

**THE CALLS ARE COMING  
FROM INSIDE THE  
STATE: Phone-banking  
after Hurricane Irma**

Fletcher Durant, Preservation Librarian, UF Libraries

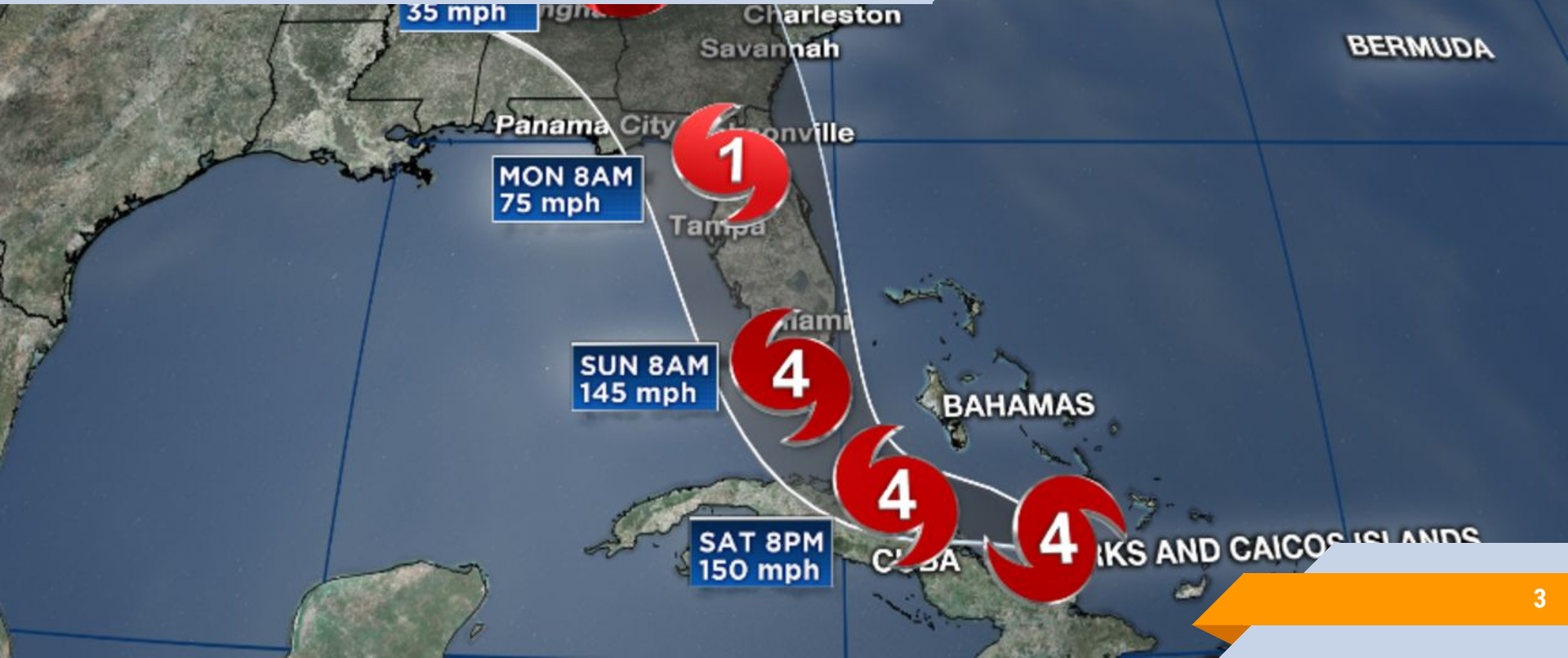
# 2017 Hurricane Season

Harvey

Irma

Maria

# Hurricane Irma September 10-11, 2017



# \$50 Billion in Recovery Costs (USA)

All 63 FL  
counties  
Declared  
Federal Disaster  
Areas

1 in 3 Florida  
households  
applied for  
FEMA  
assistance

17 US Deaths  
6.5 FL Million  
Evacuations  
63% FL  
Households  
without power



**UF Closed  
9/8-9/12**

## Formulating a Response



# Project Planning

- Who to contact?
- How to call them?
- What to ask?
- How to collect info/data?



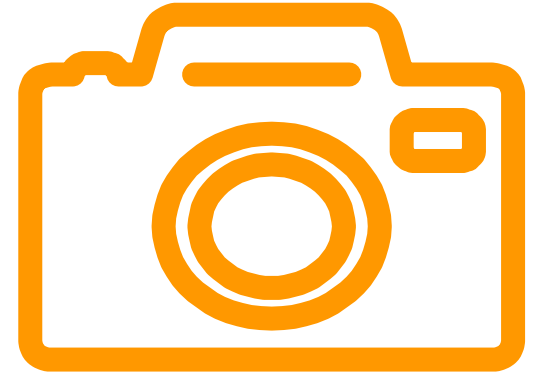


# Phone-Banking Basics

	Contact List		Headsets or Phones
	Script/Survey		Volunteers
	Google Voice Numbers		Snacks
	Computers		Time



# What's Florida Heritage?



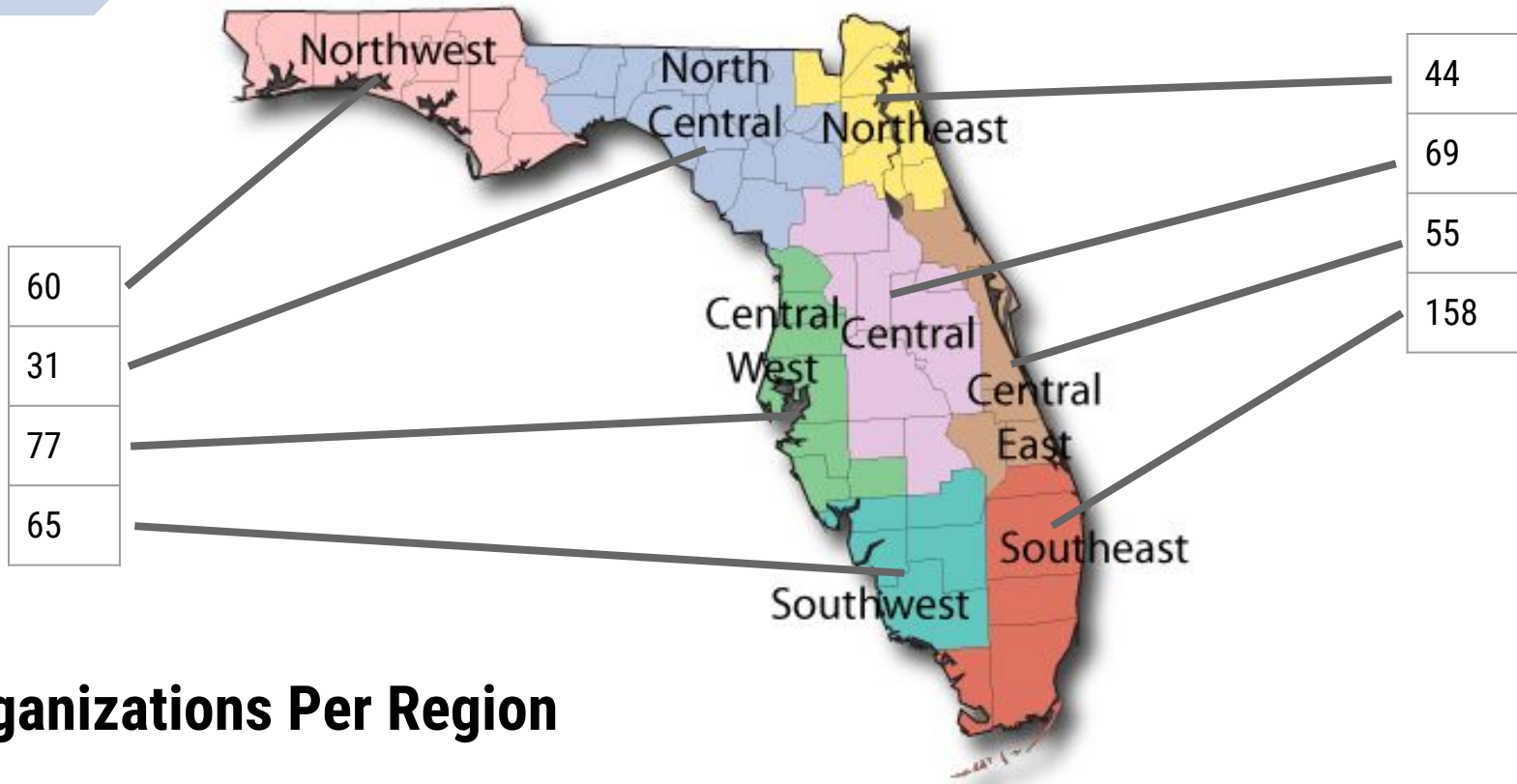
NHR volunteers compiled list of museums, libraries, archives, historic sites, botanical and zoological gardens



fx

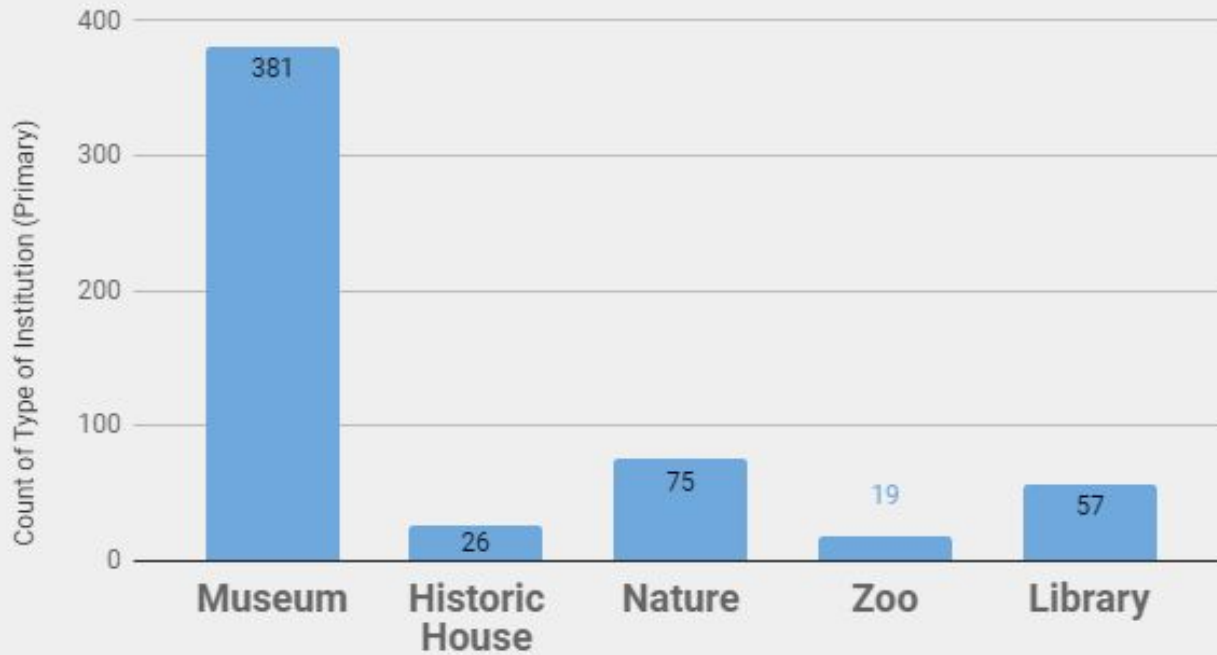
Institution Name

	A	B	C	D	E	F	G	H	I	J	K	L	
1	Institution Name	Address	City	State	Zip Code	County	Region	Institution Website	Twitter	Facebook	Contact Name	Email	Ph
346	Jewish Museum of Florida	301 Washington	Miami Beach	FL	33139	Miami-Dade	SE	<a href="http://jewishmuseum.org">jewishmuseum.org</a>					(305) 375-1100
347	The Bass	2100 Collins Ave	Miami Beach	FL	33139	Miami-Dade	SE	<a href="http://thebass.org">thebass.org</a>	<a href="https://twitter.com/thebassorg">https://twitter.com/thebassorg</a>	<a href="https://www.facebook.com/thebassorg">https://www.facebook.com/thebassorg</a>		<a href="mailto:info@thebass.org">info@thebass.org</a>	(305) 375-1100
348	The Wolfsonian-Florida International University	1001 Washington	Miami Beach	FL	33139	Miami-Dade	SE	<a href="http://wolfsonian.org">wolfsonian.org</a>					(305) 375-1100
349	Archbishop John C. Favalora Archive and Museum	16400 NW 32nd	Opa-locka	FL	33054	Miami-Dade	SE	<a href="http://stu.edu">stu.edu</a>					(305) 375-1100
350	Florida Memorial University	15800 NW 42nd	Miami Gardens	FL	33054	Miami-Dade	SE	<a href="http://fmuniv.edu">fmuniv.edu</a>					(305) 375-1100
351	St. Thomas University, University Library	16400 NW 32nd	Opa-locka	FL	33054	Miami-Dade	SE	<a href="http://stu.edu">stu.edu</a>					(305) 375-1100
352	Jay I. Kislak Foundation, Inc.	7900 Miami Lake	Miami Lakes	FL	33016	Miami-Dade	SE	<a href="http://kislakfoundation.org">kislakfoundation.org</a>					(305) 375-1100
353	Miami Springs Historical Museum	501 East Dr	Miami Springs	FL	33166	Miami-Dade	SE	<a href="http://miamispringshist.org">miamispringshist.org</a>					(781) 437-1100
354	Museum of Contemporary Art in Miami	770 NE 125th St	North Miami	FL	33161	Miami-Dade	SE	<a href="http://mocomi.org">mocomi.org</a>					(305) 375-1100
355	Ancient Spanish Monastery of St. Bernard De Clair	16711 Dixie Hwy	North Miami Beach	FL	33160	Miami-Dade	SE	<a href="http://spanishmonastery.org">spanishmonastery.org</a>					(305) 375-1100
356	MCPL--Big Pine Key Branch Library	213 Key Deer Blvd	Big Pine Key	FL	33043	Monroe	SE	<a href="http://keyslibraries.org">keyslibraries.org</a>					(305) 375-1100
357	Great White Heron National Wildlife Refuge	*	Cudjoe Key	FL	33042	Monroe	SE	<a href="http://fws.gov">fws.gov</a>					*
358	Florida Keys History & Discovery Center	82100 Overseas	Islamorada	FL	33036	Monroe	SE	<a href="http://keysdiscovery.com">keysdiscovery.com</a>					(305) 375-1100
359	Green Turtle Hammock Nature	81224 Overseas	Islamorada	FL	33036	Monroe	SE	*					*
360	History of Diving Museum	82990 Overseas	Islamorada	FL	33036	Monroe	SE	<a href="http://divingmuseum.org">divingmuseum.org</a>					(305) 375-1100
361	Keys History & Discovery Center	82100 Overseas	Islamorada	FL	33036	Monroe	SE	<a href="http://keysdiscovery.com">keysdiscovery.com</a>					(305) 375-1100
362	Lignumvitae Key Botanical State Park	77200 Overseas	Islamorada	FL	33036	Monroe	SE	<a href="http://floridastateparks.com">floridastateparks.com</a>					(305) 375-1100
363	MCPL--Islamorada Branch Library	81830 Overseas	Islamorada	FL	33036	Monroe	SE	<a href="http://monroecounty-fl.gov">monroecounty-fl.gov</a>					(305) 375-1100
364	John Pennekamp Coral Reef State Park	102601 Overseas	Key Largo	FL	33037	Monroe	SE	<a href="http://pennekamppark.com">pennekamppark.com</a>					(305) 375-1100
365	Key Largo Public Library	101485 Overseas	Key Largo	FL	33037	Monroe	SE	<a href="http://keyslibraries.org">keyslibraries.org</a>					(305) 375-1100
366	SS Benwood	*	Key Largo	FL	<a href="http://floridakeys.noaa.gov">floridakeys.noaa.gov</a>	Monroe	SE	(305) 852-7717					(305) 375-1100
367	Audubon House & Tropical Gardens	205 Whitehead Ct	Key West	FL	33040	Monroe	SE	<a href="http://audubonhouse.com">audubonhouse.com</a>					(305) 375-1100
368	Donkey Milk House, c. 1866 Historic Home	613 Eaton St	Key West	FL	33040	Monroe	SE	<a href="http://museumsusa.org">museumsusa.org</a>					(305) 375-1100



## Organizations Per Region

## Count of Type of Institution (Primary)





UF

MUSEUM  
STUDIES

School of **ART + ART HISTORY**  
UNIVERSITY OF FLORIDA

## UF Disaster Relief Phone Banking Form

Please fill out this form as you proceed through your call.

\* Required

Your Name: \*

Your answer

Today's Date:

Date

mm/dd/yyyy

Time:

Time

:  AM

Which institution are you calling? \*

+ New conversation

Messages icon

Phone icon

More options icon

No recent chats  
Start a new one

# Hi, Fletcher!

Get started by calling or messaging a friend

VIDEO CALL

PHONE CALL

MESSAGE

Fletcher Durant  
(512) 661-8829

Calling...

Free

Microphone icon

End call icon

Settings icon

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
*	0 +	#

Maria hits  
Puerto Rico

**September 20, 2017**

Contacted by NHR and HENTF

**September 26, 2017**

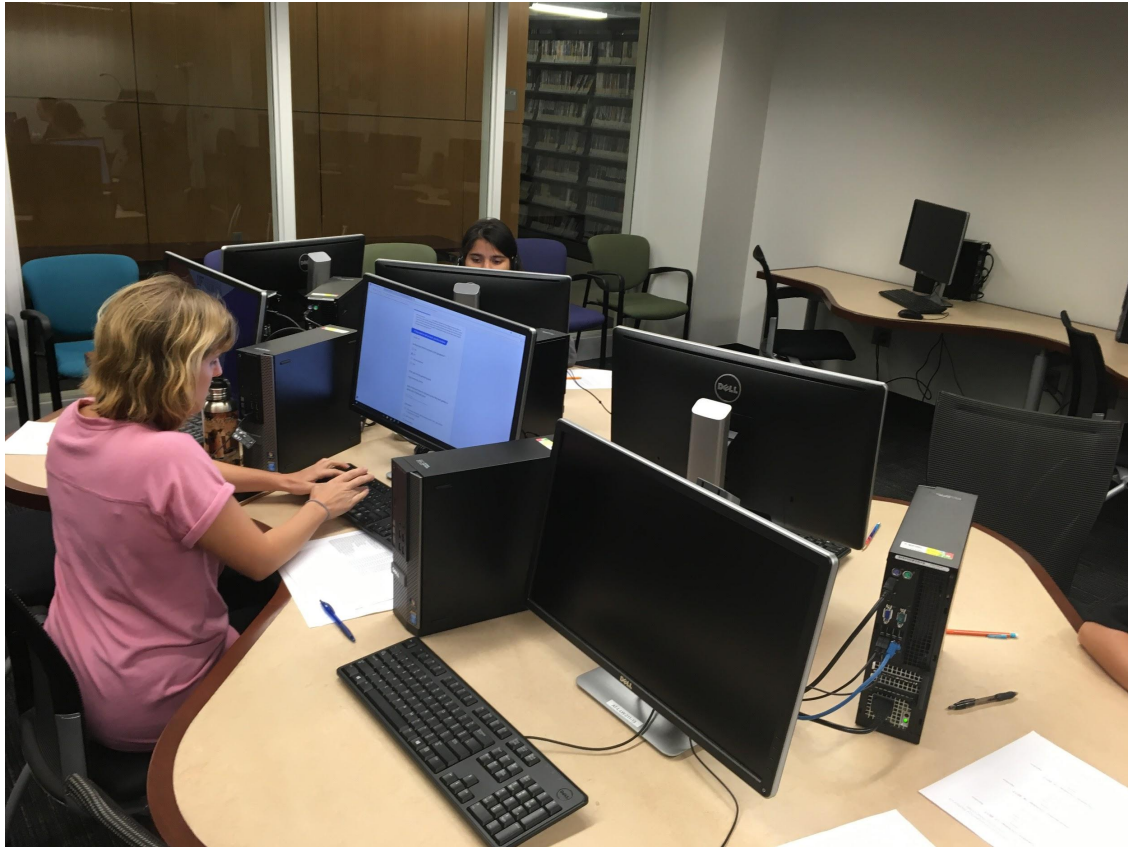
Organized UF team lead by Museum  
Studies Graduate Students

Nate forms in  
Southern  
Caribbean

**October 3, 2017**

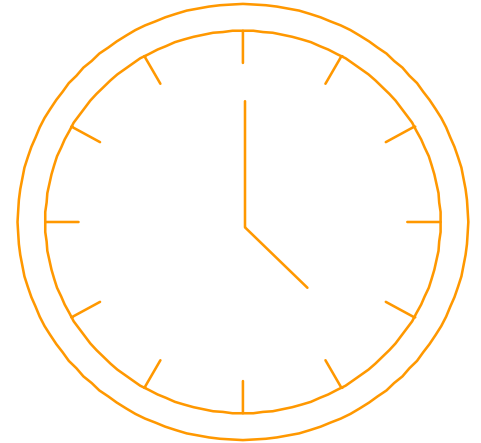
Phone-banking begins



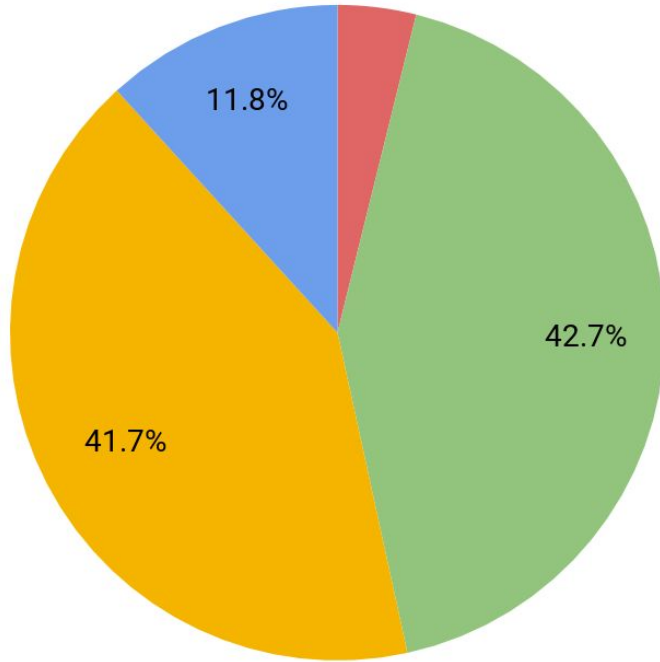


## Project Findings

- 53.5 person hours of calls
- Average length of call: 5 minutes 45 seconds
- Average length of call recording damage: 10 minutes 10 seconds
- Longest call: 32 minutes

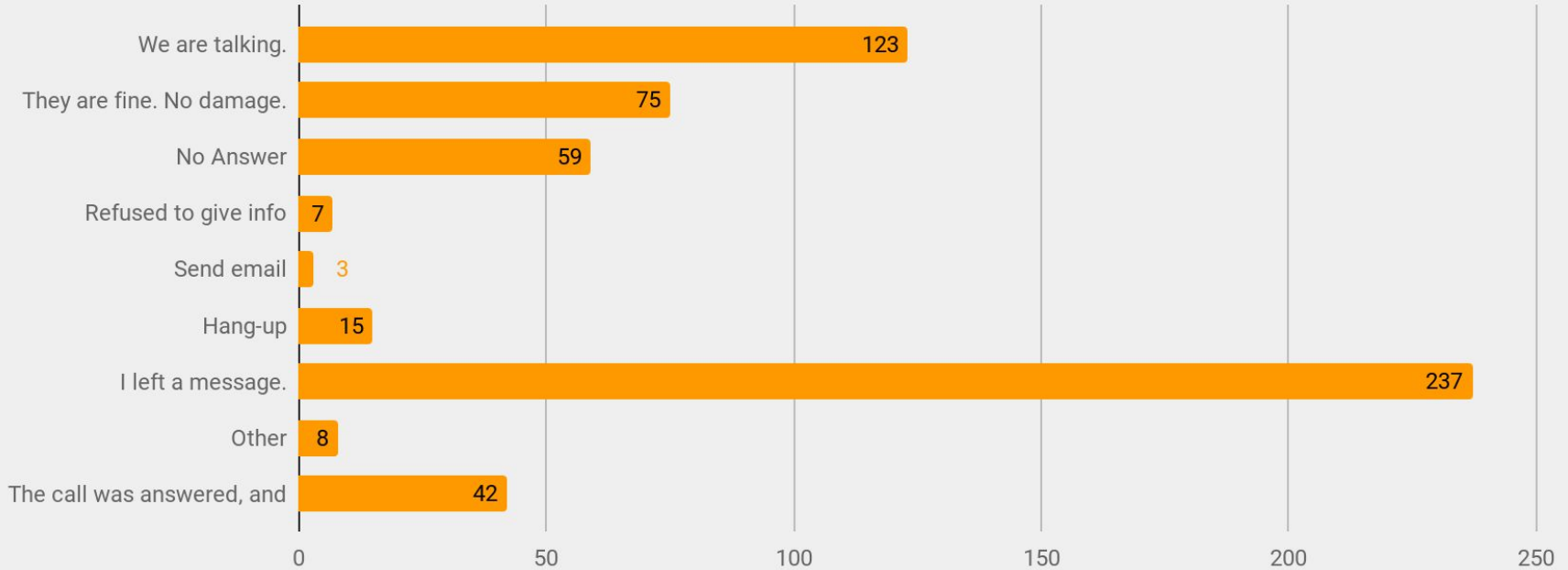


## Outcomes

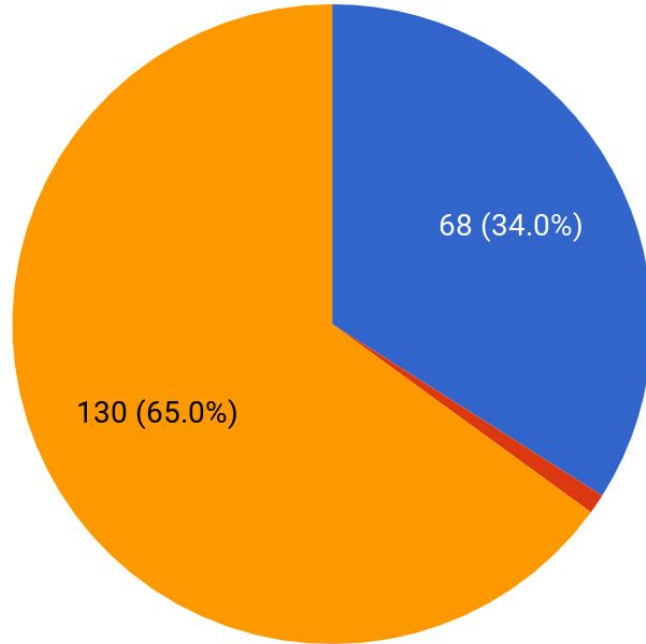


- Bad Response
- Contact
- Message
- No Answer

## Outcome:



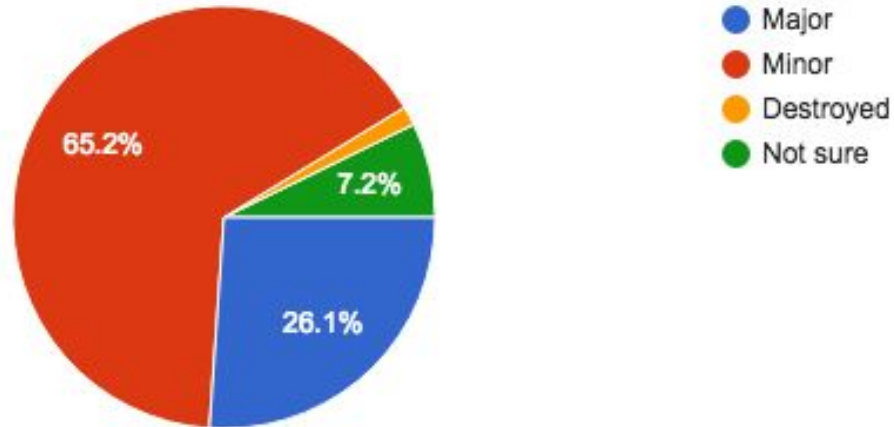
## Damage to Buildings



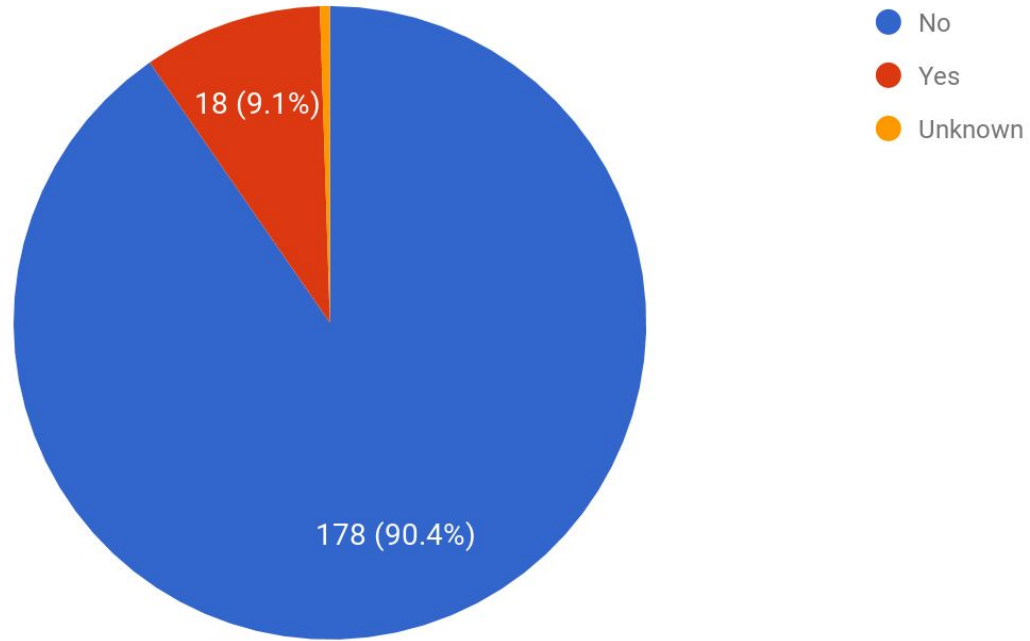
- Yes
- Unknown / Not sure
- No

## Of these, how would you describe the damage:

69 responses

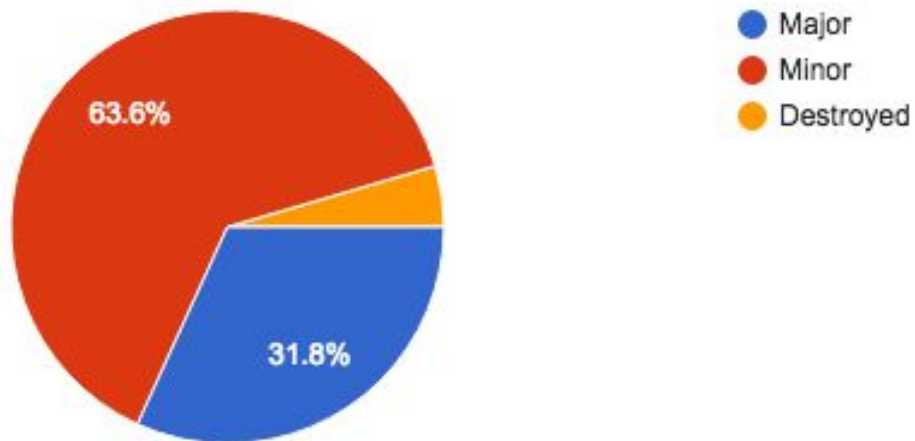


## Damage to Collections



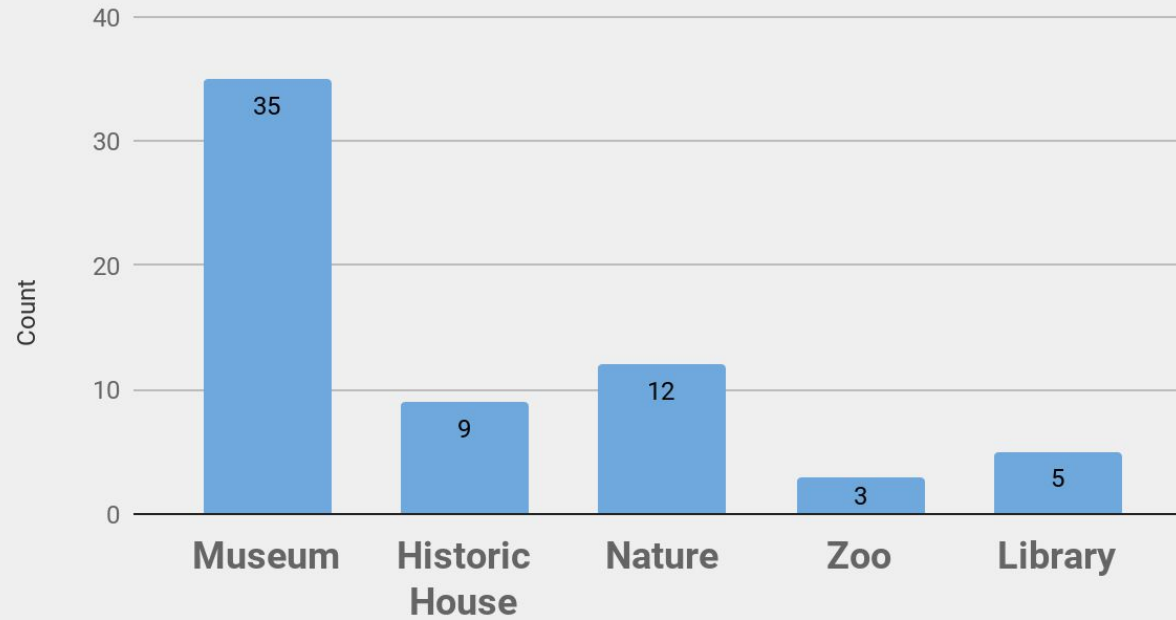
## Of these three, would you describe the damage as

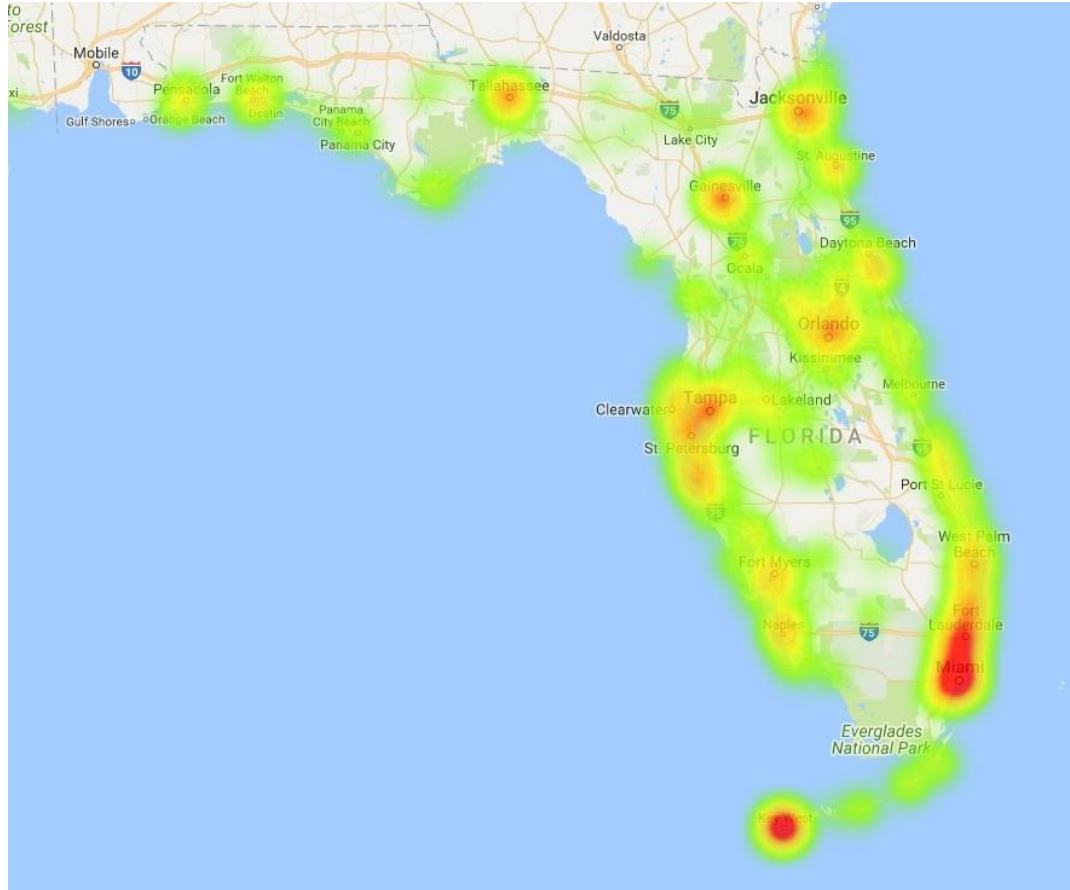
22 responses

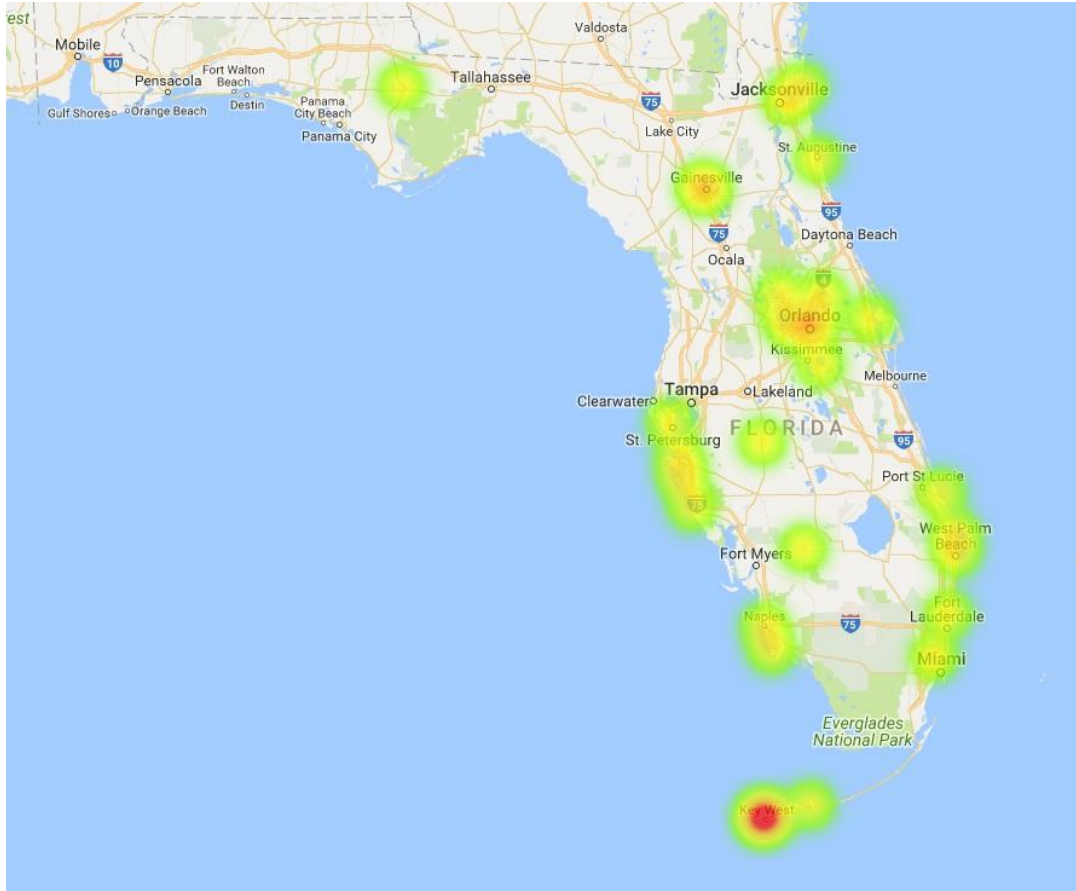




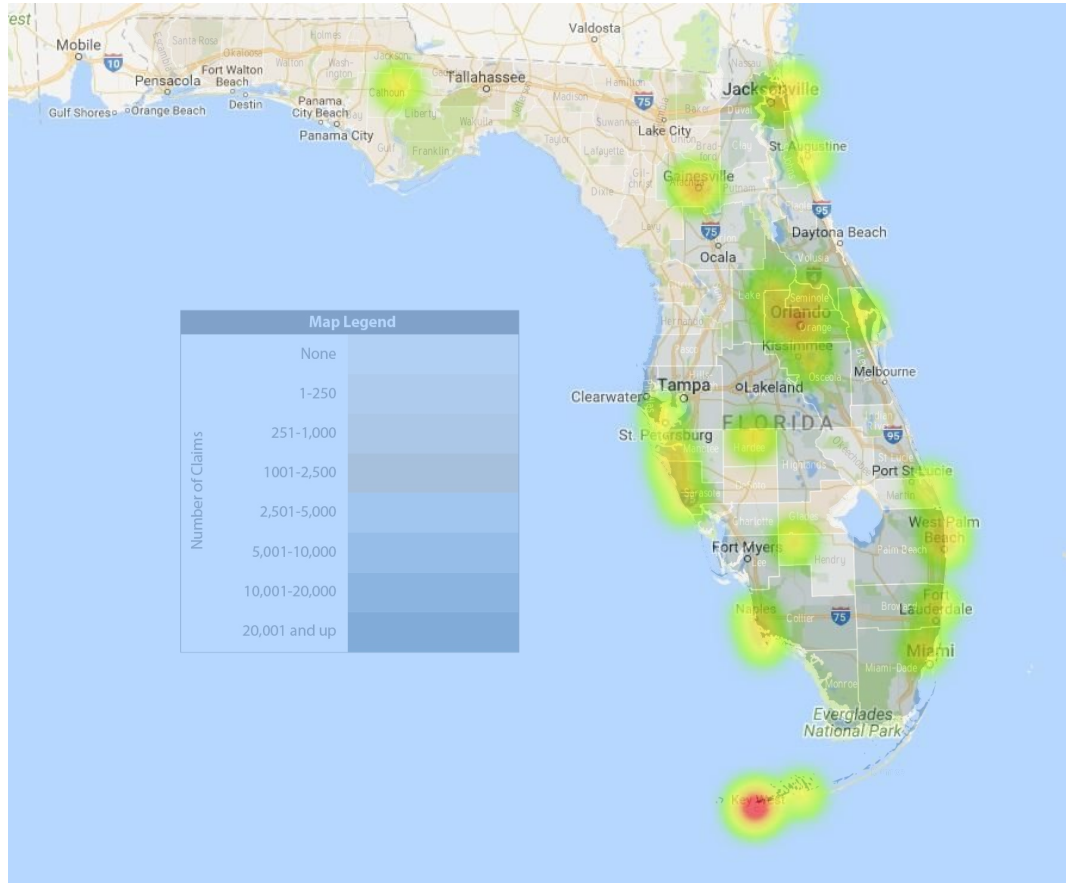
## Damage by Institution Type

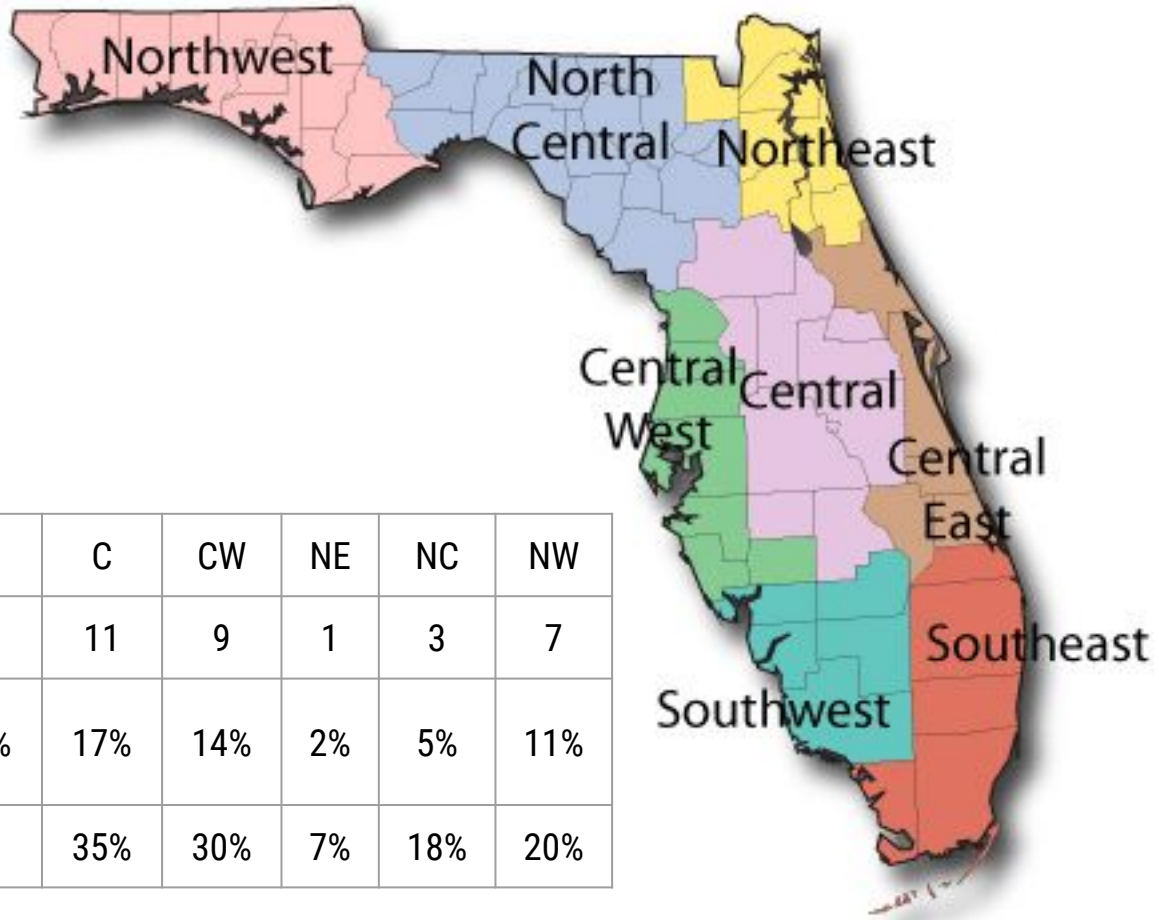






# Total Claims as of 4/6/2018





	SE	SW	CE	C	CW	NE	NC	NW
Reported Damage	20	5	8	11	9	1	3	7
% of Total Reported Damage	31%	8%	12.5%	17%	14%	2%	5%	11%
Rate of Damage	38%	15%	28%	35%	30%	7%	18%	20%



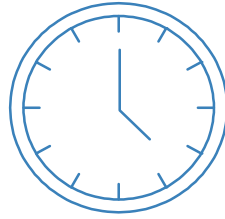
**1 out of 4**

Florida Heritage Orgs Sustained Damage



# 69% of orgs with damaged collections wanted an NHR call back

61% with damaged facilities wanted a HENTF contact





## IT'S NEVER A GOOD TIME FOR A HURRICANE

- Hurricane Maria
- Mid-terms
- Richard Spencer visit/campus shutdown

Planning and preparation make response faster, easier, and better.





## LESSONS LEARNED/FUTURE MOVES

### Better Lists

Goldman and Tansey's Repo Data Project, funded by SAA, seeks to identify archival repositories in the USA.

<https://repositorydata.wordpress.com>

### Communication Keys

Use improved list to send out preliminary survey by email. But list needs to include general addresses or be kept up-to-date.

### Tech Mis-Steps

Call center model means multiple Google Hangouts/Voice accounts needed. Can't rely on volunteers to set accounts up.

### Polish Script

Format script to provide earlier yes/no for damage to shorten calls. Rewrite text for voicemail to push org to call back or fill out web form.

### Volunteers

Hard to maintain efforts. Seek to boost turnout in first 2 weeks when enthusiasm is highest.

### Outreach

Let orgs know that outreach is coming and who we are. Most time on calls spent explaining project and building trust.



## WHERE DO WE GO? WHAT DO WE DO?

Can we use this data to target disaster response efforts? Was it helpful? Are there limits?





# THANKS TO

Lauren O'Neill  
Elizabeth Bouton  
Lourdes Santamaria-Wheeler  
Briley Rasmussen  
Lori Foley  
Jess Unger  
Andrew Robb  
Rebecca Elder



Any questions?  
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