

**Society of American Archivists Foundation
Board of Directors Meeting
Monday, October 5, 2020
12:00 pm – 2:00 pm CT**

**Proposal to Create a Communications Subcommittee of the
Foundation Development Committee
(Prepared by JoyEllen Williams and Angelique Richardson)**

BACKGROUND

At the Board's August 2020 meeting, Williams, Richardson, and Evans proposed for Board discussion creation of a Communications Committee to improve and enhance strategic communications with both internal and external audiences. The Board had a vibrant discussion about this topic and suggested that Williams and Richardson flesh out a description of the goals, duties, and make up of such a group. As an interim step, both Board members agreed to serve as an informal "Communications Subcommittee" of the Development Committee to begin putting their ideas to work. Proposed below is a description of a Communications Subcommittee of the Development Committee.

STRUCTURE

The Communications Subcommittee will exist as a subset of the Development Committee of the SAA Foundation Board. Initially, the leaders of the subcommittee will be Angelique Richardson and JoyEllen Williams, both class B members of the SAA Foundation Board. The Communications Subcommittee will plan to meet regularly depending on the meeting schedule of the SAA Foundation. This official meeting schedule for the subcommittee is to be determined, but will most likely occur monthly or bi-monthly.

PURPOSE

The main purpose of the subcommittee is to streamline internal and external communications of the SAA Foundation Board in collaboration with the Development Committee and SAA staff members. Creating stronger lines of communication will make the SAA Foundation Board more productive during meetings and help SAA members understand how the SAA Foundation functions and serves SAA.

The subcommittee will direct its internal communication toward informing and reminding SAA Foundation Board members of current tasks, new developments, and important updates in a

newsletter format. The subcommittee will also provide helpful tips for Foundation Board members who may not be familiar with financial jargon and nuanced organizational procedures.

With regard to external communications, the subcommittee will use social media, Zoom, and other online platforms to foster stronger connections between the SAA Foundation and SAA members.

Examples of duties for internal communications:

- Develop quarterly SAA Foundation Board newsletter that includes:
 - SAAF goals for the year
 - Committee updates
 - Financial and organizational/non-profit terms
 - Tips for new Foundation members
 - Handy guide to Robert’s Rules of Order
- Assist committees by reiterating announcements and reminders they would like to share with the SAA Foundation committee outside of official meetings.

Examples of duties for external communications:

- Utilize social media, SAA Connect, and other online platforms to promote the work of the SAA Foundation and inform SAA members.
- Better represent the SAA Foundation on section listservs and other SAA initiatives.
- Initiate “get-to-know-us” profiles in *Archival Outlook* so that SAA members can learn more about members of the Foundation Board.
- Host periodic Zoom calls to connect with interested SAA members and foster listening sessions.