

**Society of American Archivists  
Council Meeting  
May 22 – 24, 2014  
Chicago, Illinois**

**Summary of Strategic Plan Activities  
Incorporated in FY 2015 Draft Budget  
(Prepared by SAA Staff)**

Included in the proposed FY 2015 budget as of May 7, 2014, are the following activities identified in SAA's 2014 – 2018 Strategic Plan:

**Strategy 1.1. Provide leadership in promoting the value of archives and archivists to institutions, communities, and society.** [See Program 107, Advocacy/Public Awareness]

Activity 1.a. Conduct mid-year meeting of Committee on Public Awareness (with facilitation by outside PR counsel) to support work on Strategy 1.1. [\$9,500]

Activity 1.b. Implement ongoing publicity and media plan and sponsor public awareness campaigns (including American Archives Month). [\$5,000]

Activity 1.c. Promote public relations competencies among archivists via web resources; incorporate PA goals into SAA website redesign. [\$3,000]

**Strategy 1.2. Educate and influence decision makers about the importance of archives and archivists.** [See Program 107, Advocacy/Public Awareness]

Activity 2.a. Conduct mid-year meeting of Committee on Advocacy and Public Policy to support work on Strategy 1.2. [\$6,500]

Activity 2.b. Fund travel by SAA representatives to Washington, DC, for Hill visits and other meetings and briefings as needed. [\$1,530]

Activity 2.c. Provide support to the National Coalition for History. [\$12,000]

Activity 2.d. Develop and distribute, via the website and other means, materials that explain to policymakers the relevance and importance of archives and archivists. [\$3,000]

Activity 2.e. Participate in meetings with coalition partners (eg, Issues and Awareness group sponsored by CoSA). [\$740]

**Strategy 1.3. Provide leadership in ensuring the completeness, diversity, and accessibility of the historical record.** [See Program 107, Advocacy/Public Awareness]

Activity 4.a. Fund representative at WIPO/SCCR meetings on copyright. [\$5,800]

Activity 4.a. Fund representative to attend ICA Congress and ICA SPA meeting. (Cost shared 50% with Academy of Certified Archivists.) [\$3,500]

**Strategy 1.4. Strengthen the ability of those who manage and use archival material to articulate the value of archives.** [See Program 107, Advocacy/Public Awareness]

Activity 3.a. Develop resources designed to meet the stated needs of members, including free “Basics of Advocating” guide. [\$1,000]

Activity 3.b. Provide low-cost “Advocating for Archives” workshop at DC 2014 for up to 60 attendees. (\$39 member fee to offset F&B and ensure reservation; \$79 for nonmembers.) [\$1,910 net expense]

Activity 3.c. Develop and host free “Advocating for Archives” online, on-demand webinar. [\$1,500]

Activity 5.c. Work with members and PR counsel to determine method(s) for measuring the impact, or ROI, of archives, to craft compelling messages about the value of archives. [\$3,000]

**Strategy 2.1. Provide content, via education and publications, that reflects the latest thinking and best practices in the field.**

Program 104, Publications: Much of the work in this program area in FY 15 will be directed to expanding offerings in the *Trends in Archives Practice* series and research and development of the *Archival Fundamentals Series III*.

Program 105, Education, Activity 2.a. Add half day to Committee on Education mid-year meeting to allow for planning of expansion of certificate program concept to other topic areas (e.g., Arrangement and Description). [\$1,000]

**Strategy 2.2. Deliver information and education via methods that are accessible, affordable, and keep pace with technological change.**

Program 102, *The American Archivist*, Activity 3.d. Migration to new online journal hosting service to ensure accessibility to full back file. [\$40,000]

Program 103, *Archival Outlook/In The Loop*, Activity 2.c. Options for opt-out of print publication, digital conversion to BlueToad technology. [\$800]

Program 105, Education, Activities 5.a. through 5.f. Research and development of four DAS webinars and three CE webinars, plus updates/revisions of five DAS courses and five workshops for the proposed Arrangement and Description track. [\$13,800]