How to Plan and Run a “Throwback Thursday” Photo-Scanning Event

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With Cornell’s Sesquicentennial year in progress, the Cornell Association of Class Officers and the Cornell Alumni Association have teamed up to roll out a program to crowd-source and digitize alumni pictures and memorabilia and submit these to the University Archives. The Archives will use them for the Sesquicentennial and also as a permanent visual archive of student life at Cornell.

This program was piloted in December 2013 by the Cornell Club of Boston (CCOB), and dubbed “Throwback Thursday.” This note describes as a set of Frequently Asked Questions (FAQs) how to plan and execute such an event, whether by a regional club, a class, an affinity group, or any other Cornell alumni organization. The bottom line is that it is very easy and inexpensive, and generates a good deal of enthusiasm among its participants.

What is the event?

The Throwback Thursday event has two parts – a programmatic part and a scanning part. The programmatic part is to entertain the people who are waiting to having their photos scanned. The CCOB event’s programmatic part was a wine and hors d’oeuvres reception. Our experience was that there was not much waiting, and some people just came for the socializing. The programmatic part can really be anything the local club or organization wishes it to be, and the CCOB experience showed that a very simple reception is sufficient.

How many people will attend?

There are about 8,000 undergraduate and 2,500 graduate alumni in the Boston area. An email survey was sent out six months before the event to gauge interest; about 45 alumni responded and indicated they had photos to scan or memorabilia to donate. About 30 people actually attended the event (it was a week before Christmas, which may have slightly reduced attendance). The CCOB communications are email only, and they go out to all Boston-area alumni for whom email addresses are available. The CCOB does not charge dues, and this event was a free event.

You need not do a survey, but can assume that your attendance will be proportional to the number of Cornell alumni in your area (about ¼ of 1%).

How many scanners are necessary?

Two people had scanners, and this was sufficient to scan about 120 pictures in the 2½-hour event. The time to actually scan the pictures was quite small. Most of the
“scanning” time involved talking with the alum, selecting which pictures to scan (some alums brought a few choice pictures, other brought lots and we would go through them to pick the best ones), taking the pictures out of albums, etc.¹

Most of the items to be scanned are photos, but a few people brought slides and film. Many scanners will handle all three forms, but it is a good idea for the people who will be doing the scanning to practice beforehand to make sure they know how to deal with slides and/or film on their scanners.

How many people are necessary?

Five people: two to do the scanning, two to collect the metadata (discussed below), and one to greet people and give them numbers indicating their place in the scanning order. "Metadata" is simply information about a picture – who took it, when and where it was taken, who’s in it, and what is going on in the picture. Either the people doing the scanning or doing the data collection can receive physical memorabilia.

What is the cost of the event?

<table>
<thead>
<tr>
<th>Cost element</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Rental of venue to hold about 40 people</td>
<td>CCOB rented a room at a local library for $95 ($70 rental plus $25 fee for serving food)</td>
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<tr>
<td>Refreshments</td>
<td>Wine had been donated; cost of hors d’oeuvres was about $100</td>
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<tr>
<td>Scanners</td>
<td>Must be supplied by the organization holding the scanning party.</td>
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<tr>
<td>USB (flash) drives for people to keep their digitized photos</td>
<td>CACO will provide these.</td>
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How should the workflow be organized?

The layout consists of:

• A greeter who does the following:
  •
• A scanning station with a scanner (this refers both to the equipment and to the person doing the scanning). The physical setup required is a table with enough space for the flatbed scanner and a laptop (about 2’ x 2’) with easy

¹ If there are enough volunteers, some of them can inspect the photos ahead of time and help the person choose the ones to be scanned. This would save time at the scanners.
access to two electric outlets to plug in the laptop and scanner².

- Multiple data-collection stations (at least one for each scanning station). Each station has a person with a laptop with a USB port. The metadata clerks must bring their own laptops.

1. Alum with pictures or memorabilia comes to the greeter, who does the following:
   - Greets the alum.
   - Makes sure the alum has no more than the event-specified maximum number of pictures to scan³.
   - If necessary, help the alum choose the pictures to scan and get them out of frames or scrapbooks.
   - Checks pictures for appropriateness.
   - Give the alum:
     - Copyright release to sign
     - Metadata sheet to fill out
     - Sequence number (like at the deli counter)
     - CACO-branded thumb drive
   - If the alum has memorabilia to donate:
     - Gives the alum:
       - Deed of Gift to sign
       - Metadata sheet to fill out (see page 8)
     - Puts the items aside to pack at the end of the evening.
   - If the alum has memorabilia to scan:
     - Checks that the number of pages to be scanned is not more than the event-specified maximum number of photos to scan
     - Gives the alum:
       - Metadata sheet to fill out (see page 8)
       - Sequence number (like at the deli counter)
       - CACO-branded thumb drive

2. If there is no alum at a scanning station, the alum goes to that scanning station. Otherwise, the alum waits until scanner calls his/her number.

3. At the scanning station (see page 9 for a one-page list that can be left at each scanning station):
   - The scanner volunteer looks at the photos before scanning to see if any ought not to be scanned because they might be potentially embarrassing⁴.
   - Have the alum sign the copyright release form (page 13). Scan it.

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² You can use a surge protector or power strip with multiple outlets if your venue is short on wall outlets.
³ Some event organizers may want to set a maximum of, say, 5 or 10 to avoid having the process bog down if someone brings in a large number of photos.
⁴ University Archives will take down any picture that anyone objects to at any time.
c. The volunteer scans the photos, film, and/or slides. Note the starting and ending software-assigned sequence number for the scanned pictures for the alum.

d. When all the alum’s photos, slides, and film are scanned:
   i. Copy the alum’s JPEG images, starting with the first sequence number and going through the last, onto a USB thumb drive, in a folder called Cornell Photos (name of alum). Don’t forget to include the scanned image of the copyright release!
   ii. Return all photos, etc. to the alum.
   iii. Give the thumb drive to the alum.

e. The scanner calls the number of the next alum.

4. When a metadata clerk is free, s/he calls the next number. The alum gives his/her number to the clerk so the clerk knows whom to call next (i.e., who is the next person after the last person served).

5. At the metadata clerk’s station (see page 12 for a one-page list than can be left at each clerk’s station):
   a. The alum gives the USB thumb drive to the metadata clerk.
   b. The clerk opens the folder Cornell Photos (name of alum) on the thumb drive and copies it in its entirety onto his/her laptop (folder and all, not just the contents).
   c. The clerk gives the thumb drive back to the alum.
   d. The alum and clerk view each photo. The clerk fills out an Excel form (see page 7 for photos and page 8 for memorabilia) to capture the metadata about the alum’s photos.
   e. When all the photos have been identified on the form, the metadata clerk saves the Excel form in the same folder (on the laptop) as the photos for that alum. The filename should be Cornell Photos (name of alum).xls.
   f. When this last step is done, the alum leaves and the metadata clerk tells the check-in clerk that s/he is ready for the next alum.

6. When the event is over:
   a. Any memorabilia should be packed carefully and send to Evan Earle at Kroch Library 2B, Cornell University, Ithaca, NY 14853. A list of donors and items should be included, along with the signed Deeds of Gift (page 5 of this memo).
   b. One person should upload all the metadata files and all the folders with scanned pictures to a designated Cornell online box (details to be provided later). The person doing this should check that for every set of pictures, there is a metadata file.

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5 The scanner software will save the scan as a file with a unique filename. The volunteer should insure that the software is set up and used in such a way that each alum’s scans have filenames that are unique to that alum.
What about photos that are already digitized?

If an alum brings in digital photos, simply go to step 5 so the alum can provide the metadata for the photos.
DEED OF GIFT

The Cornell University Library acknowledges receipt from:

Name:

Address:

of the following collection:

I hereby give, grant, and transfer the material described above to Cornell University and relinquish whatever physical and literary property rights I may possess to the contents, except for these limiting conditions:

Name:

Signature: Date:

On its part Cornell University will care for the above material in a manner that, in its judgment, will provide for physical preservation and make it readily available for research. The University reserves the right to dispose of duplicates or unneeded items with the understanding that, where possible, they will be transferred to a similar institution or historical society, unless other instructions are specified by the donor.

Accepted for the University by:

Name:

Title:

Signature: Date:
“Throwback Thursday” Photo-Scanning Event
Excel Form for Metadata

<table>
<thead>
<tr>
<th>Photo ID</th>
<th>Date Taken</th>
<th>Location</th>
<th>Event</th>
<th>People (L to R, F to B)</th>
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“Throwback Thursday” Photo-Scanning Event
Excel Form for Metadata For Scanned Documents/Memorabilia

<table>
<thead>
<tr>
<th>Photo ID</th>
<th>Date of Item</th>
<th>What is the item?</th>
<th>Significance</th>
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Instructions for the Person Doing the Scanning

1. Look at the photos before scanning to see if any ought not to be scanned because they might be potentially embarrassing.

2. Note the starting and ending software-assigned sequence number for the scanned pictures for the alum.

3. Have the alum sign the copyright release form. Scan it.

4. Scan the photos, film, and/or slides.

5. When all the alum’s photos, slides, and film are scanned:
   a. Copy the alum’s JPEG images, starting with the first sequence number and going through the last, onto a USB thumb drive, in a folder called *Cornell Photos (name of alum)*. Don't forget to include the scanned image of the copyright release.
   b. Return all photos, etc. to the alum.
   c. Give the thumb drive to the alum.

6. Send the alum back to the check-in clerk.

7. Get the number of the next alum from the check-in clerk and call it.
Using the Canon 9000F Scanner

1. Plug in the scanner and connect it to your laptop with the USB cable provided by Canon.

2. Open the Canon “My Image Garden” app from the “Canon Utilities” folder. This is located where your computer keeps all applications. It will look like the screenshot below.

3. Place up to four photos on the scanner bed.

4. Click “Scan” in the left navigation, and then “Photo” in the top navigation bar. The screen display will change to the one below.
5. When the scan is done, the new photos will show up in the main pane of the window.

6. The saved scans are stored in a folder or directory on your laptop. To learn where, use the Preferences menu item under “My Image Garden” and choose the “Advanced Settings” tab (see screenshot below).

7. The folder of files saved by the scanner will look like the screenshot below. Note that the pictures scanned on March 29, 2014 range from IMG_20140329_0001.jpg to IMG_20140329_0016.jpg, and six pictures were scanned on December 8, 2014. This is why it is vitally important to note the starting and ending sequence numbers for each alum.
Instructions for the Metadata Clerk

1. Get the USB thumb drive from the alum.

2. Open the folder Cornell Photos (name of alum) on the thumb drive and copy it in its entirety onto your laptop (folder and all, not just the contents).

3. Give the thumb drive back to the alum.

4. Open the file Cornell Photos Metadata template.xls. This will have the fields shown on page 7 for photos and page 8 for memorabilia. Save it as Cornell Photos (name of alum).xls within the folder Cornell Photos (name of alum) file on your laptop.

5. You and the alum view each photo. Fill out the Excel form Cornell Photos (name of alum).xls to capture the metadata about the alum’s photos.

6. When all the photos have been identified on the form, save the Excel form in the same folder (on the laptop) as the photos for that alum. When this last step is done, the alum leaves and you can tell the check-in clerk that you are ready for the next alum.
PERMISSION

1. I, as photographer and copyright owner, hereby grant Cornell University the right to use, publish and display, including by posting on a website, the photographs that I have provided.

2. I hereby waive any and all right that I may have to inspect or approve the finished product or printed matter that may be used in connection therewith.

I am over the age of eighteen and have read the above release and fully understand its contents.

SIGNED: __________________________
PRINT: __________________________
ADDRESS: _________________________
_________________________________
DATE: ___________________________