

**Society of American Archivists  
Council Meeting  
May 7–9, 2018  
Chicago, Illinois**

**Staff Report: Education  
(Prepared by Rana Salzmann)**

**FY18 Statistics**

- Scheduled 121 in-person courses with 1,776 attendees (as of April 16, 2018).
- Cancelled 16 courses.
- A total of 66 test takers took the DAS Comprehensive Exam, with 59 (89%) earning their DAS Certificate.
- Held 6 live webcasts with 196 registrants (as of April 16, 2018).
- A total of 1,901 individuals viewed on-demand webcasts.

**Course Development**

After a lag in production due to staff turnover, there are several courses in the development pipeline for delivery in late FY18/early FY19. SAA has focused on pushing through new and revised content for premiere at the Joint Annual Meeting in Washington, DC.

Webcasts

- *Assessment and Certification of Digital Repositories* (new); Sibyl Schaefer; DAS.
- *Negotiating the Landscape of Born-Digital Materials 1* (revised); Cullom and Fletcher; DAS.
- *Overview of Encoding Standards* (new); Cory Nimer; A&D.

In-Person Courses

- *Cross-walking Metadata* (new); Russey Roke; A&D/DAS.
- *Negotiating the Landscape of Born-Digital Materials 2* (revised); Cullom and Fletcher; DAS.
- *Managing Physical and Digital Architecture, Design, Construction Records* (revised); Walsh and Leventhal; A&D.
- *Archives Connect* (new); Hoyer.

Going forward, the department has several priorities for course development:

- Experiment with converting existing management courses into online offerings to meet the needs of members for whom travel is cost prohibitive. Make full use of the functionality of the BlueSky/PATH LMS.
  - Management 101 online course.
  - Webcast on findings of Best Practices for Accessibility Task Force (November 2018).

- Substantive revision of core courses and exams in the DAS and A&D curricula, including:
  - Multiple copyright/legal courses.
  - A&D for Digital Records, Parts 1 and 2.

## **Marketing Strategy**

With the DAS certificate program entering its fifth year, the curriculum is in need of thorough analysis, revision, and promotion to ensure continued relevance. The A&D certificate program similarly requires an investment in marketing and strategy to realize return on investment.

SAA has engaged the services of two consultancies to help us address the need for streamlined content production, more effective marketing and promotion efforts, and growth in areas in which it is reasonable to expect revenue.

- AssociaDirect will develop a marketing strategy for continuing education and certificate products, with an eye toward sun-setting low-relevance content and directing staff effort toward areas of the membership's greatest need.
- Ed Pramuk is conducting a feasibility study on the Municipal Clerks Archival Education Program (based on the NHPRC-funded "MMCARP" online training program in Massachusetts) to advise whether SAA can consider this a profitable offering for a new audience of municipal clerks in coming years.

## **Certificate Programs**

DAS turns 5 in 2018!

We are seeing the first round of renewal requests come through this year from the original class of 2013. Additionally, the online DAS comprehensive exam launched in April 2018. Veronica Martzhal plans to step down as the DAS comprehensive exam question manager in August; I will work with the DAS Subcommittee to plan for her replacement.

The University of Washington will host a "DAS Boot Camp" series in June 2018, allowing registrants to complete all in-person DAS course requirements in one week with one set of travel expenses. This boot camp model, if successful, will be replicated in FY19, hosted by regional partners, to generate excitement about and enrollment in the DAS Certificate Program.

The A&D Certificate Program has not enjoyed "uptake" at the rate of the DAS Program. The Committee on Education discussed at length some of the challenges of this certificate (lagging course development, unclear marketing objectives, etc.) to be addressed in the AssociaDirect engagement.

## **Content Priorities and Challenges**

Our content development workflow relies on the time and effort of our member/volunteer subject matter experts. We will prioritize the cultivation of new instructor talent so that the course development pipeline can continue at maximum efficiency. In addition, we will build

relationships with content experts outside SAA to push forward such initiatives as the Management Track.

Courses being considered for development include:

- Data Analytics (DAS webcast)
- Appraisal for A&D (A&D webcast)
- Authorities and RDF (A&D webcast)
- Linked Archival Open Data (A&D webcast)
- Long-Term Digital Project Management (A&D webcast)
- Cultural Diversity Competency
  - SAA offered Helen Wong Smith's course as a pre-conference with MAC in 2017 and it is scheduled as a pre-conference in Washington, DC. Additional offerings are in the works for October.
  - SAA Education needs to broaden our scope of offerings and increase the number of qualified instructors to teach in the areas of cultural competency, anti-racism, diversity, equity, and inclusion.
- Management Track, Management 101 online course

### **Potential Partnerships**

The Hong Kong Government Records Service project has re-emerged as a possibility; they now hope to train 15-20 staff in the DAS Certificate Program in late calendar 2018. I am in intermittent contact with the GRS. This may be a surprise source of revenue and activity in FY19, but it is too tentative to budget at this time.

We are actively seeking additional partnerships with regional archives groups, national and international associations, and course hosts to enable increased uptake of education programs and assist staff in scoping and servicing member needs.

### **Education-Related Appointed Groups**

**The Committee on Education** met in February 2018 in Chicago. The group worked on exam item writing to help staff update and refresh problematic course exams for A&D. The Committee also held a brainstorming session on a possible Management Track/Certificate. We agreed that while the construct of a "certificate" is not necessary at this time, SAA Education and a subgroup of volunteers would continue work on a management curriculum for launch in FY19.

**The DAS Subcommittee** met in Chicago in October 2017 to continue its work on content development, course revisions, and exam item writing. The subcommittee has had conversations with the Web Archiving Section about revising the Web Archiving Fundamentals content for the DAS Certificate curriculum. Conversations will continue after the new section leadership settles in.

**The GAE Subcommittee** has met periodically by phone under the leadership of Martin Olliff. The group's initial mandate is to review and revise—and prepare for member comment and Council approval—the Guidelines for a Graduate Program in Archival Science (GPAS). The

GAES will acquire new leadership under Alex Poole in August. Olliff suggests that GPAS will be ready to go to members for comment in the winter of 2020 or possibly the fall of 2019.

*Summary of Activity from Olliff:* The GAES has organized itself and established a sustainable program of meetings and work. It has established a (still flexible) time frame for updating GPAS, and has built an on-going mechanism for updating the Directory of Archival Education, working with the Archival Educators Section, and is working through AES member Sarah Buchanan to connect with SAA student chapters. Additionally, the GAES has collected and is analyzing information about what DAE listees are teaching currently, has begun gathering for review the literature on archival education, and is working out the important questions to ask about the future of the profession and how GPAS can address what archival education needs to be in the short-, medium-, and long term.