

**Society of American Archivists  
Publications Board Meeting  
February 8–10, 2015  
Chicago**

**Publishing Program Overview  
July 2014 – January 2015  
(Prepared by Teresa Brinati)**

**I. BOOKS | MODULES | CASE STUDIES | BROCHURES**

**A. Revenue History** (financial reports to be provided onsite during the meeting)

<b>FY 2007</b>	<b>FY 2008</b>	<b>FY 2009</b>	<b>FY 2010</b>	<b>FY 2011</b>	<b>FY 2012</b>	<b>FY2013</b>	<b>FY 2014</b>	<b>FY2015 Projected</b>
\$505,847	\$536,786	\$500,426	\$434,846	\$408,430	\$371,973	\$320,247	\$268,377	\$255,024

**B. Publishing Agreements**

The publishing agreements currently used by SAA for book and module publishing are under review by Menzi Behrnd-Klodt (attorney, archivist, and SAA author!). The templates for the “contracts” and “letters of intent” have been in place since 2009. Behrnd-Klodt is updating the agreements and will provide revised templates for the following: author of a monograph, co-authors of a monograph, editor of a monograph, co-editors of a monograph, chapter contributor to a monograph, author of a module, co-authors of a module, and editor of a module. Due date for templates is February 2015.

**C. Project Status**

See report at [http://www2.archivists.org/sites/all/files/ProjectStatus-02-04-15\\_0.pdf](http://www2.archivists.org/sites/all/files/ProjectStatus-02-04-15_0.pdf)

**D. Marketing**

**i. 2015 Media Kit**

Designed by Anne Hartman, it was distributed to current/prospective advertisers, annual meeting exhibitors, and workshop sponsors in November/December.

**ii. Reviews of Books in the Professional Literature**

- *Perspectives on Women’s Archives* (SAA, 2013) in *Information & Culture: A Journal of History* (Sept. 2014), *Archives & Manuscripts* (July 2014), *Journal of Archival Organization* (2013), *The American Archivist* (Fall/Winter 2014), *Archival Issues* 36 (2014)
- *Through the Archival Looking Glass: A Reader on Diversity and Inclusion* (SAA, 2014) in *Journal of the Society of North Carolina Archivists* (Fall 2014), *Journal of Western Archives* (5:1, 2014)
- *Exhibits in Archives and Special Collections* (SAA, 2013) in *NEA News* (July 2014), *Archival Issues* 36 (2014)
- *The Lone Arranger: Succeeding in a Small Repository* (SAA, 2012) in *Catholic Library World* (June 2014)

**iii. Book Promos**

- Regional Meetings this Fall: Conference of Intermountain Archivists, Society of Rocky Mountain Archivists, Society of Indiana Archivists, Society of Ohio Archivists, Society of

Tennessee Archivists, Society of Mississippi Archivists, Louisiana Archives and Manuscripts Assn., Kentucky Council on Archives, Society of Georgia Archivists, Archivists Round Table of Metropolitan NY, Mid-Atlantic Regional Archives Conference, New Hampshire Archives Group, Society of Alabama Archivists, South Carolina Archival Association, New England Archivists

- Association of Canadian Archivists: “Member Draw” prize (SAA books)
- Ohio Historical Society: “I Found It In The Archives” prize (SAA books)

#### iv. Within SAA

- Pre-publication promo for *Rights in the Digital Era* (Dec./Jan.) bundling soft cover and e-copy.
- Seasonal promo: “Twelve Days of Merry and Bright” (Dec. 3–15) promoting a dozen titles.
- Publications used in or promoted at 60+ SAA Continuing Education offerings from July through January.
- House ads in *In the Loop*, *Archival Outlook*, and *American Archivist*.
- Student Chapters and SNAP
- Archives and Archivists of Color Roundtable: Twitter Banner Contest prize (SAA book)

## II. PERIODICALS

### A. *The American Archivist*

Big news! SAA signed a contract in January with Allen Press to support:

- hosting of all legacy and future online journal content;
- submission, tracking, review, and editing of manuscripts for the journal (NEW!);
- production of the online version of the journal in dual formats (PDF and HTML);
- maintenance of article-by-article embargo on new content for SAA members and subscribers;
- early delivery of individual articles to members and subscribers (NEW!);
- optimization of available content for reading on mobile devices (NEW!); and
- printing and distribution of the print edition of the journal.

A phased -implementation schedule is in process. Allen Press replaces MetaPress, the hosting service since 2007 for *The American Archivist Online*. MetaPress terminated its contract with SAA and other publishers last year. There will be no interruption of service during the transition. Allen Press also will take over printing and layout services provided by two other vendors.

The Working Group that investigated and recommended this solution was chaired by Paul Conway (who was co-chair of the journal’s 2007 online publication investigation) and consisted of Amy Cooper Cary (Reviews Editor), Brad Houston (SAA Archives), Bethany Anderson (Publications Board), and me. The Working Group developed a list of requirements for a new vendor, identified sixteen potential vendors, and prepared an RFP that was mailed to those vendors in August. During the SAA Annual Meeting in DC, the Working Group and Editorial Board met jointly to discuss progress. The Working Group then reviewed responses received from seven vendors and made a recommendation to the Editorial Board in November.

### B. *Archival Outlook*

Two new opportunities for paid advertising will debut in 2015: 1) premium outside back cover placement, and 2) in the digital edition, “presentation page” placement, which is opposite the front cover. Any takers?

### C. *In the Loop*

The biweekly e-blast is enjoying its largest circulation yet: 7,563 subscribers as of January 21. Open rates have tipped 29% (that's the percentage of membership who open the email), while the click rates have hovered at 12.5% (the percentage of readers who click on a link in the email). According to MailChimp (the service used to send the e-blast), the nonprofit industry average for open rates is 23.5%. *In the Loop* continues to be above average!

## III. DICTIONARY OF ARCHIVES TERMINOLOGY (DAT)

Engaging the professional community in the identification and development of new terminology and the review of existing terms continues to be the chief focus of the Dictionary Working Group, which is building the new *Dictionary of Archives Terminology* (its basis is the 2005 *Glossary*). Existing terms are being reviewed and an ambitious reading program has been implemented to identify new terminology. Social (#SAA words) and other media also are being used in this effort. A weekly e-blast, "Word of the Week," was launched on July 23, 2014, to introduce new terms and definitions as well as solicit feedback. It now has more than 900 subscribers, with open rates topping 50% for some terms (e.g., catablog, MODS). The working group hopes that a new *Dictionary* is available in late 2015, but the product is dependent on implementing a collaborative editing + publishing platform. A potential solution has been identified and will be explored further. The working group met in Chicago last weekend (Jan. 30–Feb. 1).

## IV. MISCELLANEOUS

### A. Committee on Public Awareness (COPA)

In keeping with President Roe's "Year of Living Dangerously for Archives" and SAA's strategic priorities, COPA implemented a first-ever #AskAnArchivist Day on October 30. Archivists around the country took to Twitter to answer questions about any and all things archives. This day-long event was designed to encourage the public to connect directly with archivists in their communities. At the end of the day, more than 2,000 participants had contributed 6,000+ Tweets. Highlights have been compiled in [Storify](#).

### B. Awards

Do you know of an individual or organization that has made an outstanding contribution to the archives profession? Or promoted greater public awareness of archives? Have you published a groundbreaking book, written an outstanding article, or developed an innovative finding aid? SAA offers a variety of opportunities for professional recognition and financial assistance through the naming of Fellows, an awards competition, and scholarships. Nominate a deserving colleague—or yourself—by Feb. 28!!!

### C. Professional Activity

- **Association Media and Publishing**

In September, organized a morning-long educational session, "Got Data? How to Use Big Data to Drive Content and Publishing Decisions," which featured panelists from the Society for Vascular Surgery, Society of Critical Care Medicine, and Association Management Center.

- **Association Forum of Chicagoland**

As co-chair of the Book Publishers group, co-organized a brown bag lunch session in October, "Mistakes Were Made: 'Oops' Moments and How to Maintain Organizational Effectiveness," which featured as a presenter SAA member Kate Elgayeva, archivist and assessment director at The Chicago School of Professional Psychology who is completing her dissertation on organizational development. In December, co-organized "Time to Get Social! Tapping into the Power of Facebook, Twitter & Other Social Media Outlets," which featured speakers from Morningstar and the American Health Information Management Association.