BUILDINGS @ OU: AN ONLINE HISTORY OF CAMPUS BUILDINGS

Dominique Daniel and Mariela Hristova, Oakland University
OUTREACH IN THE 1970S

“[the archivist] could use his knowledge of the campus’s past to develop a walking tour of the campus which would feature photographs of buildings, their location, and anything architecturally unique or historically significant about them.”

(Burckel, 1976: 13)

OUTREACH TODAY

- Reach out or die? (Chute, 2008: 140)

- Online exhibits:
  long preparation but wide exposure
WHY A BUILDINGS HISTORY?

- To build community
- To show the value of archives
- To increase the use of collections

WHO IS IT FOR?

- Staff
- Faculty
- Students
- Alumni
- Administrators
EXAMPLES OF BUILDINGS EXHIBITS

Industrial Education Building

Industrial Education and Seed Laboratory, 1886. Situated in the center of campus, the Industrial Education Building is the oldest building on campus. It was originally built as a laboratory for the Textile Department. By 1914, the building was expanded and renamed the Industrial Education Building. The building now houses the Department of Textiles and Clothing.

Architectural Highlights of Carolina

Gerrard Hall, 1822-1837

North Carolina Collection Photographic Archives

William Nichols, one of the first trained architects to work in North Carolina, planned the Old West dormitory (1822) and Gerrard Hall (1822-1837), a chapel and assembly hall. Nichols designed Gerrard as a simple building for meetings but added an imposing south porch with four tall Ionic columns. The classical touch appealed to the trustees and faculty because it expressed devotion to learning and moral elevation. In 1900, the trustees had the porch removed because it had rotted and faced south, where the campus had not yet expanded. During Gerrard's 2007 renovation, the university had the porch and its columns restored.
The Dinkey was a small steam engine that ran between downtown Ames and Iowa State College campus beginning July 4, 1931. Built by the AM&O Railway as an alternative to the mud road previously used, the Dinkey delivered mail to the post office located inside the ISU, carried building materials used in constructing Agriculture Engineering Hall, the Campanile, and other campus buildings, and brought loads of boxes and scrap wood for the victory bonfires held after sporting events.

The fare was five cents each way and ran about every two hours beginning around 6 a.m. and ending about 9 p.m. The track began at the east end of downtown Ames, continued across Square Creek through the wooded landmark, and chugged up the hill to campus. The first stop was behind the Farm House, and the last stop was where the track ended in front of the Hub. The Dinkey ran until 1967 when it was replaced by an electric streetcar.

AT OU: DYNAMIC EXHIBIT

Buildings @ Oakland University

Names

A  B  C  D  E  F  G
H  I  J  K  L  M  N
O  P  Q  R  S  T  U
V  W  X  Y  Z  All

Locations

Timeline

Types

Administrative And Auxiliary
Instruction And Research
Libraries
Meadow Brook Estate
Recreational
Student Residences
CENTRALIZED CONTENT CREATION
INTEGRATED THIRD PARTY FEATURES

MEASURING SUCCESS

Pageviews
/archives/buildings/building.php?building=471
(Sunset Terrace)

Monday, May 4, 2015
Pageviews: 22
/ archives / buildings / building.php?building=471; 19

Apr 27 May 1 May 5 May 9 May 13
ON CAMPUS VS OFF-CAMPUS UNIQUE VIEWS

Source: Google Analytics
MEASURING SUCCESS

1. To build community
2. To show the value of the archives (staff and collections)
3. To increase use of collections

BIBLIOGRAPHY


Thank you!