

**Society of American Archivists
Council Conference Call
January 17, 2018**

**2018 Strategic Plan: Key Performance Indicators
(Prepared by SAA President Tanya Zanish-Belcher)**

BACKGROUND

Key Performance Indicators within the SAA Strategic Plan are intended to reflect what SAA views to be critical success factors in measuring progress toward our strategic goals. Activities are developed with the Goals and Key Performance Indicators in mind. The KPIs provide a snapshot of what achievement of a Goal will look like.

Following are some thoughts I had as I reviewed the KPIs.

Goal 1:

- Make reference to issue briefs, letters, statements, as resources for the profession and an advocacy tool?
- Include reference to advocacy training, such as Archives on the Hill?
- Serve as a resource for diversity-related collections work?

Goal 2:

- “Increases”—change wording so it is not used in every one? Numbers are good, but also focus on assessment/evaluation.

Goal 3:

- Serve as content resource for practices and policies?

Goal 4:

- Edit out “roundtable.”

DISCUSSION QUESTION:

Do Council members have suggestions for revising the Key Performance Indicators to aid in measuring SAA’s progress toward its strategic goals?

Key Performance Indicators

GOAL 1: Advocating for Archives & Archivists	GOAL 2: Enhancing Professional Growth	GOAL 3: Advancing the Field	GOAL 4: Meeting Members' Needs
<p>SAA provides an increasing range of resources that are useful in articulating the vital role of archivists and archives.</p> <p>A cadre of influential advocates is available and eager to speak on behalf of archives as needed.</p> <p>SAA members indicate that they are confident in speaking with the media and advocating for archives.</p> <p>Archivists successfully advocate for increased resources.</p> <p>Public awareness of and appreciation for archives and archivists are documented and increase.</p> <p>SAA works effectively with partners on advocacy and public relations activities.</p> <p>SAA actively fosters activities that result in diversity of and access to the historical record.</p>	<p>Member participation in SAA education programs increases, and evaluations of the quality, relevance, and accessibility of those programs indicate continuous improvement.</p> <p>Sales of SAA's publications increase, and evaluations of the quality, relevance, and accessibility of those publications indicate continuous improvement.</p> <p>Readership of <i>The American Archivist</i> and <i>The American Archivist Online</i> increases, and evaluations of the quality, relevance, and accessibility of the journal indicate continuous improvement.</p> <p>Participation in various aspects of SAA's career development program (online career center, mentoring program, leadership development) increases among students, new professionals, mid-career archivists, and seasoned archivists.</p>	<p>Participation in the development of standards, guidelines, and best practices increases.</p> <p>SAA participates in national and international collaborations in which representation of the American archival perspective is considered vital.</p> <p>More archivists engage in research and disseminate their work.</p> <p>Collaborative projects and research initiatives increase among SAA members.</p> <p>An increasing number of allied professionals participate in SAA annual meetings and courses.</p>	<p>SAA has an effective and sustainable technology infrastructure that meets member and organizational needs.</p> <p>Adoption of revenue-neutral, low-barrier tools enables broader participation by members in SAA activities.</p> <p>Members indicate that their needs for formal (eg, Section and roundtable) and informal networking are being met within the organization.</p> <p>SAA's membership and leadership are increasingly diverse.</p> <p>Member surveys indicate that members feel valued and welcome within SAA.</p>