



NARRATIVE FOR

PHILIP M. HAMER AND ELIZABETH HAMER KEGAN AWARD

Biographical background. Bob Bullock, who is considered one of the most influential Texas politicians in modern history, bestowed an invaluable gift to Baylor University when he designated the university as the repository of his state government, campaign, and personal papers. In 1993, Bullock began conveying his papers to the Baylor Collections of Political Materials (BCPM) in accordance with an agreement with the Texas State Library and Archives Commission. The bulk of his papers span from 1972-1999 and document the key roles of his career in Texas state government as comptroller for 16 years and as lieutenant governor for eight years.

Planning ahead. While Bullock was lieutenant governor, he indicated an interest in publishing a guide to his papers. The deed of gift stipulated that the papers be opened to the public five years after his death. So after Bullock died in 1999, the BCPM moved forward with plans to print a guide in time for the formal opening of the papers in 2004. Three separate project initiatives were submitted for consideration:

- for a published guide,
- for renovation of the exhibit area, and
- for a formal opening event on the 75th anniversary of Bullock's birth, July 10, 2004.

These initiatives were designed to work in combination to increase awareness of the Bullock materials at Baylor University and present the scope and importance of the materials in a highly visible manner to the public at large.

Cooperative efforts. Since the BCPM has only two full-time staff, they knew that these initiatives could not be accomplished without a lot of help. Early in the process, the Director requested that the office of the university president accept responsibility for the opening event. His office then enlisted the support of university development. Public Relations and Creative Services accepted the challenge of designing and publishing the guide using materials and photographs furnished by the Bullock Archive. John Wilson, Director of Development and Special Projects for the libraries, was in charge of the renovation and coordinated the other events. He also contracted for a professional to work with the staff on the opening exhibit and special media. In addition to these initiatives, Baylor's Center for Oral History received funding from Jan Bullock for an extensive oral history project which was to be finished by the opening in 2004.

Bullock endowment. In 2003, five former Bullock staff members took on the challenge of starting an endowment for the Bullock Archive. Although they were in Austin, they worked closely with Baylor's university development to compile lists of potential donors, mostly lobbyists in Austin whom Bullock had known. The initial solicitation was mailed in November, 2003.

Birthday luncheon. In July 2003, the Bullock Archive sponsored a luncheon for former Bullock employees at the Bob Bullock Texas State History Museum in Austin. This was also the first meeting of the endowment committee and allowed the Baylor Dean of Libraries, Dr. Reagan Ramsower, and John Wilson, to meet with the organizers. A Texas flag mosaic composed of 450 photographs from the Bullock family CD was distributed at the luncheon as a means of saying thank you as well as a way to show the versatility of the archive in using the Bullock materials.

Guide. Following the museum luncheon, the staff began putting the guide together. Benna Ball, Bullock Archive Project Director, took on the task of writing a comprehensive Scope and Content note for the entire 1,150 linear feet in time for publication. Several former Bullock staffers contributed articles for the guide and offered support. Photographs and quotes were chosen by the staff to accompany and emphasize the text of the different articles and sections of the guide. Creative Services finished the layout and the guide was sent to the printer in Spring 2004.

Open records workshop. Since Bullock deposited 278 rolls of microfilm in six Texas institutions, the Bullock Archive partnered with the Texas State Archive to hold a workshop to bring the six institutions up to date on the Texas Open Records Act and how it applies to the Bullock papers. This workshop was held in June 2004 before the records became officially open. Archivists and librarians from all six schools attended the day long workshop. A CD containing our microfilm analysis of 278 rolls of microfilm and a CD of the Bullock correspondence DVDs converted to Access were distributed to workshop participants. An extensive list of abbreviations used in annotating the correspondence by Bullock's staff will be distributed later.

Formal opening and exhibit. Energies then shifted to preparations for the formal opening and exhibit which were scheduled to be held in the new Mayborn Museum traveling exhibit gallery. Drew Paterson from Austin worked on the overall design with the staff of university development. Since President George W. Bush and Bullock were good friends, the president was asked to send a recorded greeting for the occasion. Invitation lists were compiled by the archive staff and sent to development which took care of all the details. The staff chose the items and artifacts that were displayed in the exhibit cases at the formal opening, and with the help of Drew Paterson, mounted and finished out the exhibit cases for the formal opening gala.

Articles. A number of articles were written about the Bullock Archive opening including stories in two library publications, two Baylor publications, the *Southwestern Archivist*, the *Waco Tribune Herald*, and *Waco Today*. There were also two TV news interviews and a general news release by the Baylor PR department.

Portrait unveiling. Separate from the formal opening gala in the Mayborn Museum, the Archive hosted the unveiling of a portrait of Bob Bullock commissioned by his wife, Jan. The portrait was painted by Houston artist, Ruth Munson. Due to scheduling conflicts, this was held in the W. R. Poage Legislative Library exhibit gallery just an hour before the main event. Former Bullock staffers were invited to attend the unveiling.

Web site. The *Guide to the Bob Bullock Collection* is available in expanded form on the BCPM web site (<http://www3.baylor.edu/Library/BCPM/Bullock>) along with links to press releases, articles and photographs of the opening event. Longer versions of the Scope and Content Note and Series Outlines are also on the web site. The Finding Aid to the Bullock collection is partially available online. As work progresses, more will be added to the web site.

Archives week. On October 21, 2004, the archive held an Open House to showcase the newly renovated W. R. Poage Exhibit Gallery and the Bob Bullock exhibit which had been moved from the Mayborn Museum.

Future plans. Future plans include rotating exhibits and the adaptation of digital media for use in the exhibit area, raising additional funds for the Bullock endowment, working with other institutions which hold Bullock materials, and updating the web site as materials are processed. The staff is also currently working on implementation of EAD with the Bullock collection as a way to further increase awareness and availability of the materials using a programs developed by a graduate intern in Information Science.

Appendices. The guide, photographs of exhibits and events, programs, gala favors, and other items related to the events are provided in the appendices. The varied use of the different forms of media and materials provided the staff with the ability to showcase the Bullock Collection in such a way as to draw attention to the importance and availability of the materials. The cooperation and commitment of the different Baylor University departments to the total project helped greatly in making the events surrounding the opening of this significant collection possible.

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