QR Codes @ GW

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How it began

- Foggy Bottom 100 Campus Centennial celebration

Woodhull House, 1912
About the project

- QR codes on 10 historic buildings around campus
About the project

QR codes link to mobile sites with multimedia info

Home page: Explains the project

Welcome to the GW Historic Walking Tour! By scanning the Quick Response (QR) codes at each location using your smartphone and a QR code reader, you can access historical building information and photos of each site. You can also view any stop on the tour or a map of all tour locations by clicking on the links below.

GW Historic Walking Tour Map

Fulbright Hall (2223 H St.)
Lisner Auditorium (720 21st St.)
About the project

Read more about the site

Woodhull House, 1912 by Special Collections Research Center GW (↑)

Woodhull House was built in the late 1850s by Commander Maxwell Woodhull. It was later occupied by his son, Brigadier Maxwell Van Zandt Woodhull, who bequeathed it to the University at his death in 1921. It is one of the University’s most outstanding examples of mid-nineteenth century architecture.
About the project

Google Map of all sites

Site selected on Google Map
Creating content: Repurpose and Condense

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**Woodhull House**

**Building**

Title: Woodhull House

Address: 2033 G Street, NW

Square and lot, bordering streets: Square 102, lots 24 & 25 (G St., 20th St., 21st Strees)

Architect: Unknown

Date of construction: 1855

Original owner: Maxwell Woodhull

Architectural Description: The two-story brick Italianate mansion commands the northeast corner lot at the intersection of 20th and G Streets, and is noted for its irregular plan, flat roof and projecting cornice. It is uncertain that the architect of this house is, unknown because the sophisticated treatment of the masonry and decorative elements is by the experienced hand. The primary facade, on G Street, is arranged in an picturesque composition with a slightly projecting central bay. This bay holds the entrance which recesses behind a stone arch supported by Grecian columns and capitals, while on either sides are projecting square gable windows on an axis level of the first floor. The second Street facade is simpler, but it, too, has a round projecting bay and a wooden veranda. The first floor two-light square sash windows are under round arches, while the sash windows on the second floor are four-over-two double-hung sash.

**Historic Designation:** DC Landmarks, 11/18/87

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**Woodhull House**

2033 G STREET, NW  BUILT 1855

Built by Maxwell Woodhull in 1855, 2033 G Street was donated to the University in 1921 by his son General Maxwell Van Zandt Woodhull, a University trustee and benefactor. Woodhull was instrumental in the University's decision to move its campus to G Street, and his bequest of the house commemorates the relocation of George Washington University from downtown Washington to Foggy Bottom.

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**Creating content: Repurpose and Condense vs.**

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Launch event

- **History Hunt**
  - Raise awareness of Historic Walking Tour
  - Get people using the QR codes
  - Another component of the Foggy Bottom 100 celebration
Budget, shmudget

- Library partners
  - Me (Project Manager)
  - Reference Specialist (photo research, text editing)
  - Web Developer (built mobile site)
  - Exhibits Developer (made mobile site pretty, made decals)

- Campus partners
  - Campus Planning (advised on building selection)
  - Facilities (decal placement)
  - External Relations (planned and paid for History Hunt, paid for decal printing and installation)
  - Foggy Bottom 100 Planning Committee (bestowed legitimacy)
Assessment and Next Steps

- Mobile pages were viewed 1,214 times by 184 unique visitors from February 2012 – March 2013
- Average visit is 5:45, average visitor views 4 pages, spends almost 2 minutes on each
- Usage spikes around history hunt, campus visits
- Ongoing maintenance is necessary
- Hope to add more sites and A/V content
Tips for your QR code project

- Build project into your annual work plan/goals
- Partner, partner, partner, but don’t lose control of the process
- Repurpose content where appropriate, tailor to mobile
- Make it good: multiple content formats
- See it as a long term project
Thank you!

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