

SAA Business Archives Section: Steering Committee Meeting Minutes  
November 21, 2014

**Meeting Called to Order:**

Jamal Booker (President), called the meeting to order at 1:00 PM (EST) via teleconference. Joining him on the call were: Greg McCoy (Editor), Sarah Wagner (Vice-Editor), and Elizabeth (Libby) Spatz (Secretary.)

**Welcome:**

Jamal welcomed the new section leaders to the meeting and thanked them for their participation in supporting the various BAS leadership activities.

**Council Update:**

Rachel Vagts (SAA Council Liaison) was scheduled to provide SAA council updates but was unable to make the call.

**SAA BAS Colloquium, 2014:**

- Jamal reviewed the recent 2014 colloquium, “Advocacy in Business Archives,” held Wednesday, August 13, 2014 at the Marriott Wardman Park Hotel. The feedback he received was positive, reinforcing the importance of advocating as archivists to leadership, and demonstrating how we can advocate to the profession as a whole.
- The article written by Natalie Zmuda published in Ad Age (online edition, available September 3, 2014) entitled “Archivists at Coke, Wells Fargo, McDonald’s Advocate for Marketers – And Themselves” raised awareness of the significance of advocacy in the business archives environment. Greg McCoy remarked that the BAS website received a traffic increase of 115% after the publication of this article.
- All agreed that the addition of the newly-launched “Advocating for Business Archives Toolkit” BAS website resource with references supporting various advocacy actions and information was an important effort to continue.

**SAA BAS Session Proposals for 2015:**

Several proposals for the 2015 BAS meeting have been proposed and are being coordinated by Paul Lasewicz. Panel proposal results should be known in December.

**Editor Updates:**

- Greg McCoy and Sarah Wagner have been busy expanding the BAS social media outlets, making use of Hootsuite to simultaneously push out content to multiple social media sources. Currently have 109 followers on Twitter, and BAS LinkedIn presence is very active. Jessica Farrell’s recent post on the history of McRib’s at McDonald’s was very popular. It would be good to establish a BAS site to showcase all social media resources.
- Sarah has been busy updating the BAS directory, and repurposed the BAS blog site to better leverage social media content and other BAS-related blogs. All agree the redesigned site is very well done. Additional relevant content for the site should be submitted to [Bascontent@gmail.com](mailto:Bascontent@gmail.com)
- Jamal recently spoke with Tracey Panek, historian at Levi Strauss, who manages the “Unzipped” blog site and asked Greg if he had any update or feedback on generating a

similar newsletter environment for BAS. Greg said no, not yet. Sarah had the idea of proposing a digital newsletter, possibly something similar to a social media digest launch spot.

- Greg reminded committee members that BAS governance documents should be made available on the Google drive which is specific to the BAS Steering Committee, under Governance, meeting minutes (which hasn't been submitted since 2007.) Meeting minutes should be sent to Greg first, and he will post.

### **BAS Colloquium at SAA Cleveland, 2015:**

Discussing the possibility of holding the colloquium offsite from the SAA Annual Meeting location (at the Cleveland Convention Center), such as the Rock and Roll Hall of Fame.

Potential themes for the colloquium were discussed:

- Gamification of Archival Collections: Libby will explore relevance and potential speakers such as Jane McGonigal (author of "Reality is Broken" and game developer/activity programmer.)
- Business Functional History, i.e. engaging other internal departments to research/share their departmental development, such as the history of a company's IT department, communications, or marketing areas. Maybe offer as an additional idea for the colloquium.
- DAM systems in Archives. (successful leveraging of technology for supporting archival outreach, advocacy, awareness, etc.)
- Explore how archives have gathered metrics on archival programs; share how metrics have supported the value of archives.

### **Closing:**

Jamal asked if anyone had ideas for webinar topics? Will follow-up in next conference call.

Jamal said the Advocacy Committee will update the BAS By-laws and Member at Large description of duties. Greg will edit Content Editor duties. All will work with Greg and Sarah re getting necessary documents uploaded onto the micro site.

### **Next BAS Steering Committee Meeting:**

Next meeting will be held in second week of January 2015.

### **Adjourn:**

Meeting was adjourned at 2:05 PM (EST.)