

**Society of American Archivists
Council Meeting
February 5-6, 2024
Virtual/Chicago, IL**

Staff Report: Education

(Prepared by Chief of Training and Organizational Development, Rana Salzmann)

This report covers the second quarter of FY24, from October 1, 2023, to December 31, 2023.

On-Demand Webcast Sales Summary

	October (2023)	November (2023)	December (2023)	Grand Totals
Paid content	87	143	62	292
Free content	13	8	28	49
TOTALS	\$11,224.00	\$18, 527	\$ 8,240.75	\$37,991.75

Completed Live Courses (Zoom and In-Person)

October 1, 2023 to December 31, 2023

Date	Course	Total Enrolled	Registration Maximum	Paid or Free
10/4/2023	IPRM2419 Introduction to PREMIS	16	35	paid
10/10/2023	PDAX2400 Preserving Digital Archives	34	35	paid
10/11/2023	AALA2310 Advocacy and Activism for Lone Arrangers	18	50	Paid (\$49)
10/12/2023	DCUX2428 Digital Curation: Fundamentals to Sustainability	27	40	paid
10/16/2023	APRX2412 Appraisal of Digital Records	32	35	Paid

Date	Course	Total Enrolled	Registration Maximum	Paid or Free
10/17/2023	ADRX2414 Arrangement and Description of Digital Records Part 1 and 2	30	30*	Paid
10/18/2023	AAIX2310 Advocacy and Activism for Institutions	9	50	Paid (\$49)
10/19/2023	CDCX2414 Cultural Diversity Competency	8	35	Paid
10/19/2023	CPYX2430 Copyright Law for Archivists: A Risk Management Approach	14	35	Paid
10/23/2023	MBAX2404 Navigating and Managing a Business Archives	19	36	Paid
10/30/2023	NBEL Navigating Barriers to Ethical Labor Practices	19	50	Paid (\$49)
11/01/2023; 11/08/2023; 11/15/2023; 12/05/2023	TMAX2311 Technology Management for Archivists	14	35	Paid
11/2/2023	RFPS2311 Developing Specifications and RFPs	20	35	Paid
11/6/2023 and 11/09/2023	EDAX2311 Enhancing Digital Access...	37	40	Paid
11/13- 11/14/2023	ADFX2311 Arrangement and Description: Fundamentals	28	35	Paid
11/14/2023	BAWX2311 Blindsided at Work: One Strike and You Are Out	15	50	Paid
11/15/2023	MPLP2311 Implementing "More Product, Less Process"	27	35	paid
11/16/2023	MDRX2311 Managing Digital Records in Archives and Special Collections	27	35	paid

Date	Course	Total Enrolled	Registration Maximum	Paid or Free
11/27-11/28/2023	IXML2311 Introduction to XML Analysis and Manipulation	25	25*	paid
12/05-12/06/2023	ADPX2312 Arranging & Describing Photographs	40	40*	paid
12/6/2023	TRXX2312 Tribal Relations: Consultations Tools for Archive Managers Working with Tribal Communities (closed course for UMichigan)	35	35*	paid
TOTALS		494	796	

Of the 21 courses held this quarter, only 4 achieved their maximum enrollment numbers. One of those was a “closed” course run at a contracted flat rate for the University of Michigan Libraries only.

Planned Classes for Q3 of FY24
January 1 – March 31, 2024

Date	Course	Paid or Free
1/22-1/23/2024	PMFA2401 Project Management: Fundamentals and Advanced (Clinton Library)	paid
2/7/2024	OCLX2402 Together We Lead: An Overview of Collective Leadership	Free to members, \$49 for non-members
2/13/2024	PSFC2402 Together We Lead: A Participatory Session Focused on Collective Leadership	Free to members, \$49 for non-members
2/14-2/16/2024	DACS2402 Describing Archives: A Content Standard (Fundamentals)	paid
2/14-2/15/2024	EPDD2402 Using ePADD in Email Archiving	paid
3/11-3/12/2024	PDAX2403 Preserving Digital Archives	paid

Date	Course	Paid or Free
3/18/2024	FRN12403 Digital Forensics: Fundamentals (Tufts)	paid
3/19/2024	EDAX2403 Enhancing Digital Access (Tufts)	paid
3/21-3/22/2024	BASA2403 Building Advocacy and Support for Digital Archives	paid
3/22/2024	MDRX2403 Managing Digital Records in Archives and Special Collections (CIMA)	paid
3/25-3/26/2024	ADAV2403 Arrangement & Description of Audiovisual Materials	paid

Certificate Program and Curriculum Updates

We continue to highlight each new DAS and A&D certificate holder on the website here: <https://www2.archivists.org/prof-education/das/certificate-holders> and here: <https://www2.archivists.org/prof-education/a-d/certificate-holders>

- No new DAS Certificates were awarded this period, as we do not hold an exam administration this quarter. 9 people renewed their DAS Certificate.
- 9 people obtained their A&D Certificate this period. There were zero renewals.

Summary and Discussion

While we experience downward trends in enrollment for our paid courses, we continue to support several initiatives to make content available at low or no cost.

- In Q2 and Q3, SAA contributed Zoom technology support and staff time to assist the NAAS Mellon-funded Grant Project, *Indigenizing Archival Training*, with their series of 5 webinars.
- The SAA Foundation-funded webinar, *Together We Lead*, is offered in February free of charge to members, per the grant stipulations. We marketed this event in conjunction with SAA’s commitment to supporting the National Day of Racial Healing. As of this writing, Session 1 is maxed out at 50, with a waitlist, while Session 2 is enrolled with 38 attendees. All attendees are members taking advantage of the free rate.
- For the first time in at least 6 years, we are offering a sale on certain Education webcasts. The sale ends January 31 and metrics will be available in the next Education report. <https://www2.archivists.org/news/2024/explore-the-saa-education-webcast-sale>

We have returned to a modest schedule of face-to-face programming, establishing a post-COVID normal. However, our enrollments are lagging, despite significant marketing efforts. The lower

average course attendance (20 or fewer, compared to pre-COVID max enrollments of 35-50) means that SAA sees a lower return on the investment of an in-person course. While enrollments have dropped for both in-person and online courses, expenses have increased. Travel, hotel, lodging and honoraria costs are beyond budgeted norms, resulting in lower net revenue for Education. We can no longer rely on “sold out” webcasts to offset lower revenue for face-to-face education.

Data points:

- In October, we ran a 2-day in-person class, "Navigating and Managing a Business Archives," with 18 students and 2 instructors. The overall registration revenue was \$6,842.00, with instructor honoraria at \$2,400.00 and travel-related expenses at \$2,015.66. This resulted in a profit of \$2,426.34 or 35% for SAA Education.
- Whereas we could once rely on maximum registration numbers (50 or more) for DEIA webinars offered at a lower cost (\$49) to offset expenses, plus a longer-term return for on-demand access to recorded events, the last few offerings enrolled and are since selling at disappointing rates:
 - Blindsided at Work: 15 registrants; \$686.00 revenue; \$600 expenses; \$86.00 final revenue.
 - Strengthening DEI Goals Through Collaboration: 14 registrants; \$588.00 revenue; \$1200 expenses (2 instructors); \$612.00 **net loss**.
- Bootcamps seem to offer a higher return on investment compared to some of the single-run specialty classes. We offered two DAS and A&D bootcamps in Q2, hosted by the University of Washington, Seattle, and CalTech, Pasadena. The net revenue for each was:
 - Pasadena: \$19,673.00 gross registration revenue; \$8,066.98 expenses; final revenue \$11,606.02, or 59%.
 - Seattle: \$22,861.00 gross registration revenue; \$6,934.94 expenses; final revenue \$15,926.06; or 69%.
- In late January, we ran another (new, fully-revised) 2-day in person class, “Project Management for Archivists: Fundamentals and Advanced” at the request of the Clinton Presidential Library in Little Rock, Arkansas. We enrolled 20 out of a max of 25 permitted by the host. Full revenue and expense numbers will be available in the next quarterly report. I am pleased by this registration number for a new, valuable course, and I am happy we can provide onsite training on request to institutions. However, the high cost of onsite teaching will need to be offset by increased enrollment in lower cost programs later in the fiscal quarter.

The Education team continues to explore ways to maximize revenue and minimize expenses, while balancing the high costs required to ensure quality events and striving to provide reasonable lower-cost options to members pursuant to SAA accessibility and outreach goals.