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Society of American Archivists
***The American Archivist* Editorial Board Meeting**
New Orleans | August 14, 2013

MINUTES

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In Attendance: Greg Hunter (chair and editor), Amy Cooper Cary (Reviews Editor), Karen Gracy, Thomas Hyry, Cal Lee, Katie McCormick, Jennifer McDaid, Jennifer Meehan; and *ex officio* members Alexandra Orchard (Reviews Portal Coordinator), Chris Prom (Publications Board Editor), Timothy Pyatt (Council liaison), and SAA staff Teresa Brinati and Anne Hartman.
Unable to attend: Brien Brothman and Todd Daniels-Howell.

I. THANK YOU!

Editor Greg Hunter and *The American Archivist* Editorial Board wish to thank Bruce Bruemmer for his six years of service on the Editorial Board; Donna McCrea for her three years of service as the Council liaison; and Chris Prom for his three years of service as a board member as well as wish Prom luck in his (relatively) new position as Publications Board Editor.

II. REPORTS

A. Council Liaison (Timothy Pyatt): At its August 12–13, 2013, meeting, the SAA Council directed staff to implement as feasible the recommendations in the Communications Task Force (CTF) report. Primarily, *The American Archivist* Board should focus on **Recommendation #9: *The American Archivist*—Building on Strength through Outreach and Social Media.** The CTF recommended that:

- The journal should "continue to incorporate new technologies to expand the reach of, and potentially readership for, [SAA's] flagship publication."
- *The American Archivist* landing page should include links to HathiTrust and JSTOR (in addition to MetaPress) to provide information on all access options available to members.
- The Reviews Portal and Briefly Noted should be reevaluated.
- The *American Archivist Online Supplement* should receive promotion and potentially an expansion.
- SAA build on the success of the Brown Bag Lunch Discussion held at recent annual meetings. Promote other modes of interactivity with *American Archivist* authors through social media, an article "book club," on the SAA blog, or live web chats.

The Council also adopted the "Principles and Priorities for Continuously Improving the SAA Annual Meeting." In the report, the Annual Meeting Task Force recommends shorter 60–75 minute sessions, which may be conducive to *American Archivist* author lightning talks.

Finally, the Council discussed ways to increase SAA's international involvement.

Hunter responded that as editor he will continue to explore opportunities to include translated articles in *American Archivist* and would welcome suggestions from Council.

The Editorial Board also can encourage international members to volunteer for service on the Editorial Board.

TO DO #1 (Hunter, Pyatt): Look into how the Editorial Board can add international members. Investigate how this would fit in with SAA's established appointment process.

B. Publications Board (Chris Prom) & Publishing Program Overview (Teresa Brinati): The Publications Board's major initiative is the modular series "Trends in Archives Practice." The first three modules—clustered together under the title *Archival Arrangement and Description*—were published February 2013. It is too soon to draw conclusions regarding sales; we need to see what the fall 2013 school term yields. Two other clusters have recently been commissioned: *Digital Preservation Essentials* and *Rights in the Digital Era.* Other clusters are being developed. SAA will investigate an institutional model for selling the "Trends in Archives Practice" modules as well as e-publications.

Recent activity includes publication of two Campus Case Studies by Aprille McKay on the SAA website; the second edition of *Describing Archives: A Content Standard*; *Perspectives on Women's Archives*, edited by Tanya Zanish-Belcher with Anke Voss; and *Exhibits in Archives and Special Collections Libraries* by Jessica Lacher-Feldman.

A number of additional projects are in production, including *Conceptualizing Twenty-First-Century Archives* by Anne Gilliland and *Through the Archival Looking Glass: A Reader on Diversity and Inclusion* edited by Mary Caldera and Kathryn Neal; both are slated to be available by early 2014.

In addition to print, SAA now makes PDFs and E-Pubs available for sale. The pricing on the electronic offerings is the same as the print publications.

C. Usage Stats (Christopher Prom): The Board reviewed Google Analytics from Metapress. Usage of *The American Archivist* online looks strong; the analytics indicate that users tend to go to the site and stay there. From August 1, 2012–July 31, 2013, 41,623 unique users visited the site. The "Search Results" had the most page views, with 59,178 views. In addition, 30,000 users accessed *The American Archivist* online via a Google search, indicating that the Google indexing is working well.

The numbers for the Reviews Portal were not as robust, indicating that more needs to be done to market the portal.

TO DO #2 (Hunter, Brinati): Consult Paul Conway about data mining via JSTOR (see August 2012 minutes).

D. SAA Archives, Draft Retention Schedule for the Journal: The Editorial Board decided the current draft prepared by SAA Archivist Michael Doylen needs revisions. The Publications Board is also reviewing a similar proposed retention schedule.

TO DO #3 (Brinati, Hartman): Review what is currently held in the SAA archives in regards to *The American Archivist* to help formulate revisions to this draft.

TO DO #4 (Brinati, Hartman): Review Editorial Board minutes under Philip Eppard's tenure for information on what materials from both the Editor and the Editorial Board were sent to the SAA archives.

TO DO #5 (Hunter): Consult with Publications Editor Chris Prom and redraft the Retention Schedule, then distribute to Editorial Board for comment.

III. PROCESS ISSUES

A. Peer Review Rubric (Hunter): The Editorial Board requested four categories (Excellent, Good, Fair, and Poor) instead of three. In addition, the citations category was removed, and the mechanics category now includes "reference format." Hunter will give a thirty-day trial of the new four-column rubric and is aiming to publish the rubric on SAA website by fall 2013, to communicate the journal's publishing process and the value of peer reviews to potential authors.

The Editorial Board also discussed making public the percentage of articles that are accepted for the journal to communicate the high standards of the publication.

TO DO #6 (Lee): Investigate if and how other journals communicate their acceptance rates.

B. Manuscript Tracking Software (Amy Cooper Cary): Cooper Cary shared her research on various manuscript tracking software. Overall, each option offered the basics (web-based submission of materials, ability to send reminders, reporting functions, etc.). The real difference in the options was that some offer functions that SAA wouldn't need. Cooper Cary's top contender was MS Tracker (http://www.mstracker.com).

Prom recommended investigating the Public Knowledge Project's Open Journal Systems, a journal management and publishing system (http://pkp.sfu.ca/?q=ojs).

TO DO #7 (Brinati, Hartman): Review Open Journal Systems and other options provided by Cooper Cary. Connect with SAA staff to determine if a system is available that can assist with *The American Archivist* production as well as other areas within SAA, such as tracking awards submissions or Annual Meeting program proposals.

IV. THE NEW LOOK

A. Feedback on Redesign of Print Publication: Thus far, there has been little feedback on the redesign; but what has been received has been positive.

B. Exploring a Digital Edition: The Editorial Board discussed offering a more responsive digital edition of *The American Archivist* than the facsimile provided by MetaPress and discussed forming a sub-group to investigate options.

TO DO #8: (All): Look at Sue Polanka's blog, *No Shelf Required*, for reference.

TO DO #9 (Hartman): Investigate vendors for producing a digital edition of *The American Archivist*, and request samples to distribute to the Editorial Board. Determine if there is a vendor that offers both manuscript tracking and digital edition production.

C. Reviews Portal (Alexandra Orchard) and *American Archivist* Reviews (Amy Cooper Cary): SAA began publishing reviews on the Reviews Portal in November 2012. Thus far, it has included

ten reviews tied to Jon Voss's keynote speech at the 2012 SAA Annual Meeting. The reviews have focused on digitized content, born-digital content, and resources and tools. SAA has consistently published two reviews per month since the Reviews Portal's debut, but Orchard would like to increase that number in the future. Moving forward, Orchard will aim to tie reviews to current SAA initiatives to produce timely, relevant content.

SAA continues to publish an average of six print reviews per issue of *The American Archivist.* In the Reviews section of the website, users also can purchase books reviewed in the journal or view books written by SAA members. SAA does not know a great deal about who is using the Reviews section of the website or how they're using it.

Nine people responded to the invitation to reflect on their favorite *American Archivist* article as part of the journal's seventy-fifth anniversary in 2012. John Fleckner's Presidential Address from 1990, "Dear Mary Jane," garnered five of the nine reflections!

TO DO #10: (Cooper Cary, Orchard, Brinati, Hartman): Review Google Analytics for the Reviews section and the Reviews Portal. Analyze peaks and determine what drove traffic during that time.

TO DO #11 (Orchard, Hartman): Use social media more to promote the Reviews Portal. Look into other options for better marketing the Reviews Portal.