

Society of American Archivists
***American Archivist* Editorial Board Meeting**
Chicago
Wednesday, August 24, 2011

MINUTES

In attendance: Mary Jo Pugh (chair and editor), Danna Bell-Russel, Brien Brothman, Amy Cooper Cary, Su Kim Chung, Paul, Conway, Greg Hunter (incoming editor), Bill Landis, Michelle Light, Cal Lee, Donna McCrea (council liaison), Jennifer Meehan, Chris Prom, and SAA staffers Teresa Brinati and Jenny Schooley. **Unable to attend:** Bruce Bruemmer.

Editor's Report: Fall/Winter 2011 issue is in page proofs and slated for publication Nov. 15. The page total for volume 74 will be 719 pages. Content for the Spring/Summer 2012 issue is in progress.

Council Update: Council established a Taskforce on the Annual Meeting to look at meeting models, social responsibility, contracts, etc. A Glossary Working Group will be established to maintain this important resource. A membership needs/satisfaction survey will be conducted by SAA in Jan./Feb. 2012.

***American Archivist* Usage Stats:** Chris Prom went through Google Analytics. Lower usage stats than they should be. There were 73,000 visits over the year with a 46% bounce rate. (Industry average is 70%). Once visitors are on the site, they stay on site for an average of 4 mins. 40 secs. With regard to traffic, more people are coming from direct access, typing in address or linking in. Half of the visitors to the site come from Google. Most are from the U.S. and Canada. What we don't know is what they are doing once on the site. Are they printing or downloading a PDF then leaving? MetaPress does not have good search engine optimization. Google Scholar works better. **TO DO: Edit Drupal pages for *American Archivist* to optimize searches. TO DO: Pursue search engine optimization issues with MetaPress.**

***American Archivist* Reviews Update:** New webpage up and running and will morph over time. It is being promoted in *In the Loop*, *Archival Outlook*, *American Archivist*, listserves, homepage, journal web page, Facebook, and Twitter.

The Next Archival Fundamentals Series: A "Fundamental Change" Working Group has been established by Council to devise a plan for developing and producing the next iteration of AFS. Working Group members are from the Editorial Board, Publications Board, and Council.

Editor Transition in January: Thank you to Mary Jo for her six years of exemplary service as editor of the journal. Greg Hunter is the new editor and will officially begin his three-year term January 1, 2012. His immediate goal is to get to know what is going on so he can continue to build on the great work of the Editorial Board. One idea is to reach out to international archival organizations for key articles, translate as needed, provide an intro for contextualization, and publish in *American Archivist*. But first we need to identify the people we should be in contact with who can point us to these prospective articles.

American Archivist Online Supplement: Guest edited by Bill Landis, this first-ever supplement features select content from 75th Anniversary sessions at SAA's 2011 Annual Meeting in Chicago. Presentations from nine sessions address the past, present, and future of SAA. The goal is to have the content available online this Fall.

American Archivist will celebrate its 75th Anniversary in 2012: Fall/Winter AA content should celebrate 75th Anniversary of AA. Consider drafting a call for proposals that outlines and limit content to a section in the journal (rather than an entire issue). Or do as a supplement?

Interactive Forums: Can we use Drupal to have a virtual discussion of papers? Like Kate Theimer's on Archives Power. Do we want a moderator or for it to be unsupervised? Goal is to push AA content out there for discussion purposes. **TO DO: Edit AA page to bring readers in; links to each of the articles on this page.**

TO DO: Jennifer Meehan to pursue reading group at 2012 Annual Meeting in San Diego.
TO DO: Place blurb on power of Google Scholar in AO, ITL, AA page online.

Redesign: Work-in-progress. Would like to introduce in 2012. Footnotes/Endnotes: cost/aesthetics for endnotes. Ease for footnotes, students will read them more. 90% of online journals have endnotes. 15% of graphic designer's time is on footnotes. If we change, we should alert authors of endnotes, which may change their content. If we move to endnotes maybe editorially we ask authors to move text into article. Straw poll: footnotes: 5, endnotes: 4. **TO DO: preserve linking of endnotes/footnotes within article in online pdf.**

Submission Management Software:

ScholarOne & Editorial Manager: Jennifer Meehan
msTracker: Amy Cooper Cary
Berkeley Electronic Press: Michelle Light
Open Journal System: Mary Jo Pugh
MetaPress: Teresa & Jenny

TO DO: Procedures Manual—Mary Jo to update and give to Greg.

Other Business: How many people are subscribing to EBSCO databases? Is there a new market that EBSCO could assist us to reach? What are SAA subscription trends and reach? How many possible places can they put *American Archivist*? Can we get plugged into 10 or 12?

Editorial Policy: Letters to the editor are published to allow readers' viewpoints to be shared. The responsibility for accuracy remains with the letters' authors. The opinions and information are those of the authors and do not necessarily reflect those of the editor or the Society of American Archivists. **TO DO: Brinati to add this to the journal's Editorial Policy.**

TO DO: Brinati to look date for winter 2012 meeting of the Editorial Board.