

**Society of American Archivists
Publications Board Meeting—Chicago
January 13, 2013**

**Report of the Director of Publishing
Teresa Brinati**

I. Thank You, Peter Wosh!

Since winter 2007, Peter Wosh has served as Publications Editor and chair of the Publications Board. With a focus on quality and revenue generation, Peter ably led SAA's publishing efforts on a variety of fronts. During his six-year tenure, 20 books were published, epublications increased (including the debut of *Campus Case Studies* and *The Interactive Archivist*), and joint opportunities were pursued (e.g., with American Library Association, Neal-Schuman Publishers, and Bentley Historical Library). Perhaps his most important contribution has been positioning SAA to launch a series of ePubs this year after a long and winding road to their development. Throughout his service, Peter engaged the Publications Board, represented the program regionally/nationally whenever the chance arose, found time to write a critically acclaimed book for SAA—*Waldo Gifford Leland and the Origins of the American Archival Profession*—and edit others, all the while displaying a keen sense of humor. For all that and more, thank you, Peter!

II. Revenues

As of December 31, 2012, total revenues exceeded budget by \$14,311 (7.74%). A large order received at the end of July, strong onsite sales at the Annual Meeting, and a mix of marketing efforts have contributed to this significant favorable variance. The net gain of \$35,397.43 exceeds budget by \$14,840.69 (72.19%).

Revenues	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY2013 Projected
	\$505,847	\$536,786	\$500,426	\$434,846	\$408,430	\$371,973	\$406,152

III. Marketing

A. Reviews in the Professional Literature

Review copies of new titles are distributed to 46 outlets. The lag time before a review appears is typically six months to two years. Since June, reviews of SAA books have appeared in *Archival Issues*, *Book News*, *College and Research Libraries*, *NEA Newsletter*, *Journal of Archival Organization*, *Journal of the American Society for Information Science and Technology*, *Journal of the Society of North Carolina Archivists*, *Provenance*, *The American Archivist*, and in international publications such as *Archivaria* (Canada), *Archives and Manuscripts* (Australia), *Ariadne* (U.K.), *Business Archives* (U.K.), and *Sächsisches Archivblatt* (Germany). SAA books are recognized around the globe for quality content.

B. SEO and the Online Bookstore

SAA's database vendor (Impact Solutions) finished custom modifications to MemberMax in November for implementing search engine optimization (SEO) in the online bookstore and other dynamic e-commerce pages (i.e., education catalog) published by the member database. Now when an SAA title is Googled, it shows up in the search.

C. Facebook

SAA has 4,724 Facebook "likers" (up from 3,966 as reported in June). Our first-ever exclusive promo aimed at SAA likers netted 28 sales of *Photographs: Archival Care and Management* at Halloween and another 79 copies at Thanksgiving.

D. Starbucks Promo (via Facebook and Twitter)

A holiday promo was implemented for ten days in December: “Have a drink on SAA. Go to www.archivists.org/bookstore between now and midnight Dec. 21, 2012, place an order for \$50 or more and you will receive an email containing your e-gift card from Starbucks within 48 hours. It’s all a part of SAA’s efforts to keep you *percolating* professionally!” The promo generated 26 new orders.

E. SAA Bookstore in San Diego

The most expansive marketing done each year occurs during the Annual Meeting, and last August in San Diego was no exception. Over the course of three-and-a-quarter days, approximately a month’s worth of publications was sold. The conference continues to be the best place to launch new books, reintroduce titles from recent years, offer deep discounts on those that are long in the tooth, and make copies of the physical inventory available in general. It also provides opportunities to recognize book, journal, and newsletter contributors (“Salute to Authors”) and recruit new ones (“Write Away! Breakfast Forum”).

F. Book-a-Month Mini Catalog/Calendar

The Book-a-Month mini catalog highlighting SAA titles was distributed in the SAA Bookstore during the Annual Meeting in San Diego, then co-mailed to members along with the Sep./Oct. issue of *Archival Outlook*. This is the third year this promo has been done.

G. Outreach to Other Organizations

Throughout 2012, catalogs and customized book promos were distributed at the following regional meetings: Society of Ohio Archivists, Society of Georgia Archivists, MARAC, Society of Rocky Mountain Archivists, Society of Southwest Archivists, Southern Archives Conference, Society of North Carolina Archivists, Society of California Archivists, Society of Florida Archivists, Society of Tennessee Archivists, New England Archivists, Maine Museums and Archives Conference, and at an event at the University of Arizona, School of Information Resources and Library Science.

Internationally, catalogs and/or promotional fliers were distributed at the Archiving 2012 Conference in Copenhagen in June and the International Congress on Archives in Brisbane in August.

A promotion also was conducted via the listserv of the National Association of Independent Schools.

IV. New Output

A. Modules on Archival Arrangement and Description

Set to launch at the end of January is *Trends in Archival Arrangement and Description*, edited with an introduction by Christopher J. Prom and Thomas J. Frusciano. It consists of three modules:

- *Module 1: Standards for Archival Description* by Sibyl Schaefer and Janet M. Bunde. Untangles the history of standards development and provides an overview of descriptive standards that an archives might wish to use. (90pp.)
- *Module 2: Processing Digital Records and Manuscripts* by J. Gordon Daines III. Builds on familiar terminology and models to show how any repository can take practical steps to process born-digital materials and to make them accessible to users. (70pp.)
- *Module 3: Designing Descriptive and Access Systems* by Daniel A. Santamaria. Implementation advice regarding the wide range of tools and software that support specific needs in arranging, describing, and providing access to analog and digital archival materials.(88 pp.)

All three modules are designed to complement Kathleen D. Roe’s *Arranging and Describing Archives and Manuscripts* (SAA, 2005) by providing the profession with timely and essential new information. *Trends in Archival Arrangement and Description* will be available at the end of January in print and electronically. Each module also will be available separately (electronic format only).

B. *Law & Ethics Sampler* compiled with an introduction by L.A. Mix
Available only as a PDF and features the following “sample” of three SAA books: Elena Danielson’s “Case Study: the Cigarette Papers” from *The Ethical Archivist*; Sarah Rowe-Sims, Sandra Boyd, and H. T. Holmes’ “Balancing Privacy and Access: Opening the Mississippi State Sovereignty Commission Records” from *Privacy & Confidentiality Perspectives: Archivists and Archival Records*; and Menzi Behrnd-Klodt’s “Copyright & Related Rights Issues: Permissions, Releases, Music, and Moral Rights” from *Navigating Legal Issues in Archives*.

C. *Resources for Volunteer Programs in Archives*

This free online resource made its debut to much “fanfare” in November. Co-produced by the National Archives and Records Administration and SAA, it introduces the reader to volunteer activities underway in various archives and provides examples of resources, such as volunteer applications, handbooks, emergency contact forms, and volunteer job descriptions. The Archivist of the United States addresses how volunteers help NARA do its job and support professional archivists in his column in the January/February 2013 *Archival Outlook*:

D. *How to Manage Processing in Archives and Special Collections* by P. Hackbart-Dean and E. Slomba
Launched at the Annual Meeting in San Diego last August; as of January 3, 2013, there were only 79 copies in inventory—the initial press run was 500. Sales are meeting expectations.

V. In the Pipeline

A. *Conceptualizing the Archive in a Digital Age* by A. Gilliland

The revised manuscript was approved in December and is in the process of being copyedited. It is projected to be available by this summer.

B. *Women’s Archives Reader* edited by T. Zanish-Belcher

The revised manuscript was approved in December and is in the process of being copyedited. It is projected to be available by this summer.

C. *Exhibits in Archives and Special Collections* by J. Lacher-Feldman

The revised manuscript was approved in January and is in the process of being copyedited. It is projected to be available by this summer.

D. Other Proposed Topics

Potential topics include 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). The Publications Board also looks forward to working with the Committee on Ethics and Professional Conduct on ethics case studies.

VI. Periodicals

Here’s a summary of activity from the preceding calendar year:

A. *The American Archivist*

Approximately 46 people contributed content to volume 75, which was produced during Greg Hunter’s first year as the journal’s editor. The total page count was 600 (plus covers); 3 pages were paid ads plus 1 outside back cover ad. The Fall/Winter 2012 issue was published in November and features ten articles and seven book reviews. The Spring/Summer 2012 issue was published in June and features six articles, the presidential address, the 2011 Theodore Calvin Pease Award-winning paper, a review essay, and six book reviews.

Janet Russell, who indexed *The American Archivist* since 2006, passed away in October. A true professional, what made her such an ideal fit for the journal (and some of our books) was her exacting nature, high standards, and background in library science.

The American Archivist Reviews Portal was revamped in December. Peruse web-only reviews or contribute one of your own! Check out the recently updated “Resources and Tools” section, which highlights a list of websites useful for archivists working with digital archival materials; or contribute to the conversation by posting a comment to the site (see <http://www2.archivists.org/american-archivist-reviews>).

B. Archival Outlook

Approximately 89 people contributed content to six issues of the newsletter. The total page count was 208 (includes covers); a whopping 37.75 pages were paid ads! For the second year in a row, the newsletter received an APEX Award for Publication Excellence, given by Communications Concepts for Best Practices in Print, Web, and Publishing.

C. In the Loop

The every-other-Tuesday e-blast regularly includes three paid ads in each issue.

VII. Miscellaneous

A. Glossary Working Group

As the staff liaison to this group, I have participated in twice-monthly conference calls; set up a microsite on Drupal; and worked with the vendor on a staging site in Drupal for the *Glossary* that the group will use as a “sandbox” to work on revisions and additions before going public.

B. 2013 Media Kit (http://www2.archivists.org/sites/all/files/Media%20Kit-2013_FINAL.pdf)

Every single advertising and sponsorship opportunity within SAA—from the Annual Meeting to workshops, from periodicals to the website—is now aggregated in a single reference.

C. Association Media and Publishing (<http://snaponline.org/>)

I organized an hour-long session—“The Role of Publications in an Association”—for the Association Media and Publishing annual conference in Chicago in November. Session presenters were ALA President Maureen Sullivan, ARMA Director of Publications Vicki Wiler, and SAA Executive Director Nancy Beaumont. I also organized a half-day panel discussion in December on “The Hybrid Approach to Book Publishing: Blending Print and e-Book Strategies” with panelists from the American Dental Association, American Academy of Pediatrics, and Honor Society of Nursing.

D. *I Found It In The Archives!* and American Archives Month

The 2012–2013 P.R. kit for the contest, as well as evergreen resources for American Archives Month, are available at <http://www2.archivists.org/initiatives/american-archives-month>. We are working on a “Junior Edition” of *I Found It In The Archives!* for junior high and high school students.

E. Election 2013

Info about the slate of candidates is available at <http://www2.archivists.org/governance/election/2013>. The online ballot will be administered by VoteNet Solutions from March 15 through April 15. This is the fifth year SAA is using VoteNet Solutions.

F. 2012 SAA Research Forum

Available content (e.g., presenter bios, abstracts, slides, and posters) has been posted at <http://www2.archivists.org/proceedings/research-forum/2012>. The peer-reviewed research papers are in progress and should be posted within the next couple of months.

G. Welcome Aboard, Chris Prom!

The four-month search for a Publications Editor/Publications Board Chair came to a successful conclusion in November 2012 when Christopher Prom, assistant university archivist and associate professor of library administration at the University of Illinois, Urbana-Champaign, was appointed Publications Editor by the Council. His three-year term officially begins February 28, 2013. Chris is plenty familiar with the SAA publishing program. He co-edited the first three modules—*Trends in Archival Arrangement and Description*—which will debut this month, co-edited *College and University Archives: Readings in Theory and Practice* (SAA, 2008), and has contributed articles to and served on *The American Archivist* Editorial Board. Welcome aboard, Chris!