The proposed budget for FY13 incorporates a variety of activities related to the Council’s identified Strategic Priorities (Technology, Diversity, Advocacy/Public Awareness), as well as major operational activities associated with supporting the ongoing mission of the Society. Provided below is a snapshot of those key activities.

Activities Related to Strategic Priorities

- The Publications budget (Program 104) includes development and sale of two new technology-related modules to update Roe’s Arranging and Describing Archives and Manuscripts – Implementing Descriptive and Access Systems by Daniel Santamaria and Processing Digital Records and Manuscripts by J. Gordon Daines III – as well as Telling Stories About Stories: Archives in a Digital Age, by Anne Gilliland. [$13,105]

- The Education budget (Program 105) includes funding for continuing development and implementation of the new Digital Archives Specialist curriculum, per Technology, Desired Outcome #1, Activities e. and f. [$101,885]

- The Advocacy/Public Awareness budget (Program 107) includes funding for ongoing development and production of a single-issue-focused PR campaign (I Found It In The Archives!) using American Archives Month as a key medium, per Advocacy/PR, Desired Outcome #4, Activity b. [$5,050]

On the “B List” for this program are: 1) conduct of a benchmark survey of resource allocators to determine their level of awareness of the “value” of archives and archivists, per Advocacy/PR, Desired Outcome #2, Activity a. [$5,000 for consultant]; 2) work with members and PR counsel to determine methods for measuring the impact of archives, per Advocacy/PR, Desired Outcome #2, Activity b. [$3,000 for consultant]; and 3) conduct of a benchmark survey of archives users to determine their level of awareness of the “value” of archives/archivists in their communities [$5,000 for consultant].
• The Governance budget (Program 108) includes on the “B List” funding for: 1) a grant write to assist in preparing a proposal for funding to support development of virtual access opportunities for the Annual Meeting, per Technology, Desired Outcome #3, Activity f. [$2,000] and 2) a grant writer to prepare a funding proposal for development of the Mosaic Scholarship program and awarding of 10 scholarships by 2013, per Diversity, Desired Outcome #1, Activity e. [$2,000].

**Major Activities Related to Operations (“Bricks and Mortar”)**

The following activities require significant expenditure of staff time and, while not directed to the Strategic Priorities *per se*, are critical in meeting member needs and/or supporting the mission of the Society.

• General and Administrative (Program 100): Administer activities related to staffing an effective and efficient headquarters office, including personnel administration (Service Center, staff benefits and coverage); financial management and audit; facilities and equipment management; legal services; investments.

• Periodicals (Programs 102 and 103): Publish two issues of *The American Archivist*; provide financial and staff support to Journal editor; implement redesign. [$132,870]
Publish six issues of *Archival Outlook*; solicit member-written articles; prepare staff-written articles. [$79,225]

• Publications (Program 104): Manage search for new Editor of Print and Electronic Publications (effective February 2012); launch *Archival Fundamentals Series* module updates; continue editorial planning for new approach to *Archival Fundamentals Series*; manage inventory of approximately 130 book titles; develop new titles.

• Education (Program 105): Outside of implementing DAS curriculum and certificate program, develop six new Web seminars and provide a variety of other professional development offerings in core areas. Seeking additional co-sponsors to host courses. Manage and increase Education Directory listings.

• Advocacy/Public Awareness (Program 107): Provide funding for up to one staff trip and one member trip to represent SAA on advocacy issues [$1,530]. Continue support of the National Coalition for History at a slightly reduced level [$11,000 vs. $12,500 in FY12].

• Governance (Program 108): Conduct four in-person meetings of the SAA Council; prepare materials to aid in deliberation; prepare and distribute meeting minutes. [$29,445] Conduct one meeting of the Standards Committee’s Technical Subcommittee on DACS. [$4375] Conduct one online election. [$3,800] On the B List: Conduct one all-member referendum. [$2,000]

• Career Services (Program 115): Administer online career center [net revenue of $28,725]. Administer online Consultants Directory [net revenue of $7,950].
• Membership (Program 120): Administer all join/renew processes; update online membership information; increase member retention. Analyze and make recommendations regarding member benefits package based on results of Member Needs and Satisfaction Survey. Administer the Awards, Scholarships, and Fellows selection programs [funded by SAA Foundation].

• 2012 Annual Meeting (Program 192): Administer all activities associated with the 2012 Annual Meeting, from Program Committee selection of education sessions through advance planning and onsite logistics management.

• 2013 Annual Meeting (Program 193): Provide funding and staff support for the Program Committee’s work to solicit and select education sessions; promote attendance and exhibits/sponsorships.