

**Society of American Archivists Foundation
Board of Directors Meeting
May 9–10, 2016
Chicago, Illinois**

**Executive Director's Report
(Prepared by SAAF Executive Director Nancy Beaumont)**

Activities in the SAA Foundation office since August 2015 have included the following:

- Implementation of the 2015 Annual Appeal, which launched on December 9, 2015, according to the Development Committee's communication plan (Appendix A). A sample communication (to the general membership via email) also is attached (Appendix B).
- Launch of SAA's redesigned website on March 29. Note that the [Foundation's web pages](#) currently are accessed via "About SAA" in the main navigation bar. We look forward to working with the Board to refine the information presented on the Foundation pages and with Web and IT Administrator Matt Black to improve the donation form and process.
- Peter Carlson's ongoing work to (Ham) and (work with investment manager to develop a strategy for separating and streamlining the....)
- Preparation of the FY 2017 Proposed Budget. (See Agenda Item II.A.)
- Administrative and communications support for the work of the Grant Review Committee, including its preliminary evaluation of four letters of intent, issuing of invitations to two proposers to submit more complete proposals, and drafting of review criteria. (See Agenda Item II.B. for the recommendations of the Grant Review Committee.)
- Discussion with the Development Committee and Board member Kathleen Roe regarding ideas for upcoming fundraising events, including a "Day of Giving" in June 2016 and a special event in conjunction with the 2016 Joint Annual Meeting in Atlanta. Both events would target the Mosaic Scholarship Fund, with the option to donate to any other fund of interest to the donor. I look forward to discussing these ideas with you at the May 9-10 meeting!

As always, I welcome your questions, ideas, and suggestions.

Appendix A

Communication Plan for December 2015 SAA Foundation Annual Appeal (Updated 12/7/15)

Audience	Message	Medium	Timing	Notes
SAA Past Presidents (personalized salutation)	Join in supporting SAAF goals; Mosaic Scholarship; Board to donate \$10,000.	[A] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Wednesday, December 9.	Q = 37
SAA Fellows (personalized salutation, de-duped for SAA Past Presidents and 2015 donors)	Join in supporting SAAF goals; Mosaic Scholarship; Board to donate \$10,000.	[B] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Wednesday, December 9.	Q = 112
2014 Donors (personalized salutation, de-duped for Past Presidents, Fellows, 2015 donors)	Demonstrated interest with previous donation; Mosaic Scholarship; Board to donate \$10,000.	[C] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Thursday, December 10.	Q = 86
Members in ID6 or ID7 who have not given to SAAF in 2014 or 2015 (personalized; de-duped for previous)	Long-time member loyalty; Mosaic Scholarship; Board to donate \$10,000.	[E] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Thursday, December 10.	Q = 868
Current or recent SAA leaders (Leader List +) (personalized salutation, de-duped for previous)	Demonstrated loyalty as leader; Mosaic Scholarship; Board to donate \$10,000.	[D] USPS letter signed by SAA and SAAF Presidents (SAAF letterhead).	Mailed by HQ on Friday, December 11.	Q = 360
All remaining SAA members (de-duped for previous)	Mosaic Scholarship; Board to donate \$10,000.	[F] Email message from SAA and SAAF Presidents.	Emailed on morning of Tuesday, December 15.	Q = 4,615

Appendix B

2015 Foundation Annual Appeal / General Members [via Email]

Dear Colleague:

The SAA Foundation plays a vital role in supporting the archives profession. It's the leading source of nonprofit funding dedicated solely to the interests of archives and archivists.

Now – perhaps more than ever – it is crucial that we raise the profile of archivists in our society. To that end, the Foundation supports professional growth opportunities, publishing, and research; celebrates archivists' impact within and beyond our professional community; and remains committed to fostering diversity and inclusiveness in the profession.

This year's Annual Appeal addresses one of SAA's highest priorities: To create a diverse profession and ensure an inclusive historical record. The principal way in which the Foundation contributes to this goal is by funding the Mosaic Scholarship, a competitive program that provides financial support to students from under-represented groups who are pursuing graduate education in archival science.

Since its creation by the SAA Council in 2009, the Mosaic Scholarship has been awarded to 12 talented young people who are prepared and eager to give back to the profession as a result of their scholarship experience. Past recipients have remained active in SAA, developing their leadership skills by serving on and chairing committees, sections, and roundtables.

And in 2013, the existence of the Mosaic Scholarship was an important factor as SAA partnered with the Association of Research Libraries to implement an IMLS-funded project establishing a broader "Mosaic Program" to provide internships, mentoring, and leadership development to three cohorts of students from under-represented communities. Ten Mosaic Program fellows are now well on their way to successful careers. We're currently pursuing continuation of the fellowship program through a second round of IMLS grants.

2011 Mosaic Scholarship recipient Helen Kim told us recently:

The [Mosaic] Scholarship gave me opportunities to meet leaders and archival professionals – at all levels, both experienced and new – and I developed relationships that I normally wouldn't have had the opportunities to establish. All scholarships are beneficial, but the Mosaic Scholarship and program are special to me not only because of my past as a scholarship recipient, but because I truly admire the program's ability to welcome aspiring archivists of color by introducing them to mentors, internships, and institutions. It's an added layer of benefits that carries the purpose of the scholarship one step further in preparing these students to join the profession.

But here's the bad news: Despite the successes of the Mosaic Scholarship, the Fund is now entirely depleted. SAA's initial investment in the scholarship has not been sustained through giving from the archives community.

SAA Diversity Committee Chair Tywanna Whorley shared this perspective with us: “The Mosaic Scholarship is a recruitment and retention program that focuses on the growth and sustainability of underrepresented groups in SAA. The development of the scholarship is not just financial support but a program that educates the recipient about the inner workings of SAA and the profession. The Diversity Committee supports the Mosaic Scholarship and the Foundation’s efforts to create an organization that is a reflection of society.”

And from Aaisha Haykal, co-chair of SAA’s Archives and Archivists of Color Roundtable: “SAA members should donate to the Mosaic Scholarship Fund to sustain the profession, to increase the diversity of voices within the organization and at professional development events, and to eliminate barriers to graduate education and professional involvement....”

Can we count on your support this year to help accomplish these important goals?
(If you’ve already made a contribution to the Foundation in 2015, thank you!)

As we all understand, it will be critically important to our partner groups and funding institutions that we demonstrate our commitment to our diversity and inclusiveness goals through our members’ own financial support of the Mosaic Scholarship Fund. The Foundation’s Board members have pledged to donate a collective \$10,000 to the Mosaic Scholarship Fund in 2015.

We ask this year for your generous support of the Mosaic Scholarship Fund – or whatever other Foundation fund is of particular interest to you. To review the funds and donate now, visit the Foundation website at <http://www2.archivists.org/foundation>.

Thank you. And may this holiday season bring you joy and peace!

Best regards,

Dennis E. Meissner
SAA President, 2015-2016

Fynnette L. Eaton
SAA Foundation President, 2015-2016

P.S. The SAA Foundation offers a variety of giving opportunities. In recent years, for example, we’ve focused on developing the unrestricted Strategic Growth Fund and the National Disaster Recovery Fund for Archives. View all the Foundation funds [here](#)—and make your contribution today!