THE UNIVERSITY OF FERRARA (UNIFE) LIBRARIES UNVEIL THEIR HERITAGE TO FULFILL NEW GOALS: completed actions, plans and opportunities supporting Research, Education and Third Mission

Information accompanying the Poster presented in the Poster Sessions (August 21-22, 2017)
THE IDEA

What can academic libraries do to outreach and engage new audiences?

How can they support parent universities in pursuing the strategic goals related to the 3 missions: Research, Education and Third Mission (commitment in the social, cultural and economic development of society)?

THE STRATEGY

Special Collections can be ambassadors of our Libraries and University, as they are:

- **original and unique**, identifying our institution
- **primary sources** for teaching and research
- **fascinating objects of local interest**, improving the sense of belonging in Unife users and citizens.

**Cooperation** with academic staff and students, **synergy** and **networks** with other institutions and **partnership** with private companies will help us to:

- make stakeholders **aware** of the heritage
- contribute to fulfill Unife’s **goals** and improve its **reputation**.

THE STARTING POINT (2016)

With reference to Special Collections we could count on:

- adequate **storage areas**
- updated **regulations** for handling
- available **information** about each collection’s **history** and characteristics
- a catalogue providing high-quality **records** with copy-specific data
- completed **restoration** activities and others still ongoing
- images of **digitized** archival items available **open access**
- Unife **academics** studying the disciplines to which collections refer.
- Unife professionals working with **audiovisual** and **digital media**.
THE FIRST STEPS (2016-2017)
Promotion of Special Collections has been managed mostly by a team of 5 librarians (part-time dedicated).
In the perspective of audience development (academic audiences as well as professionals, local schools, citizens and web users)
we have been working with
- Unife staff (librarians, teaching staff, Museums, se@unife, TekneHub,...)
- Unife students
- the local relevant authorities
- two local schools
- private companies
and thanks to Unife funds and private sponsorship.

some actions were completed:
- videos on heritage-related topics
- exhibitions (available on the web)
- workshops
- heritage-inspired gifts
- stands in a heritage-related event
- a round table and its proceedings

... AND TOMORROW (2017- )
- Cooperation with Unife and extra- Unife partners is getting stronger and new partnerships are going to be built
- Relocation in a unique site of most collections is planned to help effective promotion
- Fund raising initiatives are set up

Hence new activities are scheduled, especially dealing with
- bibliotourism
- use of media and web opportunities
- exhibitions of books together with museal objects and archival items
- meetings and seminars, both for academic and non-academic audiences
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