

**Society of American Archivists  
Council Meeting  
August 2, 2021  
Virtual Meeting**

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

**Education by the Numbers (May to July 21, 2021)**

In light of the continuing COVID-19 pandemic, we have persisted with our all-online education model, using Zoom for full-day courses as well as short, topical webcasts. It is worth noting that since January 2021, registrations for *paid* webcasts have consistently outpaced those for free content, accounting for 68% of webinar registrations in the past six months.

**Webcast Sales Summary**

	<b>May</b>	<b>June</b>	<b>July (partial)</b>	<b>Grand Totals</b>
<b>Paid content</b>	91	165	173	429
<b>Free content</b>	28	121	40	189
<b>TOTALS</b>	<b>119</b>	<b>286</b>	<b>213</b>	<b>618</b>

**On-Demand Format**

In February, we debuted three courses as fully-revised, on-demand offerings, fulfilling a need in the Management Track as well as in the Tactical and Strategic tier of both the A&D and DAS Certificate Programs. These fall in the “on-demand webcast” revenue category, for which we planned 25 purchases per product per year.

- Writing a Grant Proposal (A&D: Tactical & Strategic), Instructor: Gina Minks
  - 10 registrants to date
- Copyright in Digital Archives (A&D, DAS: Tactical & Strategic), Instructor: Joshua Kitchens
  - 50 registrants to date
- Privacy and Confidentiality in Digital Archives (A&D, DAS: Tactical & Strategic), Instructor: Joshua Kitchens
  - 39 registrants to date

## Online Courses (May through July 2021)

A summary of activity is below. The FY22 budget is built on the assumption that we run approximately 4 live webcasts per month over ten full programming months (excepting December and August) with an average of 30 enrollees. Live webcasts are a separate budget category not reflected in this chart, as we have had none in this time period.

<b>Date</b>	<b>Course</b>	<b>Enrollment</b>	<b>Paid or Free</b>
April-May 6, 2021	Digital Curation: Fundamentals to Sustainability	40 (max 40)	Paid
5/4/2021	DACS Fundamentals	43+ (max 40)	Paid
5/11/2021	DACS Advanced	29 (max 35)	Paid
5/24 & 26, 2021	Arrangement and Description Fundamentals	25* (max 25)	Paid
6/1-2, 2021	Arrangement and Description of Digital Records	45 (max 45)	Paid
6/8-9, 2021	Email Archiving	42+ (max 40)	Paid
6/18/2021	Introduction to XML Analysis and Manipulation (closed course for TSHRAB)	30* (max 30)	Paid
6/22-23, 2021	Tool Integration: From PSIP to DIP	34 (max 35)	Paid
6/29/2021	Tool Integration: From PSIP to DIP (closed course for Hong Kong Government Records Service)	26* (max 30)	Paid
7/13-15, 2021	Cultural Diversity Competency	44 (max 40)	Paid
7/28-29, 2021	Using ePadd for Email Archiving	11*+ (max 10)	Paid
<b>TOTALS</b>		<b>369 (max 370)</b>	

\*Some courses had intentionally limited enrollments, by instructor request.

+Enrollment numbers sometimes include audits by DAS or CoE members performing course review or TA duties, as approved by Director of Education.

The shift to all-online education has had significant budget impacts. While we are saving on the expense side by eliminating instructor travel expenses, we are also enjoying successful sales, chiefly in the On-Demand Webinar line. We ended FY21 with a net gain of \$112,400, which is 44% better than budgeted. This includes an On-Demand revenue figure of \$162,000, compared to the budgeted revenue of \$103,000.

### Hong Kong Partnership

After several years of conversation, exploration, and negotiation, SAA Education partnered with the Hong Kong Government Records Service in June to offer a live Zoom course, including pre-recorded video and a customized, live Q&A session with the instructor, to 26 employees. We are thrilled to offer this programming to a new audience and hope the flexibility of online learning allows more HKGRS folks to attain the DAS Certificate.

## DAS Update

We continue to see increased uptake in DAS courses offered virtually, and solid numbers for the DAS Comprehensive Exam.

- 35 took the exam in May, compared to 34 in May 2020.
- The next exam administration will occur in September, with a new version of the exam for FY22. The DAS Comprehensive Exam Managers (Sarah Shipley and Tomaro Taylor) create a new exam each fiscal year.

## DEI Next Steps: SAA Foundation Grant

Registration for four topical webinars opened the week of June 6. Courses are scheduled to run during the week of August 16. Committee on Education members developed a course evaluation specific to these courses, to help us plan subsequent DEI programming beyond the completion of the grant. Registration for the live programs is capped at 50 participants to ensure a quality online learning experience. The recording of each program will be available for sale as an on-demand product for one year, ensuring SAA Education will continue to innovate and iterate on this curriculum to meet members' evolving needs.

- Martha Anderson and Tarida Anantachai - *Mentoring and Support for BIPOC Staff*
  - 30 registrants to date
- Lorin Jackson – *Facilities and Spaces: Co-Constructing a More Inclusive Environment*
  - 23 registrants to date
- Azalea Camacho and Amalia Castaneda - *Nontraditional Advocacy and Outreach Practices from a DEI Perspective*
  - 25 registrants to date
- Sharon Mizota - *DEI and Collections Metadata/DEI Audit*
  - 37 registrants to date

## NHPRC-Funded Management Track

As the pandemic's grip on institutions has loosened and many archivists face challenges about return to work in this new environment, SAA Education responded by scheduling a free webinar with Magda Pecsénye called "Back at Work and Thriving: Best Practices for Bringing Your People Back to Work." We also negotiated to keep the March 2020 program on "Suddenly Working from Home" available to members beyond the initial contracted one-year period.

Date	Title (Speaker)	Description/Notes	Enrollment + On-Demand sales
July 8, 2021	Back at Work and Thriving: Best Practices for Bringing Your People Back to Work (Magda Pecsénye)	Free webinar. Management Track.	81

September 2021	Technology Management (Carson Block)	Asynchronous with live office hours.	n/a
Anticipated December 2021	Project Management (Rosemary Pleva-Flynn)	Asynchronous online course.	n/a

I am investigating and planning additional courses in the following areas to finish out the cooperative agreement this year.

- Vicarious Trauma in the Archives
- Creating and Sustaining Inclusive Online Spaces
- Change Management
- Archives Managers Virtual Unconference
- DEI (various topics)