

**Society of American Archivists  
Council Meeting  
May 1-2, 2024  
Chicago, IL (Virtual)**

**2<sup>nd</sup> Quarter Staff Report: Education**  
(Prepared by Chief of Training and Organizational Development, Rana Salzmann)

This report covers the third quarter of FY24, from January 1, 2024, to March 31, 2024.

**On-Demand Webcast Sales Summary**

	<b>January 2024</b>	<b>February 2024</b>	<b>March 2024</b>	<b>Totals</b>
<b>Paid content</b>	125	122	32	279
<b>Free content</b>	121	67	33	221
<b>TOTALS</b>	<b>\$ 13,455.00</b>	<b>\$ 16,418.00</b>	<b>\$ 4,178.00</b>	<b>\$ 34,051.00</b>

\*The revenue generated in the first and second quarters of FY24 accounts for roughly 55.03% of the projected revenue for the entire fiscal year 2024.

**Completed Live Courses (Zoom and In-Person)**

January 1, 2024, to March 31, 2024

<b>Date</b>	<b>Course</b>	<b>Total Enrolled</b>	<b>Registration Maximum</b>	<b>Paid or Free</b>
1/22-1/23/2024	Project Management: Fundamentals and Advanced	20	25	Paid; in- person
2/7/2024	Together We Lead: An Overview of Collective Leadership (Part 1)	50	50	Free to members; nonmembers paid; Zoom
02/13/2024	Together We Lead: A Participatory Session Focused on Collective Leadership (Part 2)	42	50	Free to members; nonmembers paid; Zoom
02/14/2024-02/15/2024	Using ePADD in Email Archiving	15	15	Paid; Zoom
2/14/2024 and 2/16/2024	Describing Archives: A Content Standard (Fundamentals)	38	38	Paid; Zoom
03/11-03/12/2024	Preserving Digital Archives	36	35	Paid; Zoom
3/18/2024	Digital Forensics: Fundamentals	21	35	Paid; in person

<b>Date</b>	<b>Course</b>	<b>Total Enrolled</b>	<b>Registration Maximum</b>	<b>Paid or Free</b>
3/19/2024	Enhancing Digital Access	24	36	Paid; Zoom
03/21-03/22/2024	Building Advocacy & Support for Digital Archives	25	35	Paid; Zoom
3/21/24	Managing Digital Records in Archives and Special Collections	19	35	Paid; in person
03/27-03/28/2024	<b>Introduction to PREMIS</b>	<b>0</b>	<b>0</b>	<b>Paid; cancelled due to low enrollment</b>
3/25/2024 and 3/26/2024	Arrangement & Description of Audiovisual Materials	35	35	Paid; Zoom
<b>TOTALS</b>		<b>325</b>	<b>389</b>	

Of the 12 courses planned for this quarter, 11 ran, one was cancelled, and only four achieved their maximum enrollment numbers. We continue to see lower enrollments for the in-person courses: 20, 21, and 19 enrolled in each of the 3 in-person courses this term. Winter is typically a slower quarter for Education activity as weather complicates travel and logistics for host sites, students, and instructors. Our first course of 2024, held in Little Rock, moved online for day 1 due to inclement weather at the host site.

#### **Planned Classes for Q of FY24**

April 1 – June 30, 2024

<b>Date</b>	<b>Course</b>	<b>Paid or Free</b>
04/03/2024; 04/10/2024; 04/17/2024; 04/24/2024	Technology Management for Archivists	Paid
4/9-4/10/2024	Accessioning and Ingest of Digital Records	Paid
4/10/2024	Cross Walking Metadata	Paid
4/18-4/19/2024	Arrangement & Description: Fundamentals	Paid; in- person
5/8/2024	Email Archiving	Paid; in- person NWA
05/09-05/10/2024	Records Management for Archivists	Paid; Zoom
05/22/2024; 05/29/2024; and 06/05/2024	Reparative Description Advanced	Paid; Zoom
5/29/2024	Preserving Digital Archives	Paid; in- person CIMA
05/30-05/31/2024	Archival Exhibitions	Paid; Zoom
06/04/2024	Accessioning and Ingest of Digital Records	Paid; Zoom
06/25-06/26/2024	Arrangement & Description of Digital Records: Parts 1&2	Paid; in- person
6/27/2024	Digital Forensics: Fundamentals	Paid; in- person

We have 12 courses planned at this time for the Spring quarter, 5 of those in-person and 2 in conjunction with regional archives meetings. The April iteration of Accessioning and Ingest sold out quickly at 35 and we were able to schedule a second course for June to accommodate waitlisted folks.

### **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>

- 31 DAS Certificates were awarded during the January exam cycle. 4 people renewed their DAS Certificate.
- Zero people obtained their A&D Certificate this period. There was one renewal.
- The DAS Subcommittee is conducting beta testing of the “Option B Renewal” program approved by Council at the last meeting.
- CoE continues to work on a Records Management proposal and has provided an A&D Certificate revision plan which awaits staff bandwidth for implementation.

### **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 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, which wrapped in late February.
- The SAA Foundation-funded webinar, *Together We Lead*, was offered in February free of charge to members, per the grant stipulations. Session One enrolled a maximum of 50 people in the live session and 131 overall, to date. All registrations, except one, were at the free member rate. One non-member enrolled for \$49. 41 people enrolled in the live participatory Session 2, all members at the free rate.
- In January, for the first time in 6 years, we held a sale on select webcasts, offering discount prices on some of our lesser-accessed Management Track and career webcasts.

A summary of sale revenue is below:

<b>Webcasts</b>	<b>Revenue</b>	<b>Units Sold</b>
Advanced Topics in Financial Management	\$158.00	2
Advocacy and Activism (for Institutions)	\$117.00	3
Advocacy and Activism (for Lone Arrangers)	\$156.00	4
Career Pivot Strategies for Archivists	\$234.00	6
Disaster Planning	\$316.00	4
Finance Basics for Archives Managers	\$316.00	4
Introduction to Financial Management in the Archives	\$79.00	1

Navigating Barriers to Ethical Labor Practices	\$117.00	3
Navigating Workplace Conflict	\$237.00	3
Practical IT Security for Archivists #2105	\$158.00	2
Privacy 101 for Archivists: Understanding Issues and Best Practices	\$478.00	12
Remote Work in Archives	\$316.00	4
Strengthening DEIA Goals through Collaboration	\$78.00	2
Tribal Relations: Consultation Tools for Archive Mgrs. Working w/Tribal...	\$156.00	4
<b>Grand Total</b>	<b>\$2,916.00</b>	<b>54</b>

The sale helped Education call attention to some great content that was slower to enroll during our initial marketing efforts. I will continue to schedule sales on select products as a way to increase revenue and offer content at lower prices than budget.

- We continue to bring courses online to meet accessibility objectives. Archival Exhibitions is being taught online in May, as well as Records Management, a class we have not offered since 2018.
- Finally, instructor recruitment remains a concern for Education, as several veteran instructors and teaching teams have stepped away from courses in recent months. Digital Forensics, Appraisal of Digital Records, Building Advocacy, Enhancing Digital Access, Preserving Digital Archives, and the long-planned OAIS prerequisite course experienced turnover. I am working with the DAS and CoE teams to recruit new instructors and re-tool courses.