

Date: January 2016

Name of Section/Roundtable: Business Archives Section

Officers:

- Chair: Bill Jackson
- Vice Chair/Chair Elect: Jamie Martin
- Immediate Past Chair: Jamal Booker
- Secretary: Shaun Kirkpatrick
- Editor: Sarah Wagner
- Vice Editor: Angelique Richardson
- Member-at-large: Tracey Panek

Report from annual meeting:

- Number of attendees: 91
- Election results:
 - Vice Chair/Chair Elect: Jamie Martin
 - Secretary: Shaun Kirkpatrick
 - Vice Content Editor: Angelique Richardson
 - Member-at-large: Tracey Panek
- Summary of meeting activities:
- Annual Meeting Minutes for August 21, 2015, are attached.

Completed projects/activities:

The topic of the 2015 Business Archives Section Colloquium at the 2015 SAA Annual Meeting in Cleveland was Gamification of Archives. With great assistance from Amy Stevenson at Microsoft, Ross Smith (principal Director of Engineering on Microsoft's Skype team) led 70 attendees in a lively and interactive session. Smith's career has included involvement in the use of games as a means of educating, outreach and engaging professionals with their audiences. It was not strictly limited to technological avenues of communication. A few of the included topics covered the ways people engage games, whether it is competing with each other, trying to top their own previous efforts or simply using their own knowledge (as with trivia contests, etc.). Group exercises led to ideas for "gamifying" archival work to more actively engage our organizations and audiences. Some efforts might include "games" that convince records creators to seek possible archival transfers. Others included games in which company employees or private enthusiasts of our collections might help with identifying unknown elements of a photo or artifact. For some, these have been known methods to work in helping business archivists do their work; when people feel more a part of the processes we employ, they are more likely to increase their participation. Informal feedback from BAS attendees was entirely positive. The BAS thanks Amy and Ross for their efforts.

Bylaws were revised for the positions of content editor, member-at-large, and immediate past chair. Other revisions included elimination of reference to the long-dormant "content committee," and other minor changes.

The always-popular "Establishing a Business Archives" workshop was offered in June, led by Bruce

Bruemmer and Phil Mooney and hosted by the P&G Archives in Cincinnati.

Ongoing projects/activities:

For the second straight year, there was a strong effort to get BAS members to draft and submit session proposals for the next annual meeting (2016 in Atlanta). Last year, Paul Lasewicz offered help to anyone in either crafting a session or finding speakers. As a result, five sessions with business archivists were part of the 2015 Annual Meeting in Cleveland. Lasewicz again offered to lead the effort this year. However, no known proposals were submitted for the 2016 meeting. Through mostly informal feedback, the general challenge proved to be finding speakers who could commit to participate.

The framework for a BAS Advocacy Committee was developed in February. Bylaws proposed in August would assign oversight for the committee to the immediate past chair.

In May, BAS content editors unveiled a new monthly e-newsletter via MailChimp, with positive feedback. This represents the most visually impressive BAS newsletter since the PDF-based format ceased distribution in 2011.

New projects/activities:

Editor Sarah Wagner offered to begin adding a Business Archives Spotlight in the Section newsletter. The first two, published in the October and November newsletters, focused on the corporate archives of ACE Group (Philadelphia) and Levi Strauss & Co. (San Francisco).

Questions/concerns for Council attention:

Some business archivists reached out to Bill Jackson following the statement from SAA about the Trans Pacific Partnership Agreement. There was a concern that the BAS was not contacted for input at any time. In the past, SAA has at times addressed such issues without fully considering the perspective of business archivists. While no specific points were contested by any members of the steering committee or other BAS members, Rachel Vagts and Tanya Zanish-Belcher of the Intellectual Property Working Group had offered us the opportunity to respond. Jackson merely made them aware that it should be entered in the Council Record that the BAS was not included in the process of drafting the statement.

Respectfully Submitted,
Bill Jackson, BAS Chair

**2015 SAA Business Archives Section (BAS)
Annual Business Meeting**

Friday, August 21, 2015, 1 p.m.
Cleveland Convention Center
Cleveland, Ohio

Chair Jamal Booker welcomed the group. Introductions took place among present members and attendees.

Jamal Booker provided an overview of business archives activities in 2015. He reported that the BAS microsite is the most popular of all SAA microsites, and that the *Business Age* article on corporate archives (published earlier this year) increased site traffic by 115%. He noted the new format for BAS newsletters and messages from the steering committee, and encouraged sharing the newsletter with members' management. He recognized the BAS's better representation in SAA sessions this year. He thanked Amy Stevenson and Ross Smith for this year's Colloquium, and called for help for next year's event. Finally, he noted that Twitter was added to the BAS's social media presence this year.

Bill Jackson provided the election results (only the offices in italics were elected in this year's election):

- Chair: Bill Jackson
- *Vice Chair/Chair Elect: Jamie Martin*
- Immediate Past Chair: Jamal Booker
- *Secretary: Shaun Kirkpatrick*
- Editor: Sarah Wagner
- *Vice Editor: Angelique Richardson*
- *Member-at-large: Tracey Panek*

Greg McCoy provided an update on the Directory of Corporate Archives, encouraging members to send changes (even if just a new social media site) to bascontent@gmail.com. He also called for newsletter content. He reported that due to privacy rights, SAA turned off the ability to get e-mail, and suggested that if members were not receiving BAS e-mail they could follow the link posted on the BAS home page and elect to get it. Finally, he encouraged members to subscribe to our social media sites (Twitter, Facebook, etc.).

Becky Tousey provided an update on the SAA Foundation, a newly formed 501c3 to give money to archival projects in a way SAA cannot do. She encouraged members to think about it for their contributions.

Paul Lasewicz renewed his call for session proposals for 2016, reminding members that BAS had great participation for this year, but no proposals in the previous year. Several members provided immediate ideas or proposals:

- Scott Grimwood mentioned the plenary and Dennis Meissner's need to think about our role in world, to start measuring community impact.
- Jennifer Johnson brought up business as an undocumented community (corporate archives are an anomaly), although repositories such as Duke, Harvard, and the Minnesota Historical

Society document businesses. She suggested bringing in other professionals, with actual statistics and studies. How do we encourage SAA to notice BAS more?

- Sarah Wagner – How do you deal with non-document collections that you are now responsible for (product containers, etc.)? Linda Edgerly indicated that there is plenty of knowledge within BAS and with many other archivists. Lisa Schell (Allied Vaughn) suggested that the challenge is what do you do with your DAM system (possibilities, enterprise wide, etc.)? How can archivists influence development, or deal with getting stuck in one you didn't develop?
- Eric Chin – From NBC Universal's experience moving their storage facility: a session on the challenges, risks, and pitfalls of moving.
- An unknown member – Community campaigns: What were the results? Some things work, some don't. SC Johnson, for example, has active tour program.

Margery Sly reported on the work of the Technical Subcommittee on Guidelines for Reappraisal and Deaccessioning. SAA passed the current standard in 2012, but it is always being re-evaluated. She suggested that the guidelines can be a good tool to take to management. The subcommittee would like BAS feedback: Are the guidelines easily understood? Can we add experience? They are also looking for case studies for those who did it. Feedback is due by December 15.

Several members led a panel discussion on the Archives Leadership Institute:

- Scott Grimwood did it in 2009. He called it an excellent opportunity to interact with colleagues, including socially. It helped take down barriers, and has a great amount of value, but it can be tough to get a week out of one's schedule.
- Jennifer Johnson attended in 2011, and mentioned others who attended. You get to know your colleagues better, she said, and indicated that ALI is trying to be diverse, wants people like us. Good coverage on presenting a business case.
- Jennifer read a statement from Jamie Martin, who did it in 2013 and came away with great ideas. She was the only business archivist in the cohort, and spent a fair amount of time educating what was done in our world.
- Jessica Farrell (McDonald's) just did it this year. ALI reenergizes you, she said; you get to know yourself better. She advised that the application is very, very long: start early.
- Another member offered that ALI is full of great ideas and inspiration, such as how to address feelings of not being heard at work (e.g., born-digital collection policies).
- Jennifer Johnson asked Rachel Vagts what they look for in a candidate. Rachel said they are looking for aspiration. ALI is great if you are feeling stuck, or you are new and want to get in a new role, etc. Rachel says it is very competitive, but please keep applying. The steering committee consists of six people, who choose the candidates with metrics and a score. Feedback is written. Committee really wants to understand why applicant wants to be there.
- A BAS member said it does not end with the week. You have a mentor, and support.
- Rachel Vagts mentioned they are moving through a new grant cycle, and are now also doing a self-funded alumni event.

Rachel Vagts also described the practicum project that applicants are required to propose in the application (it is now part of the grant metric). As one example, Jessica Farrell is working on acquiring born-digital materials within the company and making relationships.

- Bill J. asked, what if your leadership is apathetic about you going to ALI? Scott Grimwood replied that he got good support. Jessica Farrell reported a bit of apathy, but there was support.

- Rachel noted that ALI has tried to create spaces within the day for attendees to connect with their day jobs.
- Jessica suggested that the ALI had a retreat kind of feel in Decorah, Iowa. (Upcoming year will be in Berea, Kentucky.)

Jamal Booker reported on proposed bylaws changes (see attachment). He also reminded members that SAA is changing the affinity group structure. Rachel Vagts provided updates, but indicated that it won't affect our bylaws changes very much. She noted that the proposed changes will be part of the online election. The current proposal to make changes to the affinity groups (sections and roundtables) is intended to streamline the process and make leadership more transparent. The proposal is out for comment to membership until Dec. 1. If affinity group membership drops below 4% of SAA membership (about 6,200), you have one year to improve it. It is not intended to get rid of groups, she said; if you want to be a virtual group, you can do it.

Jamal Booker introduced Bill Jackson for comments from the incoming BAS chair. Bill briefly addressed the group. He thanked Amy Stevenson and Ross Smith for their colloquium help and asked that the BAS keeps moving out of our comfort zone from time to time. He also thanked the BAS steering committee for their patience and help and gave free Harley-Davidson motorcycles to Greg McCoy and Jamal Booker.

The meeting was opened for other comments:

- Amy Stevenson reminded the group that Ross Smith reminded us to not hesitate to ask him for help.
- Lee Leumas, on executive board for ICA, reminded BAS that the next ICA Congress is in September in Seoul, Korea.
- Linda Edgerly asked, do we need someone from BAS to run for SAA leadership? We can be visible in this association. She observed that only two members serve on council. It's time to get business archivists on council. Elizabeth Adkins endorsed this, as did Jenny Johnson and Scott Grimwood.

The meeting adjourned.

Attachment to Annual Business Meeting Minutes:
“Outdated Bylaws” document distributed at meeting

Outdated Bylaws

- Content Editor – currently: calls for “content committee”, mentions “Section Newsletter” and “regional editor volunteers”
 - Proposal: responsible for “preparing, publishing, soliciting and moderating content for BAS newsletters and online presences”
- Past Chair – currently: “provides continuity for the section”
 - Proposal: Head up Advocacy Committee (to advocate on behalf of Section membership)
 - Serve as primary liaison on Advocacy Toolkit
 - New Archives Starting Up
- Member-At-Large – currently “serve a one year term”
 - Proposal: Outreach to Students/Education groups, Assist with Colloquium and Mixer Planning