

*Featured: The 1-Year Anniversary of The Family History Guide*

# The Family History Guide™



## Explorer

Family History Newsletter    Issue 2: August 1, 2016

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## The Family History Guide: Our First Year

Six months to build, and a week to launch: The Family History Guide website went live on July 27, 2015. Now, one year later, I can scarcely believe how far we've come, and how much the journey has meant to me. And knowing it has also meant a lot to many of you, here are some of the highlights of that first year ...

### 2015

*Jul 28* - First radio interview on KTALK AM, Salt Lake City. A caller asked about help for his fiancée to get started with African American genealogy. We referred him to Project 4 in The Family History Guide, and he was excited to get started.

*Jul 29* - The Family History Guide added to the FamilySearch App Gallery.

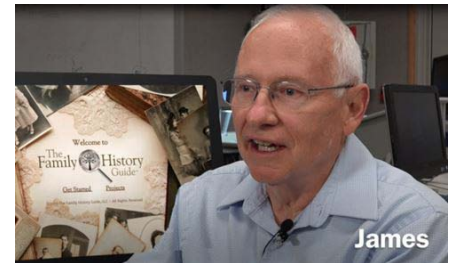
*Jul 30* - BYU Family History Conference, our first in-person event. It was cool to watch the reactions of people seeing the website for the first time. They got the idea, even if the interface was still a bit basic.

*Aug 3* - First of many posts on James Tanner's *Genealogy Star* blog site.

*Aug 14* - First presentation of The Family History Guide at the Riverton FamilySearch library - very well-received.

*Sep 12* - News that the BYU Family History Library started using The Family History Guide to train volunteers there.

*Sep 17 - Oct 24* - Testimonial videos added to the site, featuring Dr. James Tanner and others.



*Nov 1* - Training materials added to the site, helping consultants and others teach with The Family History Guide.

*Dec 5* - The 90-second Promo video added to the site, and a Training Link added to the Home Page for easier access.



*Dec 27* - Added "Get Help" Goals for all country pages, with links to Facebook and other resources.

## 2016

*Jan 8* - The Family History Guide selected as one of the 12 Semifinalists for the RootsTech 2016 Innovator Showdown competition, out of 66 original entries.

*Jan 27* - Add the Children section to the site, with links on how to motivate and involve children with family history activities.

*Feb 3-6* - Exhibited at the RootsTech Conference in Salt Lake City.



We hosted a regular booth plus a booth in Innovator's Alley, and we gave demos of the website to several thousand conference attendees.

*Feb 6* - Presented The Family History Guide to about 400 RootsTech attendees in scheduled presentations.

*Feb 12* - Mentioned in the Crestleaf blog site as one of 5 new genealogy sites to try in 2016.

*Mar 17* - Renamed the Get Started page to Introduction and added new links .

*Mar 29* - The Family History Guide added to the FamilySearch Learning Center.

*Mar 31* - The Family History Guide added to the main page of the Portal for the 5,000 FamilySearch Family History Centers worldwide. This was a huge step forward in the partnership between FamilySearch and The Family History Guide.

*Apr 3* - Dick Eastman runs a story featuring The Family History Guide in his popular genealogy newsletter.

*Apr 23* - Presented The Family History Guide at the South Davis Family History Fair.

*May 11* - Webinar #1: Intro through Project 3. The webinar was given via BYU, with video links on the BYU site and YouTube.

*June 8* - Webinar #2: Projects 4-7 and Extras. The webinar was given via BYU, with video links on the BYU site and YouTube.

*June 16* - Added state pages for all 50 U.S. states and their counties. These contain Goals, Choices, and QUIKLinks - a huge effort but well worth it.

*June 17* - Training section of the website updated, with focus on audience types.



*June 18* - Keynote address at the Riverton Family History Library, plus Introduction to The Family History Guide and Training with The Family History Guide.

*June 28* - Webinar #3: Navigating The Family History Guide. The webinar was given via BYU, with video links on the BYU site and YouTube.

*July 5* - Added Project 8: DNA with Goals to help with introduction, DNA testing, and results analysis.

*July 15* - Published the first issue of The Family History Guide Explorer, a free newsletter for all family history enthusiasts.

*July 20* - Changed the company designation of The Family History Guide from an LLC to an L3C (Low-Profit Limited Liability Corporation). See the following story for details.



## L3C: What Does It Mean?

No, it's not a chemical formula, or even a type of passenger jet you might fly in. L3C means "Low-profit Limited Liability



Corporation" - an it's what The Family History Guide company became just a few weeks ago.

So how is an L3C different, and what impact will it have on the way The Family History Guide does business? First, an L3C is like a hybrid business model - something like a hybrid car, if you will - sort of a cross between non-profit and for-profit. But the key element is that the primary purpose of an L3C must be recognized as a charitable or educational organization by the IRS, and that fits right in with the mission of The Family History Guide.

### Creative Control

You may be asking, "Why not just become a non-profit organization?" We thought seriously about that, but one of the drawbacks is that we would have to surrender creative control and intellectual property rights to a board of directors, and for us that would be a deal-breaker. Dealing with 1000's of links in an ever-changing family history landscape, The Family History Guide must be super-responsive with updates and developments. Running changes through a board of directors would be too slow and inefficient for the large-scale work we are doing.

### Contributions vs. Premium Content

Being set up as an L3C, we can enable contributions from foundations and companies to be tax-deductible, which is a big step forward in raising needed capital while keep the website free of charge. (And needed capital does not include private jets or posh hotels - we're talking about convention fees, travel expenses, basic equipment, etc.)

As a side note, you may be wondering what kind of salaries the staff at The Family History Guide are pulling in - and the answer is, they aren't. We all donate our time and efforts to advancing a cause that we think is pretty special.

What about premium content, where users would pay to access special features on the site? We thought about that, too - and we decided the most important thing was to make all the content freely available to everyone.

That puts the burden for expenses on contributions - and while individual donations from web users are much appreciated, the largest impact is likely to be donations from foundations and corporations.

That's L3C in a nutshell - we're excited to enter this new phase of company growth and opportunity!

## Inside the Guide: Discover the Vault

We promise - there is nothing creepy to see in The Family History Guide Vault (or at least that we're aware of ...) Instead, you'll find a treasure trove of links to helpful family history articles and videos - all arranged by category and topic.



Remember that the Vault items are generally considered secondary in importance to the items in the Projects - but you may find just what you are looking for in the Vault.

That said, here are some tips for getting the best results when using the Vault:

- To go to the home view of the Vault, click the link in the left side of the Introduction page. Then you can click any link to open a category of articles and videos; click again to close it.
- Helpful abbreviations: A=article, V=video. The video timings are listed at the end of video links.



- Use the Legend near the top of the home view of the Vault to understand the source of most of the Vault entries (FS=FamilySearch, etc.).
- A horizontal line on the page separates the Country-related links from the other Projects. Countries are listed in roughly the same order as in the drop-down menu for Project 4; not all countries have Vault entries.
- Links in the "All" categories are not broken down into further categories.
- You can also access the Vault from any Project. For example, in Project 1: Family Tree you'll see these Vault links on the left - Navigation, Sources, Analysis, and Correction. Click any of those categories to go directly to the corresponding links.

## Categories

Here is a list of all Vault sub-categories, at a glance:



### Introduction -

- Computer Basics, Family History Basics

### Project 1: Family Tree -

- Navigation, Sources (About, Adding Sources, Citing Sources), Analysis (About, Conflicts) Corrections

### Project 2: Memories -

- Starting (Preserving Memories), Photos, Stories, Interviews

### Project 4: Discover -

- Starting (Organization), Notes and Logs, Strategies (Basics, Next Steps), Record Types, Searching (Basics, Google, Names & Spelling, Next Steps), Solving Problems (Brick Walls), Catalogs and Books, Family History Trips

### Project 4A: U.S. Locations and Records -

- Location and Geography (Maps & Gazetteers, Cities & Counties, Timelines)

### Project 4B: U.S. Vital Records -

- Vital Records, Birth Records, Marriage Records, Death Records (Cemeteries, SSDI)

### Project 4C: U.S. Census -

- Census Records (Starting, Next Steps, By Decade)

### Project 4D: U.S. Immigration / Naturalization -

- Immigration & Naturalization (Starting, Ellis Island & Ports, Next Steps, Naturalization, Passenger Lists)

### Project 4E: U.S. Military Records -

- U.S. Military Records, Military Records by Conflict (Revolutionary & War of 1812, Civil War, World War I and II)

### Project 4F: Other U.S. Records -

- Church/Religious/Travel (Church, Denominations, Travel/Migration), land & Probate Records (Land, Deeds & Probate), Newspapers, Court Records, Other Records

### Project 4: England & U.K. -

- England Research (Scotland)

### Project 4: Ethnic -

- African American

### Project 5: Indexing -

- Basics, Tips, Handwriting

### Project 6: Help -

- Get Help, Share

### Project 7: Technology -

- Social Media





## Recap: BYU Family History Conference



Last week, the annual BYU Family History Conference wrapped up in Provo, Utah, and it was a good showing for The Family History Guide. We had a display booth there where we introduced hundreds of Conference attendees to the website, and Bob Ives, COO, gave an overview class on The Family History Guide.

It was also a good opportunity to introduce people to some of the newer features in The Family History Guide, such as Project 8: DNA, U.S. state pages, and QUIKLinks for U.S. counties.

## Coming Attractions

**Grandview South Stake Family History Fair** - is on August 27. See the Events link on the website for details.

**Ogden FamilySearch Library 2016 Conference** - is on Sept. 10. We will be presenting a class there as well as manning a booth - stop by and say hello!



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