

# **AMTF meeting, Chicago, February 3-4, 2012**

17 North State Street, Suite 1400

Attendees: Lisa Carter, Courtney Chartier, Jelain Chubb, Fynnette Eaton, Lynn Eaton, Kathy Marquis, Jennifer Sharp, Rachel Vagts, Wade Wyckoff, Nancy Beaumont, René Mueller

Guest: Chris Wehking (American Society of Anesthesiologists)

The meeting convened at 1:00 pm on Friday, February 3; adjourned for a group dinner that evening; convened again at 8:30 am on Saturday, February 4; and adjourned at 1:00 pm.

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## **FRIDAY, FEBRUARY 3**

### **1. Introductions**

Group members introduced themselves and included how they are/have been involved with SAA, what they like about the AM, why they are on the Task Force, and their favorite color [ice breaker!].

**Some initial ideas / Goals:** Meeting back to the southeast (Atlanta); more online content; understanding of wi-fi and expenses; technology and travel budgets have both changed, focus should be on how to connect those who cannot come to meeting; make meeting attainable for everyone.

**Ground rules:** Brainstorming rules – don't say "we tried that" / "we can't do that."

Rebecca Goldman (new Students and New Archives Professionals Round Table) offered to video conference if needed. (per Sharp)

### **2. Expectations and Challenges (which we will revisit at the end of the meeting)**

#### **Expectations**

- Answer questions committee members raised.
- Ways to narrow our scope.
- Don't know what to expect.
- That people leave this meeting knowing what to do next.
- It is easier to communicate face-to-face.
- Common sense of where we need to go.
- Action items.
- How and what are we going to communicate back to members/people beyond the task force. Emphasized transparency and listening so that this does not seem like another closed group.
- In addition, couple of ideas of things to try in San Diego.
- Compare experiences at other meetings; good ideas and bad ideas.
- Broader perspective of what the issues are.
- Clear understanding of who the audience is, what they want, and how to respond to that.
- Set priorities re: what is important and what is not.
- Technology opportunities are expanding exponentially: how do we take advantage?

Member survey is in the field with Feb. 6 deadline. AMTF Forum is slotted for San Diego.

#### **Challenges**

- Many opportunities. It will be a challenge to get to a point at which we can narrow them and decide

what to do (appraisal).

- Communication among the Task Force members and to outside the Task Force.
- Financial issues for the society and for the individuals.
- Taking the path of least resistance. Having too much input, less effect.
- Huge expectations of the membership.
- Generation gap informs different expectations.
- Communication: is there a place where people can see what the Task Force is doing?
- Is SAA doing enough networking?
- What needs to happen at the Annual Meeting and what can happen over the course of the year?
- How can we push items from the conference out to the membership to help with the above discussion?
- Leaders need a road map.
- SAA component groups, such as sections and roundtables, can develop more year-long agendas, conducted virtually, which takes some of the pressure off the meeting at the AM.
- Not enough days in the week.
- Keep vendors coming.

**DISCUSSION:** Some members want more time for personal networking at the meeting – too much competing programmatic events going on. New SAA members feel a little lost. SNAP group addressed this (buddy system idea). It is possible the transition needs to be cultural and behaviors should change. Consider removing items from the meeting because they can be handled other ways over the course of the year. Maybe discussion lists aren't the right tools to facilitate this. Pushing things out to members: people are more likely to go to a meeting when they feel involved. Conversely, if people go to a meeting, they are more likely to interact remotely over the course of the year.

What do members get from AM and how can we bring that value to the membership (beyond AMTF charge); what recommendations can AMTF make on how to bring the value of the meeting to the membership outside of the meeting. Need more outreach to students.

Leaders need a roadmap. The tension of self-directed groups: how much guidance is too much guidance? Guidance is a great job for liaisons – active Council liaisons are also encouraging S/RTs to be more active throughout the year, reminding them of deadlines, etc., which has been very effective. ALA counterpart groups are making policy recommendations, which encourages action throughout the year. SAA Standards Committee is doing this with liaisons to groups. In the last few years, the Council has referred questions to component groups (ICA Principles on Access) to review and prepare comments for the Council. Many groups are not organized enough to carry out this task. New action would bring out new people.

Discussion about Sections: Sections are an alternate place to have a session (narrower focus, put together after the conference proposal deadline). Background given on Business Archives Colloquium. In ALA, there are pre-conferences, a whole separate creature.

**Ideas:** Discuss with component groups interpreting their charges more broadly. Changing this would have a huge impact on the AM. Post AMTF minutes; have members blog and tweet and put information out on a regular basis. See agenda item #9.

**ACTION:** Those on AMTF who are not on a subgroup can take on roles as communicators: Jennifer Sharp is liaison to SNAP.

### 3. The Bad Old Days: What has changed about the AM just in the past decade or so?

**What used to be part of the AM (just to remind ourselves that it has never been static, is always evolving):**

Prep room.

Alumni reunions in attendee hotel rooms.

Attendance way under 1000 (Boston in 2004 was 1400).

Full days on Sundays (however, attendees never showed up for last sessions).

Ten vendors; very small exhibit hall.

No bookstore.

Career Center was just the bulletin board.

Breaks with no food. (Vendors are reluctant to sponsor food. ARMA is very successful at this; ARMA is more expensive, bigger.)

No email; everything done through mail and phone.

“Our Other Lives” – photos and crafts in the Exhibit Hall (mid-90s in DC; wonderful response).

Society of Southwest Archivists silent auction for scholarships (2005; might have been part of office hours).

First access to professional meeting planner; Only in last eight years. Excel spreadsheet of sessions (created by PC chair) delivered via regular mail.

Dinner with awards. Paid additional for dinner; attendees wore suits and gowns!

Speakers discouraged from using PowerPoint; not common to have projectors.

No SAA office; no Executive Director.

**DISCUSSION:** SAA has long tradition of starting new things and jettisoning old things. AMTF is part of that trajectory. We have let go, but maybe not of everything that should go.

**Exhibitors.** There have always been exhibitors. Exhibitors like that there is food in exhibit hall because it draws people. SAA pays for the food. Huge vendor halls: it’s no longer cost-effective to buy books, supplies at the meeting (at bigger meetings) because there’s Amazon/Internet. Have vendors’ reasons for exhibiting changed? Many new members do not have any purchasing power; however, vendor job is to influence you now before have purchasing power.

**How SAA benefits the regionals.** Chartier goes to all exhibitors and tries to get them to Society of Georgia Archivists (SGA). Strength of SAA’s show is that it is small: exhibitors have two opportunities to interact; they don’t have to stay as many days (so more cost effective); love boutique nature of the show; people get around the whole hall (way smaller than ALA/ARMA).

**Bigger meetings have vendor-sponsored sessions.** Exhibit hall is somewhat inadequate for this right now. Example: Vendor showdown - 4 vendors in one room, and each gets a short time for presentation. Audience gets a lot out of this. Chicago 2007: vendor session followed by office hours. Feedback was that this was badly scheduled; it was hard to get to the session and it was scheduled against something else. Should be recrafted. There is cultural resistance; just because a vendor is on a session doesn’t mean the session is going to be a sales pitch. This is a common practice at other professional conferences. Even when there are rules, this can be an issue.

**Trend in the past at medical meetings.** If this audience wants to learn from a vendor, the AM is the place. Trend is coming back to giving vendors a chance to present their product in an educational context. Adds value; vendor presents on a topic their product supports. Discussion at Council meeting about attendee contact information: mail versus email; sharing member information is common in other associations. Huge disconnect between vendor marketing email and member not wanting spam: association is right in the middle.

**ACTION:** Try a vendor session. Look for other ways to involve vendors to add value for attendees and for vendors.

#### 4. Recent Council decisions re: the Annual Meeting

**DISCUSSION:**

**Incentives.** Promote AM to people in the region; incentives discount is under review; desire to work with regionals but to also avoid alienating long-standing members.

**Wi-Fi.** #1 recommendation from Communication Technology Working Group; issue is financial. Discussed broad strokes of wi-fi negotiations, DC versus Austin (exceedingly costly at older hotel in DC vs. readily available at newer hotel in Austin); status of San Diego; whether wi-fi is possible in New Orleans (in negotiation.) Wehking talked about the meeting industry: wi-fi starting to be free in convention centers, second-tier cities, different hotel chains. This frustration (demand versus cost) is common; SAA is not alone. Big cities are resisting: need to recover cost of installation and at present this is revenue source for hotels. Wi-fi in the hotel room caters to business travelers, so is easier to negotiate; not so much in meeting space. This is a huge frustration for meeting planners. Wehking touched on expenses of outlets for charging laptops. iPads new hot item because of long battery life and connectivity. Connectivity is critical for all groups; iPhones and iPads could make this a moot issue (assuming 3G/4G connectivity works well in hotels.) Countered: People with low salaries don't want to use the device minutes/data. Archival education and practice is very different: going to a meeting and not being able to function like in workspace is frustrating. All know it's important to be connected. The question is one of cost and identifying the tradeoff. Member survey asks about this. Anesthesiologists are at 70% for imachines. This is an opportunity for sponsorship; SAA is seeking sponsorship for mobile app for San Diego. Technology-based sponsorships are trending – with a sponsorship splash page. Widely disseminated hashtag (slides, Onsite Program) a priority.

**Leadership Orientation.** Mandated in Governance Manual; event is a stepchild. This Council is dynamic about getting input about the forum; really wants it to be the start of a conversation.

**New Member Orientation.** SNAP will be helping; still under the purview of the Membership Committee. Best thing: moving from breakfast to evening.

**Leadership Blog.** Gregor, Jackie, Nancy will be making first postings. More immediate; seeking feedback.

**Regional Summit.** The Council is inviting the “local regional” to form a task force to help plan a summit. Initial pulse check is extremely positive.

**S/RT Meeting Length.** Council ideas; we discussed history of time slots.

**Invited sessions.** While meeting content should be member driven, experts on something like advocacy or hot topics don't always bubble up from membership. Boston presidential sessions (dedicated slots on certain topics, not from member proposals) generated a huge outcry; topics were bubbling up from Diversity Committee (tribal archives). Do you lead and ask for topics? PC co-chairs drive this. Ask Diversity and Issues & Advocacy RT for types of panels. Strategic Priorities are hot issues. Part of accepting the idea of reserved sessions is how you communicate (ie, DC 2010); joint nature of program; make sessions more interactive. Lightning sessions have 10-12 people involved; helps involve more people; shorter presentations were much more appropriate for certain topics.

**Awards.** Plan to break them up and present in conjunction with various events; no need to read citations printed in the program. Jameson award during a plenary is good.

**Fellows', President's, and All Attendee Receptions.** Fellows Reception existed before NPB but not by much. Presidential reception is becoming more ‘formalized.’ Not everyone is invited; it is a thank you to SAA leaders for their work during the year. Moving reception to Thursday will help alleviate Saturday tiredness.

**AM Saturday Schedule.** Inaugural (Vice President's) address on video on SAA website; all members should hear from new Prez.

**ACTION:** Disseminate meeting hashtag widely (presentation slides; Onsite Program). Get AMTF description

by March 15. Consider sending a rep to the summit.

**5. Opening “dot exercise”:** Group lists component parts/aspects of Annual Meeting and group ranks them by placing dots next to components on list.

- (1) working – keep mostly as is (green dot)
- (2) re-evaluate if retained (blue dot)
- (3) eliminate (red dot)

**Parts of the AM**

Plenaries: 7 blue; 2 red

Sections: 7 blue

Roundtables: 5 blue; 3 green

Sessions: 6 blue; 1 red

Reunions: 4 green; 1 red

Committees: 4 green; 1 red

Networking: 6 green

Business meeting: 4 blue; 1 green; 2 red

Exhibit hall: 4 green; 4 blue

Exhibit hall (brunch): 3 green; 1 blue; 1 red

Awards: 4 blue; 4 red

Open houses/office hours: 3 blue; 1 green

Tours: 1 red; 6 blue

Poster sessions: 5 green; 1 red; 1 blue

Research forum: 3 green; 2 blue

Workshops: 3 blue; 2 green

Bookstore: 4 green; 1 blue; 3 red

Career center: 4 green; 1 blue

Orientation events (opportunities for authors, leadership orientation): 5 red; 1 blue

Key contact breakfast: 4 blue; 1 red

Mentor meet-up: 4 blue

Registration/general info: 5 green; 1 blue

Session recordings: 5 blue

Speaker materials online: 5 blue; 4 green

Social media: 6 green; 1 blue

ACA programming: 3 blue; 1 red

BBL and Forums: 1 blue; 3 green; 1 red

Archives in the movies: 6 green

New member event: 4 blue; 1 green

Hotel amenities: 4 blue; 2 red

Location / local attractions 4 blue; 1 red

President’s reception: 4 green; 1 red

All-attendee reception: 5 blue; 1 green

**DISCUSSION:** For leadership orientation and other items, it’s hard to know where you fit in if you are new. What motivates people? At some level, they have to be proactive. Not always someone to push you to present, to join groups, etc. The membership survey asks this. 1256 members have taken the survey / 23.5%.

**Idea:** Have the membership do the above ranking exercise.

**6. AMTF Subgroup chairs reported on two questions asked by Fynnette and Kathy:**

- What questions will you be asking to write your interim report ?

- What information do you need to help you make your recommendations?

### **Social Responsibility Subgroup (Vagts)**

**Verbal Summary:** Group reviewed its charge and discussed labor issue (in Chicago in 2011) and larger social responsibility issue. Unite Here list of hotels – there was not a lot of pressure about contract negotiation in the future; concern about tying the hands of SAA; one person really wanted *force majeure*, the rest not so sure. Questions about what conference planner does. Outreach to local archivists in small repositories; Habitat for Humanities community service project in AM location; affirm no conference gift bag (in the interest of being “green”); Subgroup looking for more information on contract negotiation and site selection. How can we make sure we do due diligence? Not much question about whether that happens; more about communicating what does happen to membership. LeFever talked about the convention center model and how the Baptists in Texas have moved to this; makes it flexible.

### **DISCUSSION:**

**Convention center could make it worse with union situations.** Wehking: Convention center environment from a union standpoint is worse than a hotel. Is this loosening up? In second-tier cities, more flexibility in arrangement. But things like food and beverage (F&B) won’t be waived (hotels count on attendees to spend money in the hotel on these things.) Convention center supports the hotels and city tourism;. SAA is right on the edge of no longer fitting in one hotel. Options are either multiple hotels or convention center. Size of SAA in terms of convention center? Wehking can’t answer. Seattle (for example): SAA probably would not fit in a hotel; consider convention center, then meeting room rental would be included.... Caution: Stepping into convention center is a big step. Being on the cusp of 2000-person meeting is a big step into convention center. Using partner hotels would probably split the meeting space. This is a culture shift. Logistics: Could involve one company; need to move people between hotels. Convention center model: Meeting registration would go up, but a larger range in accommodation costs. This is a big issue in the industry. If in convention center, still negotiate with hotels for room blocks but will not get as good a rate. Description of convention center model and the general equation derived by the convention center based on the amount of business the meeting brings to the city.

**Discussion of leverage:** SAA’s leverage versus that of Helms Briscoe (current site selection company) and of C&LC (current conference management firm). Contract language (re unions, AV, wi-fi) is based on leverage. Larger meeting have more leverage. Companies like Helms Briscoe can use leverage from large groups to help smaller ones. Wehking thinks SAA should test ours now. Leverage changes; hotels used to have it; now meeting planners have it; hotels are starting to regain (this shifts according to the strength of the current economy – who’s in a “buying” position.) Wehking booking contracts through 2022 for attrition, language, rates, etc. while the getting is good. Leverage is also gained by sticking with a certain chain of hotels over multiple years. Leverage is also gained by returning frequently to a particular city.

**Discussion of limits on where to meet.** SAA does not meet in gaming destinations (due to travel restrictions on some of our members.) Do we not meet in right-to-work states? What about gay marriage laws? Questions stemming from Denver and Chicago meetings: Denver: racial discrimination case against the hotel staff. Resolved before SAA ‘s meeting took place. Outstanding question: How important is social responsibility to the membership? Survey asks something about this.

**Ideas:** Ideas for how to demonstrate social responsibility while at the meeting: Processing flash mobs. Wikipedia parties. Site visits by experienced/new archivists to do some consulting in small repositories. (Archivists of Religious Collections Section example; good PR.) Pursue a Habitat project to offset some concerns above. Some members don’t know to tip housekeeping; educate them about this. Target NOLA for service projects; consider San Diego for a soft launch/team-building exercise/model for AMTF.

**ACTION:** Have group investigate positive activities to offset these issues. Come up with a community

service project; consult ALA about projects; consider a good day in the schedule for such a project (Tuesday, activity is like a cultural event); transportation will be a challenge; target New Orleans; Margery Sly has expressed an interest in the past; ask PCMA (Wehking); hospitality industry is embracing this as a way to help communities and could be a resource; New Orleans and San Diego Convention and Visitors Bureau. Develop Principles/Values for Annual Meeting – should include factors in site selection. Think of it as annual meeting policy/guidelines or a statement of principles of what we're trying to achieve in AM. See four links in Social Responsibility notes for examples. Jodi Koste and Ben Primer to share examples of contracts and language addressing concerns. Beaumont and Wehking to provide some examples (social responsibility issues: labor).

**FRIDAY END 5:20 pm**

**SATURDAY START 8:37 am**

### **Meeting Content Subgroup (Chubb)**

**Verbal Summary:** Reviewed structure of meeting. Ideas and associated costs (hard and soft) and resources; data requested. AMTF should update S/RT listservs; interact more with regionals; solicit communication with regionals. Top three changes: S/RT issues (scheduling, participation, components of the program – Congressional Papers Roundtable, Business Colloquium, and Visual Materials Section as examples of busy meetings; suggestion of day/half-day programs); networking opportunities (people wanted more time); sessions in which senior archivists reflect on archives/history of SAA (Leonard Rapport session in 2009) are useful to keep past/history alive. Wi-fi. Too much on the schedule. Staff input needed. More diversity needed; usual suspects always presenting (versus the importance of their contribution); balancing seasoned presenters and new energy. Eliminate Saturday sessions – make a S/RT day. Session proposals rejected for conflicting reasons because PC composition shifts. Too many plenary sessions; eliminate for S/RTs or personal networking. Strong resistance to meeting theme on part of this particular subgroup. Include more non-archivists on sessions; “We can do it, too” ideas incorporated into sessions, especially for lone arrangers (ie, case studies? Lightning talks?). Suggestion: Tracks for government, seasoned professionals, lone arrangers, etc. Tours not really part of the program.

### **DISCUSSION:**

**Archives Management RT.** Group sees a need for a management track.

**Meeting content – being more selective about session acceptances.** This is a difficult thing to do. At any time, just 40-60 % of registrants are attending sessions. Consider experimenting with things like **World Café sessions**, placing them in each time slot (World Café track?). Consider asking PC to massage appropriate sessions to reformat as a World Café for 4-6 sessions. This would keep the number of rooms the same but add another format. Big topic with sub-pieces in a large room with round tables. Example: Advocacy – lobbying at national level; contacting your legislator; etc. One person is table master; takes notes; summarizes results; ; participants rotate to different tables to interact with a variety of other people. 15 minutes set aside at end for each table master to report to entire group. Many of the same things come up in table conversations. **Traditional World Café is groups of 4, can expand to 8. Goal: share information;** also take information back to membership; should report go back to S/RT? Example: In community planning about sustainability, came up with some priorities. Meets goal of having the conversation; can there be another goal? Load reports back on to the conference website; prompt in In The Loop to go look at them. Pose as a problem to be solved – like crowd sourcing. Combo of information sharing and networking. (Marquis and Vagts have done this.) Solution to problem not necessarily the goal; is a networking opportunity. Can set aside a couple of sessions for issues that come up right before the meeting. Table master training can be generic, but is critical to good experience.

**Council of State Archivists incubator sessions.** Share information; develop list of what needs to happen; prioritize list; what are resources and come up with an action plan. Archives Leadership Institute did something like this. (Good contact group to approach.) Can solicit things, too.

**How people come up with session ideas – how networking works – PC office hours – think about how to create a space to think about this.** Consider a session on how to put a session together. People need to block out time during the meeting to think about how a session is created. Can target S/RTs for this? Program mentors. Provide a space for people to sign up for what they want to speak on/what they need. See ACA (Canadian) blog – this is how sessions are developed.

**THAT Camp (Sharp).** Most successful session was with no preparation but gathering feedback for projects; comparing what worked in other institutions and what didn't. Incubator/world café session idea – session with no name.

**Idea:** Use wi-fi to get instant feedback from people. Prompt people to use hashtag for conference comments. Use subject lines intelligently. Have a room at regional conferences to talk to groups about SAA regionals. Develop a management track (like ALA)? Help retain older members; shift tracks. World Café concept: People break into groups, but shift several times during the session (Luther College did this for Nobel Prize). Then you have a similar discussion with many people. Facilitator needed. Develop a Program Mentors program to help people develop sessions. No Name Sessions.

**ACTION:** Staff to provide breakdown of session topics across past three meetings; S/RT attendance; data on special focus sessions. Ask S/RT to identify sessions that would be good for potential topical tracking (SNAP, Visual Materials, Reference, Access and Outreach Section); staff is not in the position to do this. Meeting Model group: Have other TF members as a resource for assigned activities. Larger group (task force members) charged to manage communications and follow up.

**Review:** THAT camp / un-conference events; link provided by Marquis; other successful meeting models.

### **Meeting Model Subgroup (Lynn Eaton)**

**Summary:** Reviewed handout. Lots of questions about statistics. Staff can provide session counts for past 5 years. Regarding session survey results: participation is pretty low. Find other comparable organizations: staff tends to look at larger orgs with more resources. Law libraries, special libraries, AASLH (huge – lots of paraprofessionals and volunteers).

**DISCUSSION:** MAC, RBMS, ALA...these are the competition, but organization sizes are not comparable. Several people are members of more than one; uneven. Need to look at associations beyond libraries: Organization of American Historians and American Historical Association for expectations and types of events. Conference participation is different in academia; departments looking to support presenters. Such is not the case with other professions; SAA cannot be expected to function that way. Whole group has lack of experience with other models. Specific questions needed from group. ACRL could be one to look at, although they are a division within ALA. Strong relationship with ACRL exists at a staff level.

**Attending small regional meetings.** Why are people going there instead of SAA? Accessible registration fee, time, and travel distance. Convenience and cost. Local issues. Society of Ohio Archivists – state government, funding, SHRAB, local reasons closer to needs. Need to partner with them; regionals address a local niche that is important, although does not need to be managed by SAA. Split is also generational by how long person has been in profession: new professionals not at director level don't get funding to attend a national meeting. But short meetings with food and low registration costs are accessible to new professionals. Tenure is a factor: Tenured people are funded, untenured people who are doing the same work are not.

Regionals serve professional development of lots who don't have the funding to come to SAA. Smaller groups serve very specific needs. Small attendance numbers, but very loyal. Occasional attendance at bigger meetings; drop in when necessary. This is where themes are attractive. Critical to think about from ecosystem perspective; want to partner with what is being done well, not subsume it. Discussion about ways to do this using SAA's

Key Contacts program. **Wear a button to regionals: Ask me about SAA. Get office hours.** Survey question about recommending SAA to someone new to the profession. Some tell people to join the regionals. If given a reason to attend, maybe more would go. Necessary analysis: Where are your members going and why? Gottlieb presidential address suggested the creation of a federation. Regional session in 2011. Regional summit in 2012. Examining how these groups can work together. Set aside a space/time/block for the regional. Regionals often meet in the spring for their own meetings. Members might lose out / SAA might compete and take away attendance. Some regionals actually adjust meeting when SAA is in their region. Workshop structure gets SAA around the country; these are strong partnership opportunities with regionals. Bringing SAA to regionals is a really important task.

**MAC as a bigger and well-attended regional.** Can no longer support two full meetings a year. Now: one big meeting in the spring (not during SAA); fall symposium (recognizes many won't come) and draws people topically/thematically. General agreement that this new model is doing well.

**Idea:** Give Society of California Archivists an informational session in SD 2012; space at the national to spotlight California. Collaborate with local regionals. What if we disaggregated meeting; what if SAA had two meetings a year: big annual meeting and "best of" taken to the other coast. Example: big scientific assembly meeting; smaller practice management. Not sure if SAA has this split; could partner with regionals. Flipside: splitting cuts down on networking. Consider splitting meeting every other year.

**ACTION:** Consider adding a dinner (paid by individuals) after regionally-partnered workshops. NPB to develop list of comparable organizations; Wehking to query PCMA database (event analysis) for comparable orgs (emphasis on comparable budget rather than comparable membership numbers). NPB to check American Society of Association Executives. Find comparable groups to query/analyze.

### **Access Subgroup (Lisa Carter)**

Challenging to know where to start. Would like direction: Web conference? Physical conference? What does the group look at? Needs guidance. Struggle in communication among group members; Wiggiio might not be the answer. Basecamp is another suggestion.

**Online conference model.** Beaumont has done a lot of research.

**Meeting content online.** How long does it stay up? How is the material represented? Can content in conference be replicated? Is this mandatory/voluntary? How to represent the out of ordinary online? Who coordinates? How far back do we go for previous meeting? Continue with for-profit contractors? Can explore with volunteer recorders – or have appointed people tweet. "iTunes U" model – set up like a channel as receptacle of video dump from individuals. Video posted in the cloud. Discussion about ownership of material; Apple does not assert any ownership – yet. Would need to look at server space for this to retain ownership; develop a retention schedule.

**ARL model.** Only very highly curated content goes up; topically specific.

**Material before, during, after conference.** Clearly a call for material to interact with during the conference.

**Need more on constraints.** Free / self-sustaining ideas? Auto opt-in considerations. How to manage? Level of interaction after the conference: Is there a place for questions to be posted and answered?

Looking forward to member survey results for member expectations.

**Big points:** What level of work expecting from this group: low impact, pilot program, whole hog? Schedule call with NPB.

**DISCUSSION:** Separate Web conference for people who can't attend? Cost would be astronomical? Virtual conference is usually a small subset of the conference. Cost is nearly the same to attend a virtual conference, minus travel costs. Plus: can sell those pieces after the conference.

**Create a volunteer pilot.** Host an SAA channel to harness volunteer blogging/tweeting/posting already going on. People going in and recording a session (audio/video). Be careful with permissions, vendor contract. Once these things are posted online, there are real issues. Already bootlegging going on. CD is too "20<sup>th</sup> century." Ask a sponsor to host MP3? Flipside: Easy to combine audio from a CD and slides. People are already sharing via Slideshare.

**CD sales.** Long-standing relationship with recordings vendor; used to sell individual sessions, now sell only full CDs. Vendor gets all the revenue. Is a member service; they make no real money on this. No long-term contract with these people. Audio/video synchronous/asynchronous quotes: \$250,000 quote for all sessions to be hosted. Volunteers can do it; need to get permissions.

**What might the membership want for an online experience?** What are expectations? Find out by creating a volunteer pilot – host an SAA channel to harness volunteer blogging/tweeting/posting already going on. What about blogs/conversation spaces? Reactions/ reflections on experience are important. Bring back to measuring these ideas. What is anticipated use, what is the actual use, does this use resources well? Desire for these things versus actually using them. Example: Recording and posting of the plenaries seems to have been a bust. No one is looking at them. Can these resources be used elsewhere? Staff can get number of hits; haven't determined what is a good number. No index to search at which SAA Mark Greene talked appraisal (for example), which is almost a publishing challenge. ACRL makes available 30 tags for conference talks; they put 3 tags on each talk.

**Pilot idea:** Put best-attended session (example: 2011 rights session – Briston?) online. Subcommittee should delineate what all the choices are for online access at AM and describe/give a couple of examples. Conduct an evaluation similar to our sticky dots exercise among subgroup. Environmental scan; have AMTF evaluate with dots to prioritize. Survey data would help inform this.

SAA has CDs from past meetings; maybe select best of, now that sales are over for those CDs. Audio only (or combo with slides?). Consider charging a small fee (\$.99 on iTunes; small enough to seem incidental). Examine partnership with UWM about this? Use library students to index sessions. Use appraisal class to identify hot topics.

**Pilot that loads all CDs and indexes all transcripts.** Subgroup would like to work with publishing to align delivery. Pubs is looking at more e-delivery; struggling with costs. Index meeting in MetaPress so when searching AA, also searching the meeting.

**Cost and benefits:** Take registration and divide by number of sessions...you are getting 1 session for x dollars. Try putting a dollar value on intellectual value. Would this take attendees away from the meeting? Would want to measure it; networking is the reason people come. Is it then unlikely that people wouldn't attend because content is for sale later? Consider time release of session information (post-meeting). Trend of meeting planners is away from not publishing and instead shows this actually increases attendance. Still in infancy stage of evaluation, but is starting to look like promotion for the meeting (people feel like they missed something, will go to next one). Tease of good information is a factor: pay \$.99 to sample, more likely to go to the meeting. Discussion of budgets: Professional development versus travel caps.

**Idea:** Add \$50 bundle to registration fee for wi-fi, CD, etc. Weeds out people who don't need it. Bundling is attractive. Explore further. How do you deny wi-fi to people who haven't signed up? Use individual logins. Drawback: even \$50 per person wouldn't cover what some hotels want to charge us for wi-fi.

**Group assignment:** Low-hanging fruit: Least expensive, use the resources already in place. Create organized

list of all other options; give to whole AMTF to prioritize.

**Reminder:** No matter what anyone comes up with, all the technology is going to change. What people buy from indexed CDs will inform what the priority is.

**ACTION:** Schedule call re online conference model / NPB and Access group. Subcommittee to delineate all the choices and describe/give a couple of examples. Do dot exercise among AMTF to evaluate choices. Have group do environmental scan of possibilities; have AMTF evaluate with dots to prioritize. Survey data would help inform this. NPB to add to conversation with Doylen about digital records (partnership re audio files). Report Pubs comments to Brinati.

#### 7. **Questions for Nancy Beaumont and Chris Wehking: Protocols, information already available, best methods of finding additional resources**

**Thoughts on trends of online meetings and content. (Wehking)** In flux; in the past planners were afraid people won't come to face to face meeting if they could get the content online. Expense of online meetings is immense; demand is strong. Hoping costs will start to come down. Entire meeting planning profession is struggling with return on investment of video broadcast. All are trying to leverage value of meeting content. Is audio enough?

Q: Over time, is quality enough to keep pursuing free/inexpensive solutions.

**Who are associations pushing the trend? (Wehking)** Dental associations, RSNA (radiological). These organizations are selective about which sessions captured; making available live for a fee and available to those who did attend. No assurances that this has worked because of huge expense. By nature of what they do, everything is very visual.

**Anyone talking about the impact of the Ted conferences? (Wehking)** Thought leaders on topics videotaped; receive the lecture of your life. High production value; freely available. Site is well-curated and indexed. Unknown if anyone has implemented. American Association of Museums is using a vendor to do this.

**We take an entire year to create a conference. Is this common? (Wehking)** Yes.

**Are there models for accepting content later (6 months rather than a year)? (Wehking)** Discussion about promoting meeting, travel budgets, speaker commitments. Long lead time, but there are people who need this. Other associations have long lead times. Is it workable to have a shorter lead time? Beauty of invited sessions (can keep slot open and arrange content later.)

**QUESTION:** Change meeting date? August is cheapest. January in Chicago (or other northern city) is also cheap. Past second week of August is challenging. Date is up for grabs – we are not wedded to our current time of year.

**Are there restrictions on members going to resort destinations common? (Wehking)** Depends on the organization. Resorts come with higher cost and perceptions. During tough economic times, perception of staying at resort is bad; many orgs avoiding this. CoSA pulled out of joint meeting in San Diego because is considered a resort destination. The Council will not go to gaming destination. More rigorous analysis of limits needed. SGA getting amazing deal on resort destination because of off-season rates. Different states have different restrictions; what percentage of likely attendees does this affect? We don't know how many people this would affect. Would hate to lose federal employees on this in any given year. Perception might change depending on economy. Meeting industry is very affected by perceptions of spending in a resort destination.

**ACTION:** NPB to put out question to association execs whether anyone has implemented Ted conference idea.

#### 8. **Show and tell: Other meeting websites and programs that have ideas we can ...er... borrow.**

Didn't have time for this segment. Will follow up on group list.

**9. Communication among task force and with membership: What are best methods so it is continuous, two-way?**

**How to do this? Create a new means, use whatever is out there...how?**

Blogs that bear watching, especially for member comments:  
Derangement & Description (Goldman)  
Archives Next (Theimer)  
Beaver Archives (Baxter)  
others?

**Useful to have own AMTF communication mechanism; getting own feedback.** All 3 blogs (above) seen as 'outside.' If AMTF start own blog, not seen the same way. Bloggers just feel free to say what they want to say. How to engage to correct misinformation? Not everyone can track all the blogs. If something comes to the attention of the SAA office, staff can alert appropriate leader to comment. Organization needs a prod. Discussion of new leader blog. Not Executive Director's role to protect/monitor brand; that is job of SAA leadership. Vagts: SAA is the members. Member-to-member communication is more effective.

**Blog space with all AMTF names on it as a source; repost information to other blogs.** Think about what reasonable expectation would apply to content. Transparency is a huge issue. How was TF created? There is a negative perception, possibly held by only a few. AMTF has a microsite; encouraged to use that so SAA could keep information all on website, indexed. Use blogging capabilities built in; not sexy, but can keep information. Help SAA not reinvent the wheel.

37 applicants for AMTF; Jackie Dooley appointed; Marquis requested one off the list. 25 appointees on the list. Communicate this. Comments can come from TF members; links to good ideas.

**Want to communicate regularly on 3 blogs? Want to tweet/post on SAA Facebook?** Use *Archival Outlook* and *In The Loop* to push out content. Content should live on blog. Use traditional SAA communication vehicles. Let regionals know that AMTF is involved; get content into regional discussion lists/blogs/emails. Chartier: Outreach chair from SGA. NEA list doesn't get as much action. Use the Council to drive people to AMTF site and push out information. We can all post to blogs individually; identify self as member of AMTF; let list know commented; no vetting process really. Group members can comment, use list as resource, or ask someone else to comment on a post.

**How has communication among group worked so far, and what changes might need to happen?**

Wiggio, SAA listservs, Google hangouts.

**Will AMTF meet in August?** Requests for space, contact NPB. Target specific people to be at forum (co-chairs; subgroup chairs), but invite whole group. Forum is on Thursday at noontime. Meetings are open; post the meeting date/time.

**ACTION:** All AMTF monitor 3 blogs mentioned above – or just other duties as assigned. Use readers to filter. Subcommittees clean up, vet, post notes. Create blog all on one place, on SAA-provided microsite. Post details about creation of AMTF. Marquis to create first entry. Wade is nudge to help monitor blog; all AMTF members to have posting access. Convey idea to Doyle. AMTF to stop using phrase "free wi-fi." Marquis to ask subgroup chairs to send notes to entire list. RM and Doyle to create listservs for subgroups. Marquis will populate microsite. Post follow up in *In The Loop*, Web blurb, link to microsite. Blog up very soon via SAA microsite; docs to Marquis. Links to previous meeting sites (last 5).

**10. Update on member survey – make sure all take the survey before they come to facilitate discussion**

Encourage everyone you know to respond.

#### 11. Review of AMTF timeline, focusing on timing of reports to Council

**ACTION:** Marquis/Eaton need updates by April 30 for a May 7 Council materials deadline. Send updates to entire list. Marquis/Eaton conference call with Dooley before the Council meeting. Google hangout after Council meeting re what is next. SAA Forum in August. Check with group about AMTF group meeting Wednesday, 11:30-1:00. Encourage entire group to show up; meeting will be open. Co-chairs meet with the Council in August, 10-15 min.

Propose session type for the 2013 meeting that models world café, or reports AMTF results out via lightning talk. This will be a way for people to learn during the sessions. Marquis to ask PC co-chairs to give them a slot. Post results of the forum on microsite. Post timeline on AMTF site.

#### 12. Revisit challenges and expectations to see if we have touched on all the relevant issues

Is anything unaddressed?

**Couple of things to try in San Diego:** Limited community service project already planned, AMTF want to be aware of it and possibly participate.

**Grab low-hanging fruit:** See Access notes. Add hashtag to all slides.

**New ways to expose meeting content online:** Could AMTF forum be a test/pilot? Consider audio taping the forum. Take questions on twitter at the Forum. Do “dot exercise” with forum group as way to avoid talking heads aspect of forums.

**Develop a clear understanding of who audience is:** Survey results will help but won't answer the question.

**ACTION:** Pass on thanks to Doyle for incorporating questions in survey.

**ADJOURNED 1:01 pm**