

Date: January 8, 2015

Name of Section/Roundtable: Business Archives Section

Officers:

- Chair: Jamal Booker
- Vice Chair/Chair Elect: Bill Jackson
- Immediate Past Chair: Steve Hausfeld
- Secretary: Elizabeth Spatz
- Editor: Greg McCoy
- Vice Editor: Sarah Wagner
- Member-at-large: Jennifer Steinhardt

Report from annual meeting:

- Number of attendees: 70
- Election results:
 - Vice Chair/Chair Elect: Bill Jackson
 - Secretary: Elizabeth Spatz
 - Vice Content Editor: Sarah Wagner
 - Member-at-large: Jennifer Steinhardt
- Summary of meeting activities:
 - Annual Meeting Minutes for August 15, 2014, are attached.

Completed projects/activities:

Our theme for the Business Archives Section Colloquium at 2014's Annual Meeting was "Advocacy in Business Archives". We decided to focus on this topic in light of the surprising decision by Target Corporation to let go of its Archives staff last year. We discussed and covered ways to advocate for ourselves as Archivists to leadership and associates within our broader institutions. We also hosted a panel discussion on the topic, "External Perspectives in Business Archives", in which Leah Rogers, a Marketing Executive at Nationwide Insurance, Natalie Zmuda, Deputy Managing Editor for Advertising Age Magazine and Richard Gomes, Corporate Knowledge Officer and Director of Culture at Citigroup discussed the value of Corporate Archives from their respective areas of expertise. The conversation was moderated by our own Jackie Reid Wachholz, Director, John W. Hartman Center for Sales, Advertising & Marketing History at Duke University. One of our panelists, journalist Natalie Zmuda, wrote a positive story in Advertising Age that highlights the unique ways Archives enhance the marketing and communications for major brands and the best practice sharing that takes place among corporate archivists. The article can be viewed at the following link: <http://ow.ly/BIS1L>.

Ongoing projects/activities:

We asked our entire membership to review their organization's information on the Business Archives Section Directory on the microsite. This had not been updated in quite some time. In addition to the standard information (name, contact information, website url, etc.), this year we also asked that they provide us with their organization's social media handles, pages, names, etc. so that we could promote our activities in social media and also hopefully learn best social media practices as well.

New projects/activities:

We are in the process of exploring Colloquium topics for 2015's Annual Meeting in Cleveland. The leading potential topic at this point is: "Gamifying" your collections.

Initiatives associated with the 2014-2018 Strategic Plan:

GOAL 1: ADVOCATING FOR ARCHIVISTS AND ARCHIVES

- The BAS Steering Committee introduced our first version of the "Advocating for Business Archives Toolkit" at our Colloquium, which is available on the Business Archives Section microsite. We shared the toolkit as part of our Colloquium. The intent of the page is to provide Business Archives Section (BAS) members with a resource center to allow development of individualized advocacy plans to avert future issues, and if necessary to successfully "win the day". There is a wealth of advocacy information available, a starting place for members to develop their own policies. Materials listed and provided are not endorsed by BAS, but rather provide solid examples for our members to consider leveraging. We are also considering the adoption of a Business Archives Section Advocacy Committee.

GOAL 4: MEETING MEMBERS' NEEDS

- Another focus of our Colloquium was the presentation and a wide-ranging discussion on the Business Archives Section's role in serving our members. Driven out of the theme of advocacy, the survey's intent was as follows: To ensure the Steering Committee is focused on members; To understand members' perspectives on advocacy; and To help guide future Steering Committee efforts on advocacy. This was a very good discussion and has been beneficial in further defining the Section's role of service to our members.

Questions/concerns for Council attention:

We have no questions or concerns for council at this time.

Respectfully Submitted
Jamal Booker, BAS Chair

Business Archives Section Meeting Minutes

August 15, 2014

- I. Welcome and Introduction by BAS Outgoing President Steve Hausfield of Nationwide Insurance
- II. International Council of Archives announcement by Becky Tousey of Mondelez International, Inc.
- III. 2014 in review by Steve Hausfield of Nationwide Insurance
 1. Unexpected events in October 2013 of Target Archives closure led to a new focus of Steering Committee
 2. Steering Committee discussed possible response by BAS to closure and the need for actionable advocacy with tangible results
 1. Creation of online Advocacy Toolkit with resources for members to continue dialogue with each other outside of meetings
 2. Tools to help future Steering Committees respond to urgent business archives closures or threats
 1. Working template for quick response letter
 2. Connect with Issues & Advocacy Roundtable
 3. How do we connect our activities to the public? How are we perceived?
- IV. Introduction of incoming Steering Committee members: Bill Jackson of Harley-Davidson (Vice Chair), Elizabeth “Libby” Spatz of Disney Consumer Products (Secretary), Sarah Wagner of Amway (Vice-Editor), and Jennifer Steinhardt of American Girl (Member at Large)
- V. Announcements from Membership and Audience
 1. SAA Public Awareness Committee 2015 by Scott Grimwood, SSM Health Care
 1. Purpose of committee is to develop a new strategic plan to increase public appreciation of archives and archives work. Campaign will communicate to members practical steps to increase appreciation, including successful existing programs. Draft message on new SAA website to address the public is available for feedback. Contact Scott for more information.
 2. 2015 Conference Announcement by Lynn Eaton
 1. Conference will be held in Cleveland, Ohio and will contain no theme. Creative ideas with any session model are encouraged. Advocacy and Awareness topics will be given extra consideration. No longer including group endorsements. Sessions will be 60-75 minutes in length. October 8th deadline.
 2. New this year will be pop-up sessions, which will be proposed in May – July of 2015. Rooms will be set aside for these proposed, “last minute” sessions; in addition, rooms will be set aside for on-site, last minute pop-up/group sessions which can be quickly booked on-site.
 3. Social event will be at the Rock n Roll Hall of Fame, on Thursday night.
 3. BAS 2015 Session Proposals, by Paul Lasewicz, McKinsey and Co. Session ideas generated by BAS members include:
 1. Mergers and Acquisitions Best Practices
 2. DAM key features, functionality, technologies, and vendors
 3. Dark Archives content
 4. Corporate Archives in graduate schools- how to educate new archives students
 5. How to incorporate storytelling into workflow
 6. Including primary sources from the business community in education

7. Advocacy session, using ideas from the BAS Colloquium
8. MPLP in business archives – possible debate format
9. Also included a general discussion on the need for more business archives speakers at SAA sessions, and the limitations of currently encouraged sites such as Google Docs, which many business archivists cannot use. Also, how do we cross-pollinate between ideas?

4. Bill Foster gave an update on his research project on Corporate Archivists and identifying and demonstrating the role we play. Seeking participation from more members for additional interviews, and a general need for more data. Interviews will be kept strictly confidential, and held at the members' convenience.

VI. Advocacy Survey Results.

1. Steve Hausfield shared the survey results with the membership. 62 members responded to the nine question survey to help guide future efforts on advocacy.

1. Results were evenly split across length of career, with 1/3 having 4-10 years of experience
 2. 70% of members rated their organization as having 6 (out of 10) commitment to archives program or higher
 3. 71% of respondents were most interested in internal advocacy efforts in their business
 4. In terms of what members see as the most important role of the BAS, the top 3 answers were ranked as (1) Networking, (2) Continuing Education, (3) Advocacy
 5. Members felt most strongly that the BAS should advocate for members and the profession, followed by SAA, "None," and "Regional Group"
 6. 85% of respondents stated that the BAS should respond during an archives closure or threat, with responses mixed between public response and a private letter to the company
 7. 70% of respondents felt their position would not be compromised if BAS responded to a closure
 8. Free text responses showed a wide mix of perspectives, with no consistent theme
2. Sharing of results garnered significant discussion amongst membership
1. Several members disagreed with results, stating advocacy results should not be a blanket decision, and should take numerous factors into consideration, including the relationship of parent companies
 2. A larger amount of data was requested; only 62 people responded despite numerous attempts by Steering Committee to actively promote and garner more responses
 3. Uniqueness of situation should be considered during future actions
 4. General acclimation that SAA should be the public face of a response to a business archives closure, with BAS support/guidance, and no individual member signing a high profile letter
 5. Request from membership for continued, thoughtful discussion, and building a business case to SAA for more support of the BAS

VII. Remarks from Chair-Elect Jamal Booker of The Coca-Cola Company

1. Statement regarding the lack of public awareness of business archives, the value we bring, and general interest and 'It factor' of corporate archives
2. Interest in more outreach to students and primary source literacy
3. Creation of BAS Advocacy Committee to work with the I&A Roundtable and provide a more active, consistent role for how the BAS approaches advocacy

4. Proposed By-Law change of title from Newsletter Editor to Content Editor in 2015; use of additional social media tools such as LinkedIn and Twitter
5. How to use Advocacy in terms of a ROI justification
6. Announcement of next Business Archives Workshop, with Phil Mooney and Bruce Bruemmer of Cargill as instructors
 1. How can we connect this workshop to more graduate students? Can we create additional educational opportunities through online meetings, webinars, and MOOCs?
 2. Looking for a host for the workshop, particularly a corporation with some public access
7. Announcement/ Update on Smithsonian American Enterprise permanent exhibit on the role of business in society

VIII. Closing of Business Meeting