



Strategic Plan 2019 – 2021

PLANNING WORKSHEET

NOTE: *At its November 2017 meeting, the SAA Council revised SAA’s Vision, Mission, and Core Organizational Values statements:*

VISION: The Society of American Archivists empowers archivists to achieve professional excellence and to foster innovation to ensure the identification, preservation, understanding, and use of records of enduring value.

MISSION: SAA is a vital community that promotes the value and diversity of archives and archivists and serves as the preeminent resource for the profession.

CORE ORGANIZATIONAL VALUES: The Society of American Archivists is committed to:

- Advancing the public standing of archivists.
- Ensuring the diversity of its membership and leaders, the profession, and the archival record.
- Fostering an open and inclusive culture of creativity, collaboration, and experimentation across the association.
- Providing excellent customer service.
- Ensuring transparency, accountability, integrity, professionalism, and social responsibility in conducting its activities.

The following Goals and Strategies represent areas of focus for the next three to five years. The Goals articulate the outcomes that SAA would like to achieve and answer the question, “What will constitute future success?” The Goals are not necessarily identified in priority order, but are numbered to enable easy reference.

To view the 2015-2018 version of the Strategic Plan work plan: <https://www2.archivists.org/sites/all/files/1117-III-B-StratPlanActions-Dashboard.pdf>.

GOAL 1: ADVOCATING FOR ARCHIVES AND ARCHIVISTS
Society values the vital role of archives and archivists.

1.1. Promote the value of archives and archivists to institutions, communities, and society.

1.1.1. Identify key audiences and craft compelling messages that are most likely to influence audience members' opinions about the value of archives and archivists and/or move them to take action on behalf of archives/archivists.

Specific Actions	Status	Progress Notes
A. For key audience of SAA members:		
B. For key audience of general public:		
C.		
D.		

1.2. Educate and influence decision makers about the importance of archives and archivists.

1.2.1. In collaboration with CoSA, NAGARA, and other influential advocates for archives, develop a broad-based archival advocacy program directed at resource allocators, policymakers, and other "influencers."

Specific Actions	Status	Progress Notes
A.		
B.		
C.		

1.2.2. Develop and maintain a wide variety of advocacy resources, including up-to-date issue briefs and talking points on a variety of topics that can be adapted easily by archivists, supporters, and the media.

Specific Actions	Status	Progress Notes
A.		
B.		
C.		

1.2.3. Strengthen the ability of SAA members to articulate the value of archives to resource allocators, policymakers, and other “influencers.”

Specific Actions	Status	Progress Notes
A.		
B.		
C.		

1.2.4. Develop evidence-based value proposition for archives and archivists.

Specific Actions	Status	Progress Notes
A.		
B.		
C.		

1.3. Provide leadership in ensuring the completeness, diversity, and accessibility of the historical record.

1.3.1. Promote existing models and develop new methods to help archives and archivists diversify the documentary record and promote archives to diverse communities.

Specific Actions	Status		Progress Notes	
A.				
B.				
C.				

1.3.2. In collaboration with appropriate communities, develop resources for managing cultural heritage materials to assist the broader archives community in managing cultural property issues.

Specific Actions	Status		Progress Notes	
A.				
B.				
C.				

Goal 2: ENHANCING PROFESSIONAL GROWTH
Archivists have access to the professional community and resources they need to be successful and effective in their careers.

2.1. Mentor and support the career development of members to assist them in achieving their goals.			
2.1.1. Provide comprehensive and practical career development information on archival education, career paths and options, professional development, job hunting, and interviewing for archivists at all stages of their careers.			
Specific Actions	Status		Progress Notes
A.			
B.			
C.			
2.1.2. Examine and respond to archival employment issues.			
Specific Actions	Status		Progress Notes
A.			
B.			
C.			
2.2. Provide content, via education, publications, and the website, that reflects the latest thinking and best practices in the field.			
2.2.1. Review, expand, and continuously improve SAA's course and conference content to address both archival fundamentals and the latest thinking and best practices in the field.			
Specific Actions	Status		Progress Notes
A.			

B.				
C.				
2.2.2. Review, expand, and continuously improve SAA’s published content to address both archival fundamentals and the latest thinking and best practices in the field.				
Specific Actions		Status		Progress Notes
A.				
B.				
C.				
2.3. Deliver information and education via methods that are accessible, affordable, and keep pace with technological change.				
2.3.1. Continuously improve and streamline the internal processes associated with managing education offerings (from marketing communications, through registration and reporting, to onsite or online management and test administration) and journal submissions to enhance the customer experience and to maximize efficiency.				
Specific Actions		Status		Progress Notes
A.				
B.				
C.				

2.4. Foster communities for professional interaction. [NEW IN 1117]

2.4.1. TBD.

Specific Actions	Status		Progress Notes	
A.				
B.				
C.				

GOAL 3: ADVANCING THE FIELD

Professional knowledge expands to keep pace with an increasingly diverse archival record.

3.1. Identify the need for new standards, guidelines, and best practices and lead or participate in their development.

3.1.1. Conduct ongoing environmental scans to facilitate awareness of gaps and of relevant external standards.

Specific Actions	Status	Progress Notes
A.		-
B.		
C.		

3.2. Foster and disseminate research in and about the field.

3.2.1. Consider ways in which to expand the conversation within the profession about research (both practical and theoretical).

Specific Actions	Status	Progress Notes
A.		
B.		
C.		

3.3. Participate actively in relevant partnerships and collaborations to enhance professional knowledge.

3.3.1. Establish or strengthen alliances and provide opportunities for joint meetings and information exchanges with other organizations and disciplines.

Specific Actions	Status	Progress Notes
A.		
B.		
C.		

3.4. Support development of executive leadership skills and encourage participation in leadership opportunities by archivists at all stages of their careers. [NEW IN 1117]

3.4.1. TBD.

Specific Actions	Status	Progress Notes
A.		
B.		
C.		

GOAL 4: MEETING MEMBERS' NEEDS

SAA delivers outstanding service, fosters a culture of inclusiveness and participation, and is proactive and responsive to member needs.

4.1. Facilitate effective communication with and among members.

4.1.1. Implement a new association management software (AMS) system to better coordinate and conduct all aspects of membership services and operations.

Specific Actions	Status	Progress Notes
A.		
B.		
C.		

4.1.2. Implement measures to enhance SAA's communication – and particularly its web and social media presence – using tools that ensure high member satisfaction.

Specific Actions	Status	Progress Notes
A.		
B.		
C.		

4.1.3. Promote member input on an ongoing basis, and improve means for members to tell SAA what they think and need.

Specific Actions	Status	Progress Notes
A.		

B.				
C.				
4.1.4. Expand SAA's Mentoring Program to ensure that members who want a professional mentor can find one through SAA.				
Specific Actions	Status		Progress Notes	
A.				
B.				
C.				
4.2. Create opportunities for members to participate fully in the association.				
4.2.1. Address barriers, perceived and actual, to broad participation by SAA members in the activities of the organization.				
Specific Actions	Status		Progress Notes	
A.				
B.				
C.				
4.2.2. Assess the structure of component groups and develop nimble structures to meet member needs for affiliation.				
Specific Actions	Status		Progress Notes	
A.				

B.				
C.				
4.2.3. Develop resources and tools that encourage and expand leadership opportunities throughout SAA.				
Specific Actions	Status		Progress Notes	
A.				
B.				
C.				
4.3. Foster an inclusive association and profession through greater diversity of membership and expanded leadership opportunities.				
4.3.1. Use existing programs and networks to create both models and metrics for scholarships, internship opportunities, sustained mentoring relationships, and leadership development programs directed to achieving diversity in the profession and the association.				
Specific Actions	Status		Progress Notes	
A.				
B.				
C.				

4.3.2. Identify underrepresented populations and develop recruitment efforts for the profession that include focused marketing and communication resources.

Specific Actions	Status		Progress Notes	
A.				
B.				
C.				

4.4. Ensure that leaders are accessible and their work is transparent. [NEW IN 1117]

4.4.1. TBD.

Specific Actions	Status		Progress Notes	
A.				
B.				
C.				