Research Question:
How can archives in academic libraries help achieve broader university goals for community engagement and simultaneously pursue specific objectives related to archival literacy?

Methodology:
Case study of the exhibit Records at Play: The Institute of Jazz Studies @50

Propositions:
• Exhibits and related programming provide a meaningful way to connect universities with the communities in which they are located.
• Archives can/should develop exhibits with local community engagement as a primary goal and view exhibition as an opportunity to teach archival literacy to a diverse public audience.
• Meaningful engagement can be realized through an audience-focused curatorial vision, best-practice exhibition design, and leveraging partnerships and supplementary programming to increase an exhibition’s reach.

Results and findings:
• High visitation: 6,760 total attendance
• Programming: 125 events
• Engagement: Local/grassroots media coverage, informal visitor observation, filming location requests, audience participation
• Curatorial approach, exhibit design, and programming as vehicles for archival literacy, broadly defined
• Partnership, timing, and location critical to engagement/teaching archival literacy