

Transformative Stories: Year of Gender and Justice



Join us for events
and displays
with our campus
partners.



Transformative Stories: Year of Gender & Justice

Year in Review

Prepared by Caitlin Burgess, Advancement Officer (Events)

May 2, 2024

Website: <https://library.mcmaster.ca/year-gender>

Summary

In 2018, we celebrated the 50th anniversary of the acquisition of the Bertrand Russell Archives, working together with our partners in the Faculty of Humanities to host a year-long program of events and communications highlighting the renowned peace advocate and his archives.

In 2019, we celebrated the Year of STEM, increasing the visibility of STEM related Library holdings and collections, and highlighting Library expertise in areas related to STEM.

In the 2023-2024 academic year, we focused our efforts on *Transformative Stories: Year of Gender & Justice*, highlighting the Library's gender and justice focused collections, resources, and expertise in order to highlight our unique collections, engage new partners and audiences, and reinforce the Library's critical role in the teaching and research mission of the university in the area of gender and justice.

Strategic Goals

Goal: Increased visibility of gender and justice related Library holdings with the goal of building the reputation for our collections among campus and community audiences

Strategy: We will host 1-2 key events and generate a range of communications content that will feature maps and/or archives that illustrate a strong connection to our theme *Transformative Stories: Year of Gender & Justice*.

Goal: Highlight Library expertise in areas related to gender and justice, connecting the Library to the University's core research, teaching, and learning missions.

Strategy: This year of events will feature lectures or other activities presented by our esteemed colleagues and subject matter experts – Librarians, Archivists, Map Specialists, etc.

Goal: Create opportunities to connect with the Faculty of Humanities and the Gender & Social Justice program, to build relationships and a foundation for future cross-campus collaboration.

Strategy: We will invite individuals from other units on campus to join our planning committee, in order to co-develop events that highlight the Library's gender and justice related collections and spaces and feature/support programming or activities identified by our partners.

Goal: Create opportunities to engage new and existing donors to the Library.

Strategy: Leverage new programming and events centered on gender and justice related collections to attract new (and existing) donors to the Library. Feature gender and justice focused stories in donor communications including the Library Newsletter.

Planning Committee

McMaster University Library

- Vivian Lewis, University Librarian
- Tina Depko, Manager, Communications
- Caitlin Burgess, Advancement Officer (Events)
- Gillian Dunks, Archives Arrangement and Description Librarian
- Paige Maylott, Library Accessibility Assistant

Faculty of Humanities

- Catherine Anderson, Director, Department of Gender & Social Justice
- Sophie Goellnicht, Academic Department Manager, Department of Gender & Social Justice
- Sara Laux, Manager, Communications

Department Of History

- Karen Balcom, Associate Professor of History/Gender & Social Justice

Communication Studies and Media Arts

- Christine Quail, Associate Professor

McMaster Museum of Art

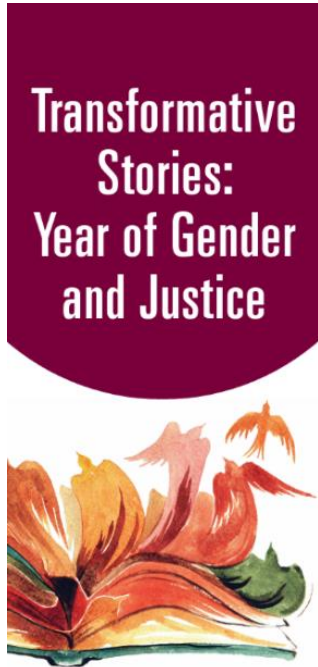
- Teresa Gregorio, Education Officer

Health Sciences Library

- Jackson Charbonneau, Library and Archives Technician


Promotions and Communications

Banner installation on the side of Mills Library



**Transformative
Stories:
Year of Gender
and Justice**

Join us for events and
displays with our
campus partners.

McMaster
University  Library



Library screens & social media campaign

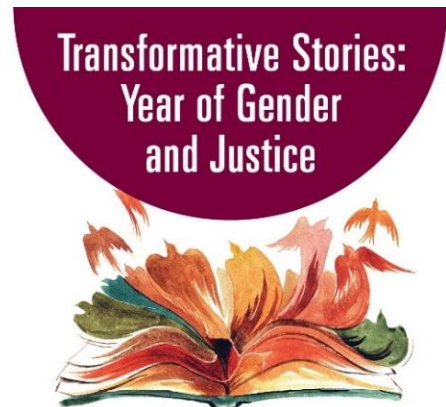


**Transformative
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library.mcmaster.ca/year-gender Library | McMaster
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**Transformative Stories:
Year of Gender
and Justice**

McMaster
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Webpage

<https://library.mcmaster.ca/year-gender>



Home - McMaster University Library Presents Transformative Stories: Year of Gender and Justice

McMaster University Library presents Transformative Stories: Year of Gender and Justice

McMaster University Library, in collaboration with campus and community partners, is presenting series of events, collections, resources, and exhibits focused on gender and justice. From the Mabel Pugh Taylor Writer in Residence launch to a series of online Archives Alive presentations, there is a vast array of free programming available to the community.

Transformative Stories: Year of Gender and Justice runs from fall 2023 through summer 2024. The series comes from McMaster University Library in partnership with the Department of Communication Studies and Media Arts, Department of English and Cultural Studies, Department of History, Faculty of Humanities, Gender and Social Justice Program, Hamilton Public Library, Health Sciences Library, McMaster Children and Youth University, and McMaster Museum of Art.

McMaster University Library regularly presents "Year of" programming to collaborate with campus partners, as well as to highlight the library's vital role in supporting the research, teaching, and learning mission of the university. *Transformative Stories: Year of Gender and Justice* follows past years of programming, including *Celebrating 50 Years: The Bertrand Russell Archives* in 2018 and *Celebrating STEM* in 2019.

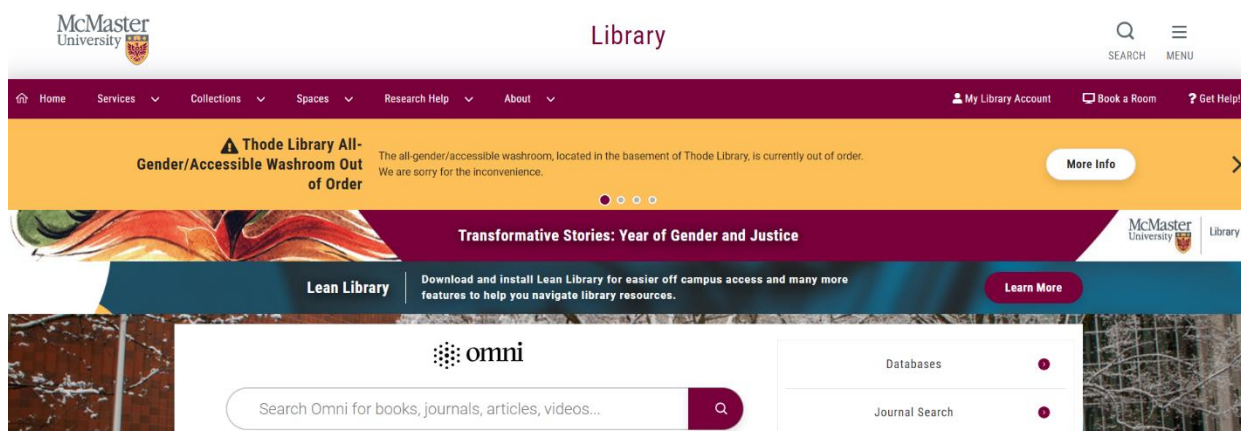
Please check this website regularly for events updates. Stay connected by following our [McMaster University Library Twitter](#) and [McMaster University Library Instagram](#) accounts

News | **Upcoming Events** | Past Events

Upcoming Events

- There's Something in the Water:**
A Documentary Screening and Panel Event about Environmental Racism
- Math in Drag**
Book Tour at Mac!
- The Book of David**
Book Tour at Mac!

Banner on Library homepage



Events & Displays

September 12, 2023	<u>Writer in Residence Welcome Reception with Jaclyn Desforges</u>
September 21, 2023	<u>Introducing Digital Scholarship: Podcasting, Born-Digital Publishing, and Social Media Research</u>
September 21, 2023	<u>Drag Story Time with Unita Assk at Take Back The Night</u>
September 26, 2023	<u>Introducing Digital Scholarship: Interactive and Digital Storytelling, Digital Exhibits, and Community Archiving</u>
September 26, 2023	<u>In Conversation with Paige Maylott</u>
October 2023 – April 2024	<u>Featured Collection: Year of Gender and Social Justice</u>
Month of October 2023	<u>Book Display – Women's History Month: Celebrating Women and Girls (Month of October)</u>
October 4, 2023	<u>Pride Mixer & Book Launch</u>
October 5, 2023	<u>"Wherein She Plainly Shews:" Women of the Printing Trades in the Hand-Press Era (In-person showcase and curators' talk)</u>
October 17, 2023	<u>Writing While Exhausted: Creative Writing Strategies for Caregivers</u>
October 19, 2023	<u>MCYU Reimagining Childhood Series – Born This Way: Unraveling Gender Identity in Youth (Virtual Event)</u>
October to December 2023	<u>"Vital Frames" A Graphic Healthcare Display (October to December)</u>
November 2023-April 2024	<u>Exhibit Display – "Wherein She Plainly Shews:" Women of the Printing Trades in the Hand-Press Era</u>
November 3, 2023	<u>Gender, Art, and Expression</u>
November 7, 2023	<u>Archives Alive – "Wherein She Plainly Shews:" Women of the Printing Trades in the Hand-Press Era (Virtual Event)</u>
November 17, 2023	<u>50th Anniversary of <i>Halfbreed</i> – Maria Campbell & Friends Event</u>
February 12, 2024	<u>Drag Story Time for Grown-Ups starring Unita Assk!</u>
February 19-25, 2024	<u>Book Display – Does This Make You Uncomfortable? Good: Celebrating Social Justice in Banned and Challenged Books</u>
March 5, 2024	<u>"Inking Identities with Comics" Panel</u>
March 7, 2024	<u>Archives Alive – Kwaskastahsowin ("put things to right"): Conciliation in the McClelland & Stewart and E. Pauline Johnson Collections</u>
March 8-April 30, 2024	<u>Virtual Exhibit – In Her Hands: A Century of Women Shaping Healthcare in Hamilton</u>
March 21, 2024	<u>There's Something in the Water: A Documentary Screening and Panel Event About Environmental Racism</u>
March 21-22, 2024	<u>Community Data Toolkits Workshop</u>
March – April 2024	<u>Lucy Russell Fonds</u>
March 26, 2024	<u><i>Math in Drag</i> Book Tour at Mac</u>
April 11, 2024	<u>Writer in Residence Finale with Jaclyn Desforges</u>
April 18, 2024	<u>Pauline Johnson and Her Archive: A Conversation with Dr. Rick Monture</u>

Articles

- August 23, 2023 [Meet Jaclyn Desforges, 2023-24 Mabel Pugh Taylor Writer in Residence](#)
Library News: 72 shares
- September 5, 2023 [McMaster University Library launches year of events and displays focused on gender and justice](#)
Library News: 2 shares
Daily News: 1 share
- September 6, 2023 [McMaster writer publishes powerful memoir](#)
Library News: 57 shares
Daily News: 85 shares
- September 11, 2023 [New library exhibition reveals hidden history of women of the printing trades](#)
Library News: 12 shares
- November 16, 2023 [Maria Campbell reflects on 50th anniversary of "Halfbreed" ahead of McMaster event](#)
Library News: 0 shares
Daily News: 53 shares
- November 21, 2023 [Digital exhibit honours late Margaret Lyons' 100th birthday](#)
Library News: 22 shares
Daily News: 17 shares
- December 22, 2023 [Watch: Archives Alive talk calls attention to history of women printers](#)
Library News: 2 shares
- March 4, 2024 ["Put things to right": Q&A with Archives Alive presenter Alix Shield](#)
Library News: 9 shares
- April 12, 2024 ["I'm really proud of what I've accomplished": Reflections from the 2024 Mabel Pugh Taylor Writer in Residence](#)
Library News: 0 shares
Daily News: 14 shares
- April 16, 2024 [Curator Q&A: Reframing the life of Lucy Catherine Russell](#)
Library News: 13 shares
Daily News: 11 shares

Social Media

Instagram Reels

- Total reels = 5
- Total views = 17,092
- Total likes = 437
- Total shares = 63

Top Reel: Drag Story Time

- Views = 4,892
- Likes = 145
- Shares = 37



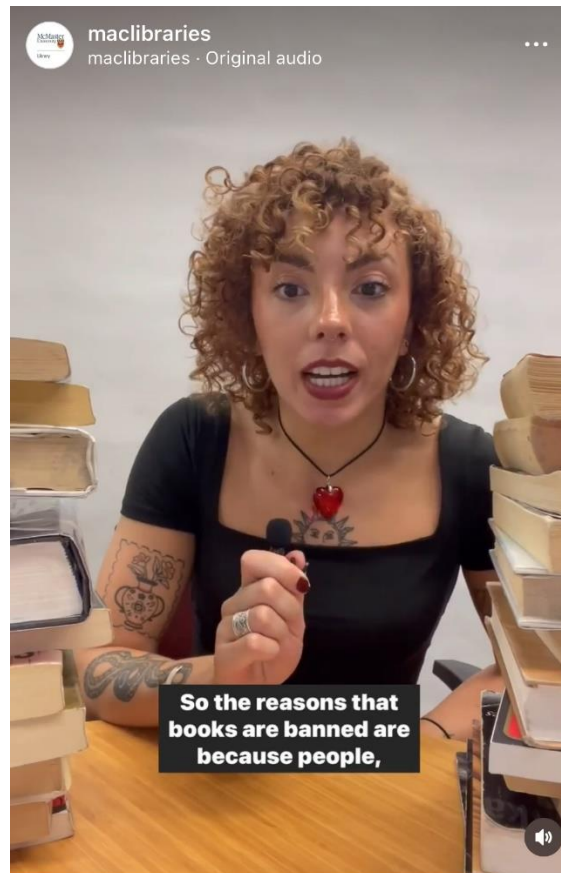
Liked by mcmasteru and 145 others
maclibraries Today's Drag Story Time for Grown-Ups for Freedom to Read Week starring the fabulous Unita Assk and host Crystal Mark was... more

View 1 comment

February 12

Top Reel: Banned Books

- Views = 5,024
- Likes = 170
- Shares = 11



Liked by maccampusstore and 169 others
maclibraries Have you heard of book banning? Alyssa, fourth-year English and cultural studies student and library ambassador, is here to tell you about the controversial practice while sharing some of the banned books available at our libraries. 📖

View all 3 comments

November 1, 2023

Instagram stories

- Total stories = 51
- Total reach = 20,534

Top Story: Drag Story Time event promo

- Reach = 769



Top Story: Unita Askk Take Back the Night promo

- Reach = 692



Top Story: Paige Maylott event promo

- Reach = 628



Instagram Posts

- Total posts = 6
- Total likes = 398
- Total shares = 10

Top Post: Banner on Mills Library

- Likes = 155
- Shares = 3



Top Post: Writer in Residence announcement

- Likes = 76
- Shares = 3



Twitter Posts

- Total posts = 32
- Total retweets = 80
- Total likes = 118
- Total reach = 20,362

Top Post: Archives Alive Event Promo

- Retweets = 3
- Likes = 4
- Reach = 2,205



Top Post: Writer in Residence Workshop Promo

- Retweets = 4
- Likes = 9
- Reach = 2,162



Top Post: Writer in Residence Announcement

- Retweets = 7
- Likes = 8
- Reach = 1,916



Top Post: Writer in Residence Workshop Promo

- Retweets = 4
- Likes = 2
- Reach = 1,537



Top Post: Year of Gender and Justice Announcement

- Retweets = 5
- Likes = 12
- Reach = 1,210



Debrief

Successes

- Having a cohesive brand/look for the theme
- Having a dedicated webpage with a list of current events, past events, and articles
- Having LLG buy-in encouraged many library employees to participate
- More events and displays (27) than past “year ofs” (7-9 in past years)

Considerations for Future

- Start the planning process earlier and find key partners that are enthusiastic to participate
- Create a graphics kit and an icon/stamp that participating external departments can put on their event promotions, to create a more cohesive brand
- Make sure that the Year of pull-up banner is at each in-person event, and provide groups with a blurb about the Year of to read at the beginning or end of each event
- The banner on the side of Mills Library is a major cost to put up and take down, and is not recyclable, so other signage options could be considered