

2016 SAA Business Archives Section (BAS)
Annual Business Meeting

Friday, August 5, 2016, 1 p.m.
Hilton Atlanta
Atlanta, Georgia

Steering committee members in attendance included Jamal Booker, Bill Jackson, Shaun Kirkpatrick, Sarah Latva, Jamie Martin, and Angelique Richardson. Tracey Panek was absent.

Chair Bill Jackson opened the meeting at 12:59 p.m., welcoming BAS members, passing around a sign-in sheet and agendas, and starting the introductions. [The sign-in sheet failed to circulate fully but attendance was estimated during introductions to be about 90.]

Introductions concluded at 1:07, at which point Bill provided a brief overview of BAS activities in 2015-2016 and reminded members to attend the Plenary II session later that day (5 p.m.), at which the BAS would be receiving the Exemplary Service Award. In addition, he encouraged members to read the award text on the SAA website, which recognizes the good work the section has done since its inception.

Bill encouraged members to attend other sessions with a corporate archives focus, particularly the session on "Archives and Institutional Power: A Critical Perspective" that would be following the BAS meeting in the same room. He also gave a call for proposals for the next annual meeting, observing that last year no corporate archivists submitted any (although several served on panels proposed by others). He encouraged people to talk to him afterward with session ideas for 2017.

Bill noted that the International Council on Archives (ICA) Section on Business Archives (SBA) symposium was held in Atlanta in April, and that the recorded sessions are available online for those who were unable to attend.

Finally, Bill reported that a surprise was coming at about 2:15 and encouraged people to stay until then.

Sarah Latva and Angelique Richardson, the BAS content editor and vice content editor, next presented an overview of BAS communications activities over the last year. Sarah encouraged members to utilize the section's LinkedIn group, which she reported now had 251 members. She also noted that the BAS has 349 Twitter followers and 398 Facebook "likes." Our most popular post on Facebook this year was about Boeing's archivist (July); it reached 1,600 people and had 53 reactions, comments, or shares.

Angelique reported on improvements to the "Resources" section of the BAS microsite, which has been updated with helpful content from listserv discussions such as web archiving tools. She encouraged members to send ideas for content to bascontent@gmail.com.

Jamie next presented the election results for the 2016-2017 year and introduced the new steering committee members in attendance, incoming vice chair Eric Chin (NBC Universal) and incoming secretary Marie Force (Delta Flight Museum). Other election winners include Ryan Donaldson (The Durst Organization) as vice content editor and Erin Norris (SSM Health) as member-at-large.

Linda Edgerly (Winthrop Group) spoke next, presenting a reprise and slight expansion of her talk at ICA about "The Supply Chain Challenge" in business archives, something that "has interested the Winthrop

Group for quite a long time.” In recent years, Linda has had conversations with other members surrounding the concern whether or not we as business archivists are active enough in training and fostering the interest of early- and mid-career professionals. With this in mind, she conducted an informal survey on the subject on the BAS listserv and summarized the results at ICA and now here: She had 23 responses, 7 categorized as early-career and 16 as mid- to advanced-career. Some of the most frequent traits that respondents applied to business archivists included communication skills, customer service orientation and a can-do attitude, an interest in business history, adaptability and flexibility, advanced education and writing skills, and archives training in a business setting. All said that participation in professional associations was important, 75% saying so for the BAS specifically.

Linda concluded in part that too few early career archivists have an awareness of the role of archives in business and organizations, and that we need to do a better job of helping them understand our work. She also observed that graduate school could benefit from teaching more of the “practical adaptability of archival theory.” She closed with some questions for thought to encourage members to do more.

Time was allotted for questions and discussion relating to Linda’s presentation. Elizabeth Spatz (Disney Consumer Products) agreed that getting involved with our local library/archives graduate programs was part of our job, and illustrated the ways that she does so with UCLA. Elizabeth Fox-Corbett of Winthrop (Citi Archives) similarly mentioned the fellowship that Citigroup and Queens College offer by which a student comes to Citi for a week to process and learn about a business archives.

Ted Ryan (Coca-Cola) affirmed the need to raise awareness with new archivists, observing that Coca-Cola had posted an internship on the SAA website got only 10 applicants.

Sarah Polirer (Cigna) echoed Elizabeth and Beth that she visits schools in the Northeast (such as Simmons) to make sure they know what corporate archives are about, and also echoed Ted that when they go to hire they often find a small pool of candidates who are largely unqualified, and often don’t know how to write.

Michelle Ganz (McDonough Innovations) put out a call for more business archivists to participate in the SAA Mentorship Program.

Aliza Leventhal (Sasaki Associates) suggested that a pre-conference session on business writing would be useful, and also observed that at her institution she had trouble getting interns because their school would not let them earn credit for a paid internship.

Angelique put in plugs for the Business Archives workshop, which Ted noted would be offered again next spring, and for SAA’s Project Management workshops.

Jennifer Steinhardt (The Christ Hospital) related her recent job search experience of being told as a five-year professional that she was both too experienced and not enough, and suggested that we might need more clear or defined job expectations.

Other members echoed that students often come from a humanities background and don’t know business writing, and also that they don’t know that business archives are an option. One recent library school graduate suggested that business archivists seek a way to target more career changers.

Bill invited Emily Cottle (Vanguard) to speak briefly about the first Mid-Atlantic Regional Archives Conference (MARAC) Business Archives Forum, being planned for the MARAC Spring Meeting in Newark in April 2017. Emily provided a brief overview of the forum and the topics planned so far, and encouraged members to attend if they are in the region. She also said that they are still looking for a couple more programs, and asked anyone interested to contact her before the August 19 deadline.

Jamie next introduced Nicole LaFlamme and Tricia McEldowney of Smuckers to report on successes they had with the topic of the 2015 BAS colloquium, gamification. Nicole said that their training team came to them needing a way to “Smuckerize” employees with company history other than with a traditional timeline. In response, Nicole and Tricia developed “Find the Time,” a game based on the popular card game “Chronology” in which each team builds their own timelines using cards with “milestones” from company history. Employees may not get through all of Smuckers history, but the milestones that they do get in the card game “stick” with them better. Nicole said that they accompany the game with a PowerPoint slideshow that reveals archival images, documents, or video that fit each milestone. She also said that they have had success with “Jeopardy” and “Family Feud”-based games and are beginning work on a game based on “Trivial Pursuit.”

Tricia reported on similar gamification that they have been doing on Smuckers calendars, creating games (such as crosswords, word searches, and word scrambles) for each month.

Jamie asked if members wanted to report on any other uses of gamification. L.J. Strumpf of the IBM Archives said that they were approached during creation of a video game for employees that involved a *Back to the Future*-like scenario of traveling back in time to put events back in order, in this case the launch of Social Security for which IBM was a plan administrator. The Archives provided content for the game.

Elizabeth Spatz reported on a gamification-related request she received from their interactive team for animations of toys to be used on Snapchat, which have gained some popularity.

Becky Tousey next provided her annual plug for the SBA section of ICA, noting that this year was the first time that SBA had its symposium (held since 2007) in the United States. She encouraged members to join ICA, network virtually, and attend the symposiums if they can. There will be two in 2017, in Stockholm (April) and Mumbai (December). She said that she will push out information on them via the usual BAS communications channels, and reminded members that registration is free.

Becky also reported that SAA and ICA jointly fund her participation in another group within ICA, as a member of the steering committee for the Section of Professional Associations (SPA).

Rachel Vagts next provided an update on the SAA Council, stating that SAA is moving forward with combining the two types of affinity groups into one, which will probably be called “sections.” She is part of the council working group that will be working on specific details of that this coming year.

As its director, Rachel also put in a plug for attending the Archives Leadership Institute (ALI), and invited members to talk to her with any questions.

Jamie then presented her comments as the Incoming BAS Chair. She thanked the outgoing steering committee members and particularly thanked Bill for his work as chair. Jamie also thanked everyone

who attended the colloquium on August 2 [attendance was about 100] and said that they will be making the resources from the colloquium available to members as soon as they can.

Jamie said that the new steering committee met earlier that day and are planning some changes, notably that they will be piloting a new Business Archives Mentorship Program (separate from SAA's program) to try to pair seasoned archivists with new members and lone arrangers. The best way to grow the profession is to share with each other, Jamie said, and told members that they will be hearing more details in the next couple weeks.

At 2:20 p.m., Bill asked Linda "to explain what's happening" as hotel staff brought in trays of champagne and sparkling water. Linda referred to the SAA Exemplary Service Award and commented that many long-time archivists felt that "it's about time." She thought that we should celebrate "a toast to all of us," courtesy of the Winthrop Group.

Sarah Polirer gave one final announcement relating to the SAA committee on standards, on which she serves. She reported that a draft standard on metrics is now on the SAA website and, since metrics is "near and dear" to all of us as business archivists, she asked members to look at the draft and comment.

The meeting adjourned at 2:24 p.m.

Submitted,
Shaun Kirkpatrick
BAS Secretary