

**Society of American Archivists  
Council Meeting  
August 1, 2016  
Hilton Atlanta, Atlanta, Georgia**

**Publishing Program Overview  
(Prepared by Teresa Brinati)**

**I. BOOKS**

**A. Revenues**

- **Sales:** Although FY2016 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 three quarters proved a tall order and book revenues did not meet expectations at the June 30 close of FY2016.

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

- 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.
- Continue to produce modules** for the series Trends in Archives Practice. Two books (aka module clusters) are launching at *ARCHIVES\*RECORDS 2016* in Atlanta: *Teaching with Primary Sources* (Modules 9, 10, 11) and *Digital Preservation Essentials* (Modules 12, 13). By October, *Appraisal and Acquisition Strategies* (Modules 14, 15, 16) will be available. *Putting Descriptive Standards to Work* (Modules 17, 18, 19, 20) is projected for early 2017.
- 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 evaluating the feedback provided. An article for *Archival Outlook* and other outlets is in process.

Revenue trends from recent fiscal years (which have dampened but not extinguished my rational exuberance) are as follows:

July 2015 (\$220,049) to June 2016 (\$197,122)	10.4% decrease
July 2014 (\$286,636) to June 2015 (\$220,049)	23.2% decrease
July 2013 (\$320,247) to June 2014 (\$286,636)	10.5% decrease
July 2012 (\$371,974) to June 2013 (\$320,247)	13.91% decrease
July 2011 (\$408,430) to June 2012 (\$371,974)	8.93% decrease
July 2010 (\$454,993) to June 2011 (\$408,430):	10.23% decrease

- **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

- **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 and publication is now complete and the Democracy Foundation Archives paid SAA a licensing fee of \$1,000 for the first 500 copies in May. A reprint of 1,000 copies is in the offing this summer with a licensing fee of \$2,000. In addition, Imprima Korea Agency recently requested the rights to translate *Managing Congressional Records* (SAA, 2008).
- **“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. *Teaching with Primary Sources*, which is part of the series Trends in Archives Practice, is the inaugural selection. The authors even developed study guide questions that are included in the back of the book as well as online. Group discounts are available for purchases of 5 or more copies as incentive for folks to host their own book club readings in their institutions or local or regional organizations. For more details: <http://www2.archivists.org/one-book-one-profession#.V5eO3-srJhE>.
- **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:** In April we began 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.
- **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 & Institutes:** 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. The Georgia Archives Institute and the Western Archives Conference purchase quantities of several SAA titles for distribution to their attendees.
- **Archives Short Fiction Contest:** The second annual contest was launched this summer after the success of 2016’s inaugural contest. It runs through October 31. Check it out at: <http://archivists.org/short-fiction-contest#.V5eRMusrJhE>.
- **Recent reviews of SAA books:**
  - *The American Archivist* 79:1 (Spring/Summer 2016) reviewed *Through the Archival Looking Glass: A Reader on Diversity and Inclusion* (SAA, 2014); 78:2 (Fall/Winter 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).
- *The American Archivist* 78:2 (2015) reviewed *Exhibits in Archives and Special Collections* (SAA, 2013).

### III. PERIODICALS

#### A. *The American Archivist*

**Allen Press:** 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 the journal's editor (Greg Hunter) and SAA staffers Abigail and Teresa were trained on it. 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.

**Reviews Portal Coordinator Search:** Alexandra Orchard, the coordinator of *The American Archivist* Reviews Portal since 2012, has been appointed editor of *Archival Issues*, the journal of the Midwest Archives Conference. Thank you, Alexandra, for helping to build this online resource and congrats on your appointment. A search process, led by Reviews Editor Bethany Anderson, is underway and should be completed shortly.

**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.

#### **Stats for AmericanArchivist.org (Sept 2015–July 2016):**

- Average duration on page: 3:09 minutes
- Average pages visited per session: 3.72
- Users: There were 49,015 visits to AmericanArchivist.org. Sixty percent (29,424) of those visits are new visitor sessions while the remaining 40% (19,591) are returning visitors.
- Country of Users: 62.33% (30,551 visitors) from the United States, 6.71% (3,288 visitors) from Canada, 5.75% (2,819) from the United Kingdom. Visitors from China, South Korea, Australia, Brazil, the Netherlands, Finland, and Germany each make up between 1-2% of visitors.
- Highest trafficked pages - abstracts only:
  1. Mark Greene and Dennis Meissner (2005) More Product, Less Process: Revamping Traditional Archival Processing. *The American Archivist*: Fall/Winter, Vol. 68, No. 2, pp. 208-263. (653 page views)
  2. Mario H. Ramirez (2015) Being Assumed Not to Be: A Critique of Whiteness as an Archival Imperative. *The American Archivist*: Fall/Winter 2015, Vol. 78, No. 2, pp. 339-356. (588 views)
  3. Felicia Williamson, Scott Vieira, and James Williamson (2015) Marketing Finding Aids on Social Media: What Worked and What Didn't Work. *The American Archivist*: Fall/Winter 2015, Vol. 78, No. 2, pp. 488-513. (564 views)

4. Matthew R. Francis (2015) 2013 Archival Program Graduates and the Entry-Level Job Market. *The American Archivist*: Fall/Winter 2015, Vol. 78, No. 2, pp. 514-547. (515 views)
  5. Larisa Miller (2013) All Text Considered: A Perspective on Mass Digitizing and Archival Processing. *The American Archivist*: Fall/Winter, Vol. 76, No. 2, pp. 521-541. (506 views)
  6. Wendy M. Duff and Jessica Haskell (2015) New Uses for Old Records: A Rhizomatic Approach to Archival Access. *The American Archivist*: Spring/Summer 2015, Vol. 78, No. 1, pp. 38-58. (493 views)
  7. Mark Greene (2013) A Critique of Social Justice as an Archival Imperative: What Is It We're Doing That's All That Important?. *The American Archivist*: Fall/Winter, Vol. 76, No. 2, pp. 302-334. (490 views)
  8. Jessica Phillips (2015) A Defense of Preservation in the Age of MPLP. *The American Archivist*: Fall/Winter 2015, Vol. 78, No. 2, pp. 470-487. (438 views)
  9. Wendy Duff, Elizabeth Yakel, and Helen Tibbo (2013) Archival Reference Knowledge. *The American Archivist*: Spring/Summer, Vol. 76, No. 1, pp. 68-94. (369 views)
  10. Joseph A. Williams and Elizabeth M. Berilla (2015) Minutes, Migration, and Migraines: Establishing a Digital Archives at a Small Institution. *The American Archivist*: Spring/Summer 2015, Vol. 78, No. 1, pp. 84-95. (329 views)
- Highest trafficked pages - PDFs
    1. Mark Greene (2013) A Critique of Social Justice as an Archival Imperative: What Is It We're Doing That's All That Important? *The American Archivist*: Fall/Winter, Vol. 76, No. 2, pp. 302-334.
    2. Mario H. Ramirez (2015) Being Assumed Not to Be: A Critique of Whiteness as an Archival Imperative. *The American Archivist*: Fall/Winter 2015, Vol. 78, No. 2, pp. 339-356.
    3. Wendy Duff, Elizabeth Yakel, and Helen Tibbo (2013) Archival Reference Knowledge. *The American Archivist*: Spring/Summer, Vol. 76, No. 1, pp. 68-94.
    4. Larisa Miller (2013) All Text Considered: A Perspective on Mass Digitizing and Archival Processing. *The American Archivist*: Fall/Winter, Vol. 76, No. 2, pp. 521-541.
    5. Wendy M. Duff and Jessica Haskell (2015) New Uses for Old Records: A Rhizomatic Approach to Archival Access. *The American Archivist*: Spring/Summer 2015, Vol. 78, No. 1, pp. 38-58. (493 views)
    6. Jean Dryden (2014) The Role of Copyright in Selection for Digitization. *The American Archivist*: Spring/Summer, Vol. 77, No. 1, pp. 64-95
    7. Karen Gracy and Frank Lambert (2014) Who's Ready to Surf the Next Wave? A Study of Perceived Challenges to Implementing New and Revised Standards for Archival Description. *The American Archivist*: Spring/Summer, Vol. 77, No. 1, pp. 96-132
    8. Joseph A. Williams and Elizabeth M. Berilla (2015) Minutes, Migration, and Migraines: Establishing a Digital Archives at a Small Institution. *The American Archivist*: Spring/Summer 2015, Vol. 78, No. 1, pp. 84-95.
    9. Sean Heyliger, Juli McLoone, and Nikki Thomas (2013) Making Connections: A Survey of Special Collections' Social Media Outreach. *The American Archivist*: Fall/Winter, Vol. 76, No. 2, pp. 374-414.
    10. Christine George (2013) Archives Beyond the Pale: Negotiating Legal and Ethical Entanglements after the Belfast Project. *The American Archivist*: Spring/Summer, Vol. 76, No. 1, pp. 47-67.

## **B. Archival Outlook**

*Archival Outlook* advertising revenues were better than budget by nearly 9%!

Issues from 2003 to the present have been available since 2014 in digital format online. In June, SAA digitized the remaining back issues, starting from the first *SAA Newsletter* published in 1973 through its evolution to *Archival Outlook*. The next step is to post them to the SAA website, so all issues will be open access.

Below are some digital edition metrics for 2016.

- Total issue visits per 2016 issues:
  - Jan/Feb – 1,743
  - Mar/Apr – 3,101
  - May/June – 3,503
  - July/August – 1,133
- Highest trafficked articles:
  1. “President’s Message: Rethinking Hiring Practices” (May/June 2016) (1,584 total views)
  2. “The Music Man: Peter Balestrieri’s Journey from Punk Rock Band to Special Collections” (May/June 2016) (1,123 total views)
  3. “Studs Terkel Radio Archives” (May/June 2016) (1,034 total views)
  4. “President’s Message: Building an Inclusive Profession” (Mar/Apr 2016) (1,010 total views)
  5. “The Transgender Archives” (Mar/Apr 2016) (963 total views)

## **C. In the Loop**

The number of subscribers to the every-other-weekly e-newsletter is 9,702 (up from 8,931 in January 2016). The open rate ranged from 19.3% to 24.9% (the industry average rate is 22.49%), with a click rate ranging from 6.6% to 11.4%.

## **D. Social Media**

SAA’s following on Twitter and Facebook continues to grow. SAA now has 10K+ Facebook page likes (up from 8,628 in January 2016) and 10.6K+ Twitter followers (up from 9,576 in January 2016), as well as consistent engagement with liking and sharing content.

In June, SAA re-started the use of Instagram with the handle @saarchivists and now has 338 followers (up from 170 in May 2016). SAA features a guest Instagrammer for one week who share their archival projects, interactions, and collections with SAA’s audience. In the last two months, SAA featured six repositories in Atlanta to generate interest around the annual meeting.

**One thing to consider is how SAA’s Instagram can help promote publications and articles.** Is there a visual-friendly event an author is part of (i.e., taking a class into the archives for *Teaching with Primary Sources*) or an *American Archivist* article (i.e., the Spring/Summer 2016 article on scrapbooking, “Uncovering Social History: An Interdepartmental Approach to Scrapbook Digitization”) where the author could be SAA’s guest Instagrammer for a week and point back to or excerpt from their publication as they share a more visual aspect of their content?

On June 20, SAA initiated its first Day of Giving campaign via social media and email. The Day of Giving, which focused primarily on raising money for the Mosaic Scholarship Fund,

was a success with \$12,726 raised among 90 donors, 38 for the Mosaic Scholarship Fund and other funds, 35 of whom were new givers.

#### **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 met in Chicago on May 20 to immerse themselves in this new tool. The learning process continues.

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 37.1% (the industry average is 22.5%).