

**Society of American Archivists
Publications Board Meeting
Chicago | February 2–4, 2014**

MINUTES

In Attendance: Chris Prom (Chair and Publications Editor), Bethany Anderson (intern), Jody DeRidder, Nicole Milano, Lisa Mix, Tawny Ryan Nelb, Cheryl Oestreicher, Michael Shallcross, Margery Sly; ex officio members Michelle Light (Council Liaison) and Greg Hunter (*American Archivist* Editor), and SAA staff Nancy Beaumont, Teresa Brinati, and Anne Hartman.

I. REPORTS

A. Publications Editor: Chris Prom: Prom gave an update on the status of clusters that are in progress:

- 1. *Rights in the Digital Era*, edited with an introduction by Menzi Behrnd-Klodt and Chris Prom**
 - On schedule, projected to be available summer 2014. Peer reviews are back for each of the modules and the book is shaping up nicely. Each of the authors will have revisions, but overall the modules are solid work.
- 2. *Digital Preservation Essentials*, edited with an introduction by Paul Conway and Chris Prom**
 - Prom is following up with the authors—some drafts have been turned in but others have not. Overall, the cluster is taking longer to get rolling. Originally projected to be available summer 2014, but now looking like early fall.
- 3. Other modules in progress**
 - Stephen Marks has completed a draft of *Becoming a Trusted Digital Repository*.
 - Cory Nimer has authored a significant portion of *Implementing DACS*, but will wait for EAD revisions to finalize the draft (those revisions are forthcoming this spring). The goal will be to add modules on EAD and EAC-CPF to the DACS module so that these modules can be clustered together as a *Putting Descriptive Standards to Work*. (A proposal by Katherine Wisser on EAC-CPF was accepted at the meeting; see below II.A.)
- 4. *Teaching with Primary Sources***
 - A revised proposal was distributed to the Publications Board in December. The authors (Elizabeth Yakel, Tamar Chute, Sammie Morris, and Ellen Swain) proposed three modules for this cluster: *State of the Field*, *A Practical Guide*

to *Teaching with Primary Sources*, and *Case Studies Using Primary Resources to Teach*.

- The Board recommended that the teaching with digital content portion be made more explicit and integrated. The authors were receptive to this feedback and will be reaching out to collaborators to feed information into their discussion.
- The authors are moving forward with a manuscript completion deadline of September 1.

TO DO #1 (Prom): Work with authors on draft call for case studies for the *Teaching with Primary Sources* cluster. **Completed 2/25/14.**

TO DO #2 (Brinati): Issue memo of agreement to authors of the *Teaching with Primary Sources* cluster. **Completed 03/14/14.**

5. Other updates

- ***Archives for Librarians*, by Jeannette Bastian, Donna Webber, and Megan Sniffin-Marinoff:** The manuscript has been received and is out for review.
- ***AMIA Compendium of Moving Image Cataloging Practice (Revised Edition)* by Thelma Ross:** Moving forward “with haste.” Brinati will work with AMIA executive director on executing a memo of agreement.

TO DO #3 (Prom): Reach out to Lisa Carter to determine if she would be interesting in serving as a collaborator on the *AMIA Compendium* to have an SAA perspective involved in the writing of the book. **Completed 2/25/14, but she is not able to help.**

TO DO #4 (Brinati): Issue memo of agreement with AMIA. **In progress.**

- ***Social Justice Sampler*, compiled with an intro by Kathryn Michaelis:** Completed, and with Prom for review. Now includes Greene and Jimerson pieces from *American Archivist* (Fall/Winter 2013)
- **Open Monograph Press (OMP):** The Publications Board is investigating the use of this web-based software to coordinate manuscript submission and review processes. The first test of the software, conducted in December, went smoothly.

TO DO #5 (Prom and Anderson): Continue OMP investigation. **Ongoing.**

B. Council Update: Michelle Light

1. The Employment Issue

- At its January meeting, the Council extensively discussed employment issues. As a Society, we care deeply about employment issues, which affect the entire membership, and not just the students. While SAA cannot solve the problem, we can find ways to manage the dilemma.
- As one step forward, the Council adopted “[Best Practices for Internships as a Component of Graduate Archival Education](#).”
- The Council is also drafting “Best Practices for Volunteers in Archives.” The publication will complement [Resources for Volunteers in Archives](#), but will stress that volunteers cannot replace professional archivists.
 - The document will be routed to a number of groups with vested interest, will be posted on the website for commentary from membership, and will be routed through the Standards Committee.

TO DO #6 (Pubs Board): Prepare to review the “Best Practices for Volunteers in Archives” within the next month or two. The guide should address *Resources for Volunteers in Archives* without invalidating it. The new guide should temper what SAA stands for. **Completed May 2014.**

TO DO #7 (Light): Ensure that the group working on the guide is including information about retiree volunteers—an issue that hasn’t been explicitly addressed in other publications. **Completed May 2014.**

2. The Council also:

- Adopted “[Key Performance Indicators](#)” for each of the Strategic Plan Goals.
- Reviewed the drafts of six issue briefs in support of SAA’s [Advocacy Agenda](#) prepared by the Committee on Advocacy and Public Policy.
- Established two joint task forces with ARL, one on developing Standardized Holding Counts and Measures for Archival Repositories and Special Collections Libraries and the second on developing Standardized Statistical Measures for the Public Services of Archival Repositories and Special Collections Libraries.
- Accepted a recommendation from the Glossary Working Group to change its name to the Dictionary Working Group (the new version of this professional reference will be titled *Dictionary of Archives Terminology*).

C. Director of Publishing: Teresa Brinati

1. Publishing Program Overview

- Since August 2013, SAA has published the following titles: *Perspectives on Women’s Archives* (print, PDF, EPUB); *Exhibits in Archives and Special Collections Libraries* (print, PDF); *SAA Sampler: Archival Advocacy* (PDF);

Archives and Justice (PDF, EPUB); *I, Digital* (PDF); and *Conceptualizing 21st-Century Archives* (print, PDF). Due imminently is *Through the Archival Looking Glass: A Reader on Diversity and Inclusion* in print, PDF, and EPUB.

- The Dictionary Working Group (DWG) meets in Chicago on Feb. 14–16. The Publications Board discussed whether or not there might be a need for fixity in the new publication, rather than a continuous update of the electronic version. The Board discussed the possibility of launching a new version electronically, which can continue to evolve until it's "stable," at which point a publication could be printed.

TO DO #8 (Sly & Brinati): Add to DWG meeting discussion the possibility of considering a print edition of the new Dictionary. **Completed 02/15/14; DWG did consider but is not convinced that "fixed-in-time" print edition is necessary.**

- SAA recently debuted a digital version of *Archival Outlook*. This edition allows readers to share individual articles or the issue via social media—which was one of the recommendations of the 2012–2013 Communications Task Force. Also based on those recommendations, *In the Loop* will be reformatted to allow for a better reading experience while reading it on a smartphone.
- SAA has recently fielded several requests for permission to translate, publish, and distribute the following titles: *Managing Congressional Collections* and *Archives Power* into Korean, *Ethics and the Archival Profession* into Japanese, and three articles from *The American Archivist* into Chinese. The Board suggested marketing these translations to Korean communities in New York, or other US-based communities who would have an interest.

2. Follow-up from August 2013 Minutes

TO DO #9 (Marketing Subcommittee): Continue to look into if and how SAA could obtain information about the marketplace and members' book buying habits. **Ongoing.**

TO DO #10 (Prom): Write an *Off the Record* blog post on the SAA Sampler Series once *Social Justice* is published. **To be done Fall 2014.**

TO DO #11 (Prom): Request an update on the status of *Effective Processing* from Dennis Meissner and Mark Greene. **This proposal is no longer viable. The authors will be working on different manuscripts for the new AFS.**

TO DO #12 (Milano): Continue to check in with John Slate and Kaye Lanning Minchew for updates on *Management of Local Government Records*. **Ongoing.**

TO DO #13 (Pubs Board): Because a cluster of modules has already been published and several others are in production, it seems as though SAA would not be well-positioned to receive a grant at this point. Are there other ideas for funding the series? Refer to Nelb's extensive list of possible funding sources from the August 2013 meeting. **Ongoing.**

3. Project Status

- **Visual Culture and Archives:** Editor (Nancy Bartlett) indicated she's interested in working on a draft manuscript, but no timetable was provided.
- **Case Studies on Processing:** Authors (Elizabeth Slomba and Pam Hackbart-Dean) are waiting for the Publication Board's discussion on case studies.
- **AMIA Compendium:** Lisa Mix should also be listed as the shepherd for this book.

TO DO #14 (Brinati): Create a version of the project status spreadsheet in Google Docs; share with Pubs Board. Get feedback on whether additional categories should be added. **Project for new intern to tackle in Fall 2014.**

D. Marketing Subcommittee: Tawny Ryan-Nelb

1. Partnering with NARA

- NARA expressed interest in working with SAA in selling a guide to archives for the public.
 - The guide should not compete with the success of NARA's *Genealogy Tool Kit*.
 - It should be priced in a way that is favorable to SAA and NARA.
- The next steps will be to create an outline for the publication, which will serve as an RFP and be distributed to SAA members, and to continue to follow up with NARA on their preferences.
 - While the guide will give the public tips on keeping their records safe, it should clearly state the need for professional archivists.
 - The "Basic Preservation Procedures" from *Preserving Archives & Manuscripts* by Mary Lynn Ritzenthaler could be an excellent starting point for the publication.
 - The publication should not duplicate the Library of Congress's preservation guidelines, which are available online.

TO DO #15 (Nelb): Follow up with NARA on pricing, fulfillment, and if they have thoughts on what type of content would or wouldn't sell.

TO DO #16 (Nelb): Create outline for publication and distribute to Board for feedback.

2. Google Ads

- Google ranks ads by the quality of the ad itself, the quality of the landing page, and how closely the user's search query matches the keywords the advertiser provides to Google.
- Advertisers set a daily budget they can spend. They only pay when customers click on the ad.
- Other organizations similar to SAA have taken advantage of Google ads; ALA, for instance, advertises their conference through the service.
- To utilize Google Ads, SAA would need to pick a specific title to market and put together a strong landing page. The book would need to be more of a general interest book.

TO DO #17 (Hartman): Set up a Google AdWords campaign for a book (Board recommended the upcoming *Through the Archival Looking Glass*) to experiment with the service and to determine if this could be something SAA could use in the future. **Ongoing.**

E. *The American Archivist* Update: Greg Hunter

1. Working with NARA

- Hunter reported that he worked with NARA's Meg Phillips to recruit several new peer reviewers and *American Archivist* authors. Phillips could be a good person to work with if we need a perspective from NARA for an SAA publication.

2. Acceptance Rate

- Hunter reported that he received 54 articles in 2013; 3 were *automatically* accepted (presidential address, Pease Award, and the Jimerson response to Greene article); 3 were accepted; 25 were in the "revise and resubmit" category; 1 was rejected; and 7 are still in the review process.

II. PROPOSALS

A. *Putting Archival Descriptive Standards to Work: Introduction to Encoded Archival Context – Corporate Bodies, Persons, and Families (EAC-CPF)* by Katherine M. Wisser

- The Board agreed that this was a strong proposal, and that the author has a practical understanding of the kinds of questions she needs to answer.
- The proposal was at a very abstract and theoretical level; there should also be a section on practical information for all archivists, who are not necessarily ready to implement standards.
 - An article in an upcoming issue of *The American Archivist*, “Who’s Ready to Surf the Next Wave? A Study of Perceived Challenges to Implementing New and Revised Standards for Archival description” by Karen F. Gracy and Frank Lambert, describes a survey of archivists on their readiness to adapt workflows and systems to changes in those standards and could inform Wisser as she moves forward with the manuscript.
- This module could potentially complement *Implementing DACS* by Cory Nimer and another on EAD (potential author considering preparing proposal).
 - The Board agreed that there should be a module on Linked Open Data—would it fit in best with this cluster, or should it go in another?

TO DO #18 (Brinati): Issue memo of agreement to Wisser for proposed module.

Completed August 2014.

TO DO #19 (Hunter): Send Prom from the *American Archivist* article to provide to Wisser.

Completed February 2014.

TO DO #20 (Prom): Provide Wisser with the Board’s feedback and notify her of SAA’s intent to move forward with the publication. **Completed 02/14.**

B. Introduction to Copyright and Unpublished Manuscripts by SAA Intellectual Property Working Group (IPWG)

- A proposal to publish a brochure or flier for archivists to distribute at their repositories.
- The Board felt that a brochure of this nature could be very helpful, but that the content would need to be bulked up—it seemed too basic as is, and the scope would need to be expanded to include more than just manuscript repositories.
- The Board also thought it would be helpful to have information for both donors and users in the same document, if that is possible.
 - The donor information would not have to be exhaustive; it could point to the donor brochures for further information.

- SAA would be reluctant to print brochures that would need to sit in inventory; if it was kept online, the costs would be fairly minimal.
 - SAA could, for instance, create a downloadable PDF to which repositories could add their own logos, text, and contact information.

TO DO # 21 (Hartman): Investigate cost-effective production options for the brochure—could include a Drupal version, a PDF version, or a printed version. **Printed August 2014. Drupal version to be available September 2014.**

TO DO # 22 (Prom): Provide authors with the Board’s feedback on the proposal. Determine if a legal review would be needed or if a disclaimer that the brochure does not constitute professional legal advice would be enough. **Completed Spring 2014.**

C. *Reader in Religious Archives*, Edited by Margery Sly and Mark Duffy

- Sly provided the Board with a list of authors and article topics.
- The Board is generally supportive with moving forward with this publication. They felt that there should be an annotated bibliography with a list of resources to direct readers to how-to and reference books on the archival profession. The introduction should contextualize the articles and give the book an overarching theme.

TO DO #23 (Brinati): Provide Sly and Duffy with letter of intent.

III. REVENUE

A. Financial Overview (Nancy Beaumont)

- Beaumont reported that the state of the association is strong. SAA has seen a growth in membership and the DAS program; the Annual Meeting remains strong.
- Publications has been trending under forecasts and previous year’s sales and is currently operating at a net loss of \$14,279.64.
 - Goal is for publications to contribute 20 percent of SAA’s revenue.

B. Inventory Report (Teresa Brinati)

- In calendar year 2013, SAA sold 6,971 units (127 items).
 - 6,127 of the books sold in 2013 were published by SAA; 427 were non-SAA books.
- January, July, August, and September are the biggest months for sales.
- Ten titles contribute 65 percent of revenue. Another ten contribute 18 percent more.

- About 70 percent of sales are from members (number excludes Annual Meeting sales and phone and fax orders).
- Ebook sales were about \$4,300.
- SAA should continue to look at its role as a clearinghouse. It doesn't have to be an all or nothing proposition—SAA should consider keeping the books that are selling (threshold quantity TBD), those that cover topics that SAA books don't cover, and those that were published by SAA's strategic partners. For titles that don't work well with SAA's goals, the organization should consider removing the books from the SAA Bookstore and composing messaging to send the publishers.

TO DO #24 (Prom & Brinati): Make business decision about which books from other publishing outlets should continue being distributed by SAA. Be highly selective moving forward. **Ongoing.**

TO DO #25 (Marketing Subcommittee): Evaluate how well SEO is working in relation to SAA books in the online bookstore. **Ongoing.**

TO DO #26 (Brinat & Hartman): To raise awareness about eBooks, consider bundling eBooks along with print. Develop pricing strategy and share with Board.

IV. SERIES DEVELOPMENT

A. Trends in Archives Practice

1. Survey of Archival Educators

- About thirty educators agreed to participate in a survey of the *Archival Arrangement and Description* cluster. These educators could choose between receiving a PDF or e-pub of a module within the cluster and were asked to answer a series of questions on the modules.
- Fifteen responses were received. Generally, participants had positive things to say about the content of the modules and the organizational structure.
 - Most authors chose Module 1 (*Standards for Archival Description*) or Module 2 (*Processing Digital Records and Manuscripts*).
 - Participants preferred the PDF, although some questioned if DRM was necessary.
- Recommendations for future modules included: working with film, photos, or audiovisual materials; establishing a long-term digital program; outreach; working with financial stakeholders; basic preservation and

conservation/repair; providing access to born-digital materials; creating digital exhibits or galleries; and copyright laws and digital archives.

2. Brainstorming the Next Three Clusters

- The next cluster the Board would like to get started on is a *Selection and Appraisal* cluster, which would include the following modules described below and would update the 2005 book by Frank Boles, *Selecting and Appraising Archives and Manuscripts*.
 - *Collecting Digital Manuscripts*. Gabriella Redwine and Megan Barnard proposal.
 - Potential authors for *Appraising Electronic Records* include: Caryn Wojcik (developed a DAS course on appraising), Catherine Stollar Peters, Mark Myers, or Glen McAninch.
 - Potential authors for *Accessioning Digital Content* include Matt Kirshenbaum and Ben Goldman or Elizabeth Perkes.
- Other cluster ideas include:
 - **Outreach**. Suggested modules include: digital exhibits, public programming (managing events and related digital objects Jessica Lacher Feldman), and social media.
 - **Inreach**. Suggested modules include: working with administrators/managers/development offices/marketing offices; working with IT; and working with colleagues/peers (librarians, other curators, etc.)
 - **Archival Effectiveness**. Engaging diverse communities, assessment, MPLP/processing productivity.
 - **Digital Access**. Prom to explore providing access to born-digital materials with Lisa Snider. Other topics in this cluster could include digital forensics, discovery issues around litigation, digital humanities.
 - Film and video preservation / audio / born-digital photographs
 - Research data / Databases / Statistical data / Maps and geographic information systems
 - Web archiving / Social media / Email archiving

TO DO #27 (Prom): Draft a blog post and/or *Archival Outlook* article, and ask SAA members for suggestions on future clusters or modules. **Completed Spring 2014.**

B. Archival Fundamentals Series

1. Updates

- The Board believes it is necessary to update the Archival Fundamentals Series II, which along with predecessor series (AFS I and Basic Manual Series) have undergirded SAA’s publishing enterprise for decades. AFS II sales are slowly declining—SAA would need titles in the bookstore to replace these since they are all top sellers.
- The Board thought that the books in the new iteration of the series could be very straightforward. The basis would be “context, concepts and implementation.” Books should be around 250 pages in published length, depending on the topic.
- The Trends in Archives Practice modules would then supplement the titles in the Archival Fundamentals Series, which would allow the Fundamentals authors to keep a tight focus on their respective topics.
- The Board would prefer that one author work on each book, rather than multiple authors per book. In the future then, if updates are required, the same author of the original book could be contacted to make the revisions.
- The Board felt that the ACA Domains could help guide the selection of topics for the new editions in the next iteration of the series.
- The following topics were proposed for the new ARCHIVAL FUNDAMENTALS SERIES III, these are subject to change in consultation with new series editor
 - Introducing Archives and Manuscripts
 - Appraising and Acquiring Archives and Manuscripts
 - Arranging and Describing Archives and Manuscripts
 - Managing Archives and Manuscript Repositories
 - Preserving Archives and Manuscripts
 - Reference and Access
 - Advocacy
- The Board brainstormed potential volume authors, too. The authors should have the following characteristics:
 - i) can write authoritative volume
 - ii) in agreed upon timeframe
 - iii) reflect current/emerging trends as well as historical evolution
 - iv) reflect “diversity” of institutional profiles
- The ARCHIVAL FUNDAMENTALS SERIES III should have a series editor who can keep the writing and editing of the volumes on track so that production can be robust. Editor qualifications were discussed:
 - i) well-respected senior member of the profession
 - ii) superior writing and editing skills
 - iii) experience with editorial and production processes
 - iv) the time to invest in a multi-year production cycle

- Potential editors were brainstormed. A front runner was identified.
- The series editor should be on board *before* potential volume authors are decided. The series editor's input would be invaluable.

TO DO #28 (Prom & Brinati): Develop talking points for invitation to potential series editor. Prom then to extend invitation to potential series editor and report back to the Board regarding the editor's reply. **Done and series editor agreed 2/25/14.**

TO DO #29 (Prom): As a courtesy, contact authors of AFS II volumes and thank them for laying the foundation for the next iteration. Let them know that SAA is moving in a new direction with ARCHIVAL FUNDAMENTALS SERIES III. **Completed June/July 1014.**

- What about seed money for the series? Mellon is largely interested in open-access projects, but it might be worth investigating the possibility of applying for funding for the new editions. What about the SAA Foundation?

TO DO #30 (Prom): Get in touch with Paul Conway to discuss possibility/probability of Mellon funding.

TO DO #31 (Prom & Brinati): Develop strategy for approaching SAA Foundation.

TO DO #32 (Prom & Brinati): HeeHaw! Prepare celebratory Blog post and *Archival Outlook* article on the new ARCHIVAL FUNDAMENTALS SERIES III.

V. OTHER BUSINESS

A. Licensing Options

Bethany Anderson presented information of options for licensing of book content.

1. SIPX

Established in 2012. Developed by Stanford University. Originally MOOC provider of Coursera (course management system). SIPX only works with digital content so SAA would have to provide a PDF of the work. The PDFs are then delivered to the institution (i.e., college/university) in two ways: on demand or hosting (stored in a secure database). SIPX has relationships with BiblioVault and MetaPress, which already do business with SAA (eBook distribution and e-version of journal, respectively). No charge to SAA to enter an agreement with SIPX. SAA can end the agreement with 60 days' notice. Commission: SIPX retains 10% of fees collected and pays SAA a royalty semi-annually. Most publishers charge a fee of 20¢ to 25¢ per page view. SIPX only has a few customers at this point. Non-exclusive contract available.

2. CCC (Copyright Clearance Center)

Largest content licensor. Does not provide PDFs to the institution (i.e., college/university). The institution makes a digital copy available in reserve to students. CCC used by 90% of U.S. research institutions. Two services available: pay per use (15% commission fee for every time work is used) OR annual license (27% royalty fee; this is the pricier of the two options). Royalty paid on a quarterly basis. Most publishers charge between 10¢ to 25¢ per page. Customers include most academic presses and ALA. Non-exclusive, two-year contracts available.

The Pubs Board discussed above options in light of the fact that “Fair Use” doctrine stipulates that content can be used for free unless convenient licensing is available.

TO DO #33 (Anderson & Brinati): Contact the University of Texas at Austin (Ciaran Trace/Pat Galloway) and ask them what service they are using. **Letter sent 02/12/14.**

[Consider enlisting them for championing the cause with archival educators regarding licensing of content.]

TO DO #34 (Hartman & Brinati): Depending on feedback from UTA, contact CCC and SIPX to move forward with licensing arrangement. Charge 15¢ per page view (which is the same as the fee for making a photocopy). **Based on feedback received, decided against pursuing agreements.**

TO DO #35: (Light): Inform Council if SAA enters into agreements with CCC or SIPX.

What about going the ebrary (or comparable vendor) route? Charge two times the list price for circulation; limit number of copies available (probably 2) and enforce an expiration date (1 to 7 days).

TO DO #36 (Light & Brinati): Send Verne Harris book, *Archives and Justice: A South African Perspective*, to ebrary (and other vendors listed on the BiblioVault website) as an experiment.

B. Case Studies – Editorial Review and Production Process

The Committee on Ethics and Professional Conduct (CEPC) and the Diversity Committee are in the midst of issuing separate calls for case studies. These case studies would be in addition to the existing Campus Case Studies (reports by university archivists on working solutions for born-digital records) and those submitted to *The American Archivist* Editorial Board. It is in SAA’s best interests if a consistent evaluation tool is used for assessing this type of content. A draft rubric and proposed “nimble” production process was reviewed by the Board.

TO DO #37 (Prom & Brinati): Revise rubric and production process based on Board feedback. Disseminate to applicable and appropriate groups and have them post to their respective microsites. Post under “Resources” on Publications area of SAA website. **Rubric completed July 2014 and posted to CEPC microsite.**