



# Mapping a Tornado Tragedy: A Crowdsourcing Case Study

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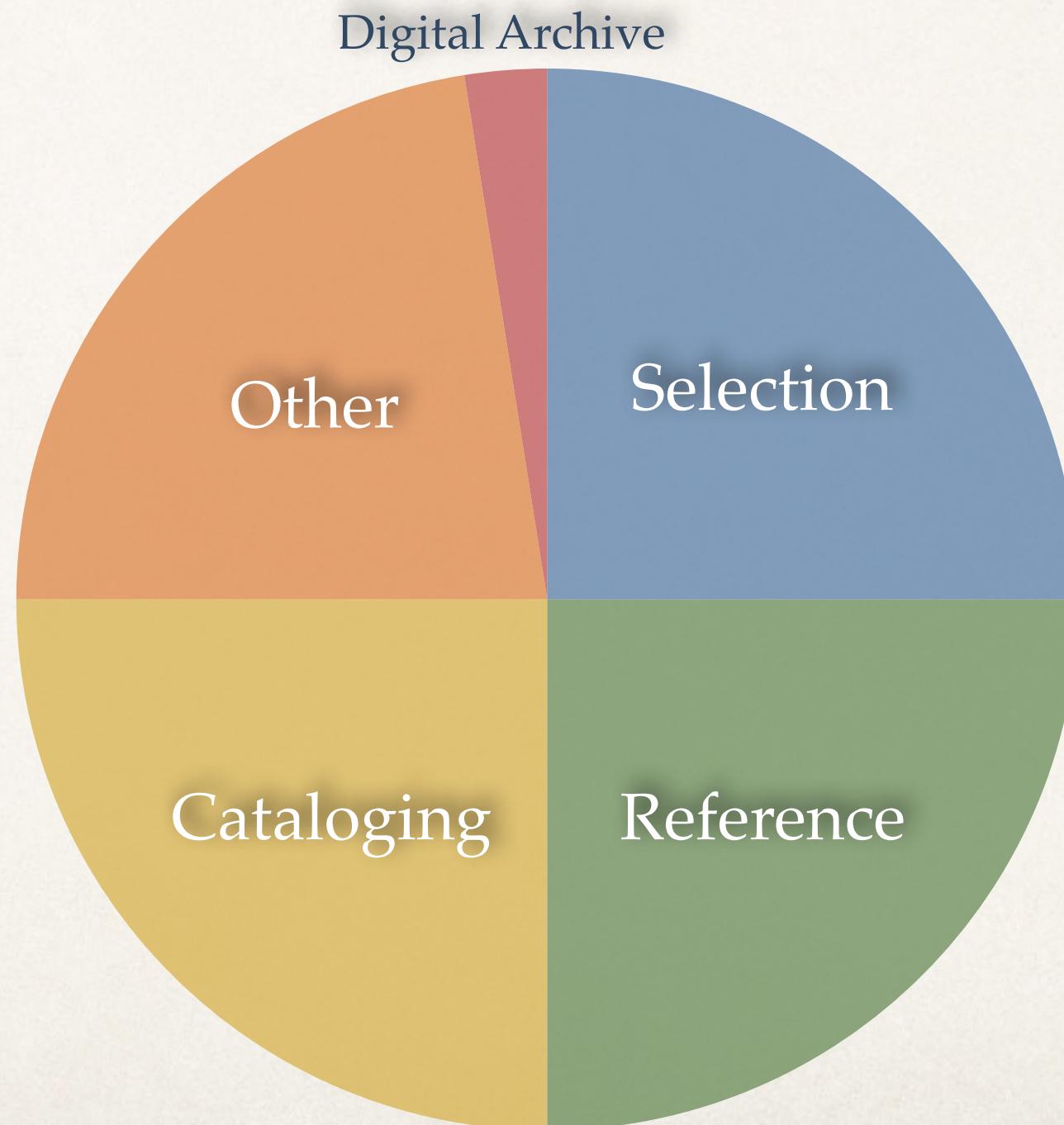
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*Library Technology Conference, Thursday, March 16, 2017*



# Job Description

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# Pre-Project Launch

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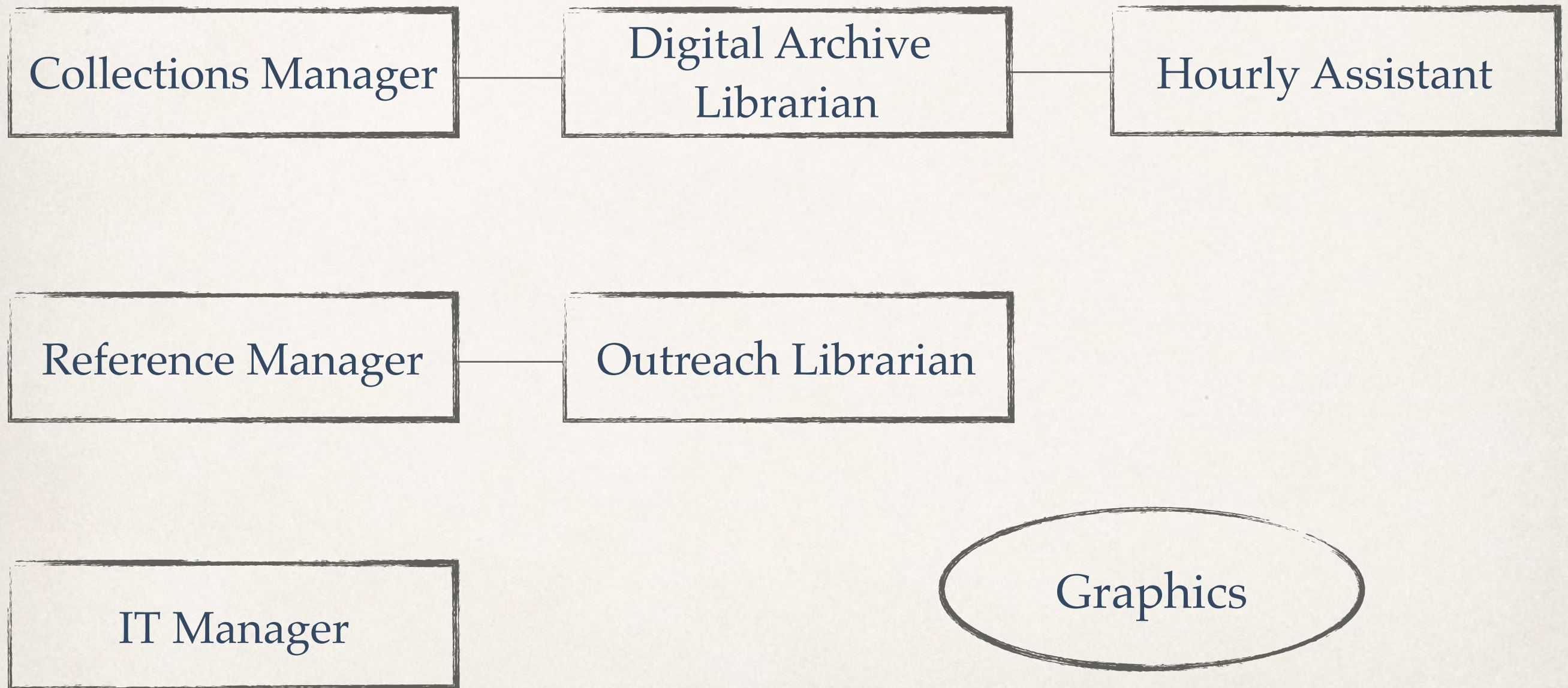


Digital Archive







# Roles & Responsibilities

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# One Project: Many Deliverables

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-  Build digital collection
-  Curate digital exhibit
-  Engage with print exhibit
-  Connect and host program



# Collecting from the Crowd





# PR & Marketing



WINTER 2015/2016



DIGITAL *History* PROJECT



[history.icpl.org](http://history.icpl.org)

## Read to the Rhythm

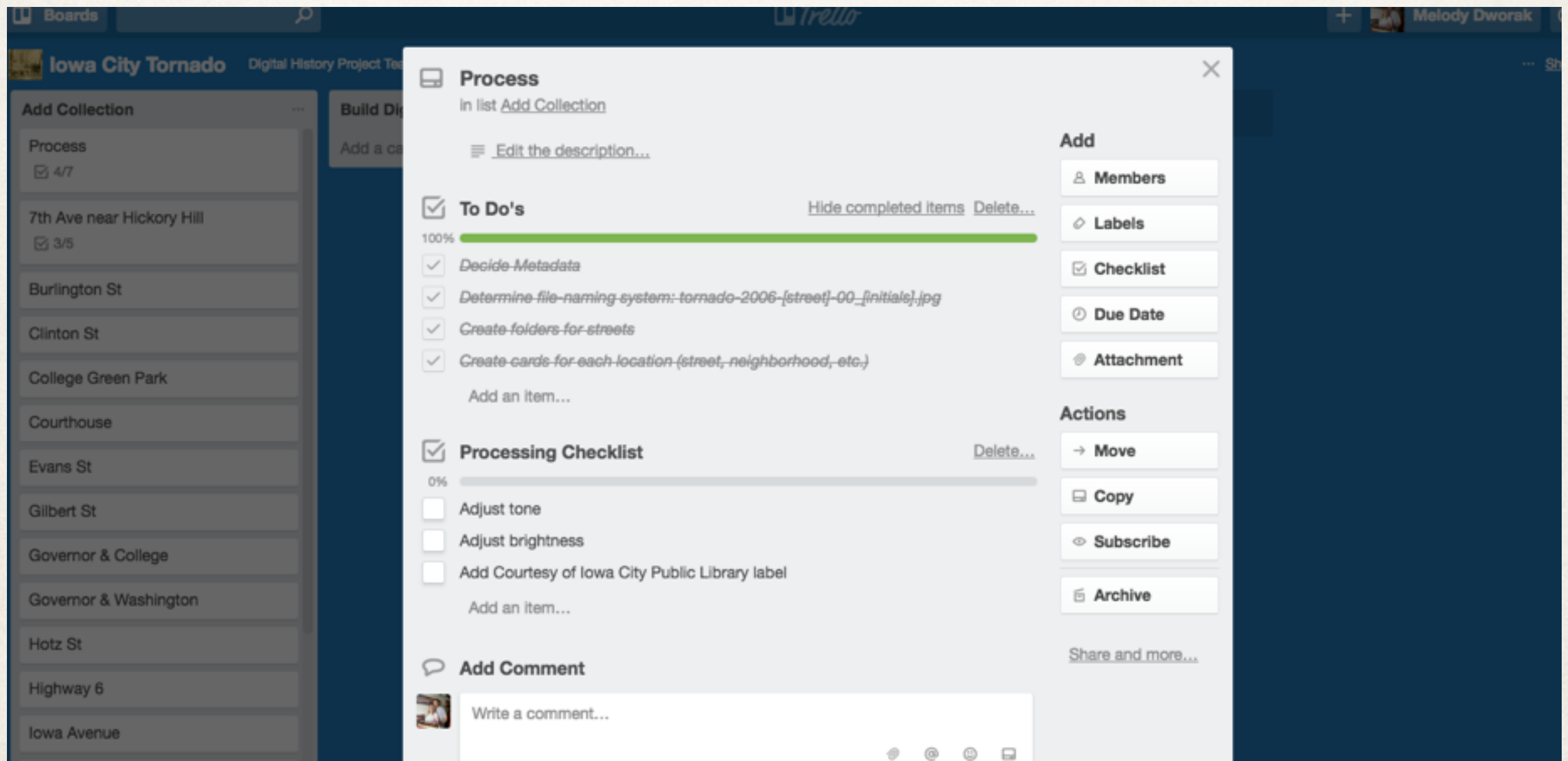
A tornado ripped through Iowa City on April 13, 2006, carving a path of destruction that left cars overturned, trees uprooted, traffic lights snapped off their poles, and roofs torn off buildings, including the historic St. Patrick's Catholic Church.

Is "Read more books" one of your New Year Resolutions? If so, our Winter Reading Program – *Read to the Rhythm* – will help you get started!

This new addition to the Library's lineup of winter programming combines three of our favorite things: books, BINGO and pizza! To play, all you need to do is pick up a *Read to the Rhythm* BINGO card at any of our public service desks beginning Jan. 4. There's a BINGO card for everyone: babies, children, teens and adults.



# Processing & Reformatting





# Digital Collection

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## 2006 Iowa City Tornado

### 2006 Iowa City Tornado

All Automobiles Tornado damage Restaurants Apartments Tornadoes Trees Electric power Houses  
Garages Birds





# Digital Collection

## 2006 Iowa City Tornado

Coding by Brent Palmer

### 2006 Iowa City Tornado

All Automobiles Tornado damage Restaurants Apartments Tornadoes Trees Electric power Houses Garages Birds



### 2006 Iowa City Tornado



### Friends exploring the aftermath



Nikki Becklinger, Thalia Sutton, and John Paul Hornbeck pose near College Green Park.

Date

04/2006



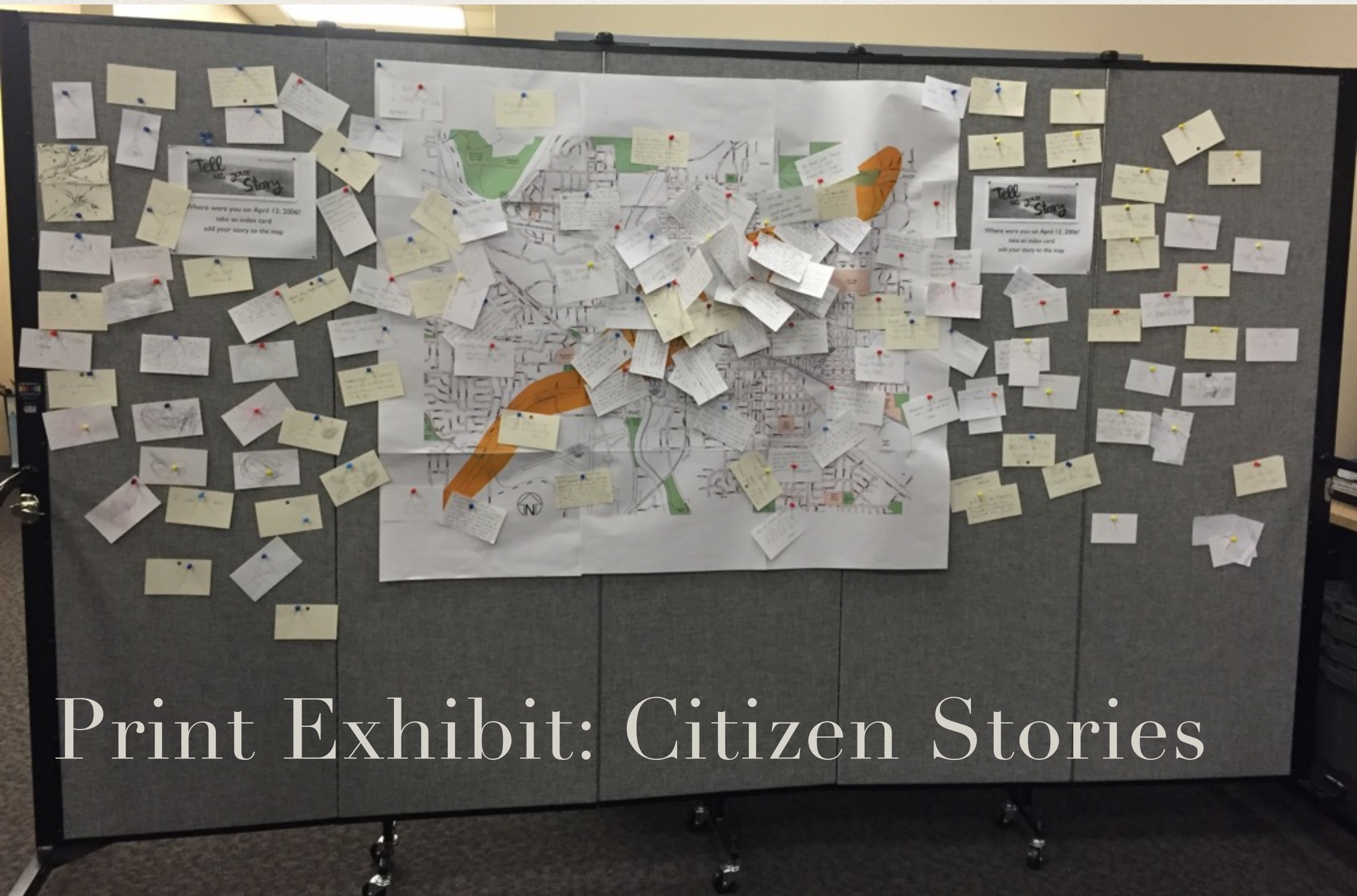
# Tales from the Tornado

## Tornado Path Through Iowa City April 13, 2006



Print Exhibit: Tornado Tour





# Print Exhibit: Citizen Stories



The image shows a collection of handwritten notes pinned together. A large piece of cream-colored paper at the bottom contains the words "I was in the library". Above it, a smaller white card has the sentence "We all went down to the library set on the floor and wait a while they let us leave, they Librarians named as how best". To the right, another note begins with "Dr". Two pushpins, one blue and one red, are visible securing the papers.

We all want to be librarians.  
 all very quiet and orderly.  
 sit on the floor and read a book.  
 when they sit is hard, they  
 librarians seemed to know best.

Drinking Co.  
at Takkanami's  
Todd

The Red Avocado

We took a U.S. out to eat at Los Angeles. We went to a play in the sky that grew heavy. We stopped because of the loud warning. We laughed. We went to a possibly dented car. We tried to go to a costume shop. But we did not recognize the house. We tried to go to a costume shop. But we did not recognize the house. We tried to go to a costume shop. But we did not recognize the house.

lost a tree &  
attic windows  
on Washington  
Summit.  
- Susan

Market St between Clapp & Evans  
Our garden shed was completely  
overturned, on its 2 1/2 year old  
base. We were under the basement  
stairs with our light sleeper.  
Who was a very thing even though it  
lacked like a freight train  
The whole thing through the house.  
going through the house.

little damage

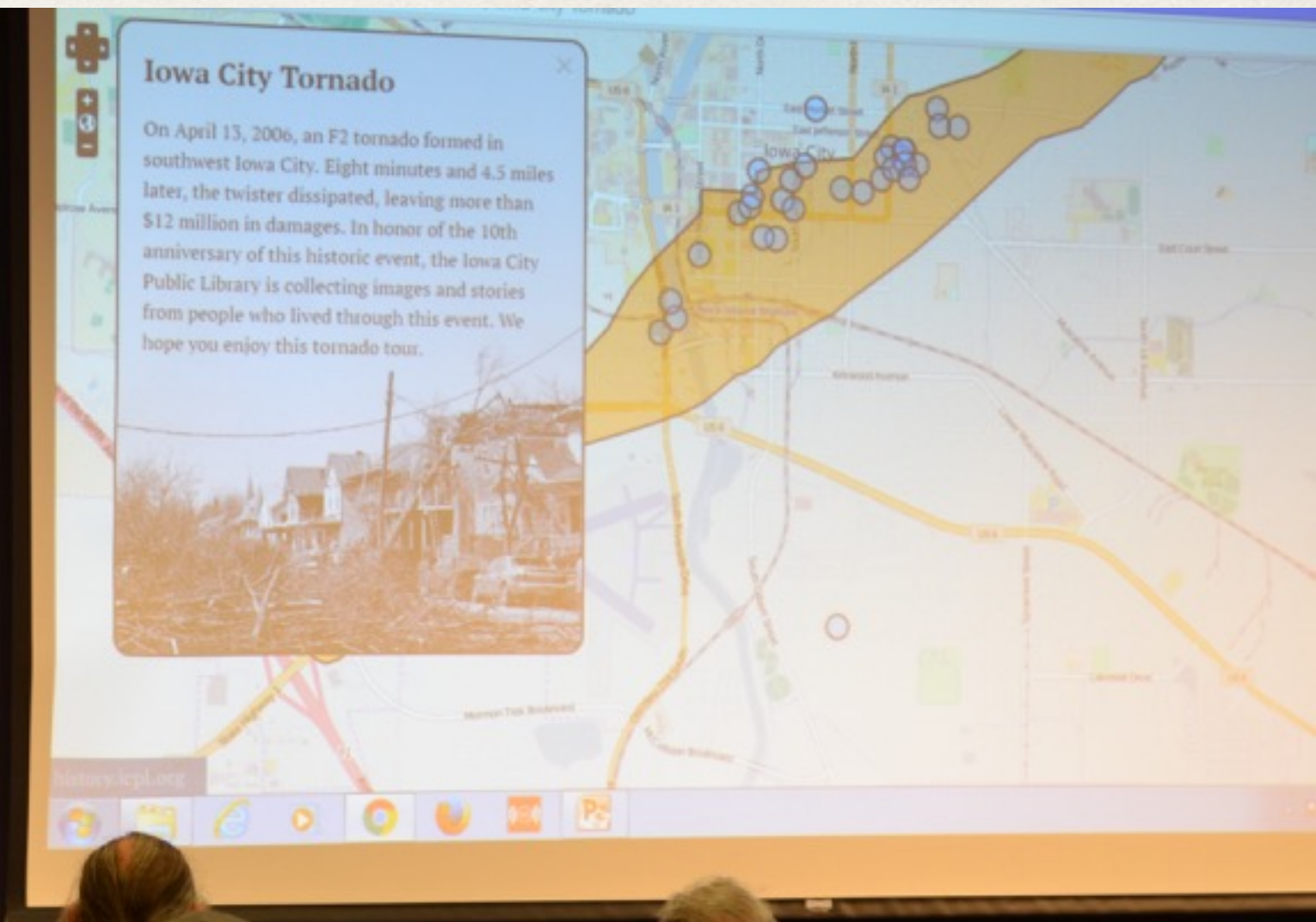
"Did you ball  
power was out.  
With new what it was  
glass I thought, it  
Incredibly seemed  
emotion. As the door  
I found my clothes in the vet  
shook the shell-shocked out

At between Clapp & Evans  
shed was completely  
red, on its  
under  
with

tree \$  
in dows \$  
gton \$  
Susan



# Program





# Program





# Program





# Program





# 2018: Flood Retrospective

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Can we replicate success?





# What gap exists?

## Volunteers sandbagging outside Iowa Memorial Union, The University of Iowa, June 11, 2008

Photo 10

[View Description](#)

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10 of 20

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Image

Text



University of Iowa | [digital.lib.uiowa.edu/flood](http://digital.lib.uiowa.edu/flood)

Thumbnails

Content

Volunteers sandbagging  
outside Iowa Memorial Union,  
The...  
0 found in document



[Photo 6](#)



[Photo 7](#)



[Photo 8](#)





# Takeaways

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- 🌀 Crowdsourcing = community = inclusion
- 🌀 How to give selection as much weight as inclusion?
- 🌀 Control that scope of work!
- 🌀 Plan for unfulfilled wish list
- 🌀 Find a topic that affects a critical mass
- 🌀 Make time



# Project Tools & Resources

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- 🌀 FADGI Technical Guidelines for Digitizing Cultural Heritage Materials
- 🌀 Project tracking: Trello
- 🌀 Website architecture: Omeka
- 🌀 Exhibit architecture: Neatline
- 🌀 Metadata standard: Dublin Core
- 🌀 Metadata wrangling: Excel & CSV spreadsheets
- 🌀 Scanner: Epson Expression 10000XL