

**Society of American Archivists  
Publications Board Meeting  
January 28–30, 2016  
Chicago**

**Publishing Program Overview:  
September 2015–January 2016  
(Prepared by Teresa Brinati)**

**I. NEW EDITORIAL AND PRODUCTION COORDINATOR**

SAA is delighted to welcome aboard Abigail Christian as the new Editorial and Production Coordinator. She joined our staff on November 30. She formerly worked for ETW International, where she prepared marketing content for international client websites and managed the company blog. Originally from Wisconsin, Abigail earned an MFA in poetry at Columbia College Chicago and is the poetry editor for The Lettered Streets Press. Her first full-length book of poetry is forthcoming this spring.

**II. BOOKS**

**A. Revenues**

Cautiously optimistic after the first quarter revenues met expectations. This is due in large part to a successful Annual Meeting in Cleveland that featured four new books published in calendar year 2015: *Rights in the Digital Era (Modules 4–7)*, *Becoming a Trusted Digital Repository (Module 8)*, *Archives in Libraries: What Librarians and Archivists Need to Know to Work Together*, and *Encoded Archival Description Tag Library Version EAD3*. Sustaining this revenue growth will be a tall order. The next batch of new books is projected to be available in spring/summer 2016: *Preserving Digital Objects (Module 9)* and *Teaching with Primary Sources (Modules 10–12)*. See financial reports for additional information.

**B. Marketing**

- **Coloring Book:** *Archival Mindfulness: A Coloring Book and Catalog for Professional Enlightenment* playfully highlights the latest books, educational courses, and other offerings from SAA in the guise of a stress-reducing coloring book. The sixteen-page catalog was launched at the Cleveland conference in August (the conference bookstore featured a “coloring station”). It has generated plenty of conversation, especially on Twitter and Facebook, where it was among SAA’s top tweets and posts in 2015. The coloring book was also distributed at regional meetings and is downloadable from SAA’s website. We are considering a second edition.
- **Licensing:** SAA licensed the Democracy Foundation Archives in Korea to translate into Korean *Archives Power: Memory, Accountability, and Social Justice* (SAA, 2009) in 2013. The translation is now complete and will be issued in early 2016 by the Democracy Foundation Archives, which will pay SAA a licensing fee of \$1,000 for the first 500 copies as well as provide SAA with four copies of the Korean edition.
- **YBP Distribution Agreement:** In September, SAA and YBP entered into a distribution agreement for all SAA books produced in 2015: *Archives in Libraries: What Librarians and Archivists Need to Know to Work Together*, *Encoded Archival Description Tag Library Version EAD3, Module 8: Becoming a Trusted Digital Repository*, and *Rights in the Digital Era*. As new books are produced, they will be added to the list. YBP (formerly Yankee Book Peddler) provides book acquisitions and collection development services to academic libraries and corporations.

- **Sao Paulo Archivists Association:** Exploring a partnership in which SAA titles would be distributed in Brazil. In addition, the Sao Paulo Archivists would like to feature select articles from *The American Archivist* in a new Brazilian archival journal, and have classic Brazilian articles translated for publication consideration in *The American Archivist*.
- **Regional and International Meetings:** SAA books promoted at the fall meetings of Conference of Inter-Mountain Archivists, Society of Rocky Mountain Archivists, Society of Indiana Archivists, Michigan Archival Association, Society of Ohio Archivists and Ohio Local History Association, Society of Tennessee Archivists, Louisiana Archives and Manuscripts Association, South Carolina Archival Association, and International Council on Archives.
- **Reviews of SAA Books:**
  - *The American Archivist* 78:2 (2015) reviewed *Exhibits in Archives and Special Collections* (SAA, 2013).
  - *Archives & Manuscripts* 43:3 (2015) reviewed *Rights in the Digital Era* (SAA, 2015).
  - *Archivaria* 80 (Fall 2015) reviewed *Through the Archival Looking Glass: A Reader on Diversity and Inclusion* (SAA, 2014) + *Conceptualizing 21<sup>st</sup>-Century Archives* (SAA, 2014).
  - *Archival Issues* 36:2 (2015) reviewed *Through the Archival Looking Glass: A Reader on Diversity and Inclusion* (SAA, 2014) + *Conceptualizing 21<sup>st</sup>-Century Archives* (SAA, 2014).
  - *Journal for the Society of North Carolina Archivists* 12:1&2 (2015) reviewed *Conceptualizing 21<sup>st</sup>-Century Archives* (SAA, 2014).
  - *NEA Newsletter* (January 2015) reviewed *Rights in the Digital Era* (SAA, 2015).
  - ProtoView Pre-prints (a service for publishers which simplifies the process of creating and disseminating comprehensive metadata for web-scale discovery): *Archives in Libraries: What Librarians and Archivists Need to Know to Work Together* (SAA, 2015) + *Encoded Archival Description Tag Library Version EAD3* (SAA, 2015) + *Becoming a Trusted Digital Repository* (SAA, 2015).
- **Nominated:** *Archives in Libraries: What Librarians and Archivists Need to Know to Work Together* by Jeannette A. Bastian, Megan Sniffin-Marinoff, and Donna Webber was nominated for a 2015 Excel Award for Best Technical Book. *Archival Mindfulness: A Coloring Book and Catalog for Professional Enlightenment* was nominated for a 2015 Excel Award for Best Catalog. The Excel Awards are sponsored by Association Media and Publishing.

### C. Archives Short Fiction Contest 2015

HURRAY! The SAA Publication Board's first-ever Archives Short Fiction Contest was a smashing success in terms of participation. Running from August 3 through October 30, it garnered a whopping thirty-four entries. Stories had to feature an archives, an archivist, or archival materials, and could be up to 3,000 words in length. Submissions went through a blind review by a jury of three archivists—Scott Cline, Caryn Radick, and Arlene Schmuland—who rated the stories based on the writing, plot, and “archivalness.” Stephanie T. Vaillant’s story “A Silent Promise” won the top prize (\$250 along with publication in Jan./Feb. *Archival Outlook* and website). The jury also selected two honorable mentions: “Principles of Provenance” by Laura Millar and “Coco Mío” by JoyEllen Freeman, which were published on the website. Feedback from entrants and readers has been very favorable. Let’s consider running this contest again!

### D. Collaboration with Education Program

The ninety-minute webinar “Introduction to Processing Digital Records and Manuscripts” was a collaboration between the Education and Publication programs. It was held in June and had approximately 214 participants at 59 sites. The site registration fee included a Digital Editions PDF of *Module 2: Processing Digital Records and Manuscripts*, which meant that the pubs

program earned \$589.41 (\$9.99 for the PDF x 59 sites). Since June, the webinar has been downloaded 43 times for an additional revenue contribution to the pubs program of \$429.47. This has been an effective way to get a book (in this case, an e-book) distributed.

### III. PERIODICALS

**A. *The American Archivist*:** The third phase of the implementation with Allen Press involves introducing PeerTrack, a system unifying submission, tracking, review, and editing of manuscripts. It's quite an exciting development that will add a measure of transparency and lay the foundation for an XML workflow. The implementation was delayed a couple of months until SAA's new Editorial and Production Coordinator was on board. Now that Abigail is here, it will commence in February.

**B. *Archival Outlook***

The first-ever full-color issue of *Archival Outlook* was produced in Sep/Oct to coincide with coverage of the SAA Annual Meeting and received lots of positive feedback. The magazine is typically two-color. The print edition of the magazine is distributed to SAA members. The digital edition of the magazine has been open access since 2014. Below are some digital edition metrics.

Total issue visits per issue 2015:

Jan/Feb – 2,977  
Mar/Apr – 1,468  
May/June – 2,097  
July/Aug – 1,745  
Sep/Oct – 1,409  
Nov/Dec – 1,693

Highest trafficked articles:

1. "Catching Up With Sylvan M. Dubow" (Mar/Apr 2015)
2. "Documenting Ferguson: Capturing History As It Happens" (Nov/Dec 2014)
3. "Your Perfect Pitch: Elevator Speeches from the Field" (Jan/Feb 2014)
4. "Putting Archives on the Agenda" (Jul/Aug 2015)
5. "Archiving Yellowstone: Taking Part in the Archives Blitz" (Jan/Feb 2015)

**C. *In the Loop***

The number of subscribers to the every-other-weekly e-newsletter is 8,931 (up from 7,481 in January 2015). The open rate ranged from 20.1% to 26.18% (the industry average rate is 22.49%).

**D. *Social Media***

SAA's following on Twitter and Facebook continues to grow. SAA now has 8,628 Facebook likes (up from 7,036 in January 2015) and 9,576 Twitter followers (up from 7,564 in January 2015), as well as consistent engagement with liking and sharing content. Top Facebook posts & Tweets: SAA's coloring book, Ask an Archivist day, Archivists in the news ("Archivists Help with Paris Tributes," "Municipal offers glimpse of NYC's 400-year history," etc.), Word of the Week posts, and SAA election results.