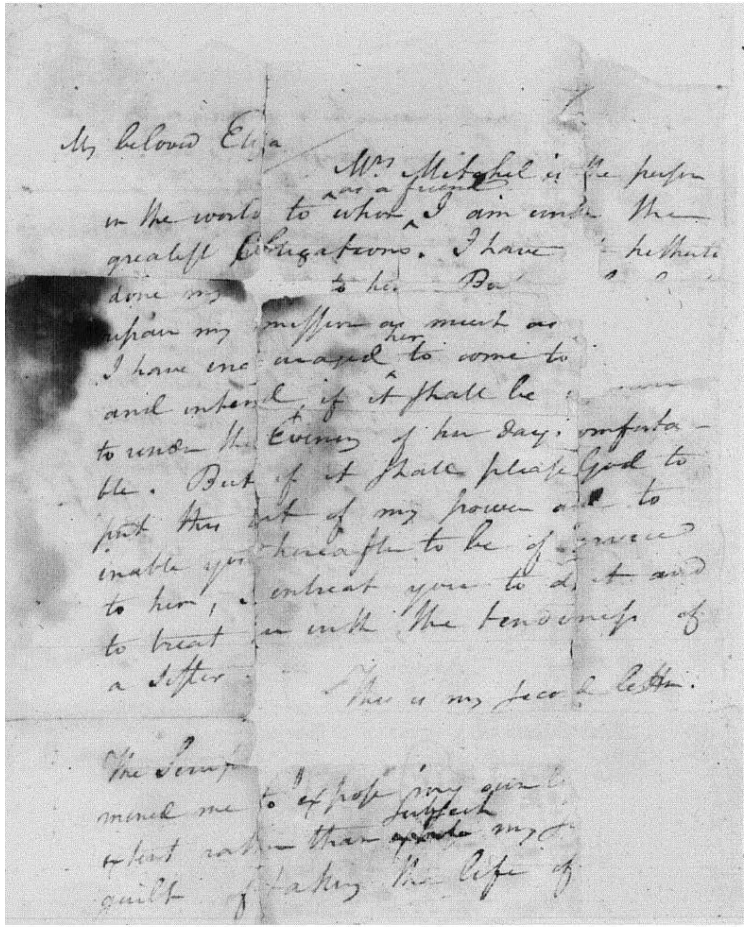
70°
ARCHIVE. PRESERVE. EXHIBIT.
70degrees.org
Jennifer Keil, M.A.

What's your story?

- Specialize in Preserving Family, Corporate, and Local History
- Alexander Hamilton is my relative and reminds us, "Who lives, who dies, who tells your story?"



A letter from Alexander Hamilton to Elizabeth Hamilton, dated July 4, 1804.

Archival Science and Computer Science

HP Labs

CITIZEN ARCHIVISTS

NATIONAL ARCHIVES

Market Size & Validation

- Target Market: OC Museums, Historical Societies, and Historic Sites
  - See 70° website for extensive historic and research site list
- Various Standards with Site Visits
- Need for a Historical Lexicon
- Limited Archive Accessibility

Market Adoption

Business Model: Contractual projects and subscriptions

- Installation of Archival Content Management Systems with monthly management costs
  - See 70° website for extensive resources list
- Training via Google Classroom for independent organizations
- New client interest with resources web pages under the Creative Commons Attribution 4.0 International License

creative commons

Market Adoption and Institutional Partnership

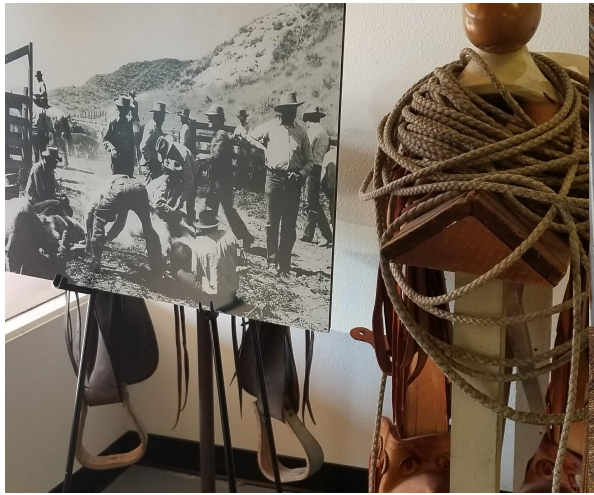
CONSULATE GENERAL
OF THE REPUBLIC OF KOREA
IN LOS ANGELES

Southwest Oral History
Association

Orange County, CA
Public Libraries
Open Doors. Free Access. Community.

Historic Site Partnerships

Brea Museum
Balboa Island Museum
Del Mar Historical Society
Laguna Woods History Center
Moulton Family Foundation
Laguna Playhouse
Aliso Viejo Ranch

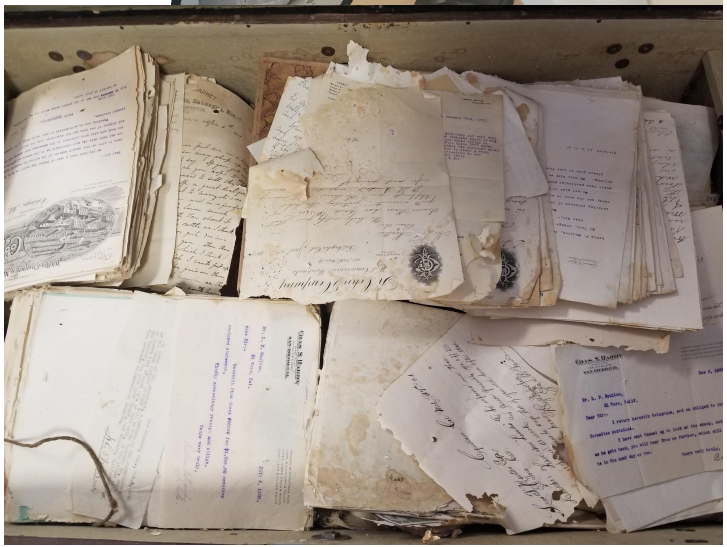


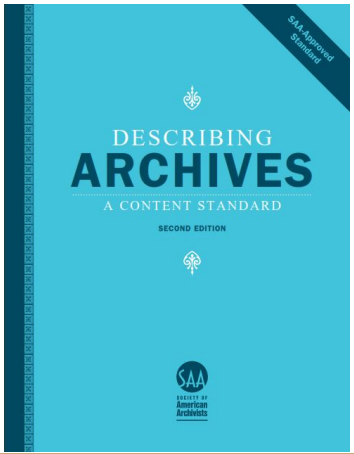
Archive

- Information Management System
- Digitization of Materials
- Online Accessibility
- Sandbox Demos

SOCIETY OF American Archivists

Collection Management Tools Section





omeka

Omeka Sandbox

ArchivesSpace
a community served by LYRASIS

ArchiveSpace Sandbox

Preserve

CALIFORNIA PRESERVATION FOUNDATION

ORAL HISTORY ASSOCIATION

Southwest Oral History Association

Exhibit

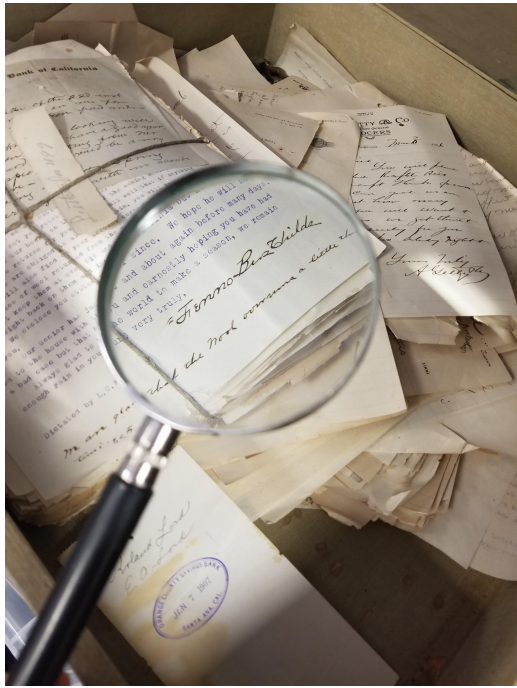
- Standards with lighting, labels, and themes according to The Getty Museum, National Council on Public History, & The American Alliance of Museums practices
- Institutions with rotating exhibits and permanent collections
- Traveling exhibits

Laguna Art Museum

The Getty Villa in Malibu, CA

Data, Design, & Development

- Utilize Google Apps for Nonprofits & Google Classroom for Archive Intern Training
- UX Technology: User Experience, WordPress, ArchivesSpace/Omeka, and OHMS/DOHP
- Getty Crosswalking & Lexicon: DACS & Dublin Core
- UC Libraries, CSU Libraries, & O.C. Public Libraries Collaboration: Online Collections of California finding aids, digitization projects



Shared Getty Lexicon (Crosswalking): Museums & Libraries

UX Technology: WordPress, Omeka, YouTube, SoundCloud, & OHMS

Collaboration: UC LIbraries, O.C. Libraries, Southwest Oral History Association, Oral History Association

Future of Preservation

- 4K, 360 Imaging, and Drone Footage of Historic Sites and Objects
- Machine Learning for Metadata: Identifying MoMA artworks using Machine Learning
- Image Recognition: HP Pixel Intelligence, Samsung's Bixby Vision and Google Cloud AutoML Vision
- VR Augmented Galleries and Historic Site Modeling: Google Arts & Culture
- GIS Historic and Contemporary Overlay Mapping: CyArk
- California and Federally Recognized Sites: National Trust for Historic Preservation

Samsung Oculus

Oral History with Myra Neben

About Us

- Founders
- Advisory Board
- Intern Program: 70degrees.org/intern
- Local and National Network

Breanna Hale, MBA
70° Advisory Board
***Associate Director*, Antrepreneur**

Sara Long, MA
70° Advisory Board
Conservationist and Historian

Jennifer Keil, MA in History & Founder
Christopher McCluney, UCI History Graduate
Cindy Keil, MA in English & Founder

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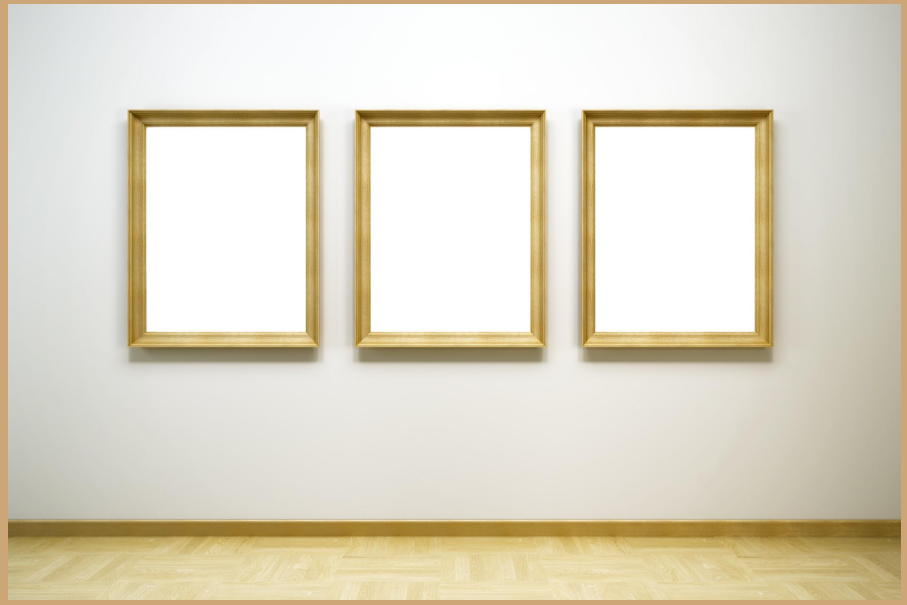

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