Building a Successful (and Flexible) Partnership with UMD’s Gymkana Troupe

**Collaboration Timeline:**

**August 2015 –**
- Gymkana Assistant Director Ben Prescott contacts UMD Archives about **digitization fundraising**
- Archives staff gathers initial quotes for digitization of photos and slides (approx. 20,000+)

**November 2015 –**
- Participated in Gymkana’s LaunchUMD application video
- Submitted project proposal to the Digitization Initiatives Committee (DIC)

**January 2016 –**
- Began prep work for Gymkana exhibit in McKeldin
- Meeting with Ben Prescott about the **troupe’s vision** for the final product: website, access to photos and video, troupe history

**February 2016 –**
- “**Timeless Traditions: Celebrating 70 Years of Gymkana**” opens in McKeldin Library
- Gymkana’s LaunchUMD campaign begins
- Troupers begin assisting with **metadata creation** for photos and slides

**March 2016 –**
- **LaunchUMD** campaign raises $26,050 towards digitization and preservation of Gymkana audio-visual materials

**May 2016 –**
- Gymkana transfers **70 VHS and DVD recordings** of home show performances spanning from 1970-2015 to the archives

**Next Steps:**

- Prep videos and DVDs to be digitized by vendor in September 2016
- Continue photo identification and metadata creation for the photos and slides – with help from Gymkana troupers
- Select photographic materials for digitization
- Send photos and slides to vendor in Spring 2017
- Find method of allowing for crowdsourced photo identification of digitized materials by Gymkana alumni across the world

**Facts about Gymkana:**

- Founded in 1946 – one of the oldest continuously-running student groups on campus
- Committed to drug-free lifestyles since 1985
- Runs a summer camps for kids ages 5-16
- “America’s Got Talent” semi-finalists in 2011
- Performs in front of 20,000+ people each season

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