

Society of American Archivists
American Archivist Editorial Board Meeting
(February 29–March 1, 2012)
Publications Board Meeting
(March 1–3, 2012)
Chicago

Report of the Director of Publishing
(Prepared by Teresa Brinati)

I. BOOKS

A. New Titles

Hurray! Since the beginning of the fiscal year (July 1), SAA has published five books, including one this month:

- *The Lone Arranger: Succeeding in a Small Repository*
C. Zamon (Feb. 2012)
- *A Different Kind of Web: New Connections between Archives and Our Users*
edited by K. Theimer (Aug. 2011); 480 units moved as of Jan. 31.
- *I, Digital: Personal Collections in the Digital Era*
edited by C. Lee. (Aug. 2011); 281 units moved as of Jan. 31.
- *Waldo Gifford Leland and the Origins of the American Archival Profession*
edited with an introduction by P. Wosh. (Aug. 2011); 231 units moved as of Jan. 31.
- *Public Relations and Marketing for Archives* edited by P. Wosh and R. James
(jointly published with Neal-Schuman Press, Aug. 2011); 36 units moved as of Jan. 31.

B. On the Horizon

Production on the following titles is in progress or anticipated in 2012:

- *Processing Archives and Special Collections: An Introductory Management Manual*
by P. Hackbart-Dean and E. Slomba (manuscript approved in Feb. 2012; projected publication is Aug. 2012).
- *Exhibits in Archives and Special Collections* by J. Lacher-Feldman (revised manuscript due May 2012).
- *Telling Stories About Stories: Archives in the Digital Age* by A. Gilliland (manuscript due Mar. 2012).
- *Women's Archives Reader* edited by T. Zanish-Belcher (manuscript due Mar. 2012).

In the pipeline: Among topics to be addressed by a stellar cast of authors are archives for librarians (J. Bastian, D. Webber, M. Sniffin-Marinoff), archives diversity (M. Caldera and K. Neal), effective processing (M. Greene and D. Meissner), local government records (J. Slate and K. Minchew), and religious archives (M. Sly and M. Duffy).

C. Revenues

Total revenues fell short of FY11 and budget by \$48,455.95 (15.83%) and \$67,629.25 (20.80%), respectively. Expenses are in line with FY11 and budget despite a \$9,500 unfavorable variance in cost of goods sold. The net gain of \$58,146.82 fell short of FY11 by \$40,343.38 (40.96%) and budget by \$69,316.11 (54.38%). The continued downturn may be a combination of the economy, the need to refresh top sellers (which account for the majority of sales), and search optimization issues with the online catalog. With 9 new books published in the past eighteen months, I remain hopeful.

| Revenues | FY 2007 | FY 2008 | FY 2009 | FY 2010 | FY 2011 | FY 2012 (projected) |
|-----------------|----------------|----------------|----------------|----------------|----------------|----------------------------|
| | \$505,847 | \$536,786 | \$500,426 | \$434,846 | \$408,430 | \$475,719 |

Of the 109 marketplace items (including a few miscellaneous items, such as brochures and bags) that generated sales in FY 2011, 10 SAA titles accounted for nearly 65% of the revenue: In addition, another ten titles, including two Neal-Schuman publications, contributed 13.5% of the revenue. The bulk of the items—89—contributed only 22% to the bottom line. The trend continues in FY 2012. Although this is not atypical for publishing programs in general, it does have cost implications, particularly for lean programs like SAA's. The "Fundamental Change" project currently in progress is critically important to the SAA publishing program.

D. Marketing

Efforts in this area are ongoing. Here what has been done since August:

- Enhancements to Online Catalog: The "gatekeeper" was finally removed from the landing page. Users are no longer asked what country they're from before entering the [SAA Bookstore](#). You now go directly to the splash page. In addition, shorter urls have been adapted for all titles. Beneath the cover image on the product page is a new option: "Share direct link to this item," which provides a persistent url. These changes will aid and abet search engine optimization.
- SAA Mini Catalog/Calendar: Distributed at Annual Meeting in Chicago in August and co-mailed with Sept/Oct issue of *Archival Outlook*.
- Review copies distributed to 46 review outlets (plus any additional requested by authors) for *The Lone Arranger*, *Waldo Gifford Leland*, *A Different Kind of Web*, and *I, Digital*.
- ALA Distribution: *A Different Kind of Web* and *I, Digital* sent in August to ALA for distribution and inclusion in the Fall catalog. These are the 9th and 10th books distributed by ALA. SAA receives a quarterly royalty from sales. Check them (and other SAA books) out at <http://www.alastore.ala.org/SearchResult.aspx?KeyWords=archives>.
- Ads in Publications: Ongoing promotion of SAA books in *In the Loop*, *Archival Outlook*, *American Archivist*.
- Promos for various SAA titles in workbooks for 33 SAA Education Workshops.
- Archives & Records Association UK & Ireland and the International Council on Archives Conference in Edinburgh, Scotland (Sep. 2011). Author Larry Hackman was a speaker and addressed advocacy with his book as the centerpiece. SAA President Gregor Trinkaus-Randall also attended conference, which included an "Association Fair" for publishers to display books unattended. Promotional flyers with special discount offer and browsing copies of *Many Happy Returns* (+ addl 2 copies for raffle prizes), *Controlling the Past*, *A Different Kind of Web*, and *I, Digital*.
- Literature Display at ASIS&T (American Society for Information Science & Technology) Oct. 9–13. For \$100, SAA was able to send order forms and a browsing copy of *I, Digital* for display at a staffed table. The promo offered a special discount price to ASIS&T members through October.
- Regional Fall Meetings: MAC Fall Symposium (Sent mini- catalogs for giveaways); NEA (Sent mini- catalogs for giveaways); SRMA (Sent mini- catalogs for giveaways and book bucks—\$5 off copy of

select new titles); MARAC (Sent mini- catalogs for giveaways and book bucks—\$5 off copy of certain books).

- E-mail Blasts to 9 Sections and Roundtables containing a special promotion (\$5 off select titles) to the lists of the Preservation Section (*Preserving Archives and Manuscripts*), Electronic Records Section (*I, Digital and A Different Kind of Web*), Museum Section (*Museum Archives*), Visual Materials Section (*Photographs*), Architectural Records Roundtable (*Architectural Records*), Archival Educators (combo platter of books), Archival History Roundtable (*Waldo Gifford Leland*), Issues & Advocacy Roundtable (*Many Happy Returns*), Labor Archives Roundtable (*How to Keep Union Records*).
- Appealed to more than 40 Current Authors: In September I sent an email to current authors providing them with unit sales figures for their books from preceding fiscal year and inviting them to contact SAA with ideas to promote their books. Received responses from a few authors, including Terry Cook (*Controlling the Past*) who requested 50 mini-catalogs for distribution at events he is attending this fall in Ottawa, Calgary, Banff, and Korea; Michael Nash (*How to Keep Union Records*) who requested a promotional flyer for distribution to the new head of the New York City Central Labor Council; and Verne Harris (*Archives and Justice*) who put me in touch with a bookstore in South Africa that purchased 20 copies of his book.
- AHA Distribution: Awaiting a response from the American Historical Association to distribute *Waldo Gifford Leland* and possibly a couple other titles.
- Provided 5 books as raffle prizes for MAC's Spring 2012 Meeting: *I, Digital, Controlling the Past, A Different Kind of Web, Many Happy Returns, and Waldo Gifford Leland*.
- March/April 2012 *Archival Outlook* features an article by Larry Hackman, "Advocacy Is . . .," which revisits the topic a year after publication of *Many Happy Returns* and offers a few more observations on advocacy.
- Continuing to experiment with Facebook and Twitter.

E. PDF Possibilities

When SAA upgraded its back-office operating system in 2011, it gained functionality for selling PDFs online. This spring we hope to make available for sale in that format at least two book titles and will continue to investigate other possibilities.

F. e-CONTENT

e-Content continues to be a growth area for publications with two areas of the website designated for such content under the Publications tab on the navigation bar: ePublications (edited monographs, case studies, and formal papers that have gone through a review process) and Proceedings (collections of papers, PowerPoint presentations, and other content generated at conferences). Recent additions in both areas include:

- ***Using Archives: A Guide to Effective Research*** by L. Schmidt was published online in Drupal and as a free downloadable PDF in October 2012. This smart guide outlines the functions and procedures of archives and is aimed at multiple audiences—the public, first-time archives users, and scholars who have already conducted research in archives. In addition, you can download an attractive badge, add it to your website, and point your users directly to this resource. Check both out at <http://www2.archivists.org/usingarchives>.
- **2011 SAA Research Forum (Aug. 23, 2011):** This was the fifth year for the forum, which is co-chaired by N. McGovern and H. Tibbo. The agenda, abstracts, and bios for 59 participants, as well as poster content, is available at <http://www2.archivists.org/proceedings/research-forum/2011/>. Peer-reviewed papers are forthcoming to the site.
- ***In the pipeline:*** The first draft content for *Resources for Volunteer Programs in Archives* to be co-published with NARA is due SAA March 1, 2012.

II. “FUNDAMENTAL CHANGE” PROJECT (aka the *Next Archival Fundamentals Series*)

The Publications Board gratefully acknowledges the generosity of the SAA Foundation to fund in FY 2012 the planning initiative for the “Fundamental Change” project—aka the *next Archival Fundamentals Series*. The Working Group met in Nov. 2011 and focused on short- and long-term product development, a modular approach to content, and the possibility of implementing distribution options that would include eBooks. The proposed approach to delivering information involves discrete modules, like chapters in a book, which will communicate foundational archival knowledge. But unlike chapters, they will be conceived and written as stand-alone pieces. So, for example, instead of a single book addressing arrangement and description, there will be a number of stand-alone modules on different aspects of this topic, which in turn will be part of a larger, evolving series. We would anticipate that users would combine these modules in various configurations in order to produce their own products.

The modular approach is a work-in-progress and there are many details to work out regarding editorial oversight, content, and production. Even so, the Working Group’s goal is to debut three modules in time for SAA’s 2012 Annual Meeting in August. The following modules are in production:

- “Standards for Arrangement and Description”
by Sybil Schaefer, *Rockefeller Archive Center*
- “Implementing Descriptive and Access Systems”
by Daniel Santamaria, *Princeton University*
- “Processing Digital Records and Manuscripts”
by J. Gordon Daines III, *Brigham Young University*

Stay tuned for details!

III. PERIODICALS

A. *The American Archivist*

- The “editor transition” has been smooth thanks to Mary Jo Pugh and Greg Hunter. Throughout the fall and early winter there have been a series of conference calls and a flurry of email exchanges and UPS shipments to insure as seamless a transition as possible.
- The Fall/Winter 2011 issue (74:2) was published online in November with the print edition following in December. It featured 13 articles, including 4 in a special section on SAA’s 75th Anniversary.
- The first-ever supplement to the journal is in production and is taking longer than anticipated for a variety of reasons. The *American Archivist Online Supplement* Vol. 74 is guest edited by William Landis and features content from ten of the 75th Anniversary sessions at *ARCHIVES 360*° conference in Chicago in August 2012. Available content currently is posted in the journal’s area of the website and will eventually be posted at <http://archivists.metapress.com/>.
- Have you checked out *The American Archivist* Reviews section on the website that was launched in late summer? This supplemental online content gathered by Amy Cooper Cary and Danna Bell-Russel augments the reviews section in the print edition. Check it out at <http://www2.archivists.org/american-archivist-reviews>.

B. *Archival Outlook*: Production continues apace and we hope you are enjoying the member-driven content featured in this bimonthly publication.

C. *In the Loop*: The same goes production-wise for this every-other-weekly e-blast that now includes two paid ads in each issue.

IV. MISCELLANEOUS

- A. **Election 2012:** Coordinated election materials for 16 candidates vying for four different offices and posted content to website. Prepared ballot for launching online March 12 (and running through April 12). Remember to vote!
- B. **Fellows and Awards Nominations:** SAA added three new awards this year, bringing the grand total of recognitions to 21. I have been working with the Awards Committee to publicize the competition and to answer myriad questions raised by prospective nominators. The deadline for nominations is Feb. 28 (with the exception of the Theodore Calvin Pease Award). Packets will be sent to respective selection committees by mid-March.
- C. **Meet Our Newest Staffer!** Anne Hartman joins the SAA staff on Feb. 28 as our new editorial and production coordinator. For the past year and a half she was as an editorial assistant and production editor at Sourcebooks Inc., an independent book publisher in suburban Naperville, Ill. She has a Bachelor of Science in Journalism (English minor) from the E.W. Scripps School of Journalism at Ohio University and has taken the Advanced Manuscript Editing course at the University of Chicago. SAA received more than 100 résumés for the editorial and production coordinator opening, which was vacated November 23, 2011, when Jenny Schooley left SAA to pursue employment in the financial industry.