

**Society of American Archivists
Publications Board Meeting
January 29–31, 2017
Chicago**

**Publishing Program Overview: August 2016–January 2017
(Prepared by Teresa Brinati and Abigail Christian)**

I. BOOK REVENUES

A. FY 2017

A couple of rays of light—August revenues exceeded expectations as did December revenues. Sales in these months were due in large part to the following factors:

- A successful Annual Meeting in Atlanta that featured two new volumes in the series Trends in Archives Practice, both of which sold out onsite: *Teaching with Primary Sources (Modules 9–11)* and *Digital Preservation Essentials (Modules 12–13)*;
- An association-wide promo extending Annual Meeting discounts for two weeks after the meeting.
- The respective starts of the fall and winter semesters (books are still used in *some* classrooms);
- The summer launch of the inaugural “One Book, One Profession” initiative (archivists.org/one-book-one-profession);
- An order by Harvard University for 125 copies of *Archives in Libraries* (courtesy of University Archivist Megan Sniffin-Marinoff);
- Publication in October of another volume in the series Trends in Archives Practice: *Appraisal and Acquisition Strategies (Modules 14–16)*; and
- The SAA Holiday Book Sale, which ran from Nov. 22 to Dec. 22, featured 20 titles, generated 250+ orders and nearly \$20,000 in revenue!

Even so, book sales are not meeting budget goals for the fiscal year. As of November close, total income generated was \$80,643.42. Revenues fell short of last year and budget by \$1,202 (1.27%) and \$27,975 (22.55%), respectively, resulting in a net loss of \$19,613. This loss is better than last year by \$646 (3.19%) and missed budget by \$8,400 (74.92%). Expenses were \$19,574 (14.47%) lower than budget.

B. Annual Trends

[June 2017 budgeted revenue: \$253,688]	
July 2015 (\$220,049) to June 2016 (\$197,122)	10.4% decrease
July 2014 (\$286,636) to June 2015 (\$220,049)	23.2% decrease
July 2013 (\$320,247) to June 2014 (\$286,636)	10.5% decrease
July 2012 (\$371,974) to June 2013 (\$320,247)	13.91% decrease
July 2011 (\$408,430) to June 2012 (\$371,974)	8.93% decrease

II. MARKETING

A. American Library Association

In 2009 SAA entered into a distribution agreement with the American Library Association. Since then ALA has distributed 14 SAA titles, generating thousands of dollars in royalties. In the past three years ALA has not added a single SAA title to its catalog, in large part due to turnover at the helm of the publishing operation. This fall with Chris Prom’s assistance, SAA reestablished contact with ALA and its

new publishing leadership team. ALA is adopting the following SAA titles for distribution in 2017 and offers insightful comments on why:

- *Archives in Libraries* (2015). “This is \$69.95 on the SAA store, which is right around what we would charge for something like this, and we do very well with books on the archives-libraries intersection.”
- *Conceptualizing 21st-Century Archives* (2014). “\$69.95, right price for our market. Anne Gilliland is a huge name in LAM and cultural heritage.”
- *Through the Archival Looking Glass: A Reader on Diversity and Inclusion* (2014). “Right price, \$69.95. Social justice is of great interest to LIS professionals, academics, and students.”
- *Exhibits in Archives and Special Collections Libraries* (2013). “\$69.95. Lots of interest in the library world in promoting special collections to the public.”
- *Perspectives on Women’s Archives* (2013). “\$69.95. Social justice.”

ALA added: “*Digital Preservation Essentials* looks top-notch, too, and we don’t have a current offering on the subject. I wonder what we could do to make the module format clear for our readership—maybe in our marketing copy? I would like to speak with you further about the module approach.”

The conversation continues and we’ll keep you in the loop on developments.

B. Online Bookstore

This fall, the website redesign was implemented in the bookstore pages (see archivists.org/bookstore.) Our favorite element on the splash page is the “Did you know . . .” message in the upper-right corner☺ In addition, Pubs Board Intern Anna Trammel is harvesting blurbs from reviews of SAA books in the professional literature in the last three years so that we can add them to the product listings and enhance our street cred.

C. Archives Short Fiction Contest

The second annual contest sponsored by the Publications Board was launched this summer and closed on October 31. It was a splendid success again! There were 33 entries, which is only one shy of last year. Stories had to feature an archives, an archivist, or archival materials, and could be up to 3,000 words in length. The winning entry was “Family Stories” by Marcella Huggard (who, coincidentally, is also the author of a Government Records Case Study published by the Publications Board earlier in 2016). There were three honorable mentions: “The Backlog” by Christine Borne, “The Tell-Tale Diary” by Susan J. Illis, and “Night Memory” by Jona Whipple. All entries went through a blind review by a jury consisting of Bruce Bruemmer (Cargill Incorporated), Caryn Radick (Rutgers University), and Arlene Schmuland (University of Alaska, Anchorage). Huggard received a prize of \$250 plus publication in *Archival Outlook* and on the SAA website, the latter of which also included the honorable mentions. Check ‘em out at <http://www2.archivists.org/node/21324>.

D. One Book, One Profession: *Teaching with Primary Sources*

This Publications Board-sponsored reading initiative launched in the summer (archivists.org/one-book-one-profession). We are aware of at least three book club/discussions that have used this book. The latest is this month in NYC—Pubs Board member Nicole Milano may be able to let us know how that discussion fared. The book was also featured at the second “Unconference for Teaching with Primary Sources” in Atlanta in August (copies raffled off as prizes).

E. Regionals

Fourteen regional groups responded to our invitation via the RAAC listserv to send promo materials for their fall meetings: New Hampshire Archives Group, Society of Ohio Archivists, Louisiana Archives and

Manuscripts Association, Society of Rocky Mountain Archivists, Midwest Archives Conference Fall Symposium, Chicago Open Archives Tour, Society of Georgia Archivists and the Society of Florida Archivists joint annual meeting, Association of Maine Archives & Museums, Association of St. Louis Area Archivists, Society of Alabama Archivists, Society of Indiana Archivists, Miami Valley Archives Roundtable, Greater New Orleans Archivists, Los Angeles Archivists Collective, and Archivists of the Houston Area.

F. Where to Find Out-of-Print SAA Books

SAA has fielded several requests to make it easier on the website to access out-of-print publications from the SAA catalog in the HathiTrust Digital Library. In the fall Publications Board intern Anna Trammell put together a list of 75 books with links to the full-text. See <http://www2.archivists.org/publications/freepublications/SAA-Books-in-HathiTrust>.

G. Recent Reviews of SAA books

- *The American Archivist* (Fall/Winter 2016) reviewed *Archives in Libraries* (SAA, 2015) and *Digital Preservation Essentials* (SAA, 2015).
- *Archives and Records UK* (Autumn 2016) reviewed *Archives in Libraries* (SAA, 2015) and *EAD3* (SAA 2015).
- *NEA Newsletter* (October 2016) reviewed *Archives in Libraries* (SAA, 2015).
- *ProtoView Preprints* (October 2016) reviewed *Teaching with Primary Sources* (SAA, 2016) and *Digital Preservation Essentials* (SAA, 2016).
- *American Reference Books International* (June 2016) reviewed *Module 8: Becoming a Trusted Digital Repository* (SAA, 2015).

III. PERIODICALS

A. *The American Archivist*

- Editorial Board intern Dana Bronson compiled links to all presidential addresses published in the journal. This “collection” of articles was posted to the SAA website this fall at <http://www2.archivists.org/history/leaders/presidential-addresses>. Hail to the chiefs!
- Bronson is now working on providing access points for the journal’s “dark content” found in generic sections such as “Front Matter,” “Shorter Features,” “News Notes,” and “Additional Matter.” This data will then be shared with Allen Press so that the table of contents for issues can be updated accordingly.
- The Allen Press implementation, which began in January 2015, is in the third and final phase—the installation of PeerTrack, a system unifying submission, tracking, review, and editing of manuscripts. The submission website went live in September and has already snagged new submissions.
- Most viewed PDFs from *AmericanArchivist.org* for calendar year 2016:
 - “Being Assumed Not to Be: A Critique of Whiteness as an Archival Imperative” by Mario H. Ramirez, Fall/Winter 2015, 78:2 (605 views)
 - “Appraisal as Cartography: Cultural Studies in the Archives” by Kit Hughes, Spring/Summer 2014, 77:1 (409 views)
 - “To Suddenly Discover Yourself Existing”: Uncovering the Impact of Community Archives” by Michelle Caswell, Marika Cifor, and Mario H. Ramirez, Spring/Summer 2016, 79:1 (391 views)
 - “Toward More Honest Description” by Jennifer Douglas, Spring/Summer 2016, Vol. 79 (350 views)
 - “A Critique of Social Justice as an Archival Imperative: What Is It We're Doing That's All That Important?” by Mark Greene, Fall/Winter, Vol. 76 (348 views)

- Editor Greg Hunter is in the victory lap of his second term at the helm of *The American Archivist*. SAA recently initiated a search for his successor. For more info: <http://www2.archivists.org/news/2017/become-the-next-editor-of-the-american-archivist>.

B. Archival Outlook

- The entire run of *Archival Outlook/SAA Newsletter* is now available online. The website featured issues from 2004 to date, but nothing from the publication’s inception in 1973 through 2003. In July, Backstage Library Works (an Annual Meeting exhibitor) completed digitization of those 180 issues. The fully searchable issues were posted to the website in September at <http://www2.archivists.org/archival-outlook/back-issues>. The digitization project is one of the final pieces from the Communications Task Force recommendations.
- The digital edition averages nearly 3,200 visits per issue. The most clicked on articles in 2016 were:
 - “Intrepid Archivists: Mapping the Below-Deck Spaces of a World War II-Era Aircraft Carrier” by Katherine Meyers and Ann Stegina (July/Aug 2016);
 - “President’s Message: Rethinking Hiring Practices” by Dennis Meissner (May/June 2016);
 - “Out of the Archives and into the Classroom” by Julie Thomas (Jan/Feb 2016);
 - “Studs Terkel Radio Archives” by Allison Schein and Grace Radkins (May/June 2016); and
 - “Going The Distance: Managing Interns from Around the Country” by Pamela Pierce (Nov/Dec 2016).

C. In the Loop

The number of subscribers to the every-other-weekly e-newsletter is 10,343 (up from 8,931 in January 2016). The open rate average is 21.4% (the industry average rate is 22.3%), with a click rate averaging 8.4% (well above the industry average of 2.3%).

D. Social Media – #AskAnArchivist Day on Oct. 5

Thanks to Council member Bert Lyons and SAA staffer Matt Black for gathering data on the annual #AskAnArchivist Day advocacy initiative in October. Here’s some quick number crunching that demonstrates healthy growth each year:

Year	Unique Users	Total Tweets	Tweets per User
10/30/2014	1,949	6,065	3.1
10/01/2015	3,184	7,845	2.5
10/05/2016	3,742	10,005	2.7

E. Advertising

Last April we began working with Naylor Association Solutions on ad sales for the new SAA website and in the e-newsletter *In the Loop*. Naylor has found and partnered with several new advertisers. To date this fiscal year, royalty checks totaling \$6,700 have been received, which represents 40% of anticipated revenue for this line item in the budget. **When you get *In the Loop* and visit the SAA website, PLZ click on all ads!!!** We want our advertisers to continue to support SAA and one of the metrics used is the number of clicks that the ads receive.

IV. DICTIONARY WORKING GROUP

- All of the terms from the 2005 *Glossary* along with updates and keyword tags have been uploaded to the new IDM Innovates software system, which facilitates collaborative editing of the forthcoming *Dictionary of Archives Terminology*.
- There are now more than 1,300 subscribers to Word of the Week, the e-blast launched in July 2014 introducing new or updating existing archives terminology. The open rate averages 36.4% (the industry average is 22.3%).

V. MISCELLANEOUS

A. Hurray for more than 130 unique voices!

SAA's publications program provides opportunities for new and returning voices to publish. In calendar year 2016, more than 130 members contributed content to books (Trends in Archives Practice), *The American Archivist* (research and other article types, plus book and resource reviews), *Archival Outlook* (articles, columns, and departments), and Case Studies (Government Records Section and Diversity Committee). Thank you, SAA members!

B. Spreading the Word in the Association Community

SAA member Elise Dunham, data curation specialist in the Research Data Service at the University of Illinois at Urbana-Champaign, was the featured expert in the article "A Little Advice about Big Data" in the September 2016 issue of *Forum*, the magazine for association professionals (see http://www.associationforum-digital.com/associationforum/september_2016?pg=30#pg30).

C. ARLIS/NA Conference in February

The Art Libraries Society of North America, one of SAA's longstanding affiliate organizations, has organized a "President's Choice" panel for its conference in New Orleans in February regarding the changing role that publishing—specifically Open Access publishing—plays in professional societies. Teresa Brinati will be on the panel along with Irene Herold of the Association of College and Research Libraries, Gail Feigenbaum of the College Art Association, and Daniel Payne of OCAD University and chair of the ARLIS/NA Open Access Task Force.