

**Society of American Archivists  
Council Meeting  
May 11–13, 2016  
Chicago, Illinois**

**Publishing Program Overview: November–April 2016  
(Prepared by Director of Publishing Teresa Brinati)**

**I. BOOKS**

**A. Revenues**

- **Sales:** Although first quarter revenues met expectations, that was due in large part to a successful Annual Meeting in Cleveland which featured four new books published in calendar year 2015: *Rights in the Digital Era (Modules 4–7)*, *Becoming a Trusted Digital Repository (Module 8)*, *Archives in Libraries: What Librarians and Archivists Need to Know to Work Together*, and *Encoded Archival Description Tag Library Version EAD3*. Sustaining the revenue growth across the next two quarters has been a tall order. Book revenues will most likely not meet expectations at the close of FY2016.

In an effort to reverse this direction, the SAA Publications Board has three priorities:

- i) **Refresh the front list**, specifically the Archival Fundamentals Series (AFS). Sales of the titles from the first two iterations of the series have been the revenue bedrock for SAA's publishing program. Five of the seven volumes for a new AFS are under contract; the two volumes not yet under contract should be so shortly. The first volumes in the AFS III are projected to be published in late 2017.
  - ii) **Continue to produce modules** for the series Trends in Archives Practice. Three books (or module clusters) are projected to be available just in time for *ARCHIVES\*RECORDS 2016* in Atlanta: *Teaching with Primary Sources* (Modules 9, 10, 11), *Digital Preservation Essentials* (Modules 12, 13), and *Appraisal and Acquisition Strategies* (Modules 14, 15, 16).
  - iii) **Survey the marketplace.** The SAA Publications Board, which met in Chicago in February, developed and issued a survey in March/April to query members and customers about their book buying habits, topical interests, preferred formats for consuming content, and any ideas they cared to share. More than 1,600 respondents took the survey and the Publications Board is now evaluating the feedback provided. Stay tuned for more details.
- **Royalties:** The American Library Association, which distributes 15 SAA titles, issued a royalty to SAA for \$2,778.86. The check for sales generated from

September 2015 to February 2016 is a slight increase over the six months preceding September. The biggest movers were *Archives Power* (23 copies), *Leading and Managing Archives* (22 copies), and *I, Digital* (22 copies).

## B. Marketing

- **New Website:** The launch of SAA's redesigned website provided an opportunity to reevaluate the navigation bar, drop down menus, and content in the "Publications" section. The goal was to raise the visibility of resources such as the open-access case studies and the forthcoming dictionary, as well as to enhance the discoverability of current issues and submission guidelines to our various periodicals.
- **Advertising:** We have recently begun working with Naylor Association Solutions to generate more revenue through advertising on the new SAA website and in the e-newsletter *In the Loop*. Naylor will reach out to our existing print advertisers and exhibitors as well as find new businesses who want to reach our target audience of decision makers in the archives field.
- **"One Book, One Profession":** The Publications Board is delighted to be launching a new program called "One Book, One Profession," modeled after the popular "One Book, One City" programs. The forthcoming book *Teaching with Primary Sources*, which is part of the series Trends in Archives Practice, is the inaugural selection. The book is slated for publication in time for the Annual Meeting in Atlanta, where it will be the focus of a brown bag lunch discussion on Thursday, Aug 4. Alongside the book, we are developing a logo for the program, study guide questions for the text, and a list of companion resources (e.g., articles, books, sessions, related activities) to promote readers' engagement with the text. We will also encourage regional meetings to host their own *Teaching with Primary Sources* book discussions.
- **General Book Promotions:** [SAA Holiday Book Sale](#) (20% of 13 titles generated 57 transactions) [Women's History Month Special](#) in March (30% off 8 SAA titles generated 25 transactions); National Library Workers Day Special on April 12 (50% off *Archives in Libraries*).
- **Regional Meetings:** SAA books were promoted at the spring meetings of the Mid-Atlantic Regional Archives Conference, Midwest Archives Conference, New England Archivists, Society of California Archivists, and Society of Indiana Archivists.
- **Licensing:** SAA licensed the Democracy Foundation Archives in Korea to translate into Korean *Archives Power: Memory, Accountability, and Social Justice* (SAA, 2009) in 2013. The translation is now complete and will be issued this summer by the Democracy Foundation Archives, which has paid SAA a licensing fee of \$1,000 for the first 500 copies. In addition, Imprima Korea Agency recently requested the rights to translate *Managing Congressional Records* (SAA, 2008).
- **Reviews of SAA Books:**
  - *The American Archivist* 78:2 (2015) reviewed *Exhibits in Archives and Special Collections* (SAA, 2013).
  - *Archives & Manuscripts* 43:3 (2015) reviewed *Rights in the Digital Era* (SAA, 2015).

- *Archivaria* 80 (Fall 2015) reviewed *Through the Archival Looking Glass: A Reader on Diversity and Inclusion* (SAA, 2014) + *Conceptualizing 21<sup>st</sup>-Century Archives* (SAA, 2014).
- *NEA Newsletter* (January 2015) reviewed *Rights in the Digital Era* (SAA, 2015).

### III. PERIODICALS

**A. *The American Archivist*:** The Allen Press implementation, which began in January 2015, is in the third and final phase—the installation of PeerTrack, a system unifying submission, tracking, review, and editing of manuscripts. The submission website was built out in March/April and we’ve just begun to get acquainted with it. Training on its use will be provided to the journal’s editor (Greg Hunter), copyeditor (Meg Moss), and SAA staffers Abigail and Teresa. The system will hopefully prove a real catapult for throughput in the editorial process and will allow us to let go of the homegrown Excel spreadsheet system on which our editors have relied.

***JSTOR Royalties*:** The revenue share for calendar year 2015 is \$7,342.96, which represents a 15% increase from the preceding year. SAA signed a contract with JSTOR—a digital library of academic journals, books, and primary sources—in 2009. *The American Archivist* was digitized and added to the Arts & Sciences Collection VI in 2010. Since then, SAA has received from the JSTOR revenue share program a total of \$35,541.26.

#### **B. *Archival Outlook***

*Archival Outlook* issues from 2003 to the present have been available since 2014 in digital format online. SAA is now digitizing the remaining back issues, starting from the first *SAA Newsletter* published in 1973 through its evolution to *Archival Outlook*, so all issues will be open access.

Below are some digital edition metrics for 2016.

- Total issue visits per 2016 issues:
  - Jan/Feb – 1,484
  - Mar/Apr – 1,954
- Highest trafficked articles:
  1. “Out of the Archives and into the Classroom” (Jan/Feb 2016)
  2. “Human Rights Archiving: From Postcustodial Theory to Praxis” (July/Aug 2015)
  3. “The Transgender Archives at the University of Victoria” (Mar/Apr 2016)
  4. “From Digitization to Discoverability” (Mar/Apr 2016)
  5. “How to Develop a Brochure for Prospective Donors” (Mar/Apr 2016)

#### **C. *In the Loop***

The number of subscribers to the biweekly e-newsletter is 9,186 (up from 7,481 in January 2015). The open rate ranged from 20.1% to 26.18% (the industry average rate is 22.49%).

#### **D. Social Media**

SAA's following on Twitter and Facebook continues to grow. SAA now has 9,214 Facebook likes (up from 7,036 in January 2015) and more than 10,000 Twitter followers (up from 7,564 in January 2015), as well as consistent engagement with liking and sharing content. Top Facebook posts & Tweets for 2016: Archivists in the news ("Obama Nominates Carla D. Hayden as Librarian of Congress," "Restoring the World's Oldest Library," "French Historians Unveil WWII Secret Services Archives," etc.), Word of the Week posts, quotes from *Archival Outlook*, *American Archivist*, and *ArchivesAWARE!*, and education courses.

#### **IV. Dictionary Working Group**

SAA purchased software in February from IDM Innovates for collaborative editing of the forthcoming *Dictionary of Archives Terminology*. All of the terms from the 2005 *Glossary* along with updates and keyword tags were uploaded to the new system in March. IDM conducted two remote training sessions with Rosemary Flynn, chair of the Dictionary Working Group, and SAA staffers Teresa and Abigail. The Dictionary Working Group will meet in Chicago on May 19–20, 2016, to immerse themselves in this new tool.

There are now more than 1,200 subscribers to Word of the Week, the e-blast launched in July 2014 introducing new or updating existing archives terminology. The open rate averages 38.1% (the industry average is 22.5%).