

Heritage Preservation in partnership with the Institute of Museum and Library Services.

With support from:

National Endowment for the Humanities
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Getty Foundation
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American Library Association
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Natural Science Collections Alliance
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Society for Historical Archaeology
Society for the Preservation of Natural History Collections
Society of American Archivists

Ex Officio

Library of Congress
National Archives and Records Administration
National Gallery of Art
National Historical Publications & Records Commission
Smithsonian Institution

Thank you for your interest in the Heritage Health Information 2014 (HHI 2014) survey. HHI 2014 is a critical next step to preserving our nation's treasured cultural heritage.

This fall, the HHI 2014 survey will invite more than 14,000 collecting institutions to participate. It is imperative that those who receive a survey complete it. A high response rate will allow us to more accurately assess the needs of our nation's collecting institutions, mark changes in preservation practices, and validate collections care success.

You can help us with this critical endeavor by sharing information about HHI 2014 and encouraging colleagues to complete the survey if their institution is selected.

The following packet has been gathered to help you do just that. In it you will find:

- *Snapshot:* Everything you need to know about HHI 2014 in as few sentences as possible.
- *Activities:* A list of suggested activities to help us build excitement for HHI 2014.
- *HHI 2014 Flyer*
- *Sample Story:* A sample newsletter or blog entry that can be tailored to your needs.
- *Impact:* The impact of that original groundbreaking report.

With your help and support, the HHI 2014 will once again prove to be a fundamental tool in the effort to preserve our shared heritage. We appreciate your assistance in building excitement for this project.

Sincerely,



Lawrence L. Reger
President

Heritage Health Information 2014 Snapshot

The quick guide on everything you need to know about Heritage Health Information 2014:

- WHO:** HHI 2014 is being conducted by Heritage Preservation in partnership with the Institute of Museum and Library Services, with additional support from that National Endowment for Humanities, National Endowment for the Arts, and numerous foundations. A group of outstanding allied partners are also involved.
- WHAT:** HHI 2014 is a national survey on the condition of collections held by archives, libraries, historical societies, museums, scientific research collections, and archaeological repositories. The survey includes questions ranging in topics from the care of digital material to staffing. It will take selected institutions an estimated one to three hours to complete and submit.
- WHEN:** The survey is scheduled for distribution in early fall 2014 and a report detailing the findings will be released in the first quarter of 2015. We will notify participants of the deadline to submit the survey. You may also visit heritagepreservation.org for this information.
- WHERE:** More than 14,000 collecting institutions will be asked to complete the HHI 2014 survey. These institutions represent both small and large organizations; scientific and historic organizations; and artistic and archeological organizations across the nation.
- WHY:** According to the Heritage Health Index, conducted in 2004, collecting institutions across the U.S. are responsible for the care and well being of more than 4.8 billion artifacts that make up our nation's shared cultural heritage. To better care for these objects it is imperative that we know the current condition of those objects and the preservation practices of the institutions tasked with their care. HHI 2014 will inspire and guide the more than 55,000 cultural institutions in the U.S. as well as private and public funding initiatives.
- 2004 VS. 2014:** If you remember the first survey conducted in 2004, you'll notice some subtle differences between it and this 2014 version. For starters, the name was adjusted from Heritage Health Index to Heritage Health Information. This was to meet specific requirements of federally-sponsored research and to be more transparent about what HHI 2014 hopes to accomplish.

While comparable data will be collected, some questions on the survey may have been revised slightly and a brand new section on digital collections has been added.

Suggested Activities to Help Promote the Heritage Health Information 2014

Help us build excitement for the upcoming Heritage Health Information 2014 Survey. Below are some ideas on how you can help us promote HHI 2014, but please feel free to create your own initiatives.

- Use social media to share facts from 2004 (see <http://www.heritagepreservation.org/HHI/data.html>). Tag your posts #HHI so we can track activity.
- Print and share copies of the HHI 2014 flyer at conferences, meetings, and workshops. Copies are also available upon request.
- Use the draft HHI 2014 story (see *Sample Story*) in your organization's next newsletter and encourage other local cultural institutions do the same.
- Follow Heritage Preservation on Twitter (@heritagepresdc) and Facebook (/heritagepreservation) for the latest news on HHI 2014. Or contact Jenny Arena (jarena@heritagepreservation.org) to be added to our HHI 2014 email list.
- Use the 2004 stories of impact (see *HHI Impact*) as a catalyst to talk about the importance of the survey.
- Talk to your staff and colleagues about HHI 2014 and how the final report will impact the field.
- Know of an organization that was asked to complete the HHI 2014 survey? Reach out to them and encourage them to complete the survey.
- And, most importantly, complete the survey if your institution is selected.

Need photos or logos for HHI 2014? Visit: www.heritagepreservation.org/hhi for material that may be used on blog posts, newsletters, or social media. Have other suggestions? Don't hesitate to share! You can email ideas and information to jarena@heritagepreservation.org or message us via Twitter or Facebook.

The Heritage Health Information is the **only** comprehensive survey

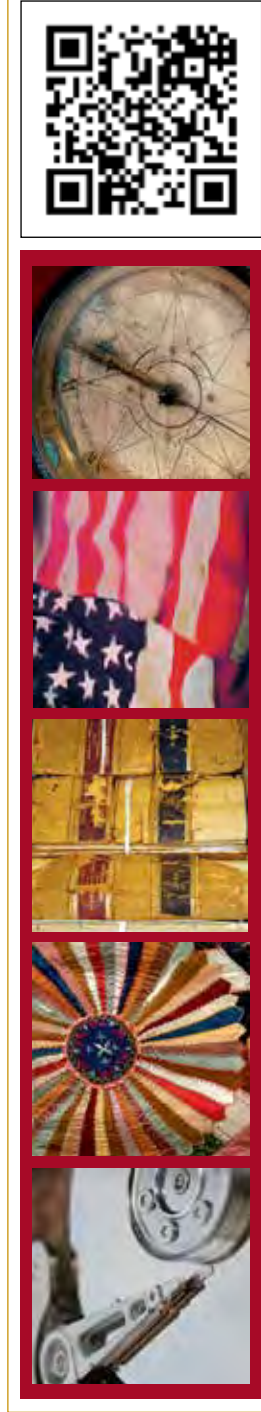
to collect data on the **condition and preservation needs** of our nation's collections. Heritage Preservation, in partnership with the Institute of Museum and Library Services, is pleased to announce this new study as follow up to the success of the **Heritage Health Index 2004**.

You can help us with this key endeavor by sharing information about **HHI 2014** with colleagues and encouraging them to participate in data collection this fall.

HHI 2014 will inspire and inform the nation's more than **55,000**

archives, historical societies, libraries, museums, scientific research collections, and archaeological repositories.

Heritage Health Information 2014 will measure progress, assess current needs, and validate success. The survey will place new emphasis on the preservation of digital collections and provide comparable data to 2004. HHI 2014 will identify the next critical steps in preserving America's collections.



Heritage Preservation

The National Institute for Conservation



The first HHI survey was released in 2004. At the ten-year anniversary of that watershed survey, **Heritage Preservation** has partnered again with **IMLS**, with support from the **National Endowment for the Humanities** and the **National Endowment for the Arts**, to conduct HHI 2014. The survey is expected to be released in fall 2014. For more information, visit: www.heritagepreservation.org/hhi.

With additional support from The Getty Foundation, Bay and Paul Foundations, Kress Foundation, and Peck Stecpool Foundation.

Sample Story

Heritage Preservation has partnered with the Institute of Museum and Library Services (IMLS), the National Endowment for the Humanities, and the National Endowment for the Arts, together with support from foundations, to assess the current state of cultural heritage collections and recommend next steps in preservation practices. The Heritage Health Information 2014 (HHI 2014), a national collections care survey, is the critical follow up to the Heritage Health Index conducted a decade ago.

HHI 2014 will build upon the success of the 2004 report and will provide the field with the information necessary to make preserving our nation's heritage a top priority. The survey will also provide an opportunity to measure progress in the field over the last ten years through collecting comparable data—with a new emphasis on digital collections.

In September of this year, Heritage Preservation is expected to release the HHI 2014 survey to a wide sample of libraries, museums, archives, historical societies, and other collecting institutions. Organizations within the field can assist in this important endeavor by sharing information about HHI and encouraging colleagues to complete the survey this fall, if selected. The information revealed by this study will inform and inspire the more than 55,000 museums, libraries, archives, historical societies, scientific research collections, and archeological repositories that hold in trust our collective heritage.

The first survey, conducted in 2004, and subsequent report, *A Public Trust at Risk: The Heritage Health Index Report on the State of America's Collections*, shed light on the condition of the more than 4.8 billion artifacts held by more than 30,000 U.S. collecting institutions. The report discovered that immediate action was needed to prevent the loss of nearly 190 million artifacts and gained widespread attention from the media, local and state decision-makers, and community funders. The report was the catalyst for extensive new funding in preservation including the IMLS initiative *Connecting to Collections*.

[Consider inserting information that directly pertains to your region or institution. Facts from the first HHI, based on type of collecting institution and specific preservation needs, can be found here:
<http://www.heritagepreservation.org/HHI/data.html>)

Those interested can learn more about HHI 2014 on the Heritage Preservation website (<http://www.heritagepreservation.org/HHI/>) or by contacting the director of HHI 2014, Lesley Langa at llanga@heritagepreservation.org or (202) 233-0800.

Impact of the Heritage Health Index 2004

The results of the Heritage Health Index 2004 were announced in 2005 and received widespread media attention including articles in the New York Times, Associated Press, and more than 200 newspapers, television, and radio stations. The final report, *A Public Trust at Risk: The Heritage Health Index Report on the State of America's Collections* (free for download: <http://www.heritagepreservation.org/HHI/summary.html>), served as a highly successful fundraising tool for hundreds of collecting institutions across the United States. The following are just highlights of the impact made by the first Heritage Health Index.

- HHI findings lead IMLS to launch *Connecting to Collections* (C2C), a multi-year, multi-faceted national initiative to raise public awareness and inspire action. C2C continues to be the most extensive program ever to promote improved conservation and care of collections. Since it began seven years ago, this effort has resulted in an investment of more than \$6 million on collections care nationally.
- The C2C initiative was responsible for the establishment of the C2C Online Community in 2011, and C2C Statewide Planning Grants to all fifty states to foster effective partnerships among libraries, museums, and archives and to encourage states to work collaboratively to address recommendations of HHI.
- A preservation librarian shared *A Public Trust at Risk* with university administrators and it was used in their capital campaign efforts. The librarian reported, “It has been a very effective tool in illustrating the preservation needs of our collections to those outside the preservation, and even the library, world.”
- HHI data motivated the Visual Materials and Preservation Sections of the Society of American Archivists to develop guidelines for “trusted preservation repositories.”
- *A Public Trust at Risk* was included in a presentation to the New Mexico State Legislature that resulted in a commitment of \$303,000 toward the acquisition of a building for the Tularosa Basin Historical Society. They reported, “The booklets you sent helped us tremendously in convincing the legislators that we were deserving of some of these extra funds. It put our need in a broader context that caught their attention.”
- *A Public Trust at Risk* helped reinforce the request by Harvard University’s Museum of Comparative Zoology for 31,000 square feet of environmentally controlled storage space within a new building.

- In July 2007, the American Association of Museums approved standards for U.S. museums regarding facilities and risk management, responding to the destructive hurricane season of 2006 and the Heritage Health Index findings on the lack of emergency preparedness at collecting institutions. *National Standards & Best Practices for U.S. Museums*, published by the American Association of Museums in 2008, also emphasized findings from the Heritage Health Index.
- The Rochester Institute of Technology's Image Permanence Institute received IMLS funding to develop a Web-based environmental risk analysis tool to address key findings in the Heritage Health Index about environmental controls for collections.
- Based on Heritage Health Index data on needs for disaster preparedness and staff training, the Western States and Territories Preservation Assistance Service (WESTPAS) developed a disaster preparedness and response curriculum that has been taught in regional workshops to maximize participation.
- The Henry Luce Foundation announced in 2007 the creation of a one-year conservation initiative for American Art collections in U.S. museums based on the results of the Heritage Health Index. When the demand for this funding was higher than expected, the foundation increased it by another \$500,000. Forty-eight grants, totaling \$1.75 million, were awarded. The initiative report stated, "The Heritage Health Index report has been a catalyst, particularly for art repositories, and has provided incentive for local conservation fundraising drives." Furthermore, the report concluded, "The field's vigorous response to the Luce Foundation's request for proposals to the conservation initiative clearly indicates that the need for conservation treatment funds cannot be overstated. Even at 'major' institutions with annual operating budgets of \$100 million, conservation appears to be underfunded, with insufficient allocations for both treatment and staffing common in most institutions."
- In response to receiving a copy of *A Public Trust at Risk*, the Cleveland Foundation wrote to express their appreciation for Heritage Preservation and IMLS bringing attention to preservation and to indicate the institution's willingness to consider preservation projects in the Northeast Ohio region.

Our hope is that the Heritage Health Information survey will have as great, if not greater, impact on the cultural field.