

ORGANIZATIONAL PROFILE

Koniag, Inc. is one of 13 regional Alaska Native corporations established by Congress under the Alaska Native Claims Settlement Act (ANCSA) to settle aboriginal land claims. ANCSA conveyed land and capital to thirteen Alaska Native corporations each representing a region of the state. We represent the Alutiiq/Sugpiaq people with ties to Kodiak Archipelago communities. Incorporated on June 23, 1972, more than 4,400 Alaska Native shareholders own Koniag. We also serve thousands of shareholder descendants. Today, about half of these people live in Alaska—most in seven Kodiak Island communities and the City of Anchorage. Others live all over the world.

Koniag's headquarters are in Kodiak, Alaska with operations in business sectors and markets around the country. The corporation's primary interests include real estate, operating companies, and securities. A board of directors elected by Koniag shareholders sets overall business direction, establishes policies, and selects a president. At present, nine directors serve at-large, representing all our tribes.

The Koniag board re-ratified its corporate mission, vision, and values at a regular board meeting in 2018. These items are not part of a larger document, but they are published on our website (<https://www.koniag.com/about-us/our-values/>). Our corporate mission is: "Koniag achieves financial growth, honors our culture, protects our lands, advocates for our communities, and makes a meaningful impact on our Koniag family." This mission is supported by the vision, *Sugpiat, Angliyukut*—Real People, Real Growth, and six culturally inspired values—Planning for the Long-Term, Honoring our Heritage and Culture, Embracing Diversity, Being Open and Honest, Having Pride in Our Work, and Sharing the Catch.

Koniag's commitment to honoring Alutiiq culture, codified in its guiding principles, has led to a close relationship with the Alutiiq Museum and Archaeological Repository (AMAR). This non-profit, cultural center in the City of Kodiak preserves and shares the heritage and living culture of the Alutiiq people. In addition to acting as an educational center and repository, AMAR owns and administers our tribal library—the Koniag Cultural Library. AMAR is Koniag's partner in the proposed *Liigwik*—Learning Place project, and effort to improve library access and use (Support Doc. 1). Now in its twenty-ninth year of operations, this tribally governed organization is a source of great community pride. AMAR cares for large objects and library collections and serves thousands of visitors with innovative programs, exhibits, and resources about the Alutiiq world. The museum's many awards include the Museum Institutional Excellence award from the Alliance of Tribal Archives, Libraries, and Museums (2016) and the National Award for Museum Service from IMLS (2000). In 2011, AMAR became the second tribal museum in the United States to earn accreditation from the American Alliance of Museums. In 2015, the State of Alaska certified AMAR as a cultural and natural history repository.

Koniag helped to establish AMAR and has two seats on its board of directors. At present, one of Koniag's representatives serves as the Board Vice Chair. The corporation contributes annually to AMAR operations and gives regularly to support special projects. In 2021, Koniag, Inc. led efforts to secure facilities for AMAR. The corporation purchased the second floor and basement of the Alutiiq Center Building, AMAR's home, and immediately donated these facilities to AMAR. This supported the critical renovation and expansion currently underway at AMAR, a project that is allowing the Koniag Cultural Library to be re-housed in a more accessible space.

Koniag's support of cultural education and heritage preservation has received statewide recognition. In 2009, Alaska Governor Sean Parnell honored Koniag with a Business Leadership in the Arts award. In 2020, Museums Alaska, the statewide professional organization, recognized the corporation with its Museum Champion Award. In 2021, Koniag received a special award from the Alaska Chapter of Fundraising Professionals for its support of community-giving initiatives and AMAR.

NARRATIVE

Project Justification

Statement of Need: Every year our tribal cultural center, the Alutiiq Museum & Archaeological Repository (AMAR), receives hundreds of requests for information. In 2023, there were more than 300. Almost daily, people reach out with questions about Alutiiq vocabulary and spellings, in search of historic images, for assistance with genealogy projects, for help identifying ancestral objects, and with a great variety of cultural questions. An Alutiiq cultural renaissance is underway in Kodiak and the demand for cultural information is high. Knowledgeable staff members field these requests, often consulting and sharing resources from the Koniag Cultural Library (KCL) or inviting patrons to visit the library.

The KCL is a special collection of print and archival materials that document the Alutiiq world. AMAR owns and administers the library for Koniag, the Alaska Native Corporation for the Kodiak region. A library policy adopted by the Alutiiq Heritage Foundation, AMAR and the KCL's governing body, directs library practices. A professional curator, Amanda Lancaster, MA, cares for the library and tracks its contents with a Collective Access database built especially for the collection with IMLS funding. At present, the library contains over 3,800 pieces of printed material (books, journals, etc.), 208 audio-visual items, 2.4 linear feet of vertical files (reprints, grey literature), and 11,000 photographs.

For the past five years, the KCL has been housed in an 867sf room in the basement of the Alutiiq Center—the museum's home. This location provided a space for the collection, but it was hard to access, modestly furnished, and cramped. Patrons had to make appointments to use the collection so that a staff member could guide them to the basement and unlock the library. A single worktable and a computer station were the only visitor amenities, and most of the library's shelves were overfilled due to an unexpected, major bequest from a local scholar. Not surprisingly, the library received few in-person visitors. The most common users were researchers visiting AMAR to study museum collections. Patrons expressed frustration with the need to make an appointment. Those who visited found the space uninviting and hard to use. As a result, staff members often had to pull information for patrons to provide access to the remarkable collection.

The cramped, overflowing condition of the library was emblematic of AMAR's larger space needs. After 25 years of service, AMAR had outgrown its leased facilities in the Alutiiq Center—quadrupling its staff, doubling its collections, and developing a significant library. In 2019, the museum conducted a survey to identify community needs. More than 500 people responded, including 360 members of the region's ten tribes. They expressed a need for more public space to learn about Alutiiq heritage, participate in cultural activities, and gather for celebrations. AMAR's audience wants to learn, teach, create, and share in spaces surrounded by cultural materials. Forty-five percent of respondents noted that a better library space, with computers, would be a valuable addition to the renovation.

Since 2019, AMAR has secured ownership of the Alutiiq Center, worked with architects to design a building expansion and renovation, and raised over \$13,000,000 for construction. Construction began in the fall of 2023 and is expected to be complete by November 2024. Renovation plans are focused on creating the public spaces desired by survey respondents. This includes moving the KCL to a 1040sf suite of rooms on the second floor of the Alutiiq Center. Here the collection can be better housed, more easily accessed, and showcased with programming to help meet community demand for cultural information.

To support AMAR's efforts to rehome the KCL collection and promote its use, Koniag proposes the *Liigwik*—Learning Place project. This two-year effort will transform the KCL from a cramped storeroom to a learning center with public hours, ample shelving, and comfortable workspaces. With IMLS funding, AMAR will outfit the library with quality furniture, move the collection into it, develop and share use procedures, and promote the availability of the library to the public. As the KCL has not been well used, AMAR will circulate a community survey to ask potential patrons about their needs and interests. Staff

members know there is a great demand for cultural information, and requests for information demonstrate a particular interest in family history resources (e.g., photos, census documents, family trees). However, AMAR needs additional insight to further develop the library collection and create programming. From the survey results, staff members will design six events to showcase library holdings and connect patrons to them. These events will act as prototypes—tests to further investigate community interests and experiment with program delivery. Each will be carefully evaluated to consider future directions for KCL outreach. AMAR learned this approach to program development as a participant in New Pathways Alaska—a two-year, statewide, arts innovation cohort sponsored by Rasmuson Foundation and led by EMCarts. It has proven effective.

Importantly, the *Liigwik* project is closely tied to AMAR’s strategic plan (Support Doc. 2). Developed in 2022 by board, staff, partners, and community members, this plan outlines four major directions for strengthening operations. *Liigwik* addresses two of them. Direction 1 calls for AMAR to advance cultural stewardship by connecting audiences of all ages and heritages with the Alutiiq world. Improving the accessibility of the KCL’s Alutiiq heritage-focused collections and encouraging their use through promotion and programming will encourage cultural learning. The project will promote the use of valuable heritage resources. Direction 3 calls for AMAR to operate a world-class museum through professional excellence. Creating an accessible, well-furnished, and thoughtfully administered space to care for and share the KCL collection is a foundational step in operating a professional library. Moreover, transforming the KCL into a learning center will make better use of the library collection. It will improve the collection’s ability to support cultural education and AMAR’s mission. It advances the identified community need for public spaces to explore Alutiiq heritage.

Project Ties to IMLS Program Goals & Objectives: *Liigwik* ties to two goals of the NALSEG program. First, the KCL’s collection represents the most comprehensive set of publications on the Alutiiq world—anywhere. Among its contents are rare historic manuscripts, unpublished research summaries, recordings of first-language Alutiiq speakers, a genealogical database, thousands of historic photos, and much more. These materials are a trove of information. By supporting the organization, care, and sharing of the KCL’s holding, *Liigwik* will enhance their availability for cultural education, and support the preservation and revitalization of Alutiiq culture and language (Goal 3, Objective 3.2). Additionally, *Liigwik* is designed to improve library services by identifying patron needs (Goal 2). The community survey will help AMAR gain insight into specific community interests (Objective 2.1) and the role the KCL might play in supporting them. Finally, the project will support the development and implementation of library programming (Objective 2.2), an area that AMAR has just begun to explore.

Target Group: *Liigwik*’s target audience is the Kodiak community. This includes 1800 tribal members who live on the island and 11,300 residents of other heritages. In Kodiak, AMAR is the primary organization with substantial, publicly accessible educational materials on Alutiiq heritage. The KCL’s holdings are a significant part of these materials, and they are not duplicated in the two other public libraries—the Kodiak Public Library and Kodiak College Carolyn Floyd Library. Moreover, our residents cannot drive to a large university or public library. Kodiak is a remote rural region, accessible only by air or boat. To access even a fraction of similar reference materials, people would have to fly to Anchorage. As such, *Liigwik* seeks to connect the Kodiak community with the KCL’s unique resources to provide rich, local opportunities for learning about the Alutiiq world.

Beneficiaries: The Kodiak Alutiiq people are *Liigwik*’s primary beneficiaries. This includes 1800 tribal members who live on the island and belong to ten federally recognized tribes. AMAR is one of the central places our community visits to deepen connections to culture and history. A 2019 AMAR audience survey illustrated that patrons desire greater access to collections of all types—objects, photos, records, and publications. *Liigwik* enhances library collection access to meet an identified community need. The entire Kodiak community will also benefit from the ability to explore Alutiiq heritage. When Kodiak learns about

the Alutiiq, we address lingering stereotypes, build opportunity, elevate respect for Native people, and strengthen our community.

Project Workplan

Activities: Koniag will provide AMAR with IMLS funding for a two-year project (Support Doc. 1). Founded in 1995, AMAR preserves and shares the heritage and living culture of the Alutiiq people through collections care and public education. Our non-profit, tribally governed institution has a staff of 13 and serves thousands of visitors annually. Many more patrons benefit from programs and resources that reach into schools and communities across Kodiak and beyond. AMAR is accredited by the American Alliance of Museums and recognized by the State of Alaska as an official natural and cultural history repository.

Liigwik will begin in September of 2024 under the general direction of AMAR Executive Director April Counciller, PhD, and the daily supervision of Curator of Collections and KCL Librarian Amanda Lancaster, MA. In the first six months of the project, staff will focus on preparing to move the library and promoting its availability. To launch the project, Chief Curator Amy Steffian will write a press release and circulate it to statewide media and AMAR's audience via social media and the KCL webpage.

To aid patrons in identifying the library and finding it in the Alutiiq Center building, AMAR will develop a set of signs and panels. First, Counciller will use her design skills and the museum's brand guide, to create a unique logo for the KCL. The logo will be visually tied to the AMAR and AMAR store logos, but it will act as a standalone symbol for the library. Steffian and Exhibit Manager Alex Painter will use the logo to design three signs directing patrons to the library—one for beside the first-floor elevator in the Alutiiq Center lobby, one for the second-floor hallway opposite the elevator, and one for the library door (Support Doc 3). Additionally, Painter will create 8 panels featuring the covers of books recently published by the KCL and AMAR. The 2' x 3' book cover panels will help patrons identify the library space, signal the cultural focus on the library, and celebrate Alutiiq traditions visually. They will be professionally printed in color on ½" panels and hung in the long hallway outside the library (Support Doc 3).

To plan for public use of the new library, Lancaster will draft library procedures. She will consult ALA guidelines, follow Library Bill of Rights principles, and adhere to KCL's formal library policy. Topics will include operations, resource use, Internet use, privacy, and security. Steffian will review and edit the procedures and then Lancaster will share them with the Kodiak Public Library's Director for input. Then Counciller will review and approve the document. The final procedures will be shared with AMAR's entire staff and added to the KCL webpage, with a summary of open hours and photographs of the new library.

To outfit the library space Lancaster will order new furniture. Our furnishing plan (Support Doc. 4) will create a comfortable space, with room for visitors to read and work, ample quality shelving to support the care and gradual growth of the collection, and computers where the genealogical database can be easily accessed. AMAR will reuse a small amount of existing furniture and will order higher quality shelving, seating, and tables. The order will also include a desk, chair, and filing cabinet for Lancaster's office. The furnishings will be purchased two months before the library move-in date, to provide time for shipping to rural Alaska. When the furniture arrives, it will be moved into the space and assembled by Worldwide Movers. Lancaster will also order library supplies (e.g., bookends, file folders, shelf labels, ink stamp) to support collection organization, and two iMac computers. On both computers, she will install MacFamily Tree software and a large, existing tribal genealogical database.

Next, Lancaster and Museum Generalist Rebecca Pruitt will work together to rehome the entire library collection—organizing it as they go. During this process, they will add a stamp with the library name to each book and update item locations in the KCL's electronic library database. When the library is set up, Curator of Archaeology Patrick Saltonstall will take photos of the space for use in promotions.

To help advertise the availability of the library, Steffian will develop a trifold brochure (Support Doc. 5). She will work in Canva to create a full-color, 8.5 x 11" presentation about the library collection—its history, contents, and use. The brochure will be professionally printed, and Lancaster will work with Education Manager Leda Beuthin to distribute it to the public library, college library, and high school library (Support Doc. 6) and 17 tribal organizations. Copies will also be available at AMAR's reception desk and as a digital download from the KCL webpage.

With the library operating in its new space, staff will lead a media campaign to develop awareness of its accessibility. First, Steffian will write four one-minute PSAs about the facility. Language and Living Culture Manager Dehrich Chya will recruit four community members to record the spots, and contract KMXT public radio to air them five times a week for three months. At the same time, Steffian will launch a social media campaign. She will create four posts advertising the library and connecting patrons to the webpage. She will also develop four newspaper display advertisements with design and scheduling assistance from Director of Advancement Djuna Davison. Additionally, Steffian will write an article about the project to share in the museum's Summer 2025 newsletter. These materials will be circulated for three months.

The final year of *Liigwik* will be spent determining community interests and using the result to design library events. This phase will begin with a public survey. Steffian will use ZohoSurvey, an app in AMAR's administrative suite, to develop a digital questionnaire. Patrons will be asked to share areas of interest and programs they might attend. To solicit ideas the museum may not have considered, the survey will include an open-ended question asking how the library could meet their needs. Lancaster and Counciller will review the survey and then it will be shared via social media, email broadcast, direct emails from staff, and links on the KCL webpage and AMAR homepage. Paper copies will be made available at AMAR's front desk and in the KCL. Pruitt will enter responses to paper surveys into the survey app. The survey will be promoted for three months to obtain roughly 200 responses. Steffian will use a survey summary provided by Zoho to write a short report of the results and share it with AMAR staff.

Based on survey results, Lancaster, Pruitt, Beuthin, and Chya will design and host six library events to engage patrons with the library and test topics, methods of delivery, and scheduling. Possible examples are library orientations, research-it events, family history nights, discussions with an author, trainings on book and document care, and presentations by subject matter experts. Each event will be advertised with a newspaper display ad, a social media post, mention in a monthly email broadcast, and a listing on the KCL webpage. To learn from these events, Steffian will design a pre-/post-event questionnaire for participants. Patrons will be asked to answer the same set of questions before and after the event to gauge learning. Following each event, staff will meet to complete an after-action review, discussing and taking notes on what went well, what could be improved, what was learned, and what might be done differently in the future.

At the end of the project, all staff will meet for a larger after-action review focused on capturing learning from the project as a whole. Then, Lancaster will add all *Liigwik* products (see Table 1) to a larger renovation archive. These materials will be summarized as a subseries in a larger museum renovation finding aid (Support Doc. 7).

Resources Needed: To support the *Liigwik* project, Koniag requests grant funds for library furniture, signage, two computers, project supplies, professional movers, recording honoraria for community members, promotional materials, postage, travel, and personnel expenses. Additionally, as Koniag does not have a grant manager, we also request 10% overhead to assist AMAR with administration. AMAR Director of Advancement Djuna Davidson will oversee grant accounting and reporting. The overhead will support her time. This arrangement has worked well with previously awarded grants. Please note that as a small non-profit organization, AMAR funds its staff and projects

through grants, contracts, sales, and charitable giving. AMAR does not have the resources to fund the *Liigwik* project without grant support.

Existing Resource Leveraged: To this project, AMAR brings a modern, 1040 sf library space on its second floor. The space is ADA-compliant with elevator access and a security camera. The current renovation of the Alutiiq Center building will free this space for the library. Additionally, as part of the renovation, AMAR will install a large, lighted, outdoor sign advertising its public facilities and inviting everyone to visit. The library is listed on this sign to promote awareness and encourage use (Supporting Doc. 8). Finally, AMAR has started work with the Universal Services Administration Company to obtain an eRate for the KCL. The museum expects to secure this rate in 2025 to help support the costs of KCL Internet service. Together, these contributions demonstrate a commitment to transforming the KCL into an accessible learning space. AMAR is providing a lasting foundation for KCL operations.

Risks & Mitigation: This a mature project. AMAR has the physical space and staff expertise to successfully reconfigure the KCL and promote its use. The museum has planned carefully for the library's relocation as part of its larger renovation project and its staff members have extensive experience with collections management, community surveys, program prototyping, and evaluation. Nevertheless, timing is a risk and was considered in project design.

Although *Liigwik* is a stand-alone project, it is tied to the Alutiiq Center renovation. Contractors currently estimate that the building will be available for occupancy by November 2024. However, construction timelines often change. In anticipation of small delays, AMAR plans to order library furniture, computers, signage, and supplies in December for delivery in January. This will provide a two-month buffer between projected occupancy and library setup. If longer delays occur, the library move will be pushed back as needed. Importantly, a large percentage of the project's work falls in year one. This leaves room for tasks to be delayed if construction delays are more substantial.

Sharing Lessons Learned: This project is specifically designed to capture information on community needs related to the KCL through a public survey and evaluation of library events. The survey will ask potential library users to share the resources and access they seek. This information will be summarized in a written report, shared with AMAR staff, summarized in reporting to the AMAR's board, and archived as a subseries in the organization's larger renovation archive. Similarly, participants in each event will be asked to complete pre- and post-participation surveys to document their learning. AMAR staff will also complete an after-action review for each program and the project as a whole. These materials will also be added to the archive. By preserving the survey and evaluation results in a publicly accessible archive, *Liigwik* will sustain project learning and make it accessible for consultation both internally by AMAR staff members and externally by colleagues who contact AMAR for advice on project design.

Project Results

Intended Results and Connection to Need: The goal of *Ligwiik* is to create a better-functioning library, where patrons can explore the Alutiiq world with or without the assistance of a staff member. AMAR's log of requests for information shows that there is a deep hunger for accurate, accessible cultural information in our community and a desire for access to library collections. *Liigwik* is designed to address these needs by improving library operations, enhancing accessibility, and promoting library awareness. The project will transform the KCL from a storage room into a learning center that patrons can use with greater ease and enjoyment. It will elevate the library program to the level of other AMAR programs. As part of this effort, the project will install two computers, a need noted by survey takers, and make a major tribal genealogical database accessible to the public. Developed by a professional researcher for the tribal community over a decade ago, this resource has not been accessible despite demand for the information it contains.

Growth in Knowledge: *Liigwik* will support two areas of knowledge growth. First, the project will increase public knowledge of the KCL and its resources. Through a media campaign, a survey, and events Kodiak will gain awareness of the new library space, its collections and resources, and their availability for use. Ultimately, increased use of the library and its resources will lead to growth in knowledge of Alutiiq heritage. Second, the project is explicitly designed to gather information on patron interests and needs to grow AMAR’s understanding of the KCL audience. By surveying our community and prototyping events based on survey results, AMAR will gather valuable information for considering the next steps in KCL services. The information collected will guide planning for the library when AMAR updates its strategic plan in 2026.

Products: *Liigwik* will produce the following products:

Table 1. *Liigwik* Project Products

PURPOSE	PRODUCT	DESCRIPTION
Set Up	3 Library Signs	24 x 18 x 0.5 inch, color, indoor panels with logo, library name, and directions to help find the facility
	8 Book Cover Display Panels	36 x 24 x 0.5 inch, color, indoor panels featuring the covers of KCL and AMAR publications for the library entrance
	1 Library Procedures	A written document summarizing library access and use procedures, informed by ALA recommendations
Promotion	1 Press Release	One-page project summary circulated to statewide media, posted on website, linked to social media
	1 Library Logo	Color image created using AMAR’s brand guide
	20 Photos	Digital images of the new library for use in promotion
	1 Brochure	Full color, trifold brochure @ 8.5 x 11” summarizing the library for distribution to other libraries and tribal organizations (Support Doc. 5)
	1 Newsletter Article	A one column article with a photo printed and mailed to ca. 350 people, shared on the website, and linked to social media
	4 ePSAs	Digitally recorded public service announcements featuring community member voices inviting use of the library
	10 Newspaper Advertisement	Non-profit display ads @ 5x6 in the Kodiak Daily Mirror to promote events
	17 Social Media Posts	Simultaneous posts to Facebook, Instagram, and LinkedIn sharing library news, availability, and events
Updated KCL Webpage	Library access information, new photos, and event information added to: https://alutiiqmuseum.org/museum/library/	
Evaluation	1 Survey Report	Digital summary of ca. 200 survey responses downloaded from Zoho Survey
	1 Survey Summary	A written summary of library survey results, ca. 4 pages
	Patron Evaluations	Pre- and post-event participant evaluations, ca. 60
	7 After Action Reviews	Written notes of staff observations on events (6) and the project as a whole (1)
	1 Subseries Description	A written description of <i>Liigwik</i> project products added to AMAR’s renovation project finding aid (Support Doc. 7)

Sustainability: *Liigwik* is a part of the Alutiiq Museum’s larger renovation project, designed expressly to address the organization’s space needs and sustain its programs. By developing a more appropriate space for the KCL, and outfitting it with quality furnishing, *Liigwik* will contribute to this larger effort. The project will help the museum maintain and improve its library program. First, the purchase of new shelving will promote the preservation and growth of library materials. It will allow the collection to be spread over a larger area and held in sturdy shelving.

Second, the development of library procedures will provide a long-term foundation for library operations and help to sustain the daily functions of the library program.

Third, a project archive will preserve all *Liigwik*’s products and the learning they represent, in perpetuity. Materials from the project will be added as a subseries to AMAR’s larger renovation project archive, formally accessioned, and documented with a page in the archive’s finding aid (Support Doc. 7). As such, the archive will act as a secure, easily located place to store and retrieve project products. These files will be copied to both AMAR’s local and cloud servers for secure, duplicate storage following established procedures for digital asset management. This process will ensure that staff and others who wish to learn from *Liigwik*, can access its documentation. The archive will sustain project learning.

Finally, Koniag applies annually for an IMLS Basic Tribal Library grant and passes all the funding to AMAR to support KCL operations and professional development. This relationship will continue and contribute to sustaining the library program.

SCHEDULE OF COMPLETION — YEAR 1: 2024-2025

Activity	Staff	MONTH														
		S	O	N	D	J	F	M	A	M	J	J	A			
Distribute Press Release	CC	■														
Design Library Logo	ED, CC, CoC	■														
Design Panels & Signs	CC, EM		■													
Attend IMLS Meeting	CoC		■													
Develop Library Procedures	CoC, CC, ED		■	■												
Review & Finalize Library Procedures	CoC				■	■										
Order & Ship Furniture	CoC				■	■										
Order & Ship Panels & Signs	ExM				■	■										
Order & Ship Computers and Library Supplies	CoC					■										
Assemble Furniture in Library Space	CoC, WM						■									
Move Collections into Library, Label Items & Locations	CoC, MG							■								
Hang Panels & Signs	ExM, CoC								■							
Set Up Computer Stations	CoC, MG								■							
Photograph Library for Promotions	CoA								■							
Load Genealogy Database	CoC									■						
Design & Order Brochures	CC, DOA										■					
Write Library ePSAs	CC										■					
Record & Edit Library ePSAs	LLCM										■					
Design Survey	CC, CoC, ED										■					
Update Book Locations in Collective Access	CoC, MG										■	■				
Create Evaluation Surveys	CC											■				
Update Library Page on Website	CC											■				
Distribute Brochures	CoC, EM											■				
Contract Radio Advertising	DoA											■				
Advertise Library Availability	DoA, CC												■	■	■	
Circulate Survey	CC, CoC, ED												■	■	■	
Summarize Survey Results	CC, CoC, ED														■	■

KEY

Staff: CA=Curator of Archaeology, CC=Chief Curator, CoC=Curator of Collections/Project Director, DoA=Director of Advancement, ED=Executive Director, EM=Education Manager, ExM=Exhibit Manager, LLCM=Language & Living Culture Manager, MG=Museum Generalist

SCHEDULE OF COMPLETION — YEAR 2: 2025-2026

Activity	Staff	MONTH												
		S	O	N	D	J	F	M	A	M	J	J	A	
Plan & Schedule Events	CoC, LLCM, EM, MG, ED													
Update Library Page on Website	CC													
Advertise Library Hours & Events	DoA, ExM													
Attend IMLS Meeting	LLCM													
Host Events	CoC, LLCM, EM, MG													
Archive Project Items	CoC													
Complete After Action Review	All Staff													

KEY

Staff: CC=Chief Curator, CoC=Curator of Collections/Project Director, DoA=Director of Advancement, ED=Executive Director, EM=Education Manager, ExM=Exhibit Manager, LLCM=Language & Living Culture Manager, MG=Museum Generalist

DIGITAL PRODUCTS PLAN

Type

For the *Liigwik* project, AMAR will create archival-quality photographs, professionally designed wall panels, wall signs, a library logo, several text documents, and other associated project documentation. These materials will be accessioned as part of a larger renovation project archive within the museum’s permanent collection. This archive will include digital products—images (e.g., photos taken of the library), screenshots converted into PDF files (e.g., social media posts and the updated library webpage), and text files associated with the project (e.g., press release, a newsletter article, newspaper advertisements, new library logo, brochure, pages in finding aid, library use procedures, library wall signs, library wall panels, patron surveys, etc.), and audio files (e.g., ePSAs). The images will be saved for access in jpg format and tiff format for a master copy. There will be approximately 40 image files in total. In addition, staff will publish 17 social media posts about the project and will screenshot these photos and convert them into PDF files. Staff will also update the library webpage and screenshot that as well, saved as a PDF file.

In total, there will be roughly 20 jpg image files and 20 tiff image files. In addition, there will be approximately 115 PDF files: 1 press release, 1 newsletter article, 17 social media post screenshots, 10 newspaper display ads, 1 brochure, 1 logo, 1 webpage screenshot, 8 book panels, 3 library signs, 1 procedures document, 1-2 pages of a finding aid document, a survey report, a survey summary, about 60 patron evaluations, and 7 staff after-action reviews. There will be 4 wav audio files and 4 mp3 files. (Table 1).

Table 1: Digital Assets to be Collected by File Format

Type	Master File Format	Access File Format
Promotional Materials		
KCL Webpage Updated (1 screenshot)	PDF	PDF
Logo (1)	PDF	PDF
Newsletter Article (1)	PDF	PDF
Press Release (1)	PDF	PDF
ePSAs (4)	WAV	MP3
Newspaper Ads (10)	PDF	PDF
Social Media Posts (17)	PDF	PDF
Brochure (1 design—1500 printed)	PDF	PDF
Photos of Library (20)	TIFF	JPG
Products		
Use Procedures (ca. 3 pages)	PDF	PDF
Page(s) in Finding Aid	PDF	PDF
Library Wall Signs (3)	PDF	PDF
Library Book Cover Panels (8)	PDF	PDF
Survey Report (1)	PDF	PDF
Survey Summary (1)	PDF	PDF
Patron Evaluations (ca. 60)	PDF	PDF
Staff After-Action Reviews (7)	PDF	PDF

Availability

The larger building renovation project will result in an archive in AMAR's permanent collection that will be documented with a finding aid. The library expansion will be represented as a part of this archive. Archives are available for researchers upon request, either at an on-site visit, or when possible, through remote access. AMAR has an online Research Request form that researchers complete to request access to a museum archive. This form can be found here: https://forms.zohopublic.com/alutiiqm/form/RequesttoConductOnSiteCollectionsResearch/form/perma/ILClcXUwRzNve_elGKZM9MXevHsyRbhW9QVWUazr2Uo. As a matter of practice, AMAR shares photos with anyone who completes a research or image use request form. They charge a small fee for photos that will be used in publications, to support the staff time needed to retrieve a master copy suitable for distribution. A document that summarizes AMAR's reproduction and publication fees and use conditions is available upon request. This information is also published on the photographic collections page of AMAR's website at:

<https://alutiiqmuseum.org/museum/collections/holdings/photographic-collections/>

Access

The copyright for the digital assets created under this project will be held by AMAR. AMAR provides researchers access to its archival collections upon request. Researchers need only complete a research request or image use form. AMAR charges a small fee for photos that will be used in publications, to support the staff time needed to retrieve a master copy suitable for publication. There is a document summarizing AMAR's reproduction and publication fees and conditions available upon request. This information is also available on the photographic collections page of AMAR's website at:

<https://alutiiqmuseum.org/museum/collections/holdings/photographic-collections/>

We do not believe this project will create any privacy concerns or cultural sensitivities.

The project will be shared in a press release, social media posts, radio PSAs, newspaper advertisements, a library brochure, and a museum newsletter article—where applicable these resources will mention archive development. This will promote public awareness of the collection and its availability for review. The brochure promoting the library will be shared with local organizations to share with their visitors. Examples of digital content previously created by AMAR can be found at:

- **Iqsani's Trout Hook:** <https://alutiiqmuseum.org/museum/publications/#hook>
- **Alutiiq Games – Learn to Play:** <https://alutiiqmuseum.org/museum/education/games/>
- **AMAR Vimeo Channel:** <https://vimeo.com/alutiiqmuseum>
- **AMAR Facebook Page:** <https://www.facebook.com/AlutiiqMuseum/>

Sustainability

AMAR's project archive will preserve all *Liigwik* products (Table 1) and project documentation in perpetuity. The archive will be formally accessioned to AMAR's holdings and act as a secure, easily located place to store files. This will allow the brochure to be reprinted or updated in the future and the survey to be consulted in future long-range planning. All documents will be copied to both AMAR's local and cloud servers for secure, duplicate storage following established procedures for digital asset management. Two copies of the hard copy brochure will be added to AMAR's physical archives. These activities will promote file preservation and access.

As part of its digital asset management plan, AMAR maintains both master (preservation) and access copies of digital assets. As a result, they will preserve the archive's contents using several different types of formats for the same content. Master copies will be archived on a master

hard drive and backed up to a “dark archive” off-island. Access copies will be hosted on both AMAR’s cloud server and local network server. Archived text files will be saved as PDF files on a master hard drive and online server. The access files will also be saved as PDF files on AMAR’s local network server and online cloud server. Image files will be archived as TIFF files. Audio files will be saved in both wav and mp3 formats.

AMAR will upload high-resolution TIFF files in a color bit-depth of 16 bits/channel and with a resolution of 300 dpi to a master hard drive and dark archive. Access image copies will be uploaded to a local network server and online cloud server as JPG files with a color bit-depth of 8 bits/channel and a resolution of 150 dpi.

Workflow and Asset Maintenance/Preservation

The *Liigwik* project will create digital images, audio files, and text files. Those files will be uploaded to a folder on AMAR’s online server awaiting archival processing by AMAR Curator of Collections Amanda Lancaster. Lancaster will follow an existing set of procedures for creating archives. These include standardized technical specifications for image, text, and audio files. This will ensure that all important files are saved in the archive and appropriately documented. As part of the archival processing, Lancaster will add all files to an archive master hard drive, and complete checksums to ensure the integrity and fixity of the digital assets. Her finding aid will be included in hard-copy format in paper collections record files. All these files and the archive master hard drive will be stored in AMAR’s secure, environmentally stable collections room. Lancaster will perform fixity checks on the master archive once every two years and run fixity checks on the access copies twice a year. AMAR also has a schedule for migrating digital collections onto new storage devices every five years.

Metadata

The metadata used in this project will come from collection catalogs that have been in use at AMAR for years. Museum staff have been working to standardize and codify metadata schema across the collection management database as part of many projects. This effort ensures that AMAR’s metadata schema are preserved and maintained during and after the project. The museum’s terms closely align with Dublin Core but are customized to include terms appropriate to Alutiiq heritage. Archive documentation will use metadata to assist researchers in searching the catalogs/finding aid, but these resources will not be searchable online at this time.