

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

**Staff Report: Annual Meeting
(Prepared by Nancy Beaumont)**

For information about development of the education sessions for the 2016 Annual Meeting, see the Program Committee's final report, expected for the November 2016 Council meeting. For more details about conference planning as well as progress made toward the Council-adopted "Principles and Priorities for Continuously Improving the SAA Annual Meeting," see my report to the May 2016 Council meeting.¹

Registration

As of the close of Advance registration on July 13, we had registered 1,459 "full paid" attendees (compared with 1,525 in 2015, 2,001 in 2014, 1,454 in 2013, and 1,349 in 2012) and 34 one-day registrants (compared with 63 in 2015). The budgeted paid attendance for this conference is 1,730. We are monitoring costs very carefully to ensure that any shortfalls in registration are made up in the overall budget.

Exhibits/Sponsors

We have seen declines in all exhibit/sponsor/advertising income for 2016 when compared with 2015. We have sold 51 booths in the Exhibit Hall for a total of \$88,160 in exhibits revenue (as compared with 61 booths and \$103,000 in 2015). In addition, we are benefiting from sponsorship revenue of \$24,600 (down from \$37,000 in 2015) from Silver Sponsor Atlas Systems, four Bronze Sponsors (Hollinger Metal Edge, LibNova, Preservation Technologies, and Preservica), and Crawford Media Services' partial sponsorship of the coffee and pancake break in the Expo Hall. Advertising in the preliminary flyer and onsite program totaled \$8,530 (down from \$14,000 in 2015). We are grateful to our industry partners for their support, which is one factor that has enabled us to keep our early-bird member registration fee as low as possible. Nevertheless, it should be noted that the Council of State Archivists' year-long corporate sponsorship program likely is one cause of our reduced exhibit and sponsor revenue.

Conference Communication

Since its "go live" date in early April, the [2016 Host Committee blog](#) has tempted prospective attendees with all things Atlanta (with an emphasis on culture and food). Many tweets and Facebook posts have commented on the wonderful information provided in the blog. The Committee solicited a "host" of repository tours in the Atlanta

¹ <http://www2.archivists.org/sites/all/files/0516-VI-E-5-AnnMtg.pdf>

area on Tuesday and Wednesday of the conference week. In addition, the Committee arranged for three service projects: 1) an opportunity to volunteer time at Historic Oakland Cemetery on Tuesday, August 2, to lift, divide, and replant the cemetery's legendary irises; 2) a blood drive, sponsored by LifeSouth, to be conducted in the hotel on Thursday, August 4; and 3) an opportunity to volunteer at FurKids, Atlanta's no-kill animal shelter on August 2 or to donate items to the shelter at an information table in the Hilton throughout the conference.

We launched the mobile web version of the conference website in April with the opening of registration. This is our fourth year using Sched.org for the online schedule, and our third year offering the native app for iOS and Android. The native app was available three weeks prior to the conference.

We once again included on the conference registration form an opt-out option for the print Onsite Program. As last year, nearly 10% of registrants opted out and we were able to reduce our print run (and carbon footprint) accordingly.

We changed our approach to providing MP3 files of recorded sessions this year. Rather than charging a separate fee for them, we increased the overall registration fee slightly and are providing access to all recorded sessions for all registrants. Downloadable files will be available in early September. We will announce their availability broadly to registrants.

Child Care Options / Lactation Facility

Provision of a child care center for a very limited number of attendees was cost-prohibitive for the Atlanta conference. As in the past, we will continue to respond, per SAA's policy, to requests for reimbursement. And we will continue to explore interest and options for future conferences.

In response to a request from the Women Archivists Roundtable, we provided a lactation room in the hotel.

“Affiliate” Meetings

We continue to see an upswing in the number of meetings of “affiliated organizations” held in conjunction with the Annual Meeting. In Atlanta we will accommodate 14 such groups, as well as additional meetings of subgroups of several sections and roundtables. We're delighted to see that “SAA” is a conference that is viewed as central to the profession, but are also aware that we may soon reach a tipping point of how many affiliate groups we are able to accommodate.

As always, we welcome your comments, questions, and suggestions.