

**Society of American Archivists  
Council Meeting  
January 23 – 26, 2013  
Chicago, Illinois**

**Staff Report: Publications  
(Prepared by 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, e-publications 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 e-pubs 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. January 2013 Meeting: Publications Board and Fundamental Change Working Group**

The Publications Board and the Fundamental Change Working Group are meeting jointly January 13–15 in Chicago. The 15 participants will brainstorm about module topics and potential authors, set a production timetable, develop a plan for institutionalizing the project within the Publications Board, and articulate a funding strategy. Updates from the meeting will be shared verbally at the Council meeting.

**III. 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%).

| <b>Revenues</b> | <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 (Projected)</b> |
|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
|                 | \$505,847      | \$536,786      | \$500,426      | \$434,846      | \$408,430      | \$371,973      | \$406,152                 |

**IV. 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*, *Journal of the American Society for Information Science and Technology*, *Journal of Archival Organization*, *Journal of the Society of North Carolina Archivists*, *NEA Newsletter*, *Provenance*, *The American Archivist*, and such international publications 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 high-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 via the membership database. Now, SAA titles show up in the search results when entered into Google.

#### **C. Facebook**

SAA has 4,724 Facebook "likes" (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 promotion implemented for 10 days in December generated 26 new orders: "Have a drink on SAA. Go to [www.archivists.org/bookstore](http://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!"

#### **E. SAA Bookstore at Annual Meeting 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 one month's worth of publications were sold. The conference continues to be the best place to launch new books, reintroduce titles from recent years, offer deep discounts on publications that are long in the tooth, and make copies of the physical inventory generally available. 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 September/October issue of *Archival Outlook*. This is the third year of this promotion.

#### **G. Outreach to Other Organizations**

Throughout 2012, catalogs and customized book promotions 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.

## **V. 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 Prom and Thomas 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 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 featuring the following "sample" of three SAA books: "Case Study: The Cigarette Papers" (Elena Danielson) from *The Ethical Archivist*; "Balancing Privacy and Access: Opening the Mississippi State Sovereignty Commission Records" (Sarah Rowe-Sims, Sandra Boyd, and H.T. Holmes) from *Privacy & Confidentiality Perspectives: Archivists and Archival Records*; and "Copyright and Related Rights Issues: Permissions, Releases, Music, and Moral Rights" (Menzi Behrnd-Klodt) from *Navigating Legal Issues in Archives*.

### **C. Resources for Volunteer Programs in Archives**

This free online resource debuted 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 Pam Hackbart-Dean and Elizabeth 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.

**VI. In the Pipeline**

**A. *Conceptualizing the Archive in a Digital Age* by Anne 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 Tanya Zanish-Belcher**

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

**C. *Exhibits in Archives and Special Collections* by Jessica 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 (Jeannette Bastian, Donna Webber, Megan Sniffin-Marionoff), archives diversity (Mary Caldera and Kathi Neal), effective processing (Mark Greene and Dennis Meissner), local government records (John Slate and Kaye Minchew), and religious archives (Margery Sly and Mark Duffy). The Publications Board also looks forward to working with the Committee on Ethics and Professional Conduct on ethics case studies.

**VII. 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); three pages were paid ads plus one back cover ad. The Fall/Winter 2012 issue published in November featured ten articles and seven book reviews. The Spring/Summer 2012 issue published in June featured six articles, the presidential address, the 2011 Theodore Calvin Pease Award-winning paper, a review essay, and six book reviews.

Janet Russell, who had 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.

## **VIII. Miscellaneous**

### **A. Glossary Working Group**

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

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

All marketing (advertising and sponsorship) opportunities within SAA—from the Annual Meeting to workshops, from periodicals to the website—are now aggregated in a single reference.

### **C. Association Media and Publishing (<http://snaonline.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 PR 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!