

**Society of American Archivists
Council Meeting
November 9 – 12, 2014
Chicago, Illinois**

**Staff Report: Publications
(Prepared by Teresa Brinati)**

I. PERIODICALS

A. *The American Archivist*

The investigation continues for a new solution to replace MetaPress, the hosting service since 2007 for *The American Archivist Online*. MetaPress decided to end its relationship with SAA and other small publishers earlier this year. *The American Archivist* content will be accessible online without interruption through January 28, 2015, based on SAA's contract with MetaPress.

The Working Group doing the investigation is chaired by Paul Conway (who was co-chair of the journal's 2007 online publication investigation) and consists of Amy Cooper Cary (Reviews Editor), Brad Houston (SAA Archives), Bethany Anderson (Publications Board), and me. The Working Group developed a list of requirements for a new vendor, identified sixteen potential vendors, and prepared an RFP that was mailed to those vendors in August. During the SAA Annual Meeting, the Working Group and Editorial Board met jointly to discuss progress to date. Since that meeting, the Working Group has been reviewing responses received from six vendors (with the possibility of a seventh response expected later in October). The Working Group is on schedule to make a recommendation to the Editorial Board in November, which in turn would make a recommendation to the Council.

B. *Archival Outlook*

Two new opportunities for paid advertising will debut in 2015: 1) premium outside back cover placement, and 2) in the digital edition, "presentation page" placement, which is opposite the front cover.

C. *In the Loop*

The biweekly e-blast is enjoying its largest circulation yet: 7,134. Open rates have tipped 29% (that's the percentage of membership who open the email), while the click rates hover at 12% (the percentage of readers who click on a link in the email). According to Mail Chimp (the service used to send the e-blast), the nonprofit industry average for open rates is 23.5%. *In the Loop* continues to be above average!

II. BOOKS | MODULES | CASE STUDIES | BROCHURES

A. *III-peat! ARCHIVAL FUNDAMENTALS SERIES III*

A stellar cast of authors are now lined up for the seven volumes in the Archival

Fundamentals Series III:

- *Introducing Archives and Manuscripts*, by Tom Nesmith (University of Manitoba)
- *Leading Archives and Manuscript Programs*, by David Carmicheal (Pennsylvania State Archives)
- *Appraising and Acquiring Archives and Manuscripts*, by Mark A. Greene (American Heritage Center, University of Wyoming)
- *Arranging and Describing Archives and Manuscripts*, by Dennis Meissner (Minnesota Historical Society)
- *Preserving Archives and Manuscripts: Principles and Practices*, by Elizabeth Joffrion (Western Washington University) and Michèle Cloonan (Simmons College)
- *Providing Reference and Access Services for Archives and Manuscripts*, by Cheryl Oestreicher (Boise State University)
- *Advocacy and Outreach for Archives and Manuscript Repositories*, by Kathleen Roe (New York State Archives)

The series editor will be Peter J. Wosh, director of the Archives/Public History Program at New York University. Volumes in the series are projected to be available beginning in 2017.

Publications Editor Chris Prom prepared a blog post for *Off the Record* ("[Looking Forward to Archival Fundamentals Series III](#)," Oct. 16) that will be repurposed for the November/December issue of *Archival Outlook*.

B. Project Status

1. New Output

- CASE STUDIES IN ARCHIVAL ETHICS:
 - [Identifying Culturally Sensitive American Indian Material in a Non-tribal Institution](#)
by Ellen M. Ryan (Sept. 2014), PDF
 - *Intellectual Property Concerns in Undocumented Corporate Collections*
by Kathy McCardwell (Oct. 2014), PDF
- Free e-resource (posted October 2014):
 - [Copyright and Unpublished Material: An Introduction for Users of Archives and Manuscript Collections](#), by SAA Intellectual Property Working Group (also available in print from the SAA bookstore)

2. In Production

- TRENDS IN ARCHIVES PRACTICE – Nineteen modules are in various states of production in this series. Projected availability is 2015 for the following:
 - *Module 4: Becoming a Trusted Digital Repository* by Stephen J. Marks
 - *Digital Preservation Essentials*
Edited with an introduction by Paul Conway and Christopher J. Prom
 - *Module 5: Acquiring Knowledge and Skills*, by Helen Tibbo
 - *Module 6: Achieving Organizational Readiness*, by Nancy McGovern
 - *Module 7: Preserving Digital Objects*, by Erin O'Meara and Kate Stratton
 - *Module 8: Implementing Storage Technologies*, by Jessica Colati

- *Rights in the Digital Era*
 Edited with an introduction by Menzi Behrnd-Klodt and Christopher J. Prom
 - *Module 9: Understanding Copyright Law*, by Heather Briston
 - *Module 10: Balancing Privacy and Restrictions: Personal and Family Papers*, by Menzi Behrnd-Klodt
 - *Module 11: Balancing Privacy and Restrictions: Organizational, Business, and Government Records*, by Menzi Behrnd-Klodt
 - *Module 12: Managing Rights and Permissions*, by Aprille McKay
 - *Teaching with Primary Sources*
 Edited with an introduction by Lisa Hinchliffe and Christopher J. Prom
 - *Module 13: Contextualizing Archival Literacy: Environments and Issues*, by Elizabeth Yakel
 - *Module 14: Teaching with Archives: A Guide and Manual*, by Sammie Morris, Tamar Chute, and Ellen Swain
 - *Module 15: Helping Students Learn: Cases and Examples*, by Sammie Morris, Tamar Chute, and Ellen Swain
 - *Putting Descriptive Standards to Work*
 - *Module 16: Implementing DACS*, by Cory Nimer
 - *Module 17: Introducing EAC-CPF*, by Katherine Wisser
 - *Module 18: Sharing Archival Metadata*, by Aaron Rubinstein
 - *Module 19: Using EAD3*, by TBD
 - *Archival Appraisal and Acquisition*
 - *Module 20: Collecting Digital Manuscripts*, by Gabriela Redwine and Megan Barnard
 - *Module 21: Appraising Electronic Records*, by TBD
 - *Module 22: Accessioning Digital Archives*, by TBD
- *EAD3* – The Technical Subcommittee on Encoded Archival Description of the Standards Committee recently indicated that additional time is required for finalizing this standard. *EAD3* is now projected to be available sometime in 2015 (free online with print copies available for purchase).

C. Marketing

1. 2015 Media Kit

Designed by Anne Hartman, it has been distributed to current/prospective advertisers, annual meeting exhibitors, and workshop sponsors.

2. Reviews of Books in the Professional Literature

- *Perspectives on Women's Archives* (SAA, 2013) in *Information & Culture: A Journal of History* (Sept. 2014), *Archives & Manuscripts* (July 2014), *Journal of Archival Organization* (2013), and *The American Archivist* (Fall/Winter 2014)
- *Through the Archival Looking Glass: A Reader on Diversity and Inclusion* (SAA, 2014) in *Journal of Western Archives* (5:1, 2014)
- *Exhibits in Archives and Special Collections* (SAA, 2013) in *NEA News* (July 2014)

3. Book Promos

- Regional Meetings This Fall: Conference of Intermountain Archivists, Society of Rocky Mountain Archivists, Society of Indiana Archivists, Society of Ohio Archivists, Society of Tennessee Archivists, Society of Mississippi Archivists, Louisiana Archives and Manuscripts Association, Kentucky Council on Archives, Society of Georgia Archivists, Archivists Round Table of Metropolitan NY, Mid-Atlantic Regional Archives Conference, New Hampshire Archives Group, Society of Alabama Archivists, South Carolina Archival Association, New England Archivists
- Association of Canadian Archivists: “Member Draw” prize (SAA books)
- Ohio Historical Society: “I Found It In The Archives” prize (SAA books)

4. Within SAA

- Publications used in or promoted at 43 SAA continuing education offerings from July through October.
- House ads in *In the Loop*, *Archival Outlook*, and *The American Archivist*.
- Archives and Archivists of Color Roundtable: Twitter Banner Contest prize (SAA book)

III. DICTIONARY OF ARCHIVES TERMINOLOGY

Engaging the professional community in the identification and development of new terminology and the review of existing terms continues to be the chief focus of the Dictionary Working Group, which is building the new *Dictionary of Archives Terminology* (coming in 2015). Social (#SAA words) and other media are being used in this effort. [Word of the Week](#), a weekly e-blast, was launched on July 23 and is introducing new terms and definitions as well as soliciting feedback. It now has more than 800 subscribers, with open rates topping 50% for some terms (e.g., catablog, MODS). So spread the word about Word of the Week!

IV. MISCELLANEOUS

A. Committee on Public Awareness (COPA)

In keeping with President Roe’s “Year of Living Dangerously for Archives” and SAA’s strategic priorities, COPA prepared to implement a first-ever #AskAnArchivist Day on October 30. Archivists around the country were invited to take to Twitter to answer questions about any and all things archives. This day-long event was designed to encourage the public to connect directly with archivists in their communities.

B. Awards Committee

Provided orientation to the co-chairs, reviewed and revised key working documents for the 70-member committee, and coordinated an outreach strategy between the Awards Committee and ARL/SAA Mosaic Program to align deadlines and other considerations.

C. Professional Development

1. **Association Media and Publishing:** In September, organized a morning-long educational session, “Got Data? How to Use Big Data to Drive Content and Publishing Decisions,” which featured panelists from the Society for Vascular Surgery, Society of Critical Care

Medicine, and Association Management Center who provided an overview of big data and everything in between, and shared how to leverage this data to drive decision-making and achieve editorial and publishing goals. Anne Hartman and Matt Black also attended the session.

2. **Association Forum of Chicagoland:** As co-chair of the Book Publishers group, co-organized a brown bag lunch session in October, “Mistakes Were Made: ‘Oops’ Moments and How to Maintain Organizational Effectiveness,” which featured as a presenter SAA member Kate Elgayeva, archivist and assessment director at The Chicago School of Professional Psychology who is completing her dissertation on organizational development.