided with:

1. a finding aid and assessment report for each collection
2. a processing plan with next steps for arranging, rehousing, and describing at least one collection
3. resources lists for more information about archival theory and practice and preservation

The finding aids are made publicly accessible in an online database developed by the Philadelphia Area Consortium of Special Collections Libraries (PACSCL). Within this [single online resource](#), researchers may search collections held at a wide range of Philadelphia-area archival repositories, from the smallest all-volunteer organizations to the largest professional institutions.

The HCI-PSAR staff were incredibly busy this year serving the many institutions involved in the program as well as participating in national events. Some of their accomplishments include

- launched new resources for researchers on the HSP website, including a subject guide that highlights particularly unique, resource-rich, important collections at small repositories and a non-comprehensive listing of significant runs of locally published newspapers held at small repositories.
- promoted the HCI-PSAR project, its methodology and findings at professional archives, library, and museum conferences Many more are slated for FY 2014–2105.
- continued to serve as a resource for participating repositories, advising them on various matters relating to archival practice including preservation,

cataloging, and digitization. On an ongoing basis, HCI-PSAR staff add to and enhance the project's online page of resources for small archives, available on [HSP's website](#) on archival matters.

- coordinated an innovative internship program that connected emerging archivists in need of hands-on experience with small repositories in need of collections processing assistance and large repositories whose professional archivists were willing to train and supervise interns. The pilot internship was launched in fall 2013, and each intern has since found paid employment as an archivist.
- provided direct assistance to small repositories through processing (arranging, rehousing, describing) collections. HCI-PSAR staff themselves processed 2 collections, about 75 linear feet. The aforementioned interns processed 2 more collections, totaling more than 25 linear feet.

Project staff includes Project Director Jack McCarthy, Project Coordinator Andrée Mey Miller, Senior Project Surveyor Celia Caust-Ellenbogen, and Project Surveyor Sarah Leu. HSP Director of Archives and Collections Management Matthew Lyons serves as Project Supervisor. [Follow the adventures](#) of Project Surveyors for the Hidden Collections Initiative for Pennsylvania Small Archival Repositories as they

visit historical societies, museums, historic sites, and other small archival repositories in the five-county Philadelphia area.



Rights and Reproductions

R&R

666
total jobs

383
jobs billed

93
internal R&R jobs

\$35,108
total revenue



HSP makes the more than 78,000 images in its Digital Library available for sale as high-quality archival prints including old views of Philadelphia, stunning photographs, colorful watercolors, and historic maps that comprise the world renowned collections. HSP offers patrons the option of ordering reference copies strictly for personal use or higher resolution images to be used in publication.

In addition to physical prints, visitors to the Digital Library can purchase electronic images and licensing services suitable for use in publications and exhibits. Images are available in various formats—from web-quality to high-resolution.

All requests for copies are considered on a case-by-case basis depending upon size, binding, condition, copyright restrictions, and donor stipulations. HSP's Rights and Reproductions staff determine whether material may be copied, consulting with Library and Conservation staff when necessary.



(above) Sailors being tattooed, circa 1918. (left) Watercolor of Topaz, Utah, Japanese internment camp by Toshio Asaeda, painted in 1944.

910
new images digitized as a result of R&R orders

The Genealogical and Biographical Database Project

The Genealogical and Biographical Database Project, now in its third year, has been indexing and summarizing HSP record collections that are particularly rich in information on individuals. Led by Director of Research Services David Haugaard, three staff members (on a part-time basis) and four volunteers are working on the records of the Children's Aid Society, the Huguenot Society of Pennsylvania, and the 1856 Philadelphia African American census.

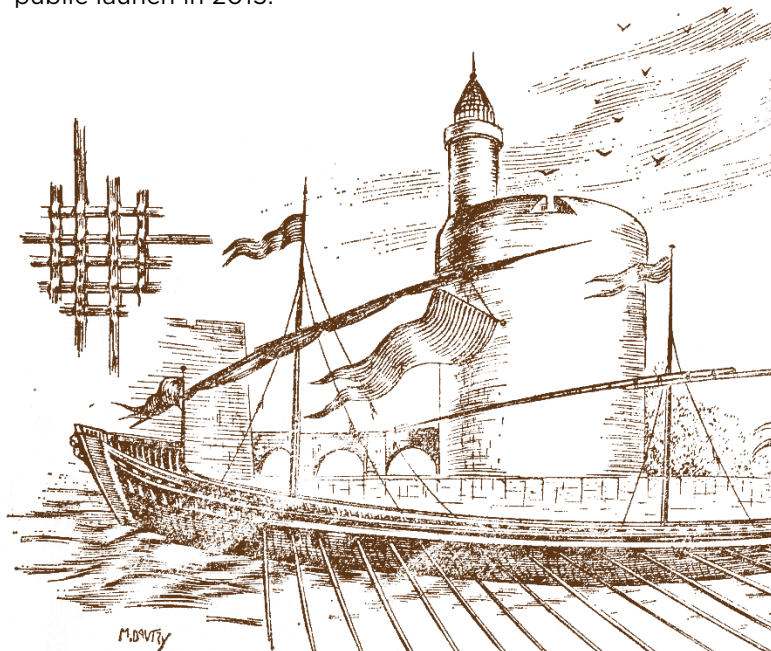
The records of The Children's Aid Society have highly detailed accounts of family backgrounds and "good and bad behavior" (according to that institution) of the "orphans" (often one or both parents were alive, but were separated from their children).

The Huguenot Society records provide documented family trees for persons descended from Huguenot ancestors.

The 1856 Philadelphia African American census is in many ways more detailed than the federal census, with much information on the occupations and education of heads of household and their families.

(right) Detail of an envelope from the Huguenot Society of Pennsylvania, 1968. (far right) Photograph of young children from the Philadelphia Home for Infants, circa 1900.

Chief Information Officer John Houser and Digital Services Manager Cathleen Lu have designed a database prototype, which transforms Excel spreadsheets into a sophisticated database. The Philadelphia Home for Infants records have been added to the database, to be followed by the records of the Philadelphia Placement Office and Home Missionary Society of Philadelphia. Records will be linked to an historical narrative on particular institutions. HSP is looking forward to the database's public launch in 2015.





169

events and special programs in
FY 2013-2014 (on and off site)

41

event collaborations
(25% of total events)

8

facility rentals in
FY 2013-2014



Public Programs

Following the \$5.7 million renovation, HSP was eager to welcome the public back into our beautifully restored building. HSP held a variety of events throughout the year, including genealogy workshops, lectures and panel discussions, tours, and teacher workshops. Please see the Year-in-Review for a more detailed description of each event (pg. 4).

Beginning this year, HSP also designed ten document displays utilizing the four new vitrines purchased during the renovation. The inaugural display corresponded with HSP's grand-reopening, featuring several collection treasures such as rare portraits of William and Hannah Penn, the printer's proof of the Declaration of Independence, and Francis Scott Key's handwritten copy of *The Star-Spangled Banner*. Going forward, document displays corresponded

with public programming as well as significant anniversaries and commemorations—such as the Civil War's Sesquicentennial in July 2013 and the Centennial of the First World War in June 2014.

7,532

events and special
program attendees.

Of those, 3,374 were onsite
and 4,158 were offsite.



TOTAL DISPLAYS

9



DAYS ON DISPLAY

133

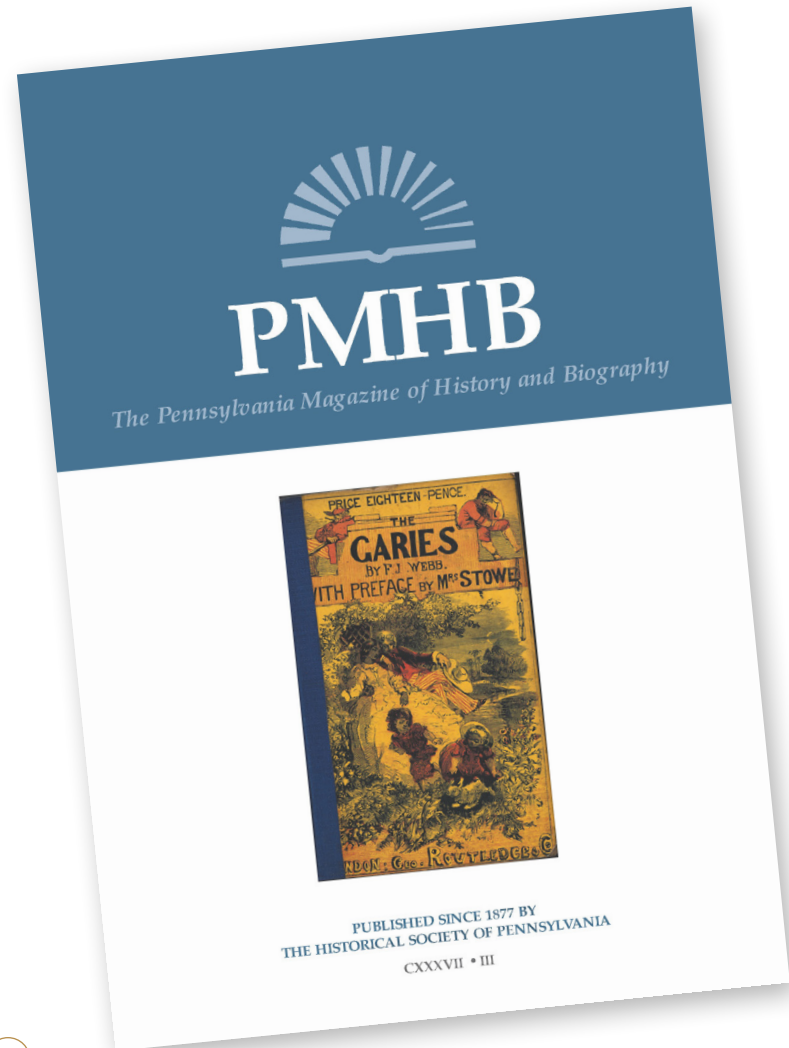


VISITORS PER DISPLAY

411

More than 1,300 attendees gathered at the Pennsylvania Convention Center for Ancestry Day 2014.

Publications and Fellowships



The Pennsylvania Magazine of History and Biography (PMHB), HSP's [quarterly scholarly magazine](#) published since 1877, is one of the country's most prestigious state historical journals. This year, PMHB explored a variety of topics, including:

- organic farming and the Rodale Institute
- public transportation in early 20th-century Pittsburgh
- the life and work of early 19th-century African American artists and authors
- Prohibition enforcement in Pennsylvania
- anti-Federalism in the Pennsylvania constitutional ratifying convention
- the University of Pennsylvania's roles in urban renewal
- Braddock's defeat in the French and Indian War and its impact on the western Delaware Indians.
- civic activism and public school reform in the Philadelphia public schools in the late 20th-century

Pennsylvania Legacies, HSP's semi-annual illustrated [history magazine](#), explores a variety of topics in Pennsylvania history for the curious reader. A special joint issue was published with the Heinz History Center and the Pennsylvania Historical and Museum Commission commemorating the Civil War Sesquicentennial in June 2013. HSP also published "Organizing Pennsylvania Workers," with articles exploring 19th- and 20th-century labor unionism.

This year, HSP helped sponsor 30 one-month fellows through both its collaboration with the Library Company of Philadelphia and its own fellowship program.



Publications and Fellowships

PMHB FACTS

Distribution (print and online) reached about **2,175** individuals and institutions.

Viewed online (JSTOR) by thousands more:

94,427 full text HTML requests (articles viewed);

46,439 full text PDF requests (PDFs viewed, often for download);

280,808 full text HTML page requests (pages viewed).

There were subscribers in **15 countries**, as distant as Japan, South Korea, Australia, and Qatar.

In 2013, PMHB articles were accessed through JSTOR by people in **146 countries**, from every continent except Antarctica.

Including... **THOUSANDS** of views from:

- China
- India
- Canada
- and The UK

HUNDREDS from:

- Brazil
- Bulgaria
- Germany
- Ireland
- Russia
- Korea

DOZENS from places such as:

- Egypt
- Hong Kong
- Thailand, Ukraine
- Saudi Arabia
- Kazakhstan
- Japan
- Nigeria
- Peru

LEGACIES FACTS

Distribution (print and online) reached **1,534** individuals and **60** institutions.

Viewed online (JSTOR) by thousands:

4,354 full text HTML requests (article views);

2,6245 full text PDF requests (PDF views); and

8,760 full text page HTML requests (page views)

LEGACIES was accessed online in 2013 by people in **47 countries**, including hundreds in the UK and Canada and dozens in China, Germany, and Australia.

FELLOWSHIPS FACTS

HSP funded **3 Balch fellows** (one supported by a grant from the Connelly Foundation) and **1 Greenfield fellow** (endowed) in its own program. These were selected from an applicant pool of **24**.

HSP funded **7 fellows** (of 28) in the joint LCP-HSP program, including **4 McNeil fellows**, **1 McFarland fellow**, and **1 Barra** (international) fellow. These **28 fellows** were selected from a pool of **185**.

Education

A core part of HSP's mission has been to make HSP's collection materials available to all, including teachers and students. HSP is committed to working with schools to provide a pedagogy of document-based learning, fostering literacy and critical thinking. Our vast collection provides content for lessons connected to Pennsylvania Common Core standards—from the founding of the nation through the twentieth century. Staff stands ready to aid students in research and assist them in understanding the past and its meaning to their lives today and in the future.

With HSP's online education resources, teachers and students have easier access to the materials they need in a central location—including unit plans, National History Day resources, primary sources, digital history projects, teacher workshops, and more. These tools create more exciting and engaging classroom lessons, increasing students' interest and retention of the material.

HSP also welcomes classes and individual student researchers to visit the Library. Sixth through twelfth graders research free of charge, and classes may pre-register for a group tour and orientation. On Wednesday evenings during the school year, student mentors are available to work with students on their history projects. In addition, HSP staff makes on-site visits to schools in the area, bringing American history with them.



Other education initiatives included:

Positioning the digital history resource, *Preserving American Freedom (PAF)*, as a national teaching resource

- o designed podcast series as a teaching resource to discuss ways of using PAF in the classroom
- o presented the project at the National Council of Social Studies in St. Louis as well as the Pennsylvania Council of Social Studies in Johnstown, PA.
- o promoted the project in the online journal, *Middle School Learning*



Supporting National History Day (NHD) Philly

- o hosted annual kick-off program in fall 2013.
- o directly served NHD students through class visits and classroom outreach, and thanks to Enterprise Holdings Foundation, provided after-school mentoring before the competition
- o worked with students at NHD competitions, sending judges to NHD Philly in March, NHD State in Millersville in May, and—for the first time—Beth Twiss Houting, Senior Director of Programs and Services, to the national competition in June in Washington, DC
- o supported three regional winners going to state competitions as well as one project which competed nationally

Piloting new programs for college undergraduates, including hosting a seminar for instructors on how to work with primary sources with non-history majors and hosting 10 class research trips.

(top left) Winners of thrift curriculum contest. (bottom left) Students receive free research assistance from HSP's Student Mentors.

K-12 EDUCATION

- 161** after-school student visitors
- 141** students visited in-class by HSP staff
- 351** teachers participated in educational programming
- 16** teachers participated in curriculum consulting
- 706** K-12 students reached through education initiatives
- 447** teachers reached through education initiatives
- 10** class research trips hosted by HSP

NATIONAL HISTORY DAY PHILLY

- 3** kickoffs hosted by HSP
- 309** NHD students served through class visits, classroom outreach, and after-school mentoring
- 3** regional winners going to the state competition (HSP supported)

Digital History Projects

Digital History projects present history using new multi-media and technological tools.

Preserving American Freedom (PAF) explores the [complicated history of American freedom](#) through 50 documents from HSP's collections. Detailed transcriptions and annotations of the 50 documents, spanning from 1655 to 1978, are presented alongside digital facsimiles of the originals and contextualized by historical essays, biographies, graphic materials, and tools for educators. This project was made possible by a grant from Bank of America. Since tracking began, the project receives 1,500–2,500 views each month.

PAF debuted on September 17—Constitution Day—accompanied by a social media campaign and promotional “Freedom Quiz”.

Using our Facebook and Twitter platforms, HSP designed a social media campaign highlighting each of the 50 documents, one per day from Constitution Day to Election Day. Over the course of the campaign, social media posts reached over 18,000 people.

Historic Images, New Technologies (HINT) project

HSP has begun a [two-year project](#) to enhance the description and discovery of its graphics materials and promote the linking and sharing of content among institutions and scholars. Known as “Historic Images, New Technologies” (HINT), the project will result in an update to HSP's digital image viewer and an online digital history exhibit to demonstrate the new viewer's capabilities.

The two-year project, supported by a grant from the National Historical Publications and Records Commission, seeks to create new open-source tools to annotate images and create a demonstration project. The demonstration consists of 500 political cartoons from HSP's collections to be digitized and annotated using TEI-XML mark-up. This content will then be imported into HSP's digital asset management system (DAMS), to be displayed in an online exhibit. Two project associates were hired to select, research, and annotate the cartoons, as well as to create the online exhibit.

William Still project

HSP also continued work on an Underground Railroad digital history project. [The project](#) weaves new connections between the manuscript journal and published book of William Still, known as the “Father of the Underground Railroad.” This effort provides extraordinary insight into the experiences of

(bottom right)
Political cartoon depicting Abraham Lincoln and Jefferson Davis, 1864.

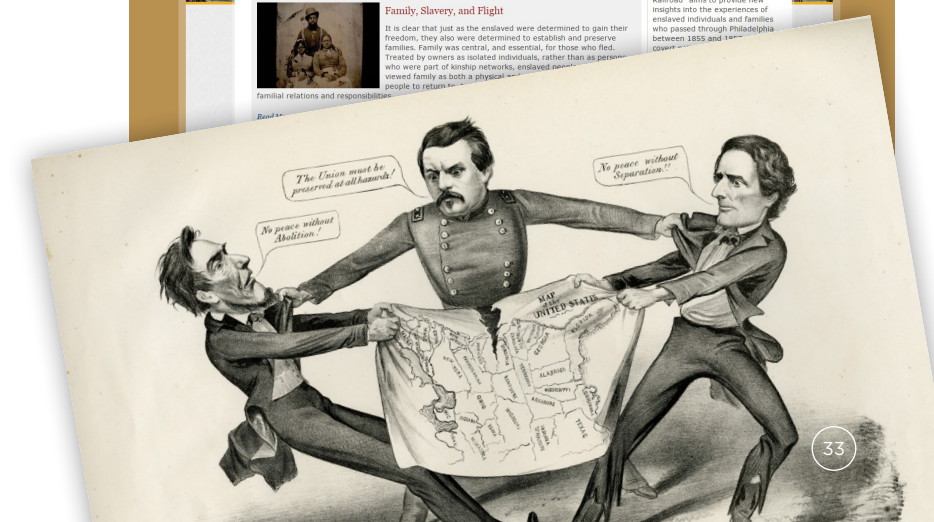
enslaved individuals and families who passed through Philadelphia between 1852 and 1857 and the covert networks that aided their escape.

Pages from William Still's Journal C recorded the personal accounts of fugitives who arrived in Philadelphia, an essential hub of antislavery activity. The project aims to tell the story of the Underground Railroad through this journal as well as Still's published book, the *Underground Rail Road* (1872), drawn from his notes.

The first phase of this project, funded in part by the National Endowment for the Humanities, developed a prototype for an interactive website that presents transcripts and digital facsimiles of Still's manuscript journal and published book, carefully researched biographies, and other contextual annotation and materials.

The prototype site, “Family Ties on the Underground Railroad,” uses excerpts from Still's texts to explore the experiences of three enslaved families: the Shephards, the Taylors, and the Wanzers.

This project adds new mapping features—geographic and social network—to the exhibit platform, to allow users to better visualize the paths of flight and networks of support that facilitated the flight to freedom for thousands. HSP is currently seeking funding for the full implementation phase.



Visitors Services

“ Visitor Services is HSP’s warm and welcoming face to many of our constituencies. As HSP intends to be an accessible resource for all, our visitor services goal is to provide exceptional service by anticipating and exceeding patrons’ needs. Our focus on having approachable, engaging staff who provide patrons with personal attention as well as provide links to HSP and peer institution services enriches the visitor experience and strengthens the HSP community. ”

— **Amanda J. Dean**
Visitor Services Manager

Recent polling bears out the success of such a policy.

When asked about the level of service provided by HSP staff, visitors responded:

- “They took great effort to understand my goals and helped me to find the documents I needed. Excellent people doing an incredible job.”
- “Pleasant, helpful staff—professional, and not so overly protective of the material that I felt they resented my using them.”
- “Sarah, Ron, Steve and David are fantastically well-informed about HSP’s holdings, and they are sharp at interpreting material.”

When asked, “Would you recommend HSP’s special collections library to others?:”

- “HSP is an amazing resource of primary source material.”
- “It’s beyond belief what all you have!”
- “It’s a wonderful, pleasant, rich resource in a beautiful building and a great location.”

In a recent patron satisfaction survey, researchers reported high levels of customer satisfaction:

- 97% of those polled said they would recommend HSP’s special collections library to others.
- 94% of patrons felt the level of service they received from HSP staff during their research visit was extremely helpful or helpful
- 85% of patrons rated HSP’s library facilities as exceptional

Highlights from unsolicited feedback from researchers via emails, letters and social media over the year:

“I wanted to drop you a line just to say how much I enjoyed my stay, how productive I found the collections of the HSP for my project, and how helpful everyone was.” — **Research Fellow**

“You have an amazing resource, very pleasant and helpful staff...a great place to research!” — **Researcher**

“Wonderful resource and much improved user-friendliness.” — **HSP Member**

HSP researcher Brian Geverd explores the German Reform Church of Philadelphia records.



Communications

Communication, messaging, and story strategies are vital to the prosperity of libraries and archives of all sizes. Like many aspects of the institution over the past year, HSP has modernized the ways in which it communicates with the wider world.

HSP's communication philosophy has become user-centric, inviting all constituencies to participate in the creation of content and community. This reflects a much larger transition in how the public receives HSP's content and services, as well as the desire to create an active dialogue with diverse audiences—to “speak with” rather than “talk at”.

As HSP continues to share its stories and collections, new practices for the use of social media and other web 2.0 technologies have been created. To distribute communications as widely as possible, HSP has pursued more and better media coverage in both traditional and online outlets. In the coming year, HSP will remain committed to reaching out to underserved populations, and to growing the organization's international brand.

Photographs of DJ Mody “Modibo” Diagne, taken by Vera Viditz-Ward as part of the 2001 African Immigrants Project.



SOCIAL MEDIA

15,067 followers across Facebook, Twitter, and Tumblr

3,803 [Facebook](#) likes

3,109 [Twitter](#) followers

9,485 [Tumblr](#) followers

1,000+ people reached with average post

BLOGS

8 [blogs](#)

448 new posts in FY2014

PRESS RELEASES

33 distributed to local, regional, and national media in FY2014

NEWS COVERAGE

168 mentions of HSP in print and electronic media

\$1,200 revenue from Memory Stream

2 front-page articles in the *Philadelphia Inquirer*

52 Memory Stream articles

Young Friends

The Young Friends of HSP is a group of young adults between the ages of 21 and 45 who share a common appreciation for history. The Young Friends also support HSP through fund raising for the Adopt-a-Collection program. Through a variety of social and educational events, the Young Friends make history engaging and relevant in today's world.

- The Young Friends hosted two events in the FY 2013–2014: the fall 2013 [“Mad Men” party](#) and summer 2014 WWII [Stage Door Canteen party](#)
- The Young Friends events raised \$2,530 for HSP’s [Adopt a Collection program](#), benefitting the Balch Institute of Ethnic Images in Advertising and the Hauck Family Papers
- HSP hosted its first Meet & Greet information session in summer 2014 for prospective members of the newly founded Young Friends Board
- The Young Friends of HSP teamed up with the Young Friends of the Philadelphia History Museum for their prospective summer 2014 events, forging a relationship based on kindred values and mission

Senior Director of the Library and Collections Lee Arnold discusses the printing of the Declaration of Independence with the Young Friends of HSP.





Adopt-A-Collection

HSP has many collections that require organization, improved descriptions, and preservation in order to ensure that they are properly cared for and accessible to researchers. Donors who adopt a collection in need receive special recognition on HSP's website and in the Sidelights Member Newsletter. If a Finding Aid is created for the collection, donors receive special recognition on its front page. HSP is grateful for all of its Adopt-a-Collection donors.

During FY 2014:

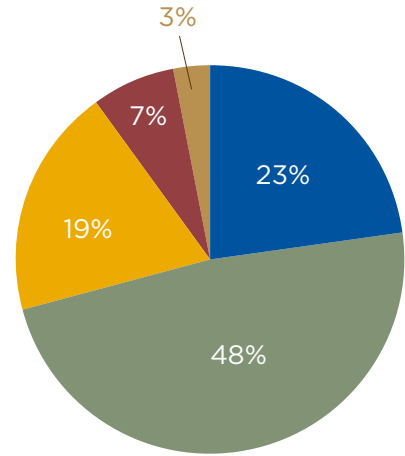
- 8 collections (totaling 12.5 linear feet) were adopted.
- \$15,707 was raised for Adopt-A-Collection.

A parade in Philadelphia
photographed by Elizabeth
Wurster, undated.

Adopted collections include:

- [Balch Institute Political Ephemera Collection](#)
- Valley Forge Manuscript Map, Part 1
- [World War I Posters](#)
- George F. Parry Family Volumes
- American Society of Testing Materials Collection
- Charles H. Sykes Papers
- [Grim-McFarland-Woodbridge Family History](#)
- Richard Peter Papers
- [E. Wurster Photograph Collection](#)
- Big Brothers Big Sisters of America Records
- Women's University Club Records
- Girls Club of Southeastern Pennsylvania Records
- [Pennsylvania Abolition Society Papers](#)
- Charles H. Sykes Papers
- [Asylum Company Papers, Nellie R. Bright Family Papers](#)
- Henry Charles Carey Papers
- French Benevolent Society Papers
- [Theatre of Living Arts, Balch Institute of Ethnic Images in Advertising](#)

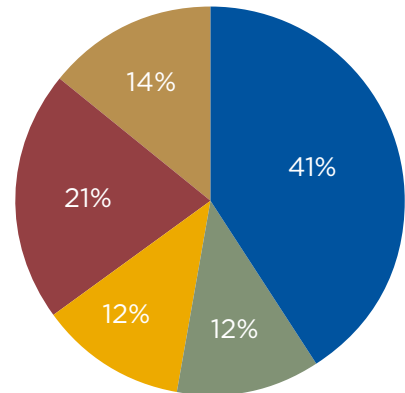
Revenue & Expenses



REVENUE

Income from investments	\$1,044,749
Contribution	\$2,217,521
Grants for special projects	\$899,400
Earned income	\$136,794
Membership	\$136,749

TOTAL \$4,629,990



EXPENSES

Library	\$1,370,522
Education and Special Projects	\$416,164
Development	\$397,231
Occupancy	\$706,499
Administrative	\$461,984

TOTAL \$3,352,400

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*As of November 10, 2014

Aerial photograph from the William Penn statue atop City Hall, 1937.

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