

KANSAS WORLD WAR I CENTENNIAL COMMITTEE (KWWICC) MEETING  
OCTOBER 16, 2015  
KANSAS HISTORICAL SOCIETY (KSHS)  
EXECUTIVE CONFERENCE ROOM, 1:30 – 3:30 PM  
MEETING NOTES

MEMBERS PRESENT

- Mary Madden, Director, Kansas Museum of History, Kansas Historical Society, Chairperson
- Blair Tarr, Curator, Kansas Museum of History, Kansas Historical Society
- Patrick Zollner, Director, Cultural Resources Division, Kansas Historical Society
- Matt Veatch, State Archivist, Kansas Historical Society
- Adrienne Landry, Outreach Coordinator, Center for Russian, East European & Eurasian Studies, University of Kansas
- Sergeant First Class Jeremy Byers, Command Historian, Public Affairs Office, Kansas Adjutant General's Department
- Tom Jorsch, Assistant Professor of History, Bethany College
- Murl Riedel, Director of Grants, Kansas Humanities Council
- Rebecca Schulte, University Archivist, University of Kansas
- Thom Rosenblum, Historian, Brown v. Board of Education National Historic Site
- John Daley, Professor of History, Pittsburg State University
- James Patton, Volunteer, United States World War I Centennial Commission
- Dennis Cross, Volunteer, National World War I Museum
- George Thompson, Adjunct Associate Professor, Historian, History and Philosophy of Medicine, The University of Kansas Medical Center

WELCOME AND INTRODUCTIONS

Ms. Madden welcomed members to the second meeting of the KWWICC. At her request, each attendee introduced themselves.

MINUTES

The committee accepted as submitted the minutes from the August 14, 2015, meeting.

STRATEGIC PLANNING

Committee members devoted the majority of the meeting to identifying strategies for achieving the strategic goals identified during the August 14, 2015, meeting.

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DRAFT MISSION STATEMENT

*To raise awareness of Kansas' role in and contributions to World War I.*

Committee members reaffirmed their support of the mission statement by consensus.

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## DRAFT GOAL 1: IDENTIFY AND PROMOTE KANSAS WWI COMMEMORATIVE ACTIVITIES

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### STRATEGY: WWICC BLOG

Ms. Landry presented a branding-neutral, demonstration blog (<http://kansasww1.org/>) that she developed for the KWWICC using WordPress installed on the University of Kansas' IT infrastructure. She explained that the blog could be used to compile and present event listings, to gather information on WWI activity from across the state (that would be vetted before publishing), and to publish information about Kansas' role in and contributions to WWI. Ms. Landry indicated that she was willing to administer the blog. She also has access to student assistants who could help maintain the website. Ms. Landry suggested that committee members could promote and contribute content to the website. Committee members expressed general support for using the blog as a primary means for identifying and promoting WWI commemorative activities.

#### *Blog Contributors and Potential Content*

Ms. Landry demonstrated the administrative view of the blog, showing committee members how to create blog and event postings. She encouraged committee members interested in contributing to the blog to send her an email so that she could create an account for them. Mr. Riedel suggested and others agreed that contributors should be limited to committee members and individuals recommended by committee members.

Mr. Cross noted that he published a monthly blog on the countdown to WWI, which could be highlighted on the KWWICC blog. Mr. Rosenblum noted that the NPS had developed a WWI exhibit/program that could be highlighted on the blog.

#### *Blog Editorial Policy*

Mr. Thompson asked whether the KWWICC blog needed an editorial policy. Ms. Landry said that was up to the committee; in her view, if potential content related to WWI and Kansas then it met the basic criteria for inclusion on the blog. Mr. Thompson noted that the Categories listed on the demo blog (i.e. Committee News, Events, Exhibits, Family History, Monuments & Memorials, Preservation, Projects, Research, Resources) effectively illustrated the type of content appropriate for the KWWICC blog. Mr. Cross suggested that the blog include a statement indicating that the committee reserves sole editorial discretion concerning the publication of content on the blog. Mr. Thompson then asked whether the blog could be used to promote commercial activities (e.g. selling books at an event). Ms. Madden and Ms. Landry agreed that it would be acceptable to include events that involved commercial activity but inappropriate to market a specific product or service. Ms. Landry requested that Mr. Cross, who is an attorney, draft a statement articulating that the blog is intended for educational and commemorative purposes, not commercial gain. Mr. Cross agreed to draft a statement articulating both the editorial policy and the restrictions on commercial use.

#### *Fund Raising*

Ms. Landry asked whether the committee intended to engage in fund raising and, if so, whether the blog should include an option for citizens to make a monetary donation. Mr. Thompson suggested that any fund raising be attached to a specific project, not just general fund raising for the committee. Others agreed with this targeted approach to raising funds.

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## DRAFT GOAL 2: ENDORSE WWI COMMEMORATIVE ACTIVITIES

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#### STRATEGY: COMMITTEE LOGO

Ms. Madden presented a proposed KWWICC logo, which the committee intends to use to recognize support of WWI centennial commemorative activities around the state. Mr. Thompson expressed his appreciation for the quality of the proposed logo. Ms. Madden noted that KSHS graphic designer, Linda Park, created it. Mr. Cross suggested that the committee consider registering the logo as a trademark. Ms. Madden asked the committee to endorse the logo. Mr. Thompson moved endorsement of the proposed KWWICC logo, Mr. Cross seconded, and the motion passed unanimously.

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#### DRAFT GOAL 3: IDENTIFY, COLLECT, AND COMMUNICATE/SHARE INFORMATION ABOUT WWI MONUMENTS AND MEMORIALS

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#### STRATEGY: LEVERAGE THE KANSAS HISTORIC RESOURCES INVENTORY (KHRI)

Mr. Zollner demonstrated KHRI, a KSHS-administered database of historic properties, which includes information on numerous WWI monuments and memorial in Kansas. He stated that KSHS staff will be adding a specific "WWI monument" tag to all WWI monuments included in the database; this will enable users to more easily search for WWI monuments and memorials. Mr. Zollner and Ms. Landry discussed ways that the KHRI information could be featured on the KWWICC blog. KHRI is available at:

<http://khri.kansasgis.org/>

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#### DRAFT GOAL 4: KANSANS IN THE WAR -- CREATE/COMPILE INFORMATION ABOUT KANSAS' ROLE IN WWI

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#### STRATEGY: USE KWWICC BLOG TO COLLECT STORIES AND ARCHIVAL MATERIAL

Mr. Thompson observed that individual stories about Kansas' role in WWI were often quite compelling. He suggested that the blog could be used as a mechanism for gathering those stories. Mr. Veatch suggested that the blog also could be used to encourage citizens to share and preserve their WWI-related archival collections with an appropriate repository. Members agreed that it would be appropriate to provide potential donors of materials with a list of appropriate repositories (KSHS, KU Kansas Collection, National WWI Museum, etc.). Ms. Madden will provide Ms. Landry with guidance on how she should respond to individuals who submit information on the blog about a WWI family story or WWI archival materials.

#### NEW BUSINESS

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#### UNITED STATES WORLD WAR I CENTENNIAL COMMISSION (U.S. WWICC) WEBSITE

Mr. Patton reported that the U.S. WWICC website includes a section with links to state-level WWI centennial websites:

<http://www.worldwar1centennial.org/index.php/partners/state-and-territorial-commemoration-organizations.html>

Committee members agreed that a link to the KWIICC blog should be submitted for inclusion on U.S. WWICC website. Ms. Landry will submit the information to the national commission once the KWWICC blog is ready for launch. Ms. Madden suggested striving to launch the blog by Veterans Day, November 11, 2015.

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#### ROADSIDE POPPY PLANTING

Mr. Patton suggested that the KWWICC contact the Kansas Department of Transportation (KDOT) about the possibility of engaging in a poppy planting project on state roadsides. Ms. Madden agreed to make an initial contact with KDOT to assess their interest.

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#### WWI LESSON PLANS

Mr. Patton also suggested that the committee consider ways to develop WWI-related lesson plans for Kansas schools. Ms. Madden noted that KSHS will be developing curriculum materials on WWI. Committee members noted that the National WWI Museum made curriculum materials available and that links to the lesson plans could be included on the KWWICC blog.

#### NEXT MEETING

The committee will meet again on December 16, 2015 at 1:30pm in the KSHS Executive Conference Room.

#### ADJOURNMENT

The committee adjourned at 3:30 pm.

Meeting notes prepared by Matt Veatch.