

**Society of American Archivists
Council Meeting
November 14–16, 2016
Chicago, Illinois**

Publishing Program Overview: August–November 2016
(Prepared by Director of Publishing Teresa Brinati)

I. BOOKS

A. Revenues

A momentary ray of light—August revenues exceeded expectations, due in large part to the following factors:

- A successful Annual Meeting in Atlanta that featured **two new volumes** in the series Trends in Archives Practice, both of which sold out onsite: *Teaching with Primary Sources (Modules 9–11)* and *Digital Preservation Essentials (Modules 12–13)*.
- An association-wide promo extending Annual Meeting discounts for two weeks after the meeting.
- The start of the fall semester (books are still used in *some* classrooms).
- The summer launch of the inaugural “One Book, One Profession” initiative (archivists.org/one-book-one-profession).
- An order by Harvard University for 125 copies of *Archives in Libraries* (courtesy of University Archivist Megan Sniffin-Marinoff).

B. Another New Book!

Appraisal and Acquisition Strategies (Modules 14–16), another volume in Trends in Archives Practice, made its print debut in October and is expected to contribute favorably to the bottom line.

C. eBooks

The following titles are being converted to Adobe Digital Editions PDFs and ePubs and will be available for sale shortly:

Teaching with Primary Sources

- *Module 9: Contextualizing Archival Literacy*
- *Module 10: Teaching with Archives*
- *Module 11: Connecting students and Primary sources*

Digital Preservation Essentials

- *Module 12: Preserving Digital Objects*
- *Module 13: Digital Preservation Storage and Retrieval*

Appraisal and Acquisition Strategies

- *Module 14: Appraising Digital Records*

- *Module 15: Collecting Digital Manuscripts and Archives*
- *Module 16: Accessioning Digital Archives*

D. Survey

“SAA Book Publishing Survey Results” article featured on p. 27 of the September/October issue of *Archival Outlook* (see <http://www.bluetoad.com/publication/?i=341966>).

E. Where to Find Out-of-Print SAA Books

SAA has fielded several requests to make it easier on the website to access out-of-print publications from the SAA catalog in the HathiTrust Digital Library. Publications Board intern Anna Trammell recently put together a list of 75 books with links to the full text. See <http://www2.archivists.org/publications/freepublications/SAA-Books-in-HathiTrust>.

II. MARKETING

A. Regionals

Fourteen regional groups responded to our invitation via the RAAC listserv to send promo materials for their fall meetings: New Hampshire Archives Group, Society of Ohio Archivists, Louisiana Archives and Manuscripts Association, Society of Rocky Mountain Archivists, Midwest Archives Conference Fall Symposium, Chicago Open Archives Tour, Society of Georgia Archivists and the Society of Florida Archivists joint annual meeting, Association of Maine Archives & Museums, Association of St. Louis Area Archivists, Society of Alabama Archivists, Society of Indiana Archivists, Miami Valley Archives Roundtable, Greater New Orleans Archivists, Los Angeles Archivists Collective, and Archivists of the Houston Area.

B. Online Bookstore

The website redesign was recently implemented on the bookstore pages (see archivists.org/bookstore.) Notice the “Did you know . . .” message in the upper-right corner.

C. Advertising

In April we began working with Naylor Association Solutions on ad sales for the new SAA website and *In the Loop*. Naylor has found and partnered with three new advertisers. The first royalty check was received in October in the amount of \$1,900.01 for three banner ads.

D. One Book, One Profession: *Teaching with Primary Sources*

This reading initiative launched in the summer (archivists.org/one-book-one-profession). We know of more than a half dozen “One Book” discussions. In addition, the book was featured at RAO’s second Unconference for Teaching with Primary Sources in Atlanta in August (raffled off as prizes).

E. Archives Short Fiction Contest

The second annual contest was launched this summer after the success of 2016’s inaugural contest and closed on October 31. The winning entry will be announced in December. The prize is \$250 plus publication in *Archival Outlook* and on the SAA website.

F. Recent Reviews of SAA Books

- *NEA Newsletter* (October 2016) reviewed *Archives in Libraries* (SAA, 2015).
- *ProtoView Preprints* (October 2016) reviewed *Teaching with Primary Sources* (SAA, 2016) and *Digital Preservation Essentials* (SAA, 2016).
- *American Reference Books International* (June 2016) reviewed *Module 8: Becoming a Trusted Digital Repository* (SAA, 2015).

III. PERIODICALS

A. *The American Archivist*

- The Allen Press implementation, which began in January 2015, is in the third and final phase: PeerTrack is a system that unifies submission, tracking, review, and editing of manuscripts. The submission website went live in September and has already snagged three submissions.
- Over the summer Reviews Editor Bethany Anderson and Reviews Portal Coordinator Gloria Gonzalez worked with SAA staff to migrate content from *The American Archivist* Reviews Portal in Drupal to Wordpress. New features include a home page feed, tools/resources available for review under "Technologies & Resources," easily shareable reviews using social media icons, reviews tagged with categories/subjects by type of item reviewed and year of publication, and an accessible design for tablets and mobile devices (see <https://reviews.americanarchivist.org/>).
- The first "article collection"—77 presidential addresses—is in progress, thanks to assistance from the board's intern Dana Bronson. It will be available on the SAA website shortly.

B. *Archival Outlook*

- The entire run of *Archival Outlook/SAA Newsletter* is now available online. The website featured issues from 2004 to date, but nothing from the publication's inception in 1973 through 2003. In July, Backstage Library Works (an Annual Meeting exhibitor) completed digitization of those 180 issues. The fully searchable issues were posted to the website in September at <http://www2.archivists.org/archival-outlook/back-issues>. The digitization project is one of the final pieces from the Communications Task Force recommendations.
- For the second year in a row, the September/October issue, which highlights the conference, was full-color.

C. *In the Loop*

The number of subscribers to the every-other-weekly e-newsletter is 10,162 (up from 8,931 in January 2016). The open rate average is 21.4% (the industry average rate is 22.3%), with a click rate averaging 8.4% (well above the industry average of 2.3%).

D. Social Media – #AskAnArchivist Day on October 5

Thanks to Bert Lyons and Matt Black for gathering data on the annual #AskAnArchivist Day advocacy initiative. Here's some quick number crunching that demonstrates healthy growth each year:

Year	Unique Users	Total Tweets	Tweets per User
10/30/2014	1,949	6,065	3.1
10/01/2015	3,184	7,845	2.5
10/05/2016	3,742	10,005	2.7

IV. DICTIONARY WORKING GROUP

- All of the terms from the 2005 *Glossary* along with updates and keyword tags have been uploaded to the new IDM Innovates software system, which facilitates collaborative editing of the forthcoming *Dictionary of Archives Terminology*.
- There are now more than 1,300 subscribers to Word of the Week, the e-blast launched in July 2014 introducing new or updating existing archives terminology. The open rate averages 36.4% (the industry average is 22.3%).

V. MISCELLANEOUS

SAA member Elise Dunham, data curation specialist in the Research Data Service at the University of Illinois at Urbana-Champaign, is the featured expert in the article “A Little Advice about Big Data” that I prepared for the September 2016 issue of *Forum*, the magazine for association professionals (see http://www.associationforum-digital.com/associationforum/september_2016?pg=30#pg30).