

Building a Successful (and Flexible) Partnership

Collaboration Timeline: with UMD's Gymkana Troupe

Facts about Gymkana:

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



- 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

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

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

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