Acquisitions and Appraisal Section Steering Committee
Society of American Archivists
Meeting notes: January 30, 2015

Agenda
- Social Media update
- Annual meeting plans

Members present
Jaimie, Laura, Bethany, Cliff, Lily

Notes
Social Media update
- Bethany updated group on social media launch (Twitter account goes live Monday 2/2, may expand to other tools such as Instagram, Pinterest, etc...), welcomed Lily, new social media intern
- Bethany, Mat, and Lily are exploring several engagement opportunities, leveraging Lily's existing connections with the archive community. Setting goals, developing strategies through general user scenarios (audience, messaging, etc...)
- Various tools/methods discussed:
  o Live tweet/q&a sessions
  o Pinterest/Instagram (Lily is still exploring functionality/fit of Pinterest but suggested Instagram as an effective tool that's worked to build audience for other archive-related purposes; would need to establish an account)
  o Facebook public page (vs. group) for increased visibility (group discussion - everybody thinks this is a good idea but Laura needs an appropriate email account to associate with the page
- Avatar discussion (group decided to use existing SAA photos/logo, pending other creative developments)
- POCs with other sections/groups discussed (e.g. Web archiving - John Bence), for further collaboration
- Laura requested documentation of all accounts and contact/password info for continuity
- Cliff volunteered to work on first Twitter post - targeting mid-February (post President's Day) deadline

Annual Meeting Plans
- Laura recapped idea of partnering with other roundtables, group discussed merits of pursuing this option considering deadlines for meeting description submission
  o Outcome: wait to hear back from Mat (about potential RAO collaboration), if that does not pan out we will ask the membership for ideas (via our newly established social media channels - like Twitter)
- General discussion of potential program topics/structures:
  o Difficult situations - practical approaches

- o Reappraisal and deaccessioning
- o Appraisal / valuation of born digital content - what is really "original" in the world of web content, other born digital materials
- o Developing appraisal reports - how do we rapidly apply context to materials ("why it matters")
- o Shift from panel presentation to series of conversations
  - Cliff suggested world café model (series of topics, one topic/table - usually posed as a question, set time for discussion rotation, attendees move between the tables w/ facilitator at each table) - here's more info: http://www.theworldcafe.com/method.html
- o Gabriel Garcia Marquez materials - potential topic but also opportunity for collaboration with SAA on a response
  - Laura will reach out to SAA to determine status, and/or if there is opportunity for input from the Section
- Next steps: Laura will work on general description of meeting program, based on Mat's feedback and/or reach out to membership (via Twitter or otherwise), will iterate virtually (via email) with rest of Steering Committee

Minutes from last (11/21) meeting approved
Next meeting tbd - March (Laura will send Doodle poll)

-end of meeting-