

THE UNIVERSITY OF NOTRE DAME

Father Hesburgh Archives

INFORMATION ARCHITECTURE REPORT

PREPARED BY: ROBIN SCHAAF, JUNE 2014

VISION

To provide our site visitors with an immersive research and learning experience about Father Hesburgh's work in the Civil Rights Movement

GOALS

Tell stories with the content:

- Interweave text, interesting quotes, videos, images and audio files
- Reference content to entry points for deeper archival research

Provide researchers a variety of entry points into archival content:

- Events (by timeline)
- People
- Groups/Organizations
- Media – categorized by type (e.g. NewsReels,
- Potential additional entry points:
 - Locations of events
 - Subjects (tagged content)

Enable further learning and staying up-to-date:

- Research Guides
- Cross-campus departments and faculty
- Social media - Twitter

Fit the stories within the broader context of Father Hesburgh's life – e.g. modeling overall site within structure of "God, Country, Notre Dame"

AUDIENCE RESEARCH GOALS

Due to the short timeline for the project, I interviewed Doug Archer, long-time Peace Studies librarian to help inform persona development and understand general research tasks. The discussion resulted in a list of goals or potential questions visitors may have when visiting the site.

General questions to answer:

- Who is Father Hesburgh?
- What did he do?
- Who was he involved with?
- Should I visit the archives in-person for more research?
- When did he stop working on/retire from civil rights work?

To facilitate deeper research:

- Events (e.g. 1964 Soldier Field Civil Rights Rally)
 - Efforts that lead up to the event
 - Hesburgh's role in event
 - Did he have a public role or act as an advisor? etc.
 - Dates of the event
 - Other individuals or groups involved
 - Did he continue correspondence after the event?
 - Media about event
- People
 - Events involved in
 - Relationships
 - What did Father Hesburgh think about this person?
 - Correspondence
 - How long did the correspondence continue?
 - How much archival content do we have of this correspondence?
 - Media with people
- Groups / Organizations (e.g. Civil Rights Commission)
 - Relationship / Role
 - Dates involved
 - Events
 - After leaving group did any work continue?
 - Media
- Outside the movement
 - How did his childhood impact his interest in civil rights?

UNDERSTANDING OUR AUDIENCE

We anticipate our audience to be anyone interested in learning more about Father Hesburgh or the Civil Rights movement. Our visitors may vary in:

- Amount of pre-existing knowledge about Father Hesburgh or Civil Rights
- Level of interest in Father Hesburgh or Civil Rights
- Primary motivations for visiting the site

Primary Target Audience:

- Development - Marketing / Potential Donors
- Scholars
 - In-depth researchers
 - Off-site (could be evaluating whether to come to the university or not) *
 - On-site (faculty or visiting scholar) *
 - Short-term researchers
 - Student for completing an assignment *
 - Faculty for creating an assignment
- Friends of Notre Dame

Secondary Target Audience:

- Leisure site visitors who stumbled upon the page
- Off-site archivists with tangentially related information
- Digital Exhibit Signage – high visibility and low interaction

TARGET AUDIENCES PROFILES

* Full personas available in the appendix

		KEY CHARACTERISTICS	GOALS
	DAVE Amateur Historian <i>Off-site Researcher</i>	<ul style="list-style-type: none"> Novice Technology User Has lot of free time South Bend native Writing a book about South Bend history 	<ul style="list-style-type: none"> Learn new and interesting things Gather information and content for book Evaluate archival content for plan to visit South Bend
	KARIN Visiting Scholar <i>In-Depth Researcher</i>	<ul style="list-style-type: none"> Political Scientist from Cape Town, South Africa Post-Doc at the Kroc Institute Advanced researcher and computer user Writing a book on her doctoral research 	<ul style="list-style-type: none"> Research events surround the civil rights movement Understand relationship contexts through personal correspondence Watch videos to understand portrayal of events by the media
	MATT Restaurant Owner <i>Friend of Notre Dame</i>	<ul style="list-style-type: none"> MBA from Notre Dame - Class of 1999 Owens a chain of successful restaurants in Miami Novice internet user Limited free time 	<ul style="list-style-type: none"> Brief browse site with “development officer” Learn more about libraries and archives in the 21st century
	AUDREY Notre Dame Junior <i>Short-term Researcher</i>	<ul style="list-style-type: none"> Junior majoring in history at Notre Dame Advanced computer user Works as editor for school newspaper 	<ul style="list-style-type: none"> Perform research for a paper due at the end of the semester Search for specific people and events online Find reliable sources of content

TASK MATRIX

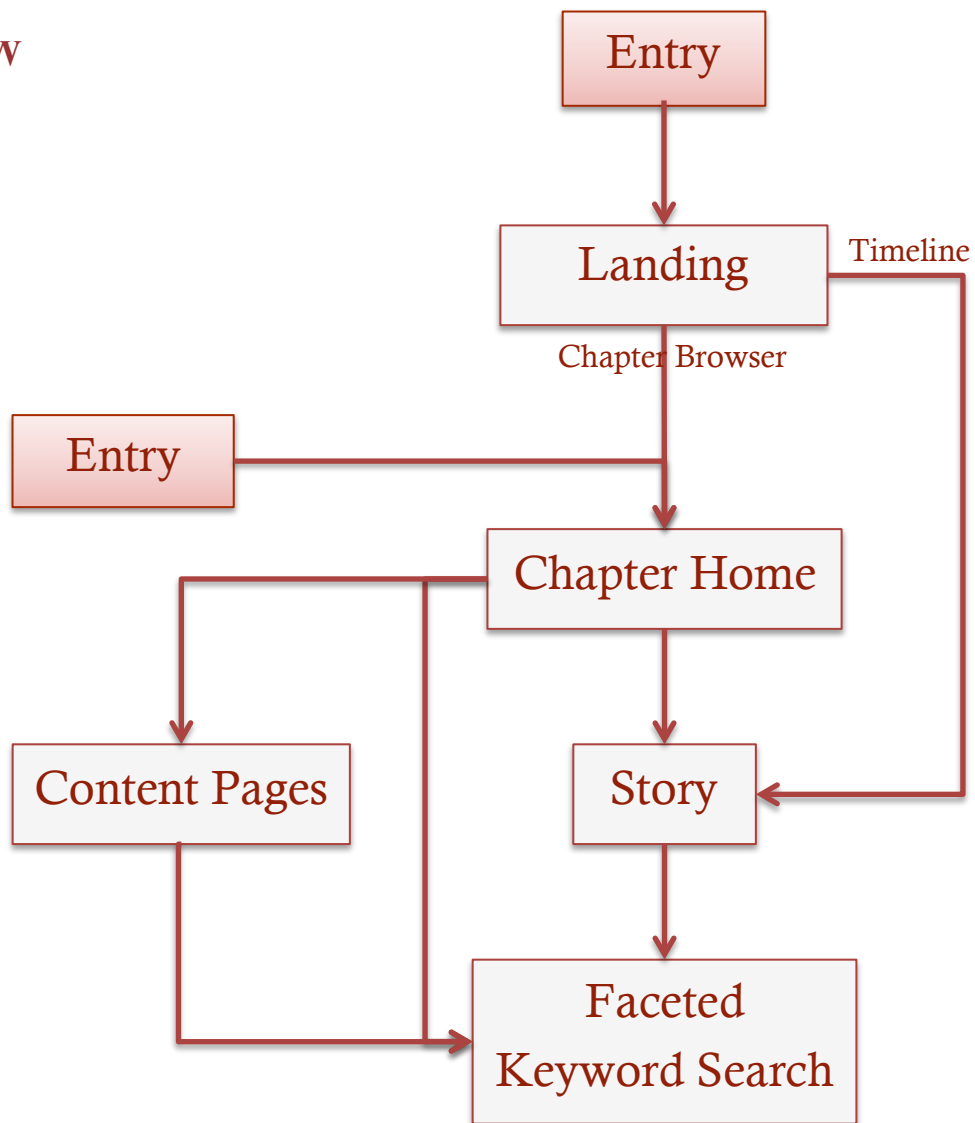
Intended to help prioritize location in navigation scheme and features

<i>Rank by level of importance Low (1), Medium(2), High(3)</i>	Karin Visiting Scholar	Matt Friend of ND	Dave Lay Researcher	Audrey ND Junior	
Browsing					
Read stories / interactive	M	H	M	L	2.25
Check for recent site updates	H	M	M	L	2
Read research guides to collections	H	L	M	H	2.25
Research					
Facetted keyword search (Research Portal)	H	L	M	H	2.25
Browse for specific content by category, dates or locations	H	L	H	H	2.5
Drill down content from within stories	M	H	M	L	2
Locate physical archival content	H	L	M	L	1.75

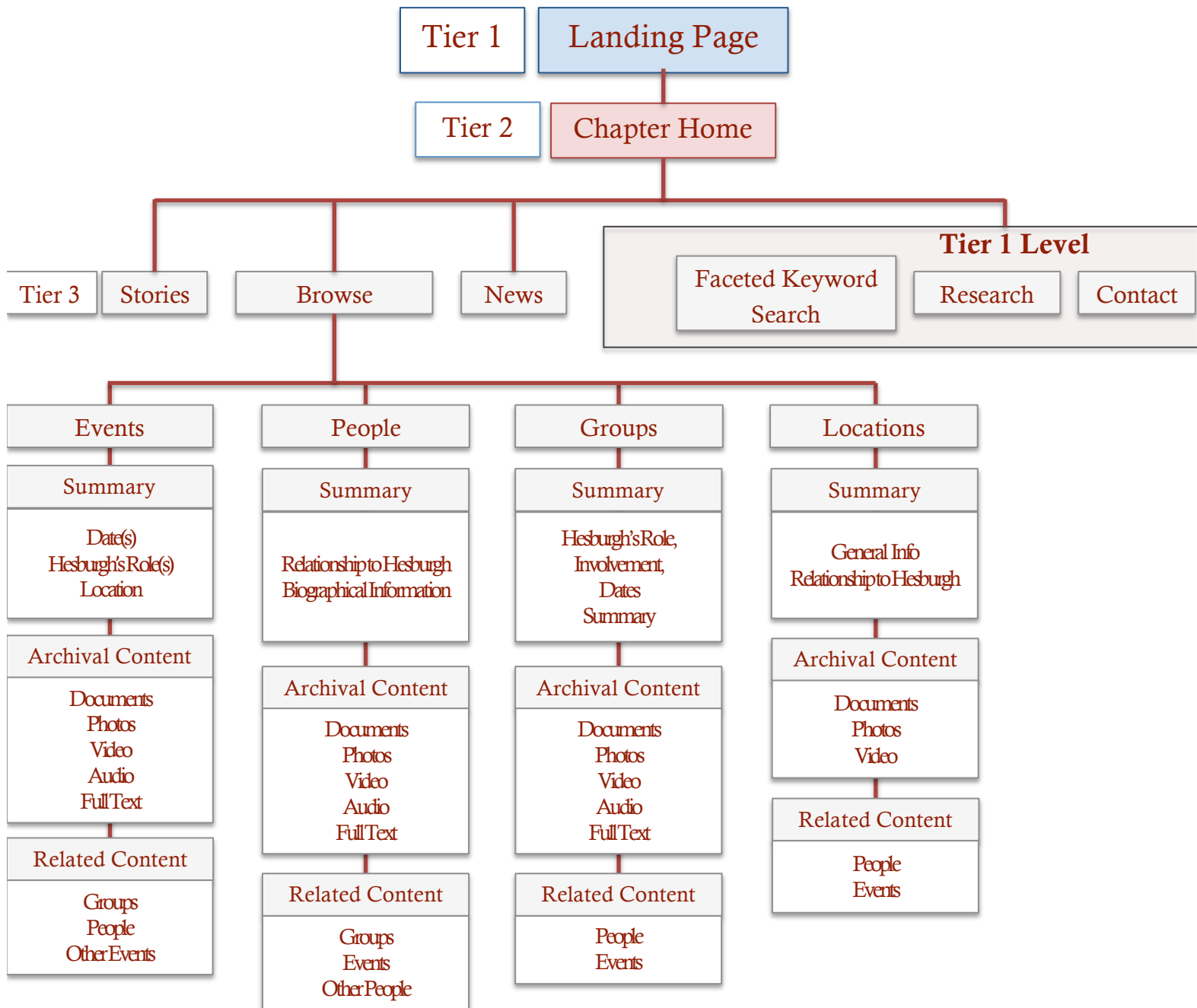
SUMMARY AND DEFINITION OF MAJOR CONTENT ITEMS

CONTENT GROUP	
Events	Timeline of specific events and stories (e.g. 1964 Civil Rights Rally at Soldier Field, Chicago)
People	Individuals mentioned by Father Hesburgh in interviews, with whom he had correspondence with, or also co-involved in Events or Groups
Groups / Organizations	Organizations / Groups Father Hesburgh was affiliated with, including his role, dates served (e.g. US Commission on Civil Rights)
Places	Locations of events
Subjects	Tagged Subjects (e.g. Apartheid, Civil Rights Bills)
Honors and Awards	For work in Civil Rights movement
Media	Content by media type – Videos, newsreels, transcripts, photos, audio
Miscellaneous	Research Guides Cross-campus resources and faculty Social Media

SITE FLOW



NAVIGATION STRUCTURE – SITE MAP



APPENDIX A – PERSONAS

Audrey – Overwhelmed Notre Dame Junior



ABOUT AUDREY

Audrey is a junior at Notre Dame majoring in history with a concentration in US Civil Rights. After her undergrad she plans on going on to law school, but is undecided about where. She is from St. Paul, Minnesota where she frequently took her high school debate team to state championships. Her debate work continues at Notre Dame and she is also an editor on the school newspaper.

BACKGROUND

Audrey has been performing research online for years and is very proficient with utilizing a variety of resources – and occasionally in print. She recently declared her concentration in US Civil Rights and now has a 15-page research paper due at the end of this semester.

Audrey doesn't have much pre-existing knowledge of Father Hesburgh's work in the US Civil Rights movement. At Notre Dame she's come across a few things but never extensively focused on it. One day, while passing through the Hesburgh Library she saw marquee advertising a digital biography focusing on "Civil Rights for All." She hopes this can be a useful research tool.

PRIMARY USE

Audrey needs to use the site for sources of information for her research paper.

SUMMARY OF GOALS

- Check the site out first to see if information will be useful for writing her research paper
- Learn more about what all Father Hesburgh had to do with the Civil Rights movement
- Find specific content related to her paper – mostly correspondence, organizational groups and events

Karin - Inquisitive Visiting Scholar



ABOUT KARIN:

Karin has lived her entire life in Cape Town, South Africa. Last year she earned her doctorate in Political science from the University of Cape Town and decided to continue her research as a visiting scholar at the University of Notre Dame Kroc Institute.

Her research focuses on psychosocial consequences of divided communities, focusing on majority/minority identity, minority rights, and minority education.

BACKGROUND

Karin is interested in developing her dissertation thesis into a book manuscript during her time at Notre Dame. She is currently focusing her studies on the civil rights movement in the United States.

Before coming to Notre Dame, Karin found out about Father Hesburgh's involvement with the civil rights movement through research on Martin Luther King. She has been very keen on visiting the Hesburgh Libraries archive to gain perspective on interaction between divided communities.

She recently heard from a colleague about the Hesburgh Digital Archive website. She has an upcoming trip and is excited about being able to continue research when not on campus.

PRIMARY USE

Karin's interested in gathering as much information online as possible to guide her focus during visits to the archives.

SUMMARY OF GOALS

- Research events – find information about who else was involved, Father Hesburgh's involvement, his relationships with others and how he interacted with them
- Research what happened leading up to the events, after the events, and how long Father Hesburgh remained in contact with them – and how relationships involved over time
- Find out how much archival content is at the library about people or events
- Research how the media showed these events
- Would love to have more background information – such as how childhood events impacted Father Hesburgh

Dave – Amateur Historian



ABOUT DAVE:

Dave is originally from Northern Indiana and graduated from Notre Dame in 1971 with a degree in Mechanical Engineering. In 1975 he married and relocated to Clinton, Missouri to live near his wife's family.

In his spare time, Dave is interested in learning about the history of Northern Indiana – he's been running a wordpress blog for seven years about his research. He's retiring this summer and plans to spend his free time writing a book about the history of South Bend.

BACKGROUND

Dave spends a lot of time online on message boards and posting to his blog, but doesn't consider himself an expert with computers - "unless expertly crafted google searches count," he jokes. He's planning a visit to South Bend later this fall and wants to visit as many museums and archives as possible. Since he'll only be in South Bend a week he needs to plan out where he will go and what he will research.

PRIMARY USE

Dave's interested in finding out more about the life of Father Hesburgh. He has read "God, Country, Notre Dame" and so is especially interested in historical photos and videos.

SUMMARY OF GOALS

- Find out how much archival content is available at the Hesburgh Library to decide if he wants to visit the archives
- View historical photos and videos from the South Bend area to help with book content
- Learn about Father Hesburgh's impact with organizations from around the world during his time at Notre Dame
- Listen to interviews about events or people local to South Bend

Matt – Miami Restaurateur



ABOUT MATT:

Matt is originally from Albany, NY and received his undergrad from NYU in a double major of Sociology and History. He later went to Notre Dame for an MBA and graduated class of 1999. He relocated to Miami and opened his first restaurant, which immediately surged in popularity. He's opened three more in the Miami area in the past eight years.

BACKGROUND

Matt is highly proficient with operations software for his restaurants, but doesn't otherwise spend much time using the computer. He spends time on the Internet primarily for networking through Linked In, Facebook and the My Notre Dame Alumni Association Site.

PRIMARY USE

Matt's curiosity was piqued when his ND development officer brought up the site.

SUMMARY OF GOALS

- Take a quick look at after prompting from "development officer"
- Interested in finding out about libraries and archiving in the 21st century

APPENDIX B – WIREFRAMES

HOME PAGE

Father Hesburgh Archives

ChaptersTimeline

Contact UsResearch Guides

Tier 1 Level Nav

Civil Rights for All

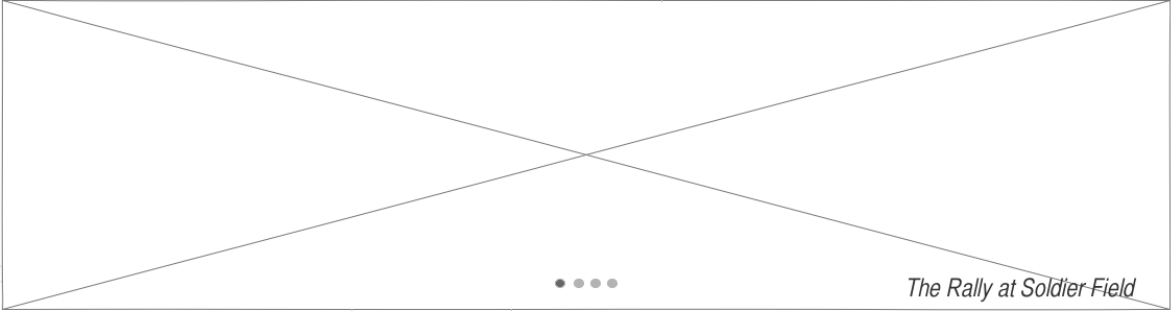
Interactive StoriesEventsPeopleGroupsPlaces

All Content

Search

Tier 2 Level Nav

Featured



The Rally at Soldier Field

[More interactive stories...](#)

Introduction

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Recent Updates

June 14, 2014

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet... [More](#)

June 1, 2014

Lorem ipsum dolor sit amet, consectetur adipisicing elit... [More](#)

CONTENT BROWSE

Father Hesburgh Archives

ChaptersTimeline

Contact UsResearch Guides

Civil Rights for All

Interactive StoriesEventsPeopleGroupsPlaces

All Content

Search

Browse Content

Separate Pages depending on amount of content

Events

Events Ordered by Date

1964 Civil Rights Act
21-Feb-1964
16 Archival Items

Rally at Soldier Field
01-Jul-1964
112 Archival Items

People

People ordered by last name

John F. Kennedy
31 Archival Items

Martin Luther King
45 Archival Items

Lyndon B Johnson
11 Archival Items

Richard Nixon
12 Archival Items

Groups

Groups ordered by name

Dolor sit amet esse quam

Nemo enim ipsam voluptatem

United States Civil Rights Commission (USCRC)

Places

U.S.

Europe

Africa

Illinois

Chicago

Indiana

Indianapolis

South Bend

New York

Syracuse

PEOPLE – DETAILED VIEW

Father Hesburgh Archives

ChaptersTimeline

Contact UsResearch Guides

Civil Rights for All

Interactive StoriesEventsPeopleGroupsPlaces

All Content

Search

Martin Luther King




About:
Includes Biographical Info,
Relationship to Father Hesburgh

Involvements

Groups	Events	Other People
US Civil Rights Commission	1964 Rally at Soldier Field	Lyndon Johnson John F. Kennedy

Link to other content pages within site

Images



Rally at Soldier Field
01 Jul 1964



Unknown Event
Circa 1962

Links to open full view

Videos



NewsReel
01 Jul 1964



Rally
Circa 1962

Documents



Personal Correspondence
01 Jun 1964



Personal Correspondence
Feb 1962

Full Text

Transcript, Rally at Soldier Field