

# FINAL REPORT

## WEBSITE REDESIGN OF MARSHALLHALL.ORG and PROPOSED COLLABORATIVE INFORMATION ARCHITECTURE FOR MARSHALL HALL PROPERTY

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## **EXECUTIVE SUMMARY**

“Keeping Marshall Hall on the map” is the guiding principle of the attached information architecture brief on redesign of marshallhall.org. To this end, we propose a major reorganization of website content reflective of the historical eras and cultural uses of the property. Comprehensive and authoritative information about Marshall Hall is not currently readily available to the public, but sits tantalizingly submerged in archives and special collections departments, manuscripts, and personal collections. The ruined physical state of the Marshall Hall property is an opportunity to use this body of information to implement innovative interpretation strategies that engage the historic imaginations of visitors.

The redesigned website will facilitate aggregation, description, and exhibition of the large body of extant content documenting the built environment, people, and uses of the Marshall Hall property. It will also facilitate collection of content from visitors. The mixed navigation scheme combines topics and user tasks, and is designed to be browsable and searchable. Integrating social media presence into the architecture of the website will both enhance its functionality and findability, and drive traffic to it. We have begun establishing authority control over Marshall Hall content by creating a detailed domain-specific controlled vocabulary (thesaurus) intended to be used in conjunction with the Library of Congress Subject Headings (LCSH) vocabulary in implementation of a Qualified Dublin Core metadata scheme. The combination of a mixed navigation scheme, use of authorized metadata, and responsive design scheme we propose will made the history and stories of the place accessible to website visitors and to visitors using mobile devices on site at the Marshall Hall property in Piscataway Park.

It is our intent that the attached site architecture documents may be shared with the National Park Service and others to illustrate possible strategic partnerships for cost-effective collaborative digital interpretation of the Marshall Hall property.

Once collaborations are initiated, we suggest engaging in an iterative design process integrating substantial usability testing. Doing so will prove politically and practically valuable to the process of producing and maintaining a Web-based interface to the stories of Marshall Hall.

## **1: REQUIREMENT ANALYSIS**

This document states the rationale and requirements for redesigning a Web interface for preservation and interpretation of the history of the Marshall Hall property in Charles County, Maryland along the Potomac River.

The organizing concept for the project is that Marshall Hall is one physical place that has served four cultural uses. It was part of the territory of the Piscataway people, then site of a Colonial plantation owned and operated by the Marshall family until the Civil War, then a 19th and 20th century leisure retreat popular through several incarnations among generations of Washington, DC residents. Since 1981, per federal legislation enacted in 1961, Marshall Hall falls within the “Mount Vernon viewshed” preserved as Piscataway Park under the administration of the National Park Service of the Department of the Interior.

The shell of the house (built c 1725) and the Marshall family cemetery are all that remain of the built environment of the Marshall Hall property. Though “Marshall Hall” is marked as a “ruin” on the current

National Park Service visitor map, it is a remarkably well-documented ruin. The house structure and surrounding physical site and its uses have been extensively surveyed, photographed, sketched. Institutions including the Library of Congress and the University of Southern Maryland hold significant collections of photographs of Marshall Hall. At least two recent scholarly histories of the site commissioned by the National Park Service sit unpublished.

Ours is a proposal for using extant information within a Web-based and mobile-friendly information architecture to facilitate delivery of factual, informative, navigable, and engaging interpretation of the “Marshall Hall ruin” to visitors. We see opportunity where one might see only challenge if regarding the situation from a traditional historic preservation perspective.

### **1.1: Purpose of Organization & Organizational Goals**

The project to build a comprehensive web portal for Marshall Hall involves two primary stakeholders, and has the potential to focus the collaboration of many groups involved in the historical and cultural heritage interpretation of the region.

The Marshall Hall Foundation, Inc. ([marshallhall.org](http://marshallhall.org)) was founded in the 1980s by Peggy Marshall. It is "dedicated to the preservation and restoration of historic Marshall Hall in Charles County, Maryland." The foundation is no longer a 501(c)(3) organization, though it was at one time. The Foundation currently has key access to the Marshall family cemetery within Piscataway Park, and has in the past raised money to support restoration and preservation of the cemetery monuments.

For practical purposes, the actual primary stakeholder should be understood to be the National Park Service (United States Department of the Interior). Our proposal to implement a coherent information architecture to keep Marshall Hall on the map is aligned with the strategic objectives of the Department of the Interior for the period 2014-2018, specifically the goals of protecting cultural and historical resources and related assets; and enhancing recreation and visitor experience (Department of the Interior, 2014).

The mission statement of the National Park Service (n.d.) includes the following:

“The National Park Service preserves unimpaired the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations. The Park Service cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world.”

To achieve this mission, the National Park Service adheres to the following guiding principles:

- **Excellent Service:** Providing the best possible service to park visitors and partners.
- **Productive Partnerships:** Collaborating with federal, state, tribal, and local governments, private organizations, and businesses to work toward common goals.
- **Citizen Involvement:** Providing opportunities for citizens to participate in the decisions and actions of the National Park Service.

- Heritage Education: Educating park visitors and the general public about their history and common heritage.
- Research and Technology: Incorporating research findings and new technologies to improve work practices, products, and services.

In addition to the National Park Service, potential collaborators include the Piscataway Nation, the National Museum of the American Indian, the Maryland Historical Society, the University of Southern Maryland, the Accokeek Foundation, and Digital Cultural Heritage DC.

Facilitating interpretation of the Marshall Hall property is relevant to enhancing the experiences of cultural heritage tourists exploring the Captain John Smith Chesapeake National Historic Trail, the Potomac Heritage National Scenic Trail, and the Star Spangled Banner National Historic Trail.

### **1.1.1: What the Website Should Accomplish**

Marshallhall.org should

- Organize extant documentation and scholarly content about multiple cultural uses of the Marshall Hall property across time and enhance content accessibility via sound metadata practices
- Use extant documentation and scholarship to make it possible for users to visualize and explore the story of the physical site and its historical uses, including its mythography
- Serve as an interface to coordinate interests of the Piscataway people, Marshall descendants, local and regional history and cultural heritage stakeholders, and keep interpretation of the Marshall Hall site on the radar of the National Park Service and visitors to Piscataway Park
- Function as a rich “historycache” of interest to residents, visitors, students, teachers, and cultural heritage interpreters within the context of the Mt Vernon “viewshed” (cf the concept of “geocache”)
- Use web tools to address the status of Marshall Hall structure as a "ruin" and as a place that lives *only* in memory and the historical record, e.g., use web applications to place content interactively on a timeline and on maps; create a 3-D model of the Marshall Hall house accessible via augmented reality browsers installed on mobile devices
- Serve as a platform to foster further interpretation and understanding, e.g., collection of oral histories and photographs of the Marshall Hall amusement park during desegregation
- Provide an enhanced source of information and point of genealogical connection for Marshall family descendants; support ongoing fundraising for family maintenance of Marshall family cemetery
- Provide an enhanced source of information and point of connection scholars and students interested in the history of the Potomac region, as well as for scholars and enthusiasts of 19th and 20th century popular entertainments

- Serve as visioning and networking platform for connections among potential collaborators on digital preservation and interpretation/digital humanities projects
- Illustrate and support grant applications for digital heritage and interpretive projects about the cultural uses of the Marshall Hall property

### **1.1.2: Goals of Website Redesign**

The goals for the proposed redesign of the marshallhall.org website are to:

- Establish an organizational structure for content documenting historic and cultural uses of the Marshall Hall property from the pre-Colonial era to the present
- Establish a logical, intuitive, and well-labeled contextual navigation scheme for browsing website content
- Introduce a controlled vocabulary and metadata scheme to enhance content description and access within the website and on the Web
- Introduce applications to improve collection, processing, and management of website content
- Introduce applications to improve user experience of access to content
- Introduce applications to expand user access to content into the realm of augmented reality
- Introduce applications to enhance communications among members of the Marshall family

## **1.2: Research**

### **1.2.1: Description of Data Collection**

How data was collected:

- Phone and in-person interviews with primary stakeholder Peggy Marshall
- Phone interview with historian Reynolds Scott-Childress
- Interviews with Marshall relatives
- Informal interviews with friends in the DC Metro region
- Content analysis of marshallhall.org
- Evaluation of current Piscataway Park website representation of Marshall Hall
- Survey of extant documentation of Marshall Hall

- Survey of scholarship on Marshall Hall
- Exploration of current institutional organization and political context of the historic preservation and cultural heritage impulse in the area
- Exploration of institutional contexts of site, as well as past, current, and potential partners on the local, regional, and national levels
- Observation of Marshall Hall Facebook group focusing on amusement park

Our team members spoke face-to-face (WL) and/or via phone (CK and WL) and emailed individually with primary stakeholder Peggy Marshall. She provided us with insight into Marshall Hall Foundation and implementation of the current website, as well as her ideas for the future of the organization and the website. Our conversations with Marshall also provided useful context for exploring the current institutional organizational and political contexts of the historical preservation and cultural heritage impulse in the region, and starting to think about possible collaborative strategies. We decided explicitly against contacting a representative of the National Park Service, i.e., the *de facto* primary stakeholder, at this time, preferring to approach the NPS as a potential collaborator with a fleshed-out proposal for an informative, engaging, and cost-effective interpretation of the Marshall Hall “ruin.”

Along with Peggy Marshall, our most informative source was Assistant Professor Reynolds Scott-Childress, a member of the History Department at SUNY New Paltz (formerly of the University of Maryland-College Park) with whom we conducted a lengthy phone interview and email correspondence. While a graduate student and instructor at the University of Maryland – College Park in the early 2000s, he conducted research on the Marshall Hall property under contract from the Department of the Interior. This work culminated in a book-length comprehensive history of the cultural uses of the Marshall Hall property (2007), excerpts of which were published in the *Journal of the Maryland Historical Society* in 2008 and 2010. He was kind enough to share a copy of the complete manuscript with us, and it has served as the key reference for this project. He remains interested in publishing the full study.

We conducted content analysis of MarshallHall.org and closely related cultural heritage sites, including the National Park Service website for Piscataway Park. In a related move, we conducted a resource and literature review on the subject of Marshall Hall in regional and national libraries, archives, and scholarly databases. We also benchmarked the marshallhall.org site against sites other historic house websites and those with missions similar to the Marshall Hall Foundation.

The team emailed, messaged, and conducted informal interviews of members of potential user groups deemed to be important to the process of redesign. This included friends living in the Washington, D.C. metropolitan area, who might be expected to have heard of Marshall Hall or have visited Mt Vernon, the National Colonial Farm, or Piscataway Park. Also included in these interviews were Marshall relatives. Finally, we observed the Facebook group devoted to the later-period of Marshall Hall as an amusement park.

### 1.2.2 Research Findings

The Marshall Hall site has been surveyed and analyzed extensively from geographical, architectural, historical, and cultural perspectives. Much of this analysis has been conducted via grants from the NPS/Department of the Interior to History Departments at Hampton University (1983, 1985) and the University of Maryland (2007). Archeological evidence unearthed on the Marshall Hall site and adjacent Ferguson farm has played a role in the struggle for Piscataway tribal recognition, 1930s-present (<http://www.piscatawaynation.org>).

Beyond the fact that the marshallhall.org has had 79107 visits to its front page, we do not have access to meaningful analytics reflecting information about use and users of the current website. An analytics snapshot available via <http://www.alexa.com/siteinfo/marshallhall.org> suggests that visitors often land on the site while searching for information about “John Hanson,” one of the individuals cited as Presidents of the United States pre-dating George Washington. The alexa.com snapshot also indicates that the website has 56 inbound links, including links from ancestry.com. The site is currently linked from the “Marshall Hall, Maryland” Wikipedia page, as well as by Southern Maryland Online (<http://somd.com>), and in the text of Marc R. Matrana’s *Lost Plantations of the South* (2009, p. 21).

Emails to Peggy Marshall, a selection of which are published on the current website, indicate that there is significant genealogical research interest in the record of the Marshall Family. There is a significant amount of genealogical research available off the website and off of the internet (in the form of paper family trees). These should be combined into a new section of the website.

There is no interpretation of the Marshall Hall site available via the current NPS.gov website for Piscataway Park save for a map marking the Marshall Hall house structure as a “ruin” and a gallery of unlabeled late-20th century photos of the Marshall Hall house and amusement park taken either during an off-season or soon after it ceased operations. Given the wealth of photographic documentation of Marshall Hall, this seems very odd. Cultural heritage and living history interpretation in Piscataway Park is focused on the National Colonial Farm attraction administered by the Accokeek Foundation.

No informant in our pool of known cultural heritage enthusiasts in the DC area was aware of the Marshall Hall site, though all had visited the Mount Vernon historical site within the past five years and one recently had taken Mount Vernon boat tour on the Potomac.

Historian Reynolds Scott-Childress shared with us his opinion that the National Park Service continues to struggle on and off to come up with a plan for interpreting the site. Though the house is listed on the National Register of Historic Places, physical restoration of the house is likely off the table at this point. Peggy Marshall would still like to see the house restored by the NPS. Scott-Reynolds is of the opinion that the value of the Marshall Hall site in its current consciously undeveloped state as part of a mythologized/sacralized historic viewshed is that it challenges us to “deal with the historic imagination, not just facts and artifacts.” The un-developed site is especially unusual in that extant documentation of it is rich enough to construct representation of it in rich palimpsest form on the web and via place-based augmented reality applications. Scott-Reynolds’ suggestion to the NPS in 2007 was to imagine Marshall Hall as part of a Potomac River heritage trail.

### **1.2.3 How Research Informs the Proposed Redesign**

Scott-Childress's 2007 manuscript is our project "bible."

The thesaurus developed for marshallhall.org relies on Scott-Childress's manuscript as its source of literary warrant.

Our finding that contemporary consciousness of "Marshall Hall" is non-existent and that information available on the Web about Marshall Hall is very shallow and/or of questionable quality informs our proposal for innovative collaborative Web-based historical-cultural interpretation of the Marshall Hall site.

Our finding that contemporary consciousness of "Marshall Hall" is non-existent influenced our decision to feature a global timeline and gallery page on the homepage, as well as our decision to integrate social media as a marketing tool and content carrier.

The rationale for the proposed breakdown of major content categories (Piscataway Territory, Marshall Family, House and Outbuildings, Amusement Park, Piscataway Park) is based in part on our projection of user groups and task analysis, and in part on Scott-Childress's work.

Our finding that there is a body of visual documentation of the uses of Marshall Hall spread across national and regional archives and special collections informs our proposal to collaborate with rights holders and repositories to aggregate resources in spatial/topical context and enhance their findability and accessibility through application of a domain-specific controlled vocabulary.

Our finding that there is significant interest in Marshall family genealogy informs our recommendation that the Marshall family category of the website include a password-protected forum for family members, as well as influencing the granularity and scope notation of entries for family members in the site thesaurus.

We found that the cultural and material politics of the Marshall Hall property are fraught. Our proposal for a collaborative and cost-effective Web-based historical-cultural interpretation of the Marshall Hall site facilitates exploration of these politics as part of the story of the place, and allows stakeholders to move into a context beyond hard feelings and ongoing neglect.

### **1.3: User Projections & Initial Analysis**

1) User group: Marshall family members/people interested in family genealogy

#### **Example persona: James Marshall**

Typical quote: "I wonder when my family came to the United States."

James Marshall (66) of San José, California (born and raised) has recently retired from his job as the CEO of a tech firm and has become more interested in finding out about his family genealogy. He lives with his wife Marsha (70) and deadbeat son Marshall (40). Neither his wife nor son are interested in genealogy and his brothers and sisters live too far away. Both of his parents have passed away and did



not tell him much about his family's history while they were alive. He knows who his ancestors are a few generations back from a family tree collected in a family bible, but it terminates with his great-grandparents. He wants to learn more about his family beyond them and, if possible, when his family arrived in the United States and from where.

James's goals are:

- To find out more about his ancestors.
- To find out when his family arrived in the United States.
- To find out where they came from.

**Scenario:**

Persona: James Marshall

Age: 66

Occupation: Retiree/Ancestry Researcher

James Marshall goes to his public library to use their databases to learn more about his family. In doing so, he finds that many of his ancestors before his great-grandparents were born in Charles County, Maryland. When searching "Marshall Charles County, Maryland", he finds marshallhall.org. He's interested to see that some of his family members lived in the house (via a newly added genealogy section). While on the site he also reads the entire history of the family, including when they arrived in the United States. Because of his interest he decides to learn more about Marshall Hall and join the foundation. He eventually makes a trip to the site and decides to contribute a sizeable amount to the foundation.

2) User group: Amusement park buffs

**Example persona: Mary Goround**

Typical quote: "I wonder if there were more amusement parks in the DC metro area..."

Mary (41) of College Park, Maryland is very interested in the history of amusement parks and how they developed in the United States. She works for a local dentist and lives with her 3 cats and 2 dogs. In her free time, she likes to search online and read articles about notable amusement parks of yesteryear. She knows how to use search engines and especially likes using Wikipedia to find basic information with articles attached. She is a part of a preservation organization that looks to preserve parks that are struggling to stay open and to help reopen ones that have already closed. She has recently been on a kick reading about parks that were located in her local area (Washington, DC metropolitan area). She has learned about how nearby Glen Echo Park (just outside of the other side of DC in Maryland) had an amusement park from the 1860s until 1968. It was reopened soon thereafter as an art exhibition park complete with the original merry-go-round.

Mary's goals are to:

- Learn more about local amusement parks
- Find local amusement parks to present to her organization

**Scenario:**

Persona: Mary Goround

Age: 41

Occupation: Office Worker/Preservation Organization Participant

Mary has done searches on the web before for local amusement parks with some success. The Washington, DC metro area has had several amusement parks come and go over the years. In searching

the Wikipedia article “List of defunct amusement parks” subsection for Maryland, she comes across Marshall Hall. She reads the attached “Marshall Hall” article and sees an external link to Marshall Hall Foundation (marshallhall.org). She reads all about the history of the amusement park side of the property and collects some pictures to present at her next meeting.

3) User group: Administrators charged with cultural heritage stewardship of Piscataway Park

**Example persona: Dariella Gadbois**

Typical quote: "I was surprised to find that the foundation of the shell of Marshall Hall has been undermined by groundhogs. How can we do right by this site within our current budget?"

Dariella Gadbois is a National Park Service administrator who has been assigned to evaluate the matter of Marshall Hall. She is a 53 year old African American woman whose last posting was on the staff of the New Orleans Jazz and Heritage Park. Before that, she worked at a NPS site in NYC and helped administer a park in Oakland, California. She holds an MA in Museum Studies from Southern University, and her graduate work focused on preservation of African American heritage sites in New Orleans. She has traced her own family heritage to plantations in Virginia and New Orleans. Her hobbies include sewing and African drumming. She is newly married to her long-time partner, a retired Navy nurse who now works at a DC area hospital. Her wife's family is from the DC area, and they decided to move back so that she could help care for her aging parents. Her wife's older cousins remember visiting Marshall Hall amusement park in the late 1960s and early 1970s. She has one son, a musician who is taking his time finishing his undergraduate degree at the University of New Orleans.

She is brand new to the Eastern DC District of the NPS, but has enough rank and experience to influence decisions within the organization. Her duties are varied and complex. She has heard that the Piscataway Park Superintendent welcomes her as a set of "fresh eyes."

She used to think of herself as using the Internet mostly for work, but that has changed since she moved to DC. She is very active on Facebook, using it to keep up with family, friends, and personal interests. She maintains a LinkedIn account, and has been using Twitter for less than a year. She is finding Twitter professionally useful for connecting with her colleagues in DC and across the country. She recently upgraded from a Blackberry to an iPhone 5.

Dariella's goals are:

- To orient herself to the history of the Marshall Hall site
- To learn how the site has been surveyed and interpreted
- To learn who the cultural stakeholders are and how to get in touch with them

**Scenario:**

Persona: Dariella Gadbois

Age: 53

Occupation: Site evaluator for the National Park Service

Dariella Gabois is preparing for her first tour of the Marshall Hall site in Piscataway Park. It is scheduled for day after tomorrow with the Park Superintendent. She is feeling annoyed because none of her staffers have been able to lay hands on copies of NPS surveys and reports about the site, and seem generally uninterested in the project.

After looking at the NPS website for Piscataway Park and finding only an unlabeled photo gallery, she decides to Google "Marshall Hall Maryland." She reads through the Wikipedia entry, then clicks on the link to the Marshall Hall Foundation (marshallhall.org). "This looks good for a civilian effort," she thinks. She clicks through the interactive timeline, then reads more slowly through the well-illustrated page sets devoted to the Piscataway Indians, the Marshall Family, the architecture of Marshall Hall, the Marshall Hall amusement parks, and the establishment of Piscataway Park to preserve the Mt Vernon viewshed. She is mildly horrified to read about the slave-built barn being torn down in the 1960s, and about the damage to the house that occurred on NPS watch. She clicks on the link that takes her to the Marshall Hall photo exhibit on HistoryPin. She spends the better part of an hour exploring the photographic and narrative content linked to the map. She notes how the content is relevant to the interpretive and educational missions of Mount Vernon and the National Colonial Farm sites nearby. Per instructions on the page, she downloads the HistoryPin app to her iPhone and reminds herself to try to use it onsite tomorrow. She clicks on the "Restore Marshall Hall" page and is surprised to find that it includes a proposal that imagines creating a 3D model of the building that could be accessed via multiple browsers, including site-based augmented reality browsers. Who are these people?

Could it be that she has found visionary and committed local stakeholders who might be open to collaboration with the NPS? Does the Park Superintendent know about this website? She takes note of the bibliography and contact pages. She bookmarks the website for future reference and emails the link to the staffers who will be accompanying her on the tour.

4) User group: Local history buffs

#### **Example persona: Jake Jones**

Typical quote: "'Marshall Hall ruin'? What's that?"

Jake Jones (64) earned an undergraduate degree in business from the University of Texas and made a career for himself as a Sunbelt real estate developer. He has lived in Charles County, Maryland since his divorce 8 years ago. He got bored with early retirement, and is currently a senior partner in real estate development company working on projects all over the Chesapeake region. He considers himself patriotic and identifies as Republican, yet socially liberal. He is active on online dating sites. He enjoys watching The History Channel, and pursues outdoor activities including hiking, biking, and boating. He enjoys taking his 11 year old granddaughter and his 14 year old twin grandsons on educational visits to historic and cultural heritage sites around the DC area when they come to visit from Dallas, Texas. He considers himself tech-savvy, but feels like he is struggling to keep up. He uses a Windows laptop, the Chrome browser, and an Android phone. He recently joined the Maryland Historical Society after taking a continuing education class on local history at the College of Southern Maryland.

Jake's goals are:

- To find out what "Marshall Hall" is/was
- To figure out if he wants to ride his bike out there and look around

- To figure out if it would be an interesting place to visit with his grandchildren

**Scenario:**

Persona: Jake Jones

Age: 64

Occupation: Real estate developer and local history buff

Jake Jones recently bought a bicycle with the intent of riding it in the undeveloped area of Piscataway Park, the large National Park along the Potomac River near his home. While considering possible routes while looking at the Park website, Jake noticed the map point for the "Marshall Hall ruins," and got curious. He learned the story of how Piscataway Park was established to preserve the view from Mount Vernon in a local history class he took, and pointed out the protected view and its proximity to his house on the other side of the Potomac to his grandchildren on their visit to Mount Vernon last summer. He remembers that his grandsons got into a fight about whether or not it was "un-American" to block private development of valuable waterfront property. He remembers thinking what geeks his grandsons were turning out to be.

He googles "Marshall Hall" and clicks on the "Marshall Hall Foundation" website because its result includes a photo of a building. He is surprised to learn that this green space on the map has an invisible secret history. He clicks through the timeline. He scans the history pages. He clicks around the HistoryPin map. He decides to ride his bike out to Marshall Hall and look around. He sends the link to his grandchildren and bookmarks it for future reference.

When his grandsons visit that summer, Jake is surprised that they want to go out to the Marshall Hall site and look at it through their phones, whatever that means. It turns out that they had shared the link with their American history teacher, who then suggested that students explore Dallas, Texas via HistoryPin. By then, Jake has read through the entire Marshall Hall website and sought out Reynolds Scott-Childress articles in the *Journal of the Maryland Historical Society*. They pack a picnic and enjoy a chill and digitally interfaced day by the river. Jake is impressed by how good the marshallhall.org site looks and how well it works on smartphones.

5) User group: High school teachers

**Example persona: Mary Helen Hart Smith**

Quote: "Mount Vernon. Again. Oh, joy."

Mary Helen Hart Smith is in her third year as an American history teacher and assistant lacrosse coach at her alma mater, a well-regarded private coed secondary school in Bethesda, Maryland. She graduated from the University of Virginia in 2007 with a B.A. in American history. Her mother and grandmothers are members of the DAR and the Colonial Dames.

Mary Helen teaches American history to 8th graders and to 11th/12th graders. She was hired when the former long-time American history teacher assumed the role of Head of Athletics. She feels him looking over her shoulder constantly. He still teaches the AP American history class.

She worked as an assistant to a K-Street lobbyist for a year after college and hated it. She then worked for two years as an educational programs assistant the Air and Space Museum of the Smithsonian and liked that much better. She is engaged to a Congressional staffer with whom she cohabits in Bethesda. She is in her second semester as a part-time M.A. student in American Studies at the University of Maryland. She is finding this eye-opening. She finds herself missing the A&S Museum, and is thinking about directing her studies towards becoming a curator of some kind. She relieves stress and keeps fit by running 15-20 miles/week.

On paper, she is expected to integrate the use of digital tools and online resources into her classroom to encourage active learning. She has been collaborating with her American literature teacher colleague to design some interdisciplinary units, something the AP history teacher disdains as "soft." Her finance's surly daughter is one of her 8th grade students this year. Mary Helen identifies as a Macintosh person and uses the web, social media, and her smartphone for everything.

Mary Helen's goals are:

- To integrate the use of digital tools and online resources into her classroom to encourage active learning
- To enhance her students' experience of touring Mount Vernon
- To complicate her students' experience of touring Mount Vernon
- To demonstrate for her students how it is possible to use their everyday technology to look into and interpret the past

**Scenario:**

Persona: Mary Helen Hart Smith

Age: 28

Mary Helen is preparing her lesson plans for a combined 8th and 11th/12th grade American History class trip to Mount Vernon. They will spend the entire day on site participating in tours and demonstrations. The plan is for the younger students to prepare ahead of time to take the "Signature Tour" and the "Slave Life Tour," while the older students are to prepare to take the "Saving Mount Vernon" tour and either the "Garden and Landscape Tour" or the "Sightseeing Cruise" on the Potomac. Giving the older students the opportunity to explore further than "the basic tour" was her idea, so now she has to stand it up. She is hoping to turn her older students' complaints about "how boring" and "how fake" Mount Vernon is into a teachable moment about how preservation and interpretation are produced.

She learned about marshallhall.org quite by accident in one of her American Studies classes. Another student brought it up in a discussion of early American material culture as an example of using augmented reality to make decayed or lost sites visible. It turns out that he is part of a digital humanities working group seeking a grant to use blueprints, surveys, and photos to build a 3D model of the Marshall Hall house and barn for augmented reality browsers. Mary Helen let the other student know

that she would love to learn more about his project. She pulled the website up during class. How had she never heard of Marshall Hall? She sent the marshallhall.org link to her mother and grandmothers. Her mother's mother wrote back, "Thanks! How interesting."

The day before the Mount Vernon field trip, Mary Helen plans to spend the first part of her 11th/12th grade class sessions exploring the timeline and mapped photos on the marshallhall.org site and encouraging students to use their historical imaginations to think about "Mount Vernon" in a broader context. She instructs her students that they are not to mention "Marshall Hall" to the tour guides, but pay close attention to how guides present and interpret the area across the Potomac from Mount Vernon. At no point are students to reveal to tour guides that they know about the Colonial-era house sitting in ruins, or the 19th and 20th century excursion boat and amusement park scene. Their assignment is to reflect critically on the story presented to them during their tour(s) of Mount Vernon. What gets emphasized? What seems to get underplayed? What is kept invisible? Why may this be so?

Mary Helen and her grandmother have plans to drive down and explore Piscataway Park as a potential field trip site.

## **2: SITE STRUCTURE**

Proposed revision of site structure for marshallhall.org is based equally on analysis of content relevant to the mission and goals of the organization and website, and on projections of user group requirements and task sketches. In addition to reorganizing content to increase its findability and browsability, we suggest development of a number of social features to enhance use and ongoing development of the site. The site is structured to accommodate a significant flow of content into the site from extant archival, scholarly, and human sources.

Below we include our rationales for site reorganization and discussions of blueprints and wireframes.

Please note that some wireframes of the site redesign show the webpages pages depicting footers, and some do not. All pages will include the footer, but the footer will appear at the bottom of fully scrollable pages, not as a static feature restricting the main content area of the page.

### **2.1: Existing Site Structure**

The original site structure for the Marshall Hall Foundation website consists of many text links on a single page. There is very little in the way of architecture; content pages are stacked in contextual clumps. This is illustrated in [Figures 2.1.1](#) and [2.1.2](#).

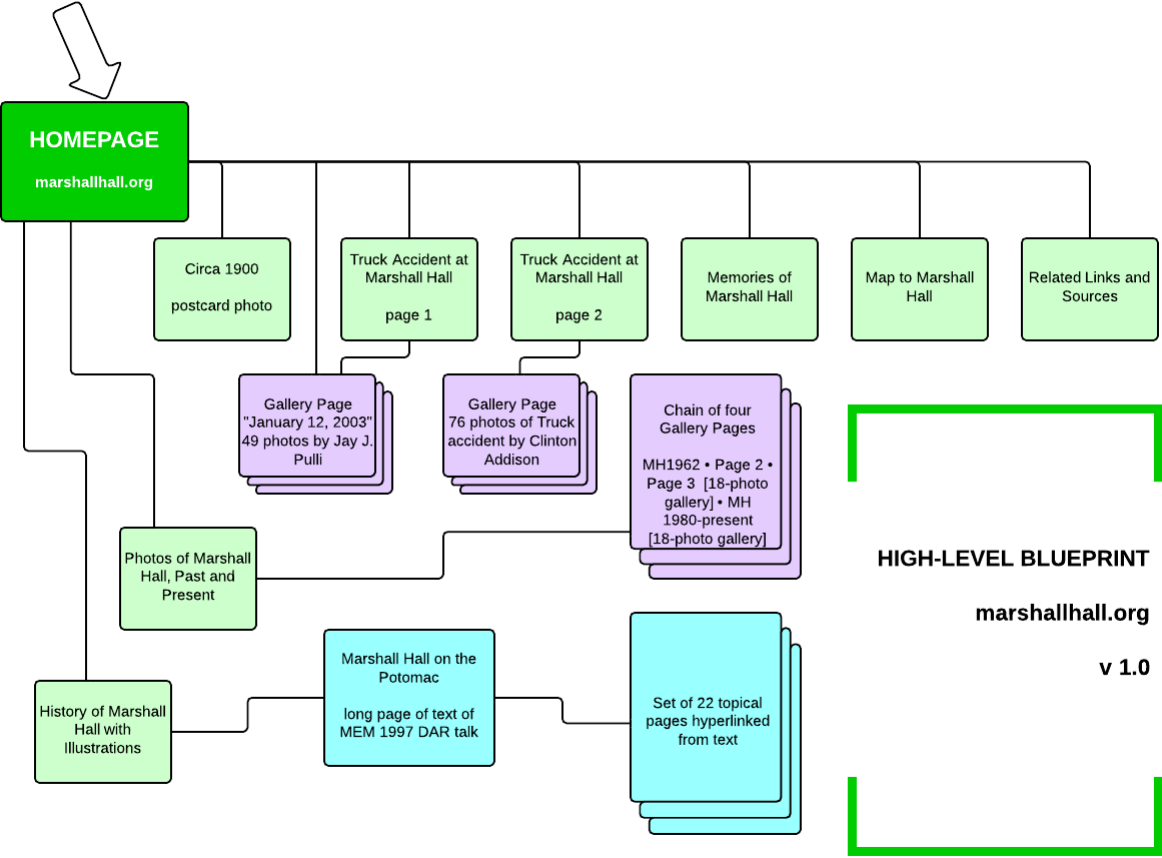


Figure 2.1.1: Existing website: MarshallHall.org 1.0: High-level blueprint

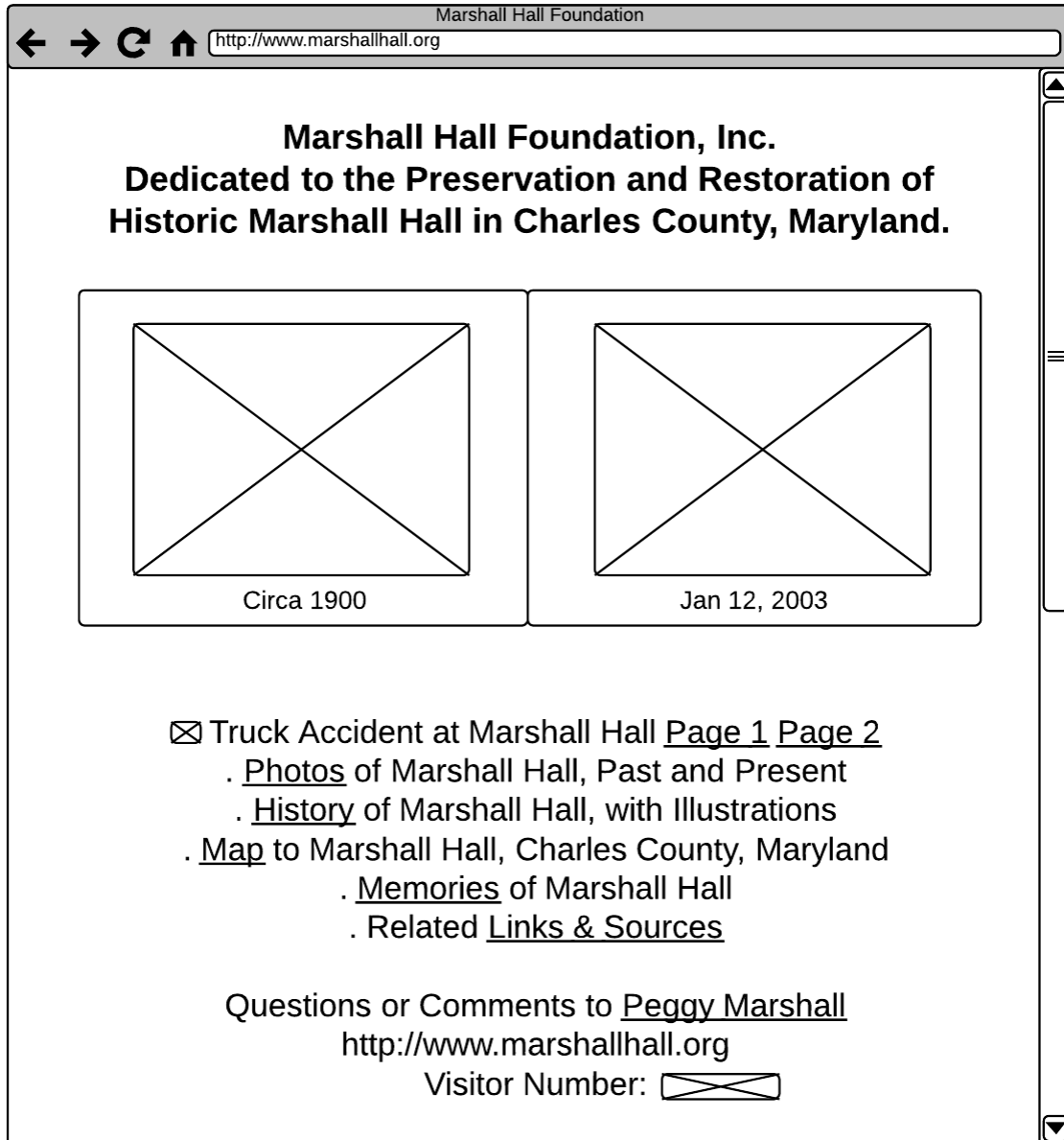


Figure 2.1.2: Wireframe: MarshallHall.org 1.0: Existing homepage: The wireframe of the existing Marshall Hall website illustrates the Web 1.0 context in which it was created and supplemented. The content base of the site is contained under the History [of Marshall Hall, with Illustrations] link.



Happyland at Marshall Hall

← → ↻ 🏠

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The Washington Daily News  
Wednesday July 23, 1958, p. 25.  
"Happyland" - 185 Slot Machines

**Mt. Vernon Is Just a Stop on the Way to Marshall Hall**

For more than 80 years, Washington families have sailed down the Potomac on bright summer days, ignored the historic appeal of Mt. Vernon and stopped across the river at the Marshall Hall amusement park.

The park land, once owned by the Piscataway Indian tribe, was sold to the "Marshall" family in about 1690 by Chief Achatamuka for 3000 pounds of tobacco. The Marshalls built the mansion known as "Marshall Hall" and lived there until they lost it in the Civil War.

In 1876, the new owners turned the estate into an amusement park, and since then it has been a favorite summer stop for Washingtonians.

**Competition**

Resident manager Lorenzo C. Addison, who came to the park in 1933 when the Wilson Line, of Wilmington, Del. leased the property from the "Marshall Hall and Mt. Vernon Steamboat Co., Ltd.," said the park's biggest battle always has been with the fame of Mt. Vernon. "When I first came here," Mr. Addison said, "there was talk of restoring 'Marshall Hall,' but then they decided that a dead president pulls too many people over at Mt. Vernon and dropped the idea."

This year, Mr. Addison said, a group known as "Pot O' Gold Inc." spent \$100,000 on a concession that includes a snack bar, regular bar, and features "Happyland" a building packed with 185 slot machines. "They're 'wonder boxes,'" Mr. Addison said. "One-armed bandits" is a crude expression."

**Kept Separate**

"Happyland" is just a few steps from the regular amusements, such as a swimming pool, roller coaster, merry-go-round, shooting gallery, and countless "kiddie" rides, but the management has taken every precaution to keep "Happyland" separate from the children's amusements.

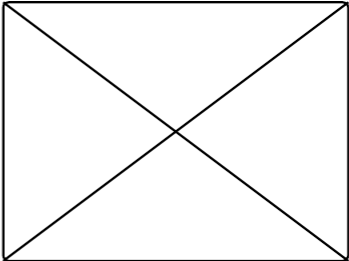
In sharp contrast to the rest of the park is the peaked-roofed, shingled mansion, about 50 years older than Mt. Vernon. Mr. Addison lives there now in cool summer comfort behind the 20-inch thick walls.

In recent years, Mr. Addison said, both Federal and Charles County governments have cut into the 375-acre estate with highway improvements, but otherwise the estate is about the same size as when it was located in Prince Georges County. "This used to be part of Prince Georges," Mr. Addison said, "but it was so far away from Upper Marlboro they finally moved the boundary about 500 yards north."

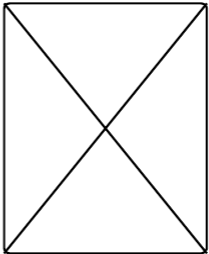
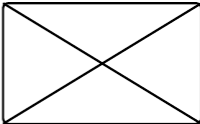
**Striking Contrast**

As for the once great days of Marshall Hall, historian Minnie Kendall-Lowther wrote back in 1926 of the "striking contrast" between the modern pleasure resort "... and the staid characters and religious fervor of the founders of this estate."

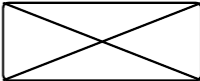
Even so, Mrs. Kendall-Lowther observed the Marshalls "...had their wine glass, their card game, and their fast horses. General Washington...participated in many games about the card table when Thomas Hanson Marshall was master of this ... hall.



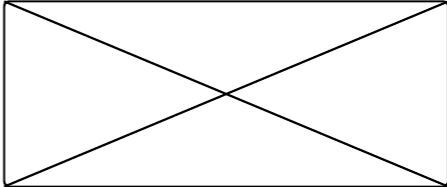
The first shipload of the day docks at Marshall Hall.

Manager Addison and the old mansion.



Hot dogs are a foot long.      The pool next to "Happyland."



Inside "Happyland" rows of slot machines take coins of almost all denominations.

Reference: *Washington Daily News* article courtesy of [Clinton Addison](#).

**[Back to Marshall Hall story](#)**

Figure 2.1.3 Wireframe: MarshallHall.org 1.0: Existing content page: An existing content page linked contextually from the long text document about the history of Marshall Hall. Images are small, obscure/uncredited, embedded, and unclickable. The page links back only to the "Marshall Hall Story" page. This page is representative of the 20+ pages linked from the "Marshall Hall Story" page.

## 2.2: Revised Site Structure

Figures 2.2.1, 2.2.2, and 2.2.4 provide overviews of the proposed site redesign. The revised high-level blueprint and homepage wireframe illustrate our decision to break content and access into five main categories: “Piscataway Territory,” “Marshall Family,” “House and Outbuildings,” “Amusement Park,” and “Piscataway Park.” In addition, users may explore global “Timeline” and “Gallery” pages from the homepage, choose to interact with the embedded HistoryPin! map, or with links to the Facebook and Flickr presences of Marshall Hall Foundation. Users may also consult a “Sitemap,” learn about “ways to become involved,” or “contact” the Marshall Hall Foundation. The incorporation of interactive elements (including Web 2.0 elements), such as user submission forms, social maps, and social media links is designed to help users feel more connected with Marshall Hall as a physical place.

The secondary categories and local navigation associated with each main category (see Figure 2.2.5) anticipate the interests and tasks of visitors to the site. For example, in addition to publicly accessible information about the history of the Marshall family, vetted Marshall descendants have access to a password-protected discussion forum (see Figure 2.2.2). Visitors to the site find themselves within a logical architecture that illustrates and connects the stories and cultural uses of Marshall Hall. In conjunction with Figure 2.2.1, Figures 2.2.8, 2.2.9, and 2.2.11 illustrate the conceptual centrality of, the organization of, and the distribution of access to the “Gallery” across the site. Visitors to the site may access the rich body of imagery of and related to Marshall Hall from general, topical, and generic/formal approaches. The “Gallery” structure is also intended to facilitate content management. Though not as structurally integrated as the “Gallery,” the proposed “Timeline” feature(s) (Figures 2.2.7 and 2.2.11) are intended to provide users with additional visuals-heavy experiences of content and stories.

Figure 2.2.3 is a task-oriented blueprint for user submissions of memories of Marshall Hall Amusement Park (corresponding to wireframe Figure 2.2.10). The user fills out a short (optional) form, inputs the text of his or her story, and is presented with the option to add an image before moving on to the submission page. From there, the user is shown what his or her story will look like in published form, and the submission is routed to the webmaster for purposes of editorial control. The user then receives a thank-you message and has the ability to go back to the top page or submit another story. The photo submission will be handled by a photo management plug-in that will open in a pop-up window, hence the off-site grey-colored task designation in the diagram.

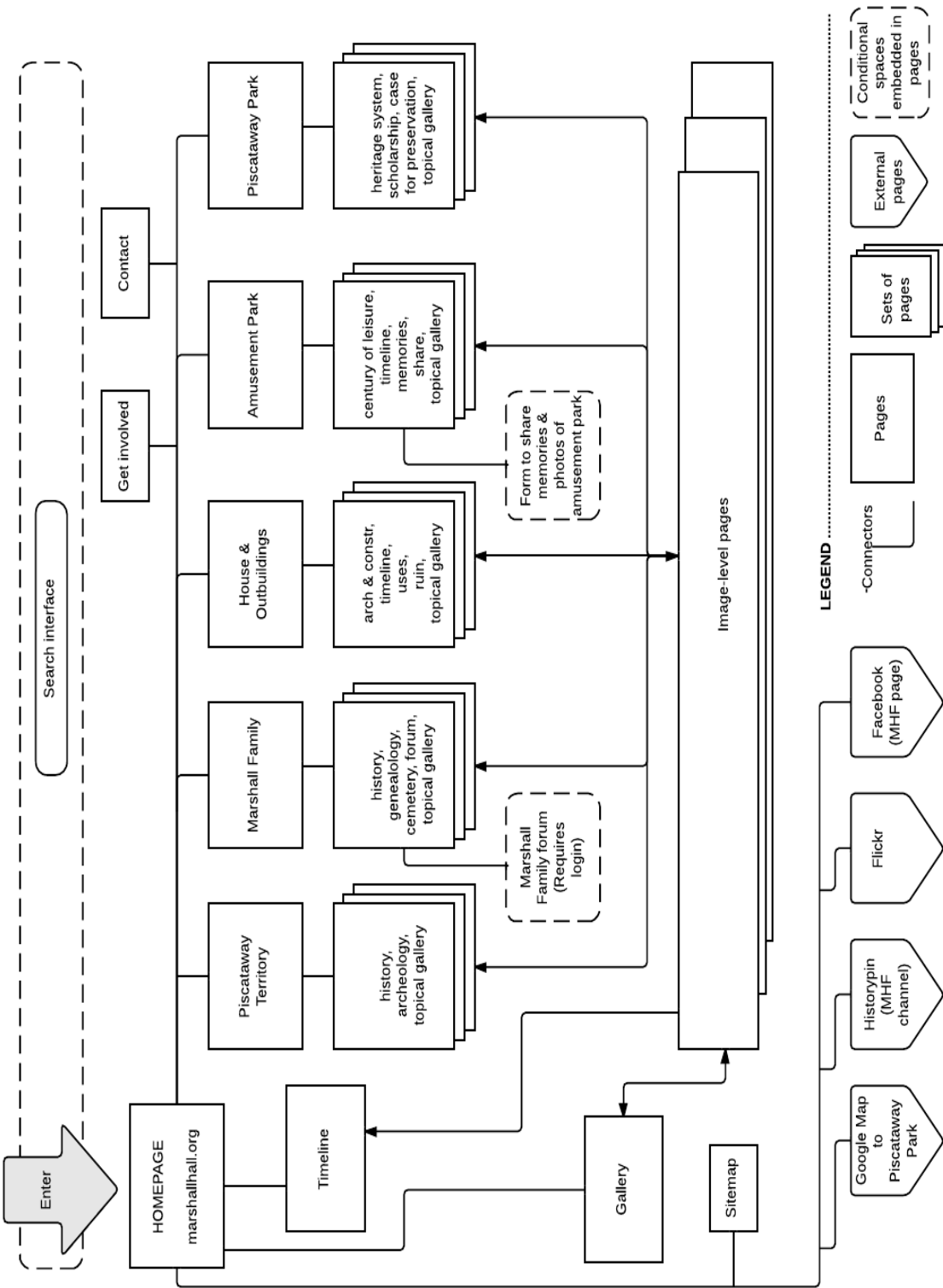


Figure 2.2.1: High-Level Blueprint: Marshall Hall Foundation 2.0

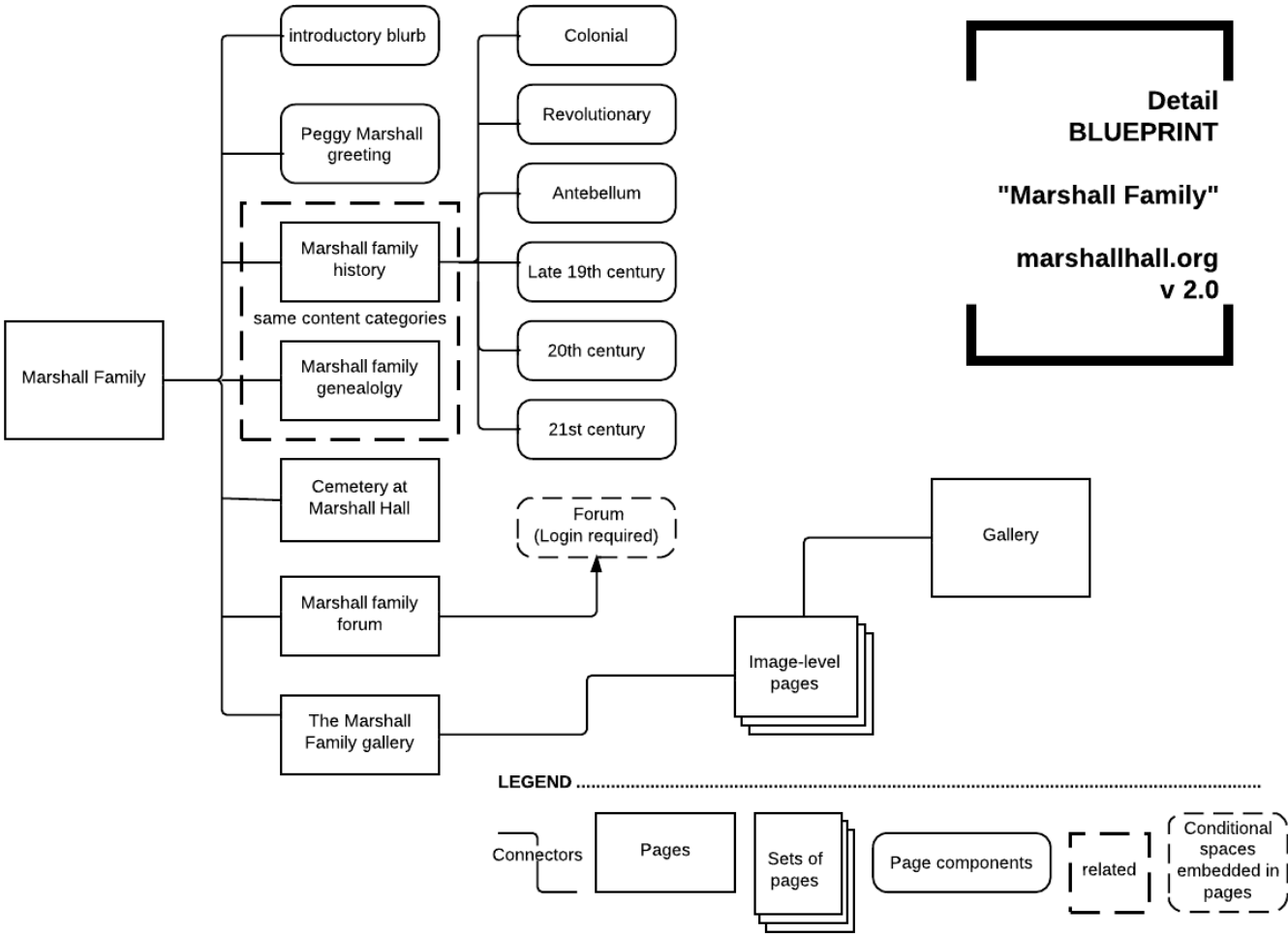


Figure 2.2.2: Detail Blueprint: Marshall Hall Foundation 2.0: Marshall Family



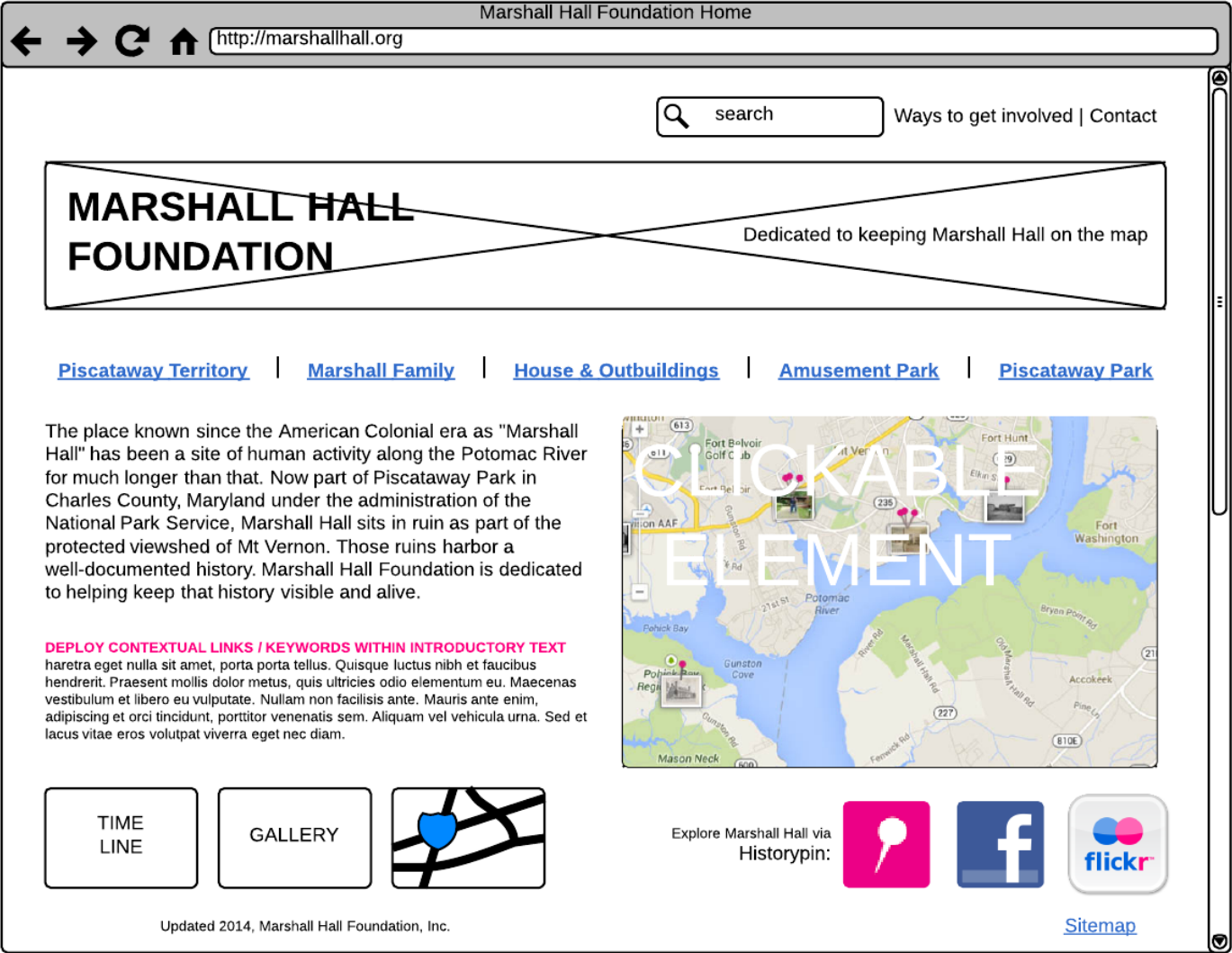


Figure 2.2.4: Wireframe: Marshall Hall Foundation 2.0: Homepage. The homepage functions as a call to visit and to interact with a physical place. Will visitors find it effective and engaging?

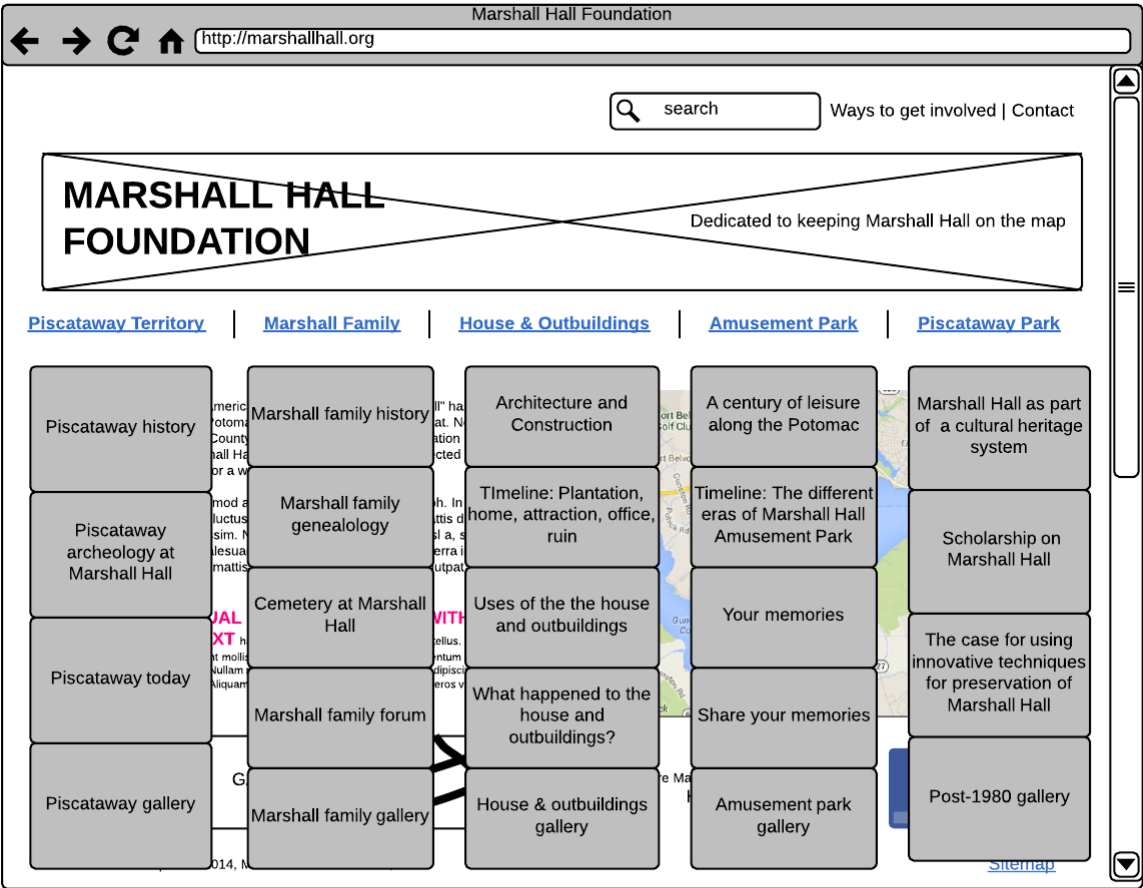


Figure 2.2.5: Wireframe: Marshall Hall 2.0: Homepage: Secondary navigation scheme (dropdown). Note mixed (topical and task-based) navigation scheme, and organizational patterns within categories. The goal is to reduce cognitive load and teach users the rhythm of the site.

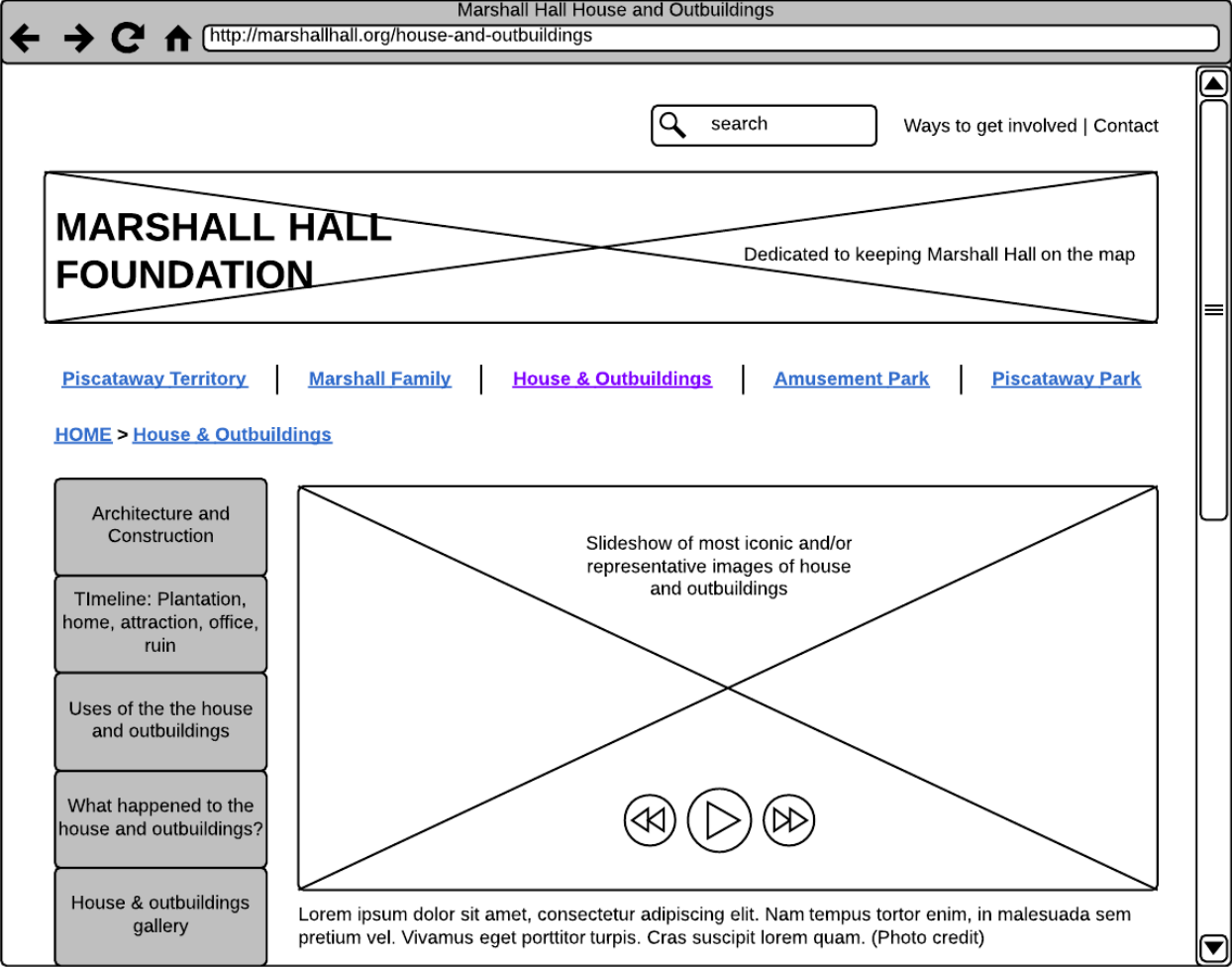


Figure 2.2.6: Wireframe: Marshall Hall 2.0: House and Outbuildings (main category page)



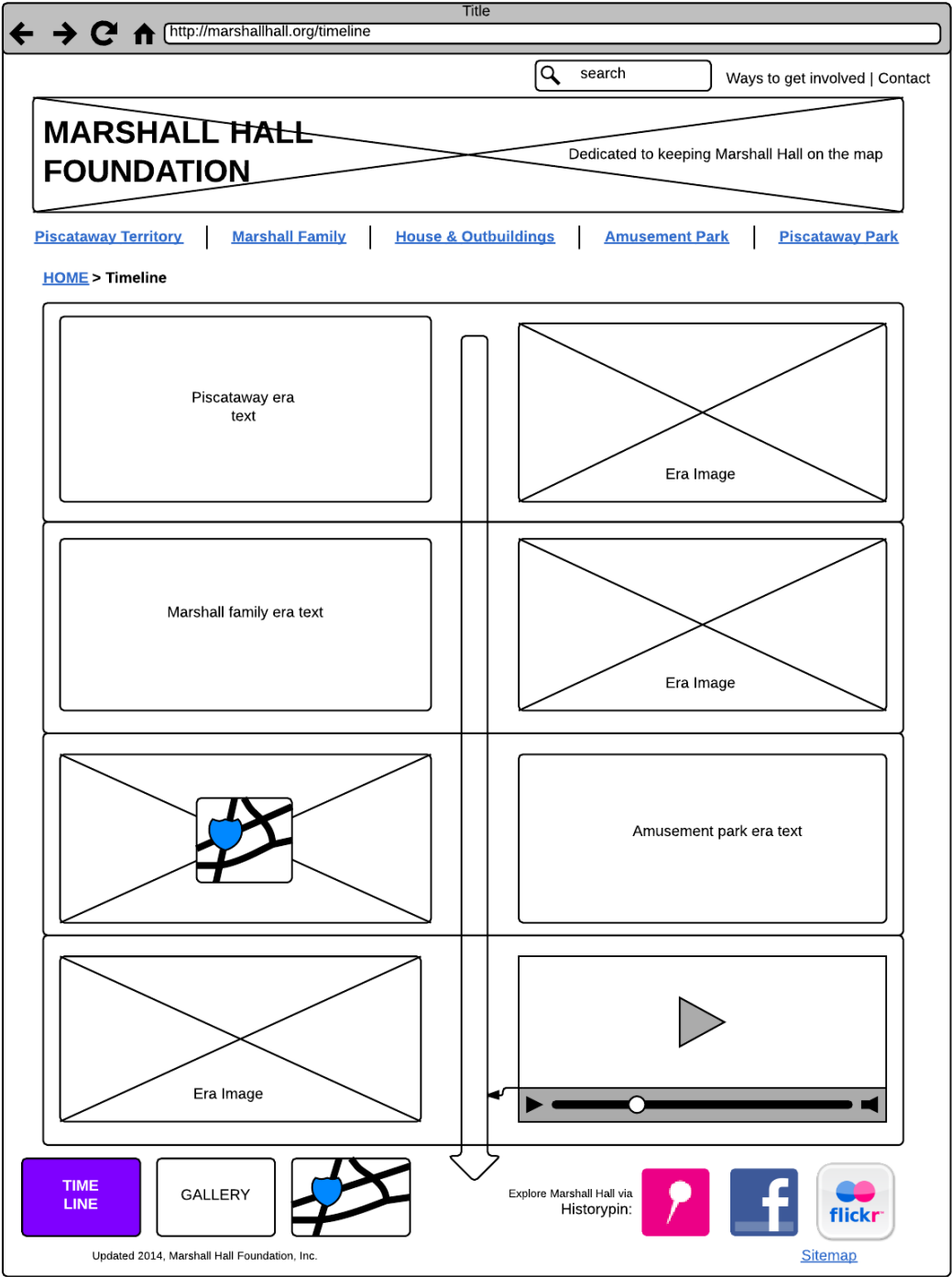


Figure 2.2.7: Wireframe: Marshall Hall 2.0: Timeline (main category page) illustrates implementation of a global timeline feature as a page split vertically into epochs and linked to multimedia content. We are seeking a more elegant and responsive timeline solution, but need to choose a content management system first. A Javascript and/or CSS solution may prove workable. See examples: <http://coderops.com/2013/09/free-jquery-timeline-plugins/>

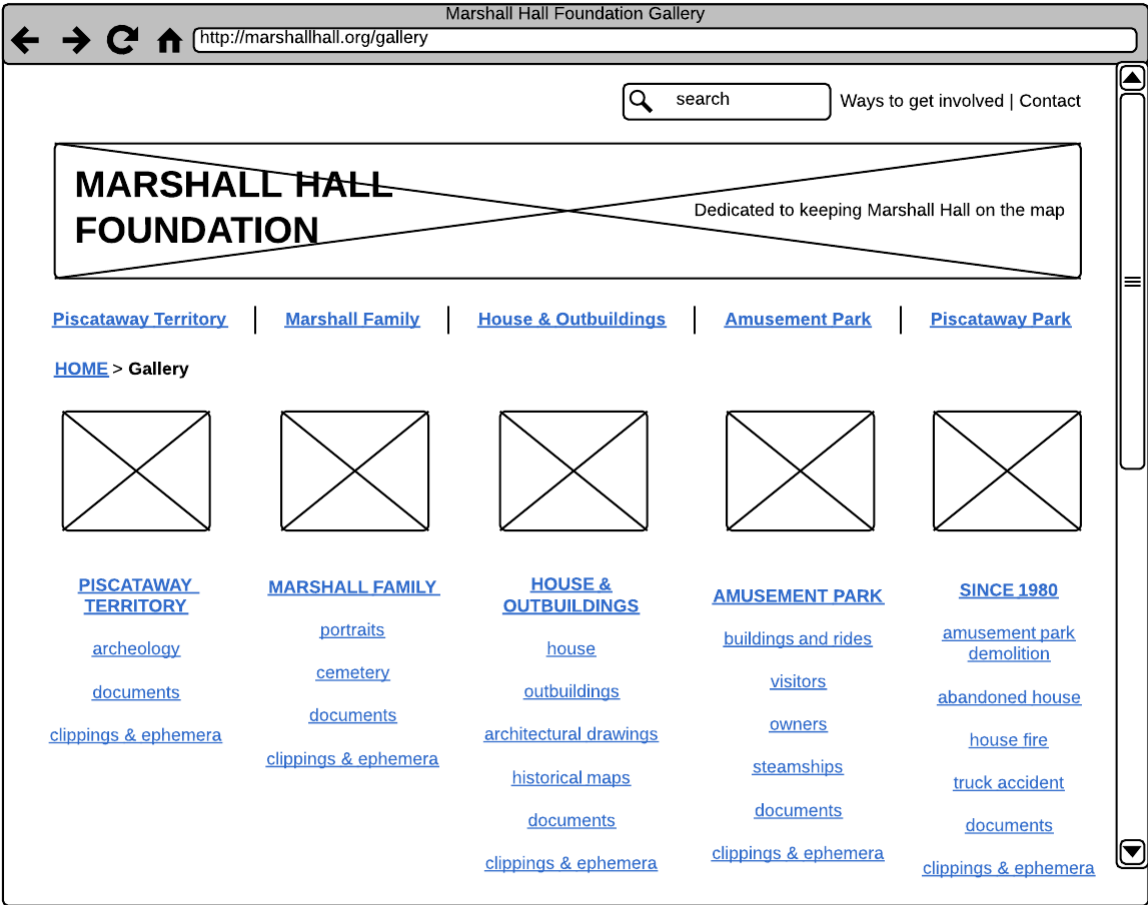


Figure 2.2.8: Wireframe: Marshall Hall 2.0: Gallery (main category page): Note the pattern of content organization.

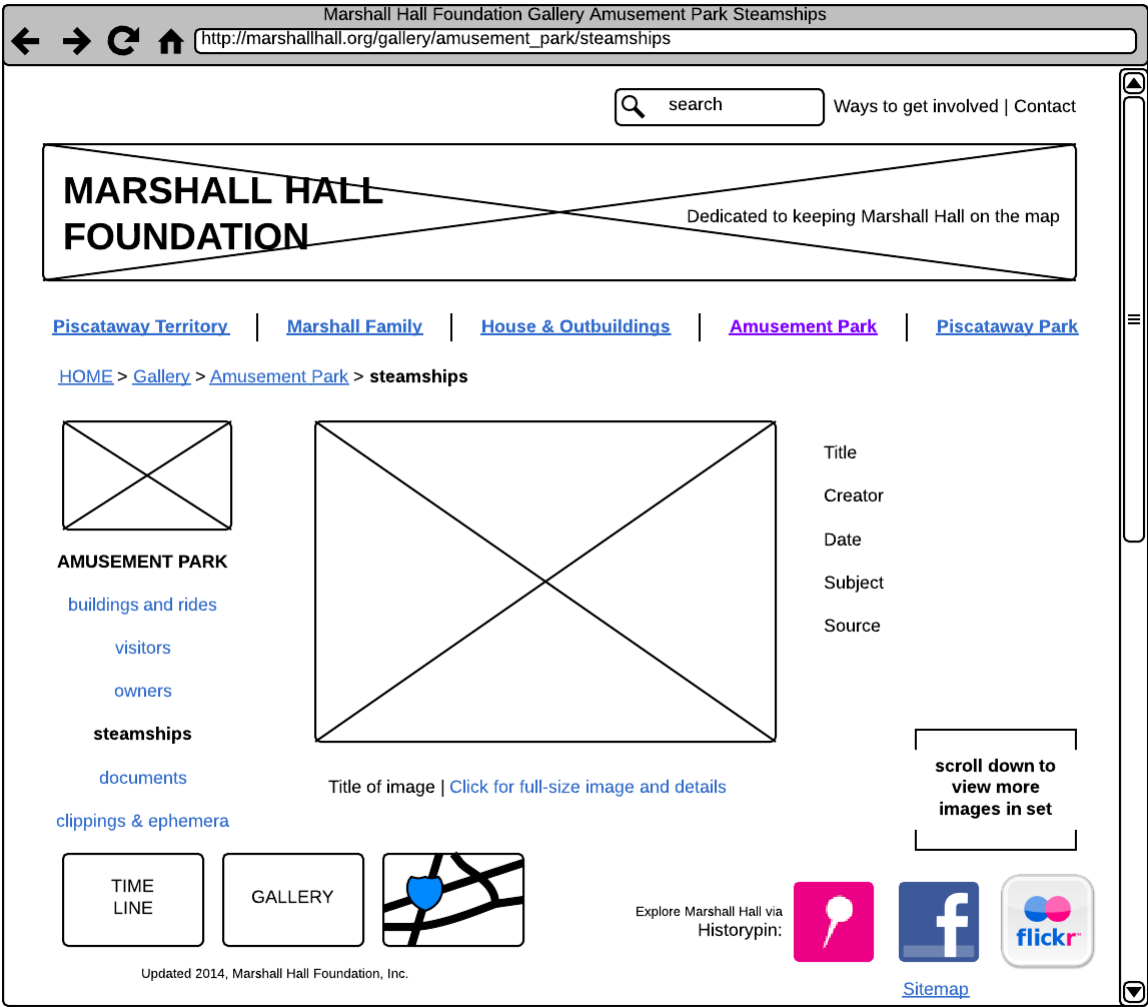


Figure 2.2.9: Wireframe: Marshall Hall 2.0.: Gallery: Amusement Park: steamships (content page). Note: This wireframe is a compressed representation of a gallery category page; the footer including the timeline, gallery, map, and social media links will appear at the bottom of the page of images of steamships.

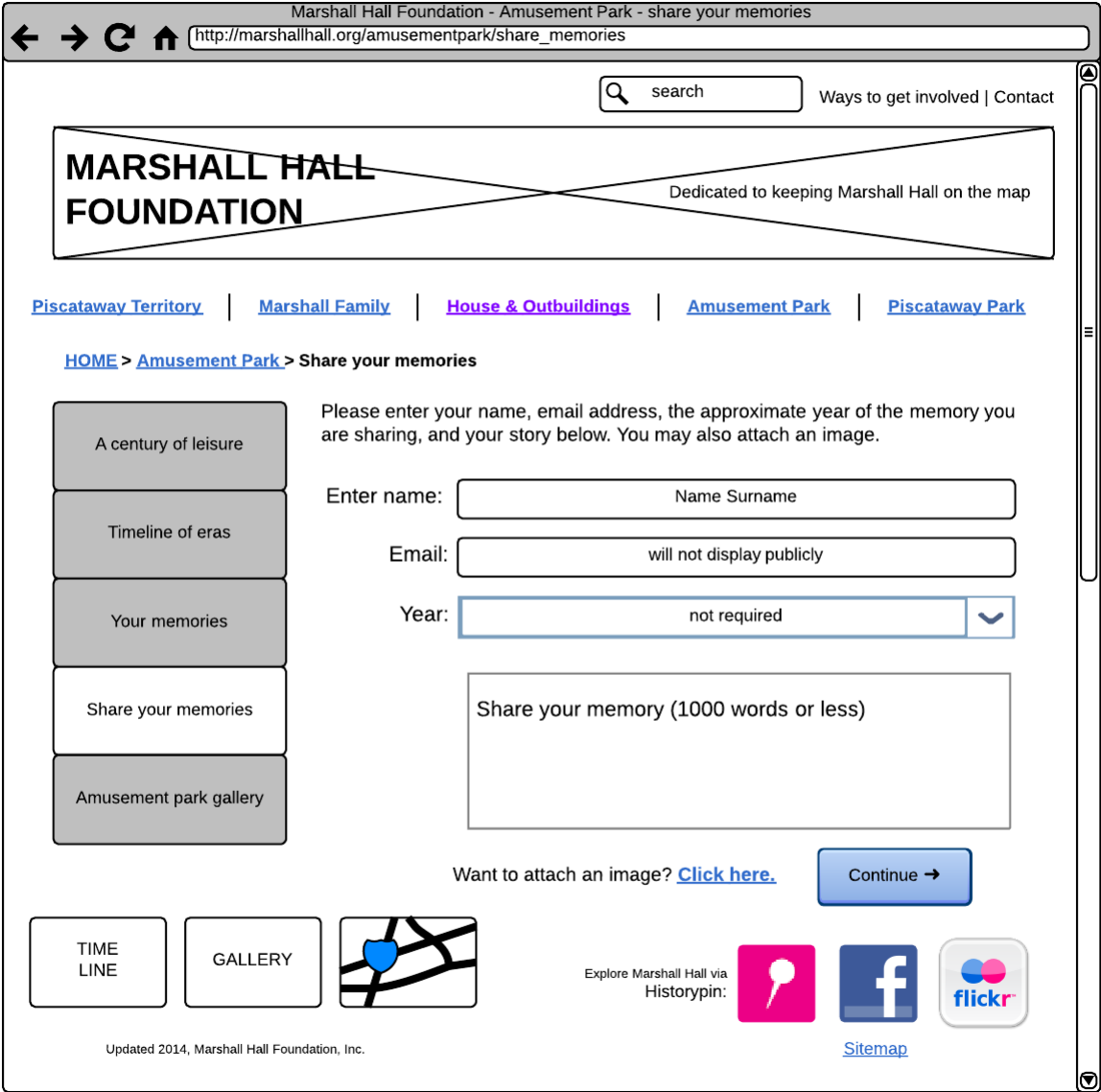
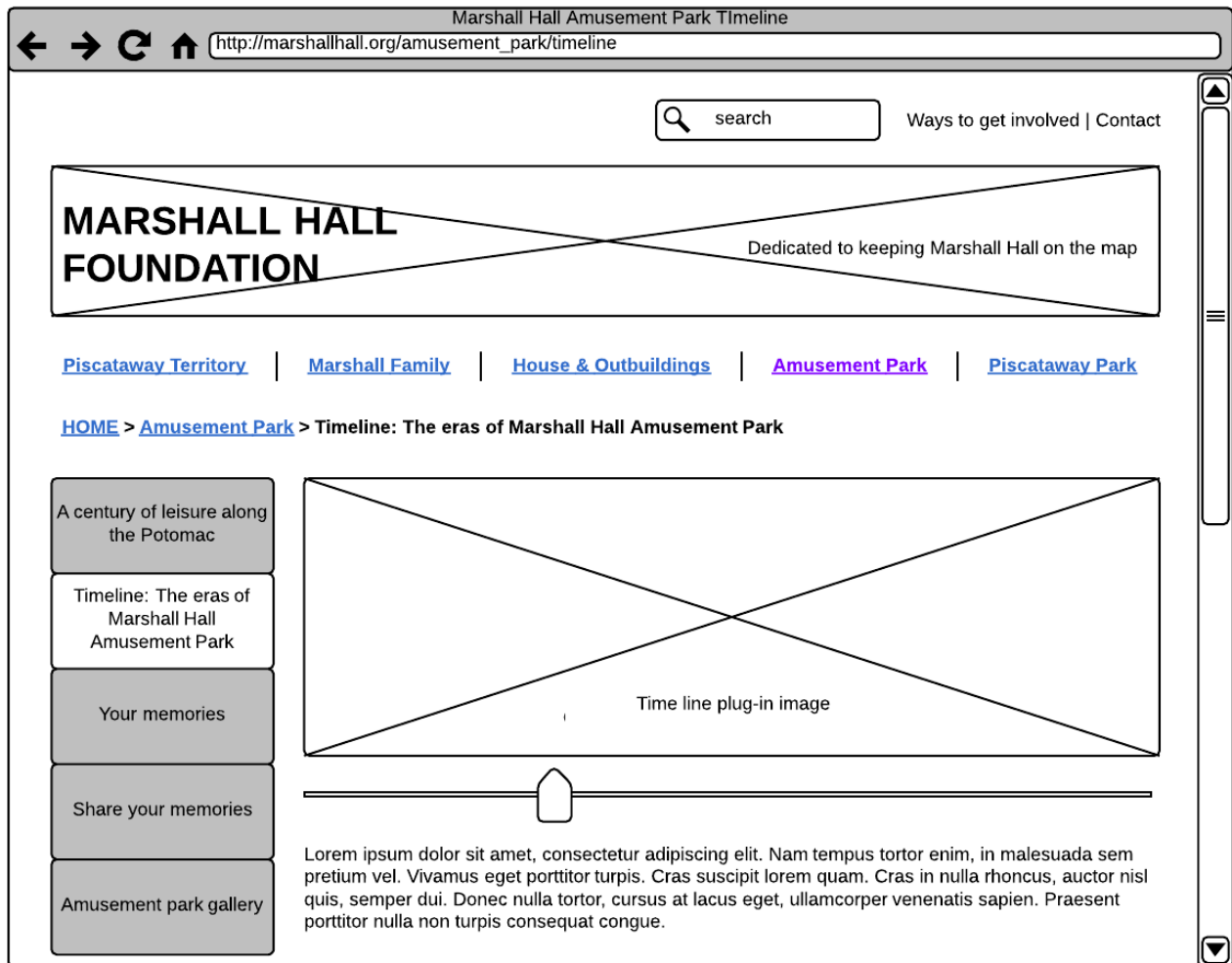


Figure 2.2.10: Wireframe: Marshall Hall 2.0: Amusement Park: Share your memories (application page)



**Figure 2.2.11** Wireframe: Timeline: The eras of Marshall Hall Amusement Park. This page illustrates use of the open source Timeline Builder plug-in available from the Roy Rosenzweig Center for History and New Media at George Mason University (<http://chnm.gmu.edu/tools/timelines/>). The plug-in is a more elegant implementation of a timeline than the sketch in **Figure 2.2.7**. Its weakness is that it is Flash-based.

### **3: CONTROLLED VOCABULARY and METADATA SCHEME**

#### **3.1: Thesaurus for MarshallHall.org**

Entries listed in blue text are Library of Congress Subject Headings (LCSH). Entries listed in brown text are derived from the content of the current MarshallHall.org website and scholarly works on this history of the Marshall Hall site. This document represents the seed of the controlled vocabulary for the project.

##### **3.1.1: Index**

[Ackelahama, John](#)

[Anacostia River](#)

[Addison, Lorenzo](#)

[Amusements](#)

[Amusement park](#)

[Amusement parks](#)

[Amusement rides](#)

[Blake, Levi Lowell](#)

[Camp McKibbin](#)

[Calvert County \(Md.\)](#)

[Carousel](#)

[Carrousel](#)

[Casinos](#)

[Charles County \(Md.\)](#)

[Charles Macalester \(Steamship\)](#)

[Chesapeake Bay](#)

[Dent, Jane Herbert](#)

[Dent, Sarah](#)

[Dent, Sarah Marshall](#)

[Ferris wheel](#)

[Ferris wheels](#)

[Flemish-bond brick](#)

[Fun activities](#)

[Funpark](#)

[Goldstein, Joseph](#)

[Hanson, Elizabeth](#)

[Hanson, John](#)

[Hanson, Randall](#)

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[Leisure](#)

[Leisure -- Religious Aspects](#)

[Leisure industry -- Maryland](#)

[Little, John M.](#)  
[Liverpool](#)  
[Long, Jane Herbert Dent](#)  
[Lyles, Henrietta](#)  
[Lyles, Sarah](#)  
[Marchel family](#)  
[Marschall family](#)  
[Marshall family](#)  
[Marshall, Elizabeth Hanson](#)  
[Marshall, Henrietta Lyles](#)  
[Marshall, Sarah Lyles](#)  
[Marshall, Sarah](#)  
[Marshall, Thomas](#)  
[Marshall, Thomas Hanson I](#)  
[Marshall, Thomas Hanson V](#)  
[Marshall, William II](#)  
[Marshall Hall \(Amusement park\)](#)  
[Marshall Hall \(Amusement park\) -- corporation – owners](#)  
[Marshall Hall \(House\)](#)  
[Mary Washington \(Steamship\)](#)  
[Maryland, south](#)  
[Maryland, southern](#)  
[McKibben family](#)  
[McKibbin family](#)  
[McKibbin, Aldisa Schrack](#)  
[McKibbin, Joseph Chambers](#)  
[Mount Vernon and Marshall Hall Steamboat Company](#)  
[Mount Vernon \(House\)](#)  
[Mount Vernon Ladies Assn.](#)  
[Mount Vernon Ladies Association](#)  
[Mt Vernon](#)  
[Mt Vernon Ladies Association](#)  
[National historic places](#)  
[National Park Service](#)  
[NPS](#)  
[Observation wheels](#)  
[Parks](#)  
[Pascatan Indians](#)  
[Picnic grounds](#)  
[Picnic groves](#)  
[Piscataway Creek](#)  
[Piscataway Indians](#)

[Piscataway Park \(Md.\)](#)  
[Plank cooking](#)  
[Planked shad](#)  
[Posey's Ferry](#)  
[Potomac River](#)  
[Protected Areas](#)  
[Recreation areas](#)  
[River Queen \(Steamship\)](#)  
[Rivers --Maryland.](#)  
[Schrack, Aldisa](#)  
[Slot machines](#)  
[Slots](#)  
[Societies -- Washington \(D.C.\)](#)  
[Southern Maryland](#)  
[Spirit of America](#)  
[Steamships](#)  
[St Mary's County \(Md.\)](#)  
[Wilson Excursion Line](#)  
[W. W. Corcoran \(Steamship\)](#)

### **3.1.2: Entries**

#### **Addison, Lorenzo**

Manager of the [Marshall Hall \(amusement park\)](#) during the 1930s - 1950s. Added [Slots](#).  
BT Marshall Hall (Amusement park)

#### **Anacostia River**

BT Rivers--Maryland  
RT Potomac River  
RT Chesapeake Bay

#### **Amusements**

UF Fun activities  
BT Leisure  
NT Amusement parks  
NT Amusement rides  
NT Casinos  
RT Camp McKibbin



## Amusement parks

UF Funpark  
UF Amusement park  
BT Amusements  
RT Marshall Hall (Amusement park)  
RT Happyland

## Amusement rides

BT Amusements  
NT Ferris wheels  
NT Merry-go-rounds

## Blake, Levi Lowell

2<sup>nd</sup> co-owner of [Marshall hall](#) post-[Marshall family](#) with [Joseph McKibbin](#). Owner of [Mount Vernon and Marshall Hall Steamboat Company](#). Bought house from [John Little](#). Captain of the steamship [Mary Washington](#).

RT Mary Washington (steamship)

## Calvert County (Md.)

BT Maryland, Southern  
RT Charles County (Md.)  
RT St Marys County (Md.)

## Camp McKibbin

Historical re-enactments held on Marshall Hall grounds.  
RT Amusements  
RT McKibbin, Joseph Chambers

## Casinos

BT Amusements

## Charles County (Md.)

BT Maryland, Southern.  
RT Calvert County (Md.)  
RT St Mary's County (Md.)

## Charles Macalester (Steamship)

BT Steamships

## Chesapeake Bay

RT Potomac River  
RT Anacostia River

## Dent, Sarah Marshall

Grandmother of [Jane Herbert Dent Long](#) and sister of [Thomas Hanson Marshall I](#). Parents were [Thomas Marshall](#) and [Elizabeth Hanson Marshall](#).

UF Marshall, Sarah  
RT Marshall, Thomas  
RT Long, Jane Herbert Dent

## Ferris wheels

UF Ferris wheel  
UF Observation wheels  
BT Amusement rides

## Flemish-bond brick

The brickwork construction form of [Marshall Hall](#)  
RT Marshall Hall

## Goldstein, Joseph

Last [owner](#) of [Marshall hall \(amusement park\)](#) before the [National Park Service](#).

## Hanson, John

First president of the Continental Congress under the Articles of Confederation. Great-grandson of [Randall Hanson](#).  
RT Hanson, Randall

## Hanson, Randall

Great-grandfather of [Thomas Hanson Marshall](#) and grandfather to [John Hanson](#).  
RT Hanson, John  
RT Marshall, Thomas Hanson

## Happyland

Slots establishment at [Marshall hall \(amusement park\)](#).  
BT Amusement Parks  
RT Marshall Hall (Amusement park)

## Key, Francis Scott

Writer of American National Anthem "Star-Spangled Banner". Related to [Marshall Family](#) by marriage.

## Leisure

NT Amusements

## Leisure industry -- Maryland

NT Mount Vernon and Marshall Hall Steamboat Company

## Leisure--Religious Aspects

BT Leisure

## Little, John M.

First non-Marshall owner of [Marshall Hall](#) property. Bought from [Thomas Hanson Marshall V](#) and his wife [Henrietta Lyles Marshall](#) in 1867.

## Liverpool

Creator of [planked shad](#). Cook at [Marshall Hall \(amusement park\)](#).

RT Planked shad

## Long, Jane Herbert Dent

Mother of Texas. Granddaughter of [Sarah Marshall Dent](#).

UF Dent, Jane Herbert

RT Dent, Sarah Marshall

## Marshall family

UF Marschal family

UF Marchel family

## Marshall, Elizabeth Hanson

Wife of [Thomas Marshall](#).

BT Marshall family

UF Hanson, Elizabeth

RT Marshall, Thomas

## Marshall, Henrietta Lyles

Repurchased [Marshall Hall](#) in 1863 after its sale in 1851 (re-sold in 1867). Second wife of [Thomas Hanson Marshall V](#). Cousin of [Sarah Lyles Marshall](#).

BT Marshall family

UF Lyles, Henrietta

RT Marshall, Thomas Hanson V

RT Marshall, Sarah Lyles

RT Marshall Hall (Structure)

### **Marshall, Sarah Lyles**

First wife of [Thomas Hanson Marshall V](#). Cousin of [Henrietta Lyles Marshall](#).

BT Marshall family

UF Lyles, Sarah

RT Marshall, Thomas Hanson V

RT Marshall, Henrietta Lyles

### **Marshall, Thomas**

Doctor. Son of [William Marshall II](#). Married to [Elizabeth Hanson Marshall](#). Father to [Thomas Hanson Marshall I](#) and [Sarah Marshall Dent](#).

BT Marshall family

RT Marshall, William II

RT Marshall, Elizabeth Hanson

RT Marshall, Thomas Hanson I

RT Dent, Sarah Marshall

### **Marshall, Thomas Hanson I**

Original member of the Committee on Correspondence for [Charles County](#). He was appointed captain of the militia of [Charles County](#) in 1776. Parents are [Thomas Marshall](#) and [Elizabeth Hanson Marshall](#).

BT Marshall family

RT Marshall, Thomas

RT Marshall, Elizabeth Hanson

### **Marshall, Thomas Hanson V**

Son of [Thomas Hanson Marshall IV](#), married to cousins (at separate times) [Henrietta Lyles Marshall](#) and [Sarah Lyles Marshall](#).

BT Marshall family

RT Marshall, Henrietta Lyles

RT Marshall, Sarah Lyles

### **Marshall, William II**

Father of [Thomas Marshall](#).

BT Marshall family

### **Marshall Hall (Amusement park)**

BT Amusement Parks

RT Happyland

RT Washington Park

### **Marshall Hall (Amusement park) -- corporation -- owners**

BT Marshall Hall (Amusement park)

## Mary Washington (Steamship)

BT Steamships

## Maryland, southern

UF Southern Maryland

UF Maryland, south

NT Calvert County (Md.)

NT Charles County (Md.)

NT St. Marys County (Md.)

## McKibben family

UF McKibbin family

NT McKibbin, Joseph Chambers

NT Schrack, Aldisa

## McKibbin, Joseph Chambers

2<sup>nd</sup> co-owner of [Marshall Hall](#) with [Levi Blake](#) post-[Marshall family](#). Owner of [Mount Vernon and Marshall Hall Steamboat Company](#). Bought house from [John Little](#). Former congressman and Civil War colonel. Married to [Aldisa Schrack](#).

BT McKibben family

RT Camp McKibbin

RT Schrack, Aldisa

## Merry-go-round

UF Carousel

UF Carrousel

BT Amusement rides

## Mount Vernon Ladies Association

Historical protection organization focused around [Mount Vernon estate](#).

UF Mt Vernon Ladies Association

UF Mount Vernon Ladies Assn.

BT Societies --Washington (D.C.)

RT Mount Vernon (Structure)

## Mount Vernon and Marshall Hall Steamboat Company

BT Steamboats

BT Leisure industry--Maryland

## Mount Vernon (Steamship)

BT Steamships

## National historic landmarks

UF National historic places

BT Protected areas

RT National Park Service

## Marshall Hall (House)

RT Flemish-bond brick

## Mount Vernon (House)

UF Mt Vernon

## National Park Service

Branch of the [United States Department of the Interior](#).

UF NPS

BT United States Department of the Interior

RT Parks

RT National Historic Landmarks

## Parks

BT Recreation areas

BT Protected areas

RT National Park Service

RT Picnic grounds

## Picnic grounds

UF Picnic groves

BT Recreation areas

## Picnic groves

PT [Picnic grounds](#)

## Piscataway Indians

UF Pascatan Indians

## Ackelahama, John

Purported seller of [Marshall hall land](#) to first Marshall. [Piscataway](#) chief.

BT Piscataway Indians

## Piscataway Park (Md.)

Established in 1961 by the [National Park Service](#). [Marshall Hall \(house\)](#) site became part of the park in 1981 through a settlement with [Joseph Goldstein](#).

BT Parks

RT National Park Service

RT Picnic grounds

## Plank cooking

RT Planked shad

## Planked shad

A method of cooking shad (fish) that involves roasting over an open flame on a board (plank).

Apparently adapted from a [Piscataway](#) method.

RT Liverpool

RT Piscataway Indians

RT [Plank cooking](#)

## Posey's Ferry

Colonial-era ferry that ran across the [Potomac](#) from [Marshall Hall](#) to farm of John Posey; serviced [Mount Vernon](#).

RT Potomac River

## Potomac River

RT Piscataway Creek

RT Chesapeake Bay

BT Rivers --Maryland.

## Protected Areas

NT National historic landmark

NT Parks

## Recreation areas

NT Parks

NT Picnic grounds

## River Queen (Steamship)

Steamship used by Abraham Lincoln during the Civil War to reach negotiations with confederates in Hampton Roads, VA. Bought by [Joseph McKibbin](#) and [Levi Blake](#) to add to [Mount Vernon and Marshall Hall Steamboat Company](#) stock.

BT Steamships

## Rivers --Maryland.

NT Potomac River

NT Anacostia River

## Schrack, Aldisa

Wife of [Col. Joseph McKibbin](#). Co-manager of Marshall Hall during its first incarnation as a leisure site.

UF McKibbin, Aldisa Schrack

BT McKibben family

RT McKibbin, Joseph Chambers

## Slots

UF Slot machines

BT Casinos

## Societies -- Washington (D.C.)

NT Mount Vernon Ladies Association

## Spirit of America

[Amusement park](#) planned by [Joseph Goldstein](#). Blocked by [Mount Vernon Ladies Association](#). Land then bought up by [National Park Service](#).

RT Goldstein, Joseph

RT Mount Vernon Ladies Association

## Steamships

NT Charles Macalester (Steamship)

NT Mary Washington (Steamship)

NT River Queen (Steamship)

NT W.W. Corcoran (Steamship)

RT Mount Vernon and Marshall Hall Steamboat Company

RT Wilson Excursion Line

## St Marys County (Md.)

BT Maryland, southern

RT Calvert County (Md.)

RT Charles County (Md.)

## Wilson Excursion Line

Steamship line from Washington, D.C.

RT Steamships



## W. W. Corcoran (Steamship)

BT Steamships

### 3.2: Proposed Dublin Core Metadata Scheme for MarshallHall.org

We propose implementing a Dublin Core-based metadata scheme as part of the redesign of MarshallHall.org. The flexibility of Dublin Core will allow the publisher of the MarshallHall.org site to achieve the goals of accurately describing all content presented within the website, providing all content contributors and sources with appropriate credit and citation, and providing users with detailed rights information about original content alongside content aggregated from other sources.

Qualified Dublin Core allows use of Library of Congress Subject Headings (LCSH) as access terms in addition to keywords, so it pairs well with the vocabulary we have defined for the site. It also allows use of geographic coordinates along with place names to indicate spatial "coverage" (coverage.spatial) of resources in clear relation to temporal "coverage" (coverage.temporal) of resources. Customizing subject and keyword metadata for major sections of the website (Marshall Family, Marshall Hall (House), Marshall Hall Amusement Park, and Piscataway Park) and on individual pages within the major sections will greatly enhance findability and user access to content about particular eras of and moments in the history of the place.

Omeka (omeka.org), the open source content management system for online publication and exhibition of digital collections we propose using within the MarshallHall.org site, also supports Extended Dublin Core/the full set of Dublin Core properties. See the discussions at <https://omeka.org/add-ons/plugins/dublin-core-extended/> and [https://omeka.org/codex/Working\\_with\\_Dublin\\_Core](https://omeka.org/codex/Working_with_Dublin_Core).

#### 3.2.2: Dublin Core properties most relevant to MarshallHall.org and notes on interpreting them consistently

##### Title

URI: <http://purl.org/dc/terms/title>

Definition: A title is the name given to the resource by the creator or publisher. Examples include names of documents and titles of artworks. Use the authorized name of a work or person when possible. The related/qualified term DC>Title.Alternative may be used to indicated additional names under which the resource is known, or when there is confusion about the best name for a document.

Type of Metadata: Descriptive

##### Type

URI: <http://purl.org/dc/terms/type>

Definition: This property is used to indicate the type of content found on the page; for example, image, sound, text, or application. Recommended best practice is to use a controlled vocabulary such as the DCMI Type Vocabulary [DCMITYPE]

Type of metadata: Descriptive

### **Language**

URI: <http://purl.org/dc/terms/language>

Definition: The language in which the content of a resource is represented or the language of the context in which a resource is displayed. Recommended best practice is to use a controlled vocabulary such as RFC 4646 [RFC4646].

References:

[RFC4646] <http://www.ietf.org/rfc/rfc4646.txt>

Type of metadata: Descriptive

### **Creator**

URI: <http://purl.org/dc/terms/creator>

Definition: A creator is an individual, organization, corporate entity, or service primarily responsible for making the original resource described. Content should always refer to the author or creator of the source object, not its digital surrogate (if any). Use the contributor property to indicate the person or entity responsible for digitizing or editing a resource. Use authorized names as possible. Add additional entries if creators are known under other names or by acronyms.

Type of metadata: Descriptive

### **Contributor**

URI: <http://purl.org/dc/terms/contributor>

Definition: A contributor is an individual, organization, or service responsible for making contributions to the resource. This property may be broken down into qualified terms such as "contributor.author" or "contributor.conductor." Use this element to provide users with finer granularity of information about those who have collaborated to prepare and present the content of the resource being described.

Type of metadata: Descriptive, administrative

### **Created**

URI: <http://purl.org/dc/terms/created>

Definition: The created property is used for noting the date the resource described was created. Be sure not to confuse this property with the date property or the temporal qualifier of the coverage property in Dublin Core; the latter is used to indicate dates relevant to the subject of the resource being described. Recommended best practice is to use an encoding scheme, such as the W3CDTF profile of ISO 8601 [W3CDTF].

Type of metadata: Descriptive, administrative

### **Publisher**

URI: <http://purl.org/dc/terms/publisher>

Definition: The content of the publisher property is used to identify the entity responsible for making the resource available. A publisher may be an individual, an organization, or a service. Use the authorized forms of names when possible.

Type of metadata: Descriptive, administrative

### **Date**

URI: <http://purl.org/dc/terms/date>

Definition: The date property may be used to indicate a point or period of time associated with an event

in the lifecycle of the resource. Do not confuse with the Created or Coverage properties. Date may be used to express temporal information at any level of granularity, e.g., YYYY-MM-DD format, YYYY-MM, or just YYYY. Recommended best practice is to use an encoding scheme, such as the W3CDTF profile of ISO 8601 [W3CDTF].

[W3CDTF] <http://www.w3.org/TR/NOTE-datetime>

Type of metadata: Descriptive, administrative

### Coverage

URI: <http://purl.org/dc/terms/coverage>

Definition: The coverage property may be used to indicate spatial or temporal topic of the resource, the spatial applicability of the resource, or the jurisdiction under which the resource is relevant.

#### Qualifier Term Name: Spatial (coverage)

URI: <http://purl.org/dc/terms/spatial>

Definition:

Using the spatial qualifier of coverage element, one may encode the geographical coordinates and name of a place per the DCMI Point syntax encoding scheme. DCMI Point expressions may be encoded in any order. See discussion at <http://dublincore.org/documents/dcmi-point/#dcsv>

#### Qualifier Term Name: Temporal (coverage)

URI: <http://purl.org/dc/terms/temporal>

Definition: The temporal qualifier is used with the coverage property (syntax: "DC: Coverage.Temporal) to provide time-based subject information about the resource being described. It is flexible enough to allow descriptors including 11-12-2013, 18th century, and 1969-1975, but is standards based.

Recommended best practice is to use an encoding scheme, such as the W3CDTF profile of ISO 8601 [W3CDTF].

Type of metadata: Descriptive

### Subject

URI: <http://purl.org/dc/terms/subject>

Definition:

The topic of the resource. Typically, the subject will be represented using keywords, key phrases, or classification codes. Recommended best practice is to use a controlled vocabulary.

Type of metadata: Descriptive

#### Term Name: LCSH

URI: <http://purl.org/dc/terms/LCSH>

Definition: Library of Congress Subject Headings may be deployed via the syntax encoding scheme within Extended Dublin Core. Example of syntax: `<meta name="DC.Subject" scheme="DCTERMS.LCSH" content="Maryland--History">`

Type of metadata: Descriptive

### Description

URI: <http://purl.org/dc/terms/description>

Definition: This property is used to include any relevant account of the resource. Descriptions often include abstracts, tables of contents, and free-text accounts of the resource.

Type metadata: Descriptive

### References

URI: <http://purl.org/dc/terms/references>

Definition: Use this property to provide users with clear citations of related resource that are quoted, cited, or otherwise pointed to by the described resource.

Type of metadata: Descriptive, Administrative

### Source

URI: <http://purl.org/dc/terms/source>

Definition: This property is used to identify related resource from which the described resource is derived. The described resource may be derived from the related resource in whole or in part. When possible, use the authorized name for the related resource.

Type of metadata: Descriptive, administrative

### Relation

URI: <http://purl.org/dc/terms/relation>

Definition: Relation can include what the page is a part of, version of, format of, referenced by or based on. An example of use particularly relevant to the MarshallHall.org site is that the relation property may be used to indicate that a webpage is part of a subsection of a website. It may also be used to reference other entities the resource being described is a part of, a version of, a format of, is referenced by or is based on.

Type of metadata: Descriptive, administrative

### Rights

URI: <http://purl.org/dc/terms/rights>

Definition: This property is used to provide statements about various property rights associated with the resource, including intellectual property rights. Make sure to apply the rights information consistently throughout the cite, and supplement rights statements with clear information via use of reference properties.

Type of metadata: Administrative

### RightsHolder

URI: <http://purl.org/dc/terms/rightsHolder>

Definition: This property is used to identify the person or organization owning or managing intellectual and other rights to the resource.

Type of metadata: Administrative

Each Dublin Core element is optional and repeatable. Elements may appear in any order. The encoded example we provide below refers to the relevant namespaces: <http://purl.org/dc/elements/1.1/> and <http://purl.org/dc/terms/>

### 3.2: Metadata Example:

Sample of Dublin Core metadata encoded for Marshall Hall Foundation homepage ([marshallhall.org](http://marshallhall.org)) generated via <http://www.dublincoregenerator.com>

```

<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01//EN"
"http://www.w3.org/TR/html4/strict.dtd">
<html>
<head profile="http://dublincore.org/documents/2008/08/04/dc-html/">
<title>metadata</title>
<link rel="schema.DC" href="http://purl.org/dc/elements/1.1/">
<link rel="schema.DCTERMS" href="http://purl.org/dc/terms/">
<meta name="DC.Title" content="Marshall Hall Foundation">
<meta name="DCTERMS.Alternative" content="Marshall Hall Foundation - Homepage">
<meta name="DC.Creator" content="Peggy Marshall">
<meta name="DC.Subject" content="Piscataway Indians">
<meta name="DC.Subject" scheme="DCTERMS.LCSH" content="Marshall family">
<meta name="DC.Subject" scheme="DCTERMS.LCSH" content="Mount Vernon (Va. : Estate)">
<meta name="DC.Subject" scheme="DCTERMS.LCSH" content="Marshall Hall site (Md.)">
<meta name="DC.Subject" scheme="DCTERMS.LCSH" content="Maryland--History">
<meta name="DC.Subject" scheme="DCTERMS.LCSH" content="Maryland--Social life and customs">
<meta name="DC.Subject" scheme="DCTERMS.LCSH" content="Maryland--History -- Colonial period, ca.
1600-1775">
<meta name="DC.Subject" scheme="DCTERMS.LCSH" content="Maryland--History--20th century">
<meta name="DC.Subject" content="Marshall Hall Amusement Park">
<meta name="DC.Subject" content="Piscataway Park">
<meta name="DC.Subject" scheme="DCTERMS.LCSH" content="Maryland--History--19th century">
<meta name="DC.Subject" content="Potomac River">
<meta name="DC.Description" content="Located across the Potomac River from Mount Vernon, the
place known since the Colonial era as Marshall Hall has been the site of much significant and well-
documented cultural activity over the centuries. Marshall Hall Foundation is dedicated to keeping all of
the layers of its very American story on the map in order to share it with current and future
generations.">
<meta name="DC.Publisher" content="Marshall Hall Foundation">
<meta name="DC.Contributor" content="William Gillis Lehman">
<meta name="DC.Contributor" content="Crystal Kile">
<meta name="DCTERMS.Created" content="1997">
<meta name="DC.Language" scheme="DCTERMS.ISO639-2" content="English">
<meta name="DCTERMS.References" content="Scott-Childress, Reynolds. (2007). A History of the
Marshall Hall Property. Washington, D.C.: National Park Service.">
<meta name="DCTERMS.Spatial" scheme="DCTERMS.Point" content="name=Marshall Hall, Md.;
east=38.656310; north=-77.077731;">
<meta name="DCTERMS.Temporal" scheme="DCTERMS.Period" content="start=1600; end=2014;">
<link rel="DC.Rights" href="http://creativecommons.org/licenses/by-nc-sa/4.0/">
<meta name="DC.Rights" content="MarshallHall.org is licensed under a Creative Commons Attribution-
NonCommercial-ShareAlike 4.0 International License.">
<meta name="DC.Rights" content="Marshall Hall Foundation makes no claims to the intellectual
property of individuals and organizations cited and represented within the content of this website. Users

```

```

of these materials are responsible for securing further rights as required by law. ">
<meta name="DCTERMS.RightsHolder" content="Marshall Hall Foundation and others as cited">
</head>
<body>
</body>
</html>

```

### 3.3: Other Metadata

We suggest remaining open to the option of implementing the "microdata" scheme facilitated via schema.org. A project is in process to map Dublin Core properties to schema.org properties. See the discussion at [http://wiki.dublincore.org/index.php/Schema.org\\_Alignment](http://wiki.dublincore.org/index.php/Schema.org_Alignment) for more information.

In addition, we propose enriching records with Open Graph (Facebook) and Twitter metadata to enhance sharing of MarshallHall.org content.

#### <!-- FB Open Graph metadata -->

```

<meta property="og:title" content="Marshall Hall Foundation"/>
<meta property="og:image"
content="http://marshallhall.org/gallery/selected_logo_image_goes_here.jpg"/>
<meta property="og:site_name" content="Marshall Hall Foundation"/>
<meta property="og:description" content="Dedicated to keeping the history of Marshall Hall on the
map."/>

```

#### <!-- Twitter Card metadata-->

```

<meta name="twitter:card" content="summary">
<meta name="twitter:title" content="Marshall Hall Foundation">
<meta name="twitter:description" content="Dedicated to keeping the history of Marshall Hall on the
map">
<meta name="twitter:image:src"
content="http://marshallhall.org/gallery/selected_logo_image_goes_here.jpg">
<meta name="twitter:site" content="[account named TBD]">
<meta name="twitter:app:id:iphone" content="[TBD]">
<meta name="twitter:app:id:googleplay" content="[TBD]">

```

## **4: APPENDICES**

### **A. Brief plan for usability testing**

We envision a cross-channel, mixed-method usability testing plan for marshallhall.org that combines heuristic/expert review, observation of users performing directed and self-directed tasks, and observation of users “thinking aloud” while performing self-directed and directed tasks. We insist upon an iterative design approach to achieve the goals of keeping collaborators and stakeholders on the same page and focused on the objective of providing users with a consistent, seamless, and context-specific experience. We recognize the need to go through a round of refining site organization, navigation, and labeling via a card sort exercise as soon as an actual working group of project collaborators and stakeholders are seated at the table.

We will work at first with paper prototypes, and move on to interactive wireframes, and live sites. As the project progresses, we plan to observe user interaction with the standard website across multiple desktop and laptop browsers running in Mac OS, Linux, and Windows. We will begin testing implementation of the HistoryPin! application at Marshall Hall with collaborators and as soon as possible in order to prove the concept and stimulate imaginations.

We also plan to field test the website similarly on popular mobile devices and operating systems to learn how to refine its capability to facilitate interpretation of and enhance visits to Marshall Hall by cultural and educational tourists. We will also field test the mobile website at physical locations in the the more heavily visited areas of northern Piscataway Park, as well as the Mount Vernon estate. We have assessed that users will be able to access the marshallhall.org website during visits to the Marshall Hall area. It falls within AT&T, T-Mobile, and Verizon 3G and 4G wireless service areas.

### **Sample tasks include**

*Conducting a simple navigation stress test*

- *Where are you in the site?*
- *Where can you go from here?*
- *How do you get home?*

*Locating facts within the content of the website*

- What construction method was used to build Marshall Hall?
- What National Park is Marshall Hall located within?
- For what is Thomas Hanson Marshall V most remembered?
- Who were the partners in the Mount Vernon Marshall Hall Steamboat Company?
- What was “Happyland”?
- What role did the Addison family play in the life of Marshall Hall?
- Can one still visit Marshall Hall? How does one get there?
- What happened to the house?
- Was there ever a roller coaster at Marshall Hall?

*Contributing content to the website*

- Locate the form to submit a memory (text and/or photo) to the website
- Submit a memory with a photo attached
- Complete the process to create a login to access the password-protected Marshall family forum
- Read and reply to a Marshall family forum post
- Send feedback to the webmaster
- Communicate with the Marshall Hall Foundation

*Exploring photos and other documentation of Marshall Hall*

- Access the main gallery
- Navigate to a category page, then to a subcategory category page. Return to the top of the category
- Access the global timeline
- Navigate from the timeline to an image-level page, then return to the timeline
- View an image on the HistoryPin! map
- Navigate from an image collection page to an image-level page, then navigate back
- Navigate from an image-level page to the Amusement Park mainpage
- Locate the rights metadata attached to an image of your choice
- Access a blueprint of Marshall Hall (the house)



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