



UL ENGAGE

Community Briefing

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O'Malley Clan Association Outreach

Tailor Dolgin
Conor O'Riordan



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Promoting University Community Collaboration

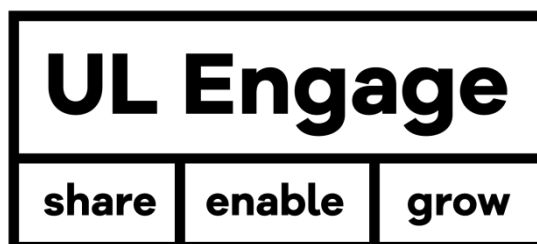
THE BRIEF

The O'Malley Clan Association is an organization endorsed by the Official Clans of Ireland that aims to represent descendants both in Ireland and across the world. The Association achieves these means through online and social media interaction, clan meetings and events, a monthly newsletter, and an annual clan rally. They have partnered with the UL Engage Practicum in the hopes to increase their outreach.

Over the course of the Spring 2017 semester, the aim of the O'Malley Clan Association in tandem with Practicum Students has been to gain knowledge and methodology in order to increase the breadth of this outreach.

This task has been approached through census research, feedback on the effectiveness and efficiency of the Association's online presence, a review of contacts of O'Malleys around the world already conglomerated, and the implementation of an email campaign to reach said contacts.

Looking forward, the tasks of revamping the online sites and international outreach will be built from the foundation established during this first wave of the project. Additionally, discussions have led to additional projects involving the website and newsletter for the future.



COMMUNITY PARTNERS



Denis O'Malley is a long time associate of the O'Malley Clan and has previously fulfilled the post of chieftain.



Brendan O'Malley is a manager with the LERO Irish Software Research Center located at UL. He is heavily involved with the clan and in line to inherit the role of chieftain.

STUDENTS



Tailor Dolgin, Class of 2018

Tailor is a Third-Year Student at Pacific University in Forest Grove, Oregon. She is majoring in English Literature with Minors in both Business and Outdoor Leadership. She is an involved member of the Pacific community and spends her time working with Pacific University Outdoor Pursuits and Voyages programs as well as Admissions. She was born and raised in Fort Collins, Colorado and loves spending her free time outdoors. She has a wide genealogical background—ranging from Italian to Irish to Russian—and was drawn to the O’Malley Clan Association Project because of her interest in family history and the associated clan pride. She has really enjoyed working with the O’Malley Clan because of their passion for outreach and dedication to family history.



Conor O’Riordan, Class of 2019

Conor O’Riordan is a Second Year student at State University of New York at New Paltz where he studies History and Physics as a dual field. He is specializing in Ancient History, specifically the Roman Empire because of his background in the Latin language. On campus he is involved in the German and Fencing Clubs. He was born and raised in New York State, and is a second generation Irish-American. Seeing as his grandparents were born and raised in Ireland, Irish genealogy research and community outreach has always interested him. This connection is what drew him to the O’Malley Clan Association and the work they do.

PROJECT RATIONALE

The goals and objectives of the O'Malley Clan Association in partnering with the UL Spring Practicum are as follows:

1. To gain new, outside perspectives from students on pre-existing systems and entities within the association as it is active now (i.e. the O'Malley Clan Monthly Newsletter).
2. To gain knowledge regarding the breadth of the diaspora of O'Malley's from Ireland across the world (specifically in relation to Irish populations in the US, the UK, Canada, Australia, and New Zealand).
3. To update the social media accounts and website of the Association, should they need it.
4. To revamp the newsletter style and system, should it be necessary.
5. To inspire interest in the annual O'Malley Clan Rally: this year it is being held in June in Galway.
6. To continue the genealogical tracking of O'Malley Clan members both in Ireland and abroad.

While some of the goals and objectives listed above are long-term, and others short-term, all were taken into account in some capacity when creating feasibly attainable tasks in the practicum.

In terms of the goals listed above, tasks for the semester were broken into two main categories: those regarding online media presence and those in relation to the international email campaign. In this way it was also possible to categorize tasks by long-term and short-term orientations. (Note that long-term and short-term are qualifiers that shift in meaning when discussing tasks for the semester versus tasks for achieving clan goals.)

Tasks regarding online media were approached as the most feasible from the get-go seeing as they were both short term and required no outside assistance at first. Feedback in relation to the layout and content on Twitter, Facebook, and the clan website (omalleyclan.ie) was provided to the admin for the O'Malley Clan. To add credibility to the social media accounts as accounts ran by an organization instead of a private individual, a verification process to prove the authenticity of the Twitter and Facebook accounts was researched and implemented. The monthly online O'Malley Clan newsletter was categorized as a long-term task, as changes cannot be made until January 2018 due to bureaucratic reasons; however, it has been agreed upon that these suggestions will be implemented in the future.

Tasks regarding the international email campaign had both short-term and long-term outcomes. In the short term, research regarding the population of O'Malleys outside of Ireland could commence, a plan for the email campaign could be developed, and emails and surveys to this end could be drafted. A set of test emails could also be eventually sent out.

In the long-term, tasks regarding the email campaign would include continuing to send emails and collect response data, as well as follow up emails or potentially sending second wave emails. Gathering personal stories from international O'Malleys and cataloguing them could also be a long-term task, as well as the eventual collection of genealogical information from international contacts.

Working through the short-term tasks that were implemented was not without trial. The largest challenge were those of communication and organization. Taking upwards of six people out of their day to day routines and having to organize meetings in new places into those schedules is not an easy feat.

Additionally, challenges arose in the process of setting and defining tasks. This was especially relevant in relation to the distinction between short-term and long-term, seeing as this wave of the Practicum allowed for roughly nine weeks of work. What is the most important task to accomplish? What is the easiest? What is worth the trouble? Different contributors came to the table with different ideas of which tasks were deemed 'relevant' or 'important' as work went on. Compromising on tasks became a must in order to overcome adversity in opinions and ideas.

Accomplishments related to the tasks listed above often resulted in the ability to continue moving forward with tasks. Specifically, the gathering of census information was viewed as a large accomplishment. This is because it gave a much better approximation of the presence of O'Malleys worldwide, which suggested that there was a much larger population out there to make contact with. This in turn was inspirational because it fuelled the passion of the O'Malley Clan to continue building the outreach campaign.

Another accomplishment was actually launched the campaign. While this was done with four test groups, it was still a successful step forward. Emails were sent to communities in the USA, Ireland, Australia, and Canada. A successful response from the United States, utilizing the survey attached to the email, was also a definite accomplishment as it indicated both that there was interest out there and that our system of collection could be successful.

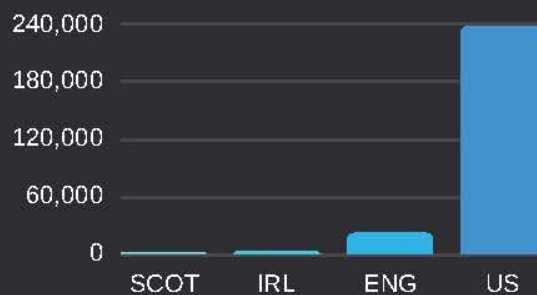
Moving forward, the O'Malley Clan Association, with or without students' help, will be focusing on the email campaign that has been implemented. This system, albeit tedious, allows for the clan to reach any potential O'Malley who is willing or interested in making the connection. In this way, they can grow both their international breadth and their genealogical connections as the project continues.

O'MALLEYS ACROSS THE GLOBE

Census Reports

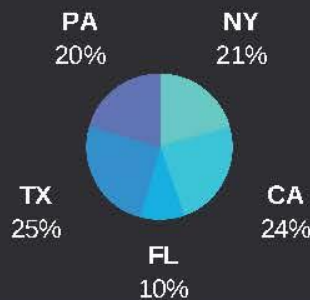
Census information is the primary source of genealogy research. However, due to the large scope of the project, only a rough estimate can be suggested on the size of the O'Malleys around the globe. Publicly available censuses are decades old due to confidentiality issues; however, estimates from older censuses would have grown considerable over the years. In the case of Irish populations in regards to the data, immigration was a strong contributing factor.

O'Malleys based on Census



Based on censuses from the early 20th century. Parameters were the name O'Malley and any similar names such as Maeley and any events within a ten year span. This would include births, marriages, immigration, and deaths. Though this may be an engrossed number, it makes it clear that the Association should focus on American outreach. Compiled from Familysearch.com.

1930-40 Births in the US



Based on the US 1940 Census. Parameters were the name O'Malley and any similar names and had to be born within said state in a ten year span. The Northeast was still a hotspot of Irish activity, but there was sizable growth in newer states such as California and Texas. Compiled from Ancestry.com.

Voting Records

More accurate and up to date representations comes from electoral rolls. However, this only counts registered voters which would exclude voter's children and adults who did not register.

1960-80 Electoral Rolls



Similar name parameters as above. Compiled from Ancestry.com



About the O'Malley Clan

The O'Malley Clan Association is an official member of the Clans of Ireland and has been reaching out to O'Malleys for 63 years.

Every year, the clan inducts a new chieftain. The current chieftain is Sarah O'Malley-Kelly.

OUR CONTRUBITION

Census Information

Estimates of population were gathered using multiple databases and accessing public records. This allowed for a better understanding of the breadth of the O'Malley diaspora; for example, there are an estimated 236,000 O'Malleys who may reside in the US alone. Using this data gives the Association a better understanding of their goals and the task of outreach ahead.

Social Media Campaign

Both the clan Facebook and Twitter accounts were evaluated for effective content. The verification process was researched and implemented, if possible, for both accounts in order to provide credibility. Additionally, feedback was given on the O'Malley Clan Association website, both in terms of media and content.

Public Outreach

An email campaign was built and tested using pre-existing international contacts in order to begin the outreach process--which has long term potential. In addition, a survey was built into the campaign that allows interested O'Malleys from around the world to connect back with the clan. This survey streamlines the information needed to maintain contact and build genealogy, while also giving O'Malleys the chance to share their stories.

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Moving Forward

The Plan Ahead

Archiving the Rich Narrative History

In 2018, newsletters containing stories involving O'Malleys will be free for public access. This is to encourage the sharing of stories and to generate interest in these narratives.

Engaging with the Community

Social media and surveys will continued to be used to maintain contact with the community. As the community continues to grow, additional platforms such as regional Facebook groups will be used foster a more connected environment.

Community Partners : Denis O'Malley and Brendan O'Malley

Community Students: Tailor Dolgin and Conor O'Riordan





www.ul.ie/engage E-mail: ULEngage@ul.ie
Telephone: +353 61 202096