

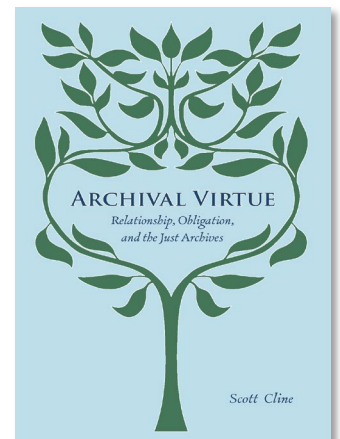
**Society of American Archivists
Council Meeting
November 10, 12, 2021
Virtual Meeting**

**Staff Report: Publications Program Overview
August–October 2021
(Prepared by Teresa Brinati and Abigail Christian)**

I. DEIA

The Publications Program continues to revisit policies, procedures, and activities to ensure they reflect SAA’s commitment to diversity, equity, inclusion, and accessibility.

- The layout of the digital edition of *Archival Outlook* now removes in-text URLs to make articles more user-friendly for screen-readers. This change is in response to suggestions from members of SAA’s Accessibility and Disability Section.
- *Archival Outlook* continues to be intentional in its recruiting of content to highlight diverse voices and has recently featured “Reflecting on the Relationships that Archives Reveal” by Garfield Lam and “Celebrating a Bicentennial: Making Maine’s Early State History Accessible” by Kate McBrien and John Melendez-Barden in the [Sep./Oct. 2021 issue](#) and “Finding the Stories of the Diverse People Who Built Harley-Davidson’s Brand” by Bill Jackson and “Disability Collections and Reparative Description: Using a New Model of Complex Embodiment at Harvard’s Houghton Library” by Annalisa Moretti in the forthcoming Nov./Dec. 2021 issue.
- Published “[Mind the Gap: Teaching Archival Silences in Digital Collections](#),” which is Case 19 in the series Teaching With Primary Sources.
- The most recent episode in the *Archives in Context* podcast focuses on [Archives, Community, and Education at the Library of Congress with Danna Bell and Guha Shankar](#).
- We are diversifying our vendor partners. Graphic designer Kiki Lechuga-Dupont was the creative force behind the cover design for *Archival Virtue: Relationship, Obligation, and the Just Archives* by Scott Cline.
- The Publications Board recently approved the proposal for a book tentatively titled *Making Our Mark: How Archivists of Color Changed the Landscape of SAA* by Steven Booth and Barrye Brown.
- COPA has raised the question about establishing a policy for video transcription with a specified accuracy percentage for accessibility purposes.



- SAA staff member Teresa Brinati attended Association Forum’s Forum Forward conference on August 26 and participated in the session “The Benefits of Ensuring DE&I in Career Development, Publishing, and Membership,” which featured the results from the latest Wiley Society Membership Survey with a specific focus on feedback from participants on how diversity, equity, and inclusion affects their professional lives.

II. BOOKS

A. Publications Editor Returns from Leave of Absence

SAA welcomed back Publications Editor Stacie Williams who returned from a three-month leave of absence in September. Thank you to Publications Board member Sarah Demb who stepped in to serve as the Interim Publications Editor in her absence.

B. Publications Board Meetings

Based on feedback received by board members at the July meeting, the board is experimenting with shorter (i.e., one-hour long) meetings every other month in October, December and February.

C. Project Updates

- **Published!**

- *Archival Virtue: Relationship, Obligation, and the Just Archives* by Scott Cline (November 2021).

- **In Production**

1. *Managing Business Archives*, edited by Sarah Polirer (forthcoming fall 2021).
2. *Museum Archives: Practice, Issues, Advocacy*, edited by Rachel Chatalbash, Susan Hernandez, and Megan Schwenke (forthcoming early 2022).

- **Manuscripts in Process**

1. Trends in Archives Practice Series: *Born-Digital Design Records* edited by Samantha Winn.
 - “Module 24: Navigating the Technical Landscape of Born-Digital Design Records” by Kristine Fallon (lead author), Aliza Leventhal, Zach Vowell;
 - “Module 25: Emerging Best-Practices for Born-Digital Design Records” by Jody Thompson (lead author), Euan Cochrane, Aliza Levanthal, Laura Schroffel, Emily Vigor;
 - “Module 26: Case Studies in Born-Digital Design Records” by Aliza Leventhal (lead author), Zach Vowell, Mireille Nappert, Stefana Breitwieser, Alex Jokinen.
2. Archival Fundamentals Series III, Volume 6: *Selecting and Appraising Archives and Manuscripts* by Margery Sly.
3. Archival Fundamentals Series III, Volume 7: *Introducing Archives and Manuscripts* by Peter Wosh.
4. *Archival and Special Collections Facilities: Guidelines for Archivists*,

Librarians, Architects, and Engineers, Revised Edition, by Michele Pacifico.

5. *The Solo Archivist: Succeeding in a Small Repository* by Christina Zamon.
6. *Decolonial Archival Futures* by Krista McCracken and Skylee-Storm Hogan, Archival Futures Series, SAA/ALA.
7. *Teaching Primary Source Research Skills* by Julie Thomas.

• **Proposals approved and publishing agreements in process:**

1. *Primary Source Literacy Activity Ideas: 550 Measurable Learning Outcomes* by Robin Katz.
2. *Making Our Mark: How Archivists of Color Changed the Landscape of SAA* by Steven Booth and Barrye Brown.
3. *Archives, Time Travel, and Pop Culture* by Lynne M. Thomas and Katy Rawdon (Archival Futures Series, SAA/American Library Association).

III. AMERICAN ARCHIVIST

A. Reviews Editor

A shout out to Reviews Editor Bethany Anderson who was recently appointed joint editor-in-chief of *Comma, International Journal on Archives*. SAA is grateful for her two terms of service as Reviews Editor, where she has transformed the online Reviews Portal to feature a diversity of authors, creators, and publications; recruited reviewers from beyond the United States' borders; and included reviews of books published in languages other than English. A search for her successor is in progress.

B. Special Section

The Fall/Winter 2021 issue, currently in production, features a special section on design records, guest edited by Karen Trivette. In development for a future issue is a special section on accessibility.

IV. ARCHIVAL OUTLOOK

New Print Vendor: The magazine has published two issues using digital printing with a new vendor. The new partnership is more cost effective and allows for each issue to be in full color. In addition to articles, the [Sep./Oct. 2021 issue](#) reported on highlights from the Annual Meeting, encouraged readers to access the virtual programming, and spotlighted the two new SAA Fellows and the many 2021 awards recipients.

V. DICTIONARY OF ARCHIVES TERMINOLOGY

The [About the Dictionary of Archives Terminology](#) page was updated to reflect improvements to the dictionary based on user feedback. Analytics continue to show that the dictionary draws 10% of SAA's overall web traffic, which is a selling point for advertisers (SAA's vendor partner Naylor Association Solutions handles ad sales). Check out the Dictionary Working Group's most recent article in *Archival Outlook*: "[We're All Word Nerds Now.](#)"

VI. OUTREACH & PROMOTION

A. “Write Away” Virtual Forum on SAA Publishing Opportunities – Nov. 5

SAA Director of Publishing Teresa Brinati kicked-off a panel discussion with Publications Editor Stacie Williams, *American Archivist* Editor Amy Cooper Cary, Archival Futures Series Co-editor Bethany Anderson, *Archival Outlook* Editor Abigail Christian, and Dictionary Working Group Chair Rosemary Pleva Flynn—each will highlight various publishing outlets and answer queries on what and how to submit content, topic trends and new directions, and how to connect with editors after the webinar.

B. T-shirt & Tote Bag Promotion

To encourage raising “aWEARness” beyond American Archives Month, SAA ran a two-week promo in October: 148 t-shirts and 148 nylon tote bags emblazoned with a peace-love-archives graphic and the SAA logo were paired together for \$30. These limited-edition items were the surplus from SAA’s 2019 conference promo. 145 t-shirts were sold and grossed \$4,350. Proceeds to benefit the SAA Foundation.



C. *ARCHIVES*RECORDS 2021* Book Promotion

We definitely miss having a pop-up bookstore onsite at an in-person conference and have tried to replicate in the virtual conference some of the activities associated with the pop-up, including a book sale. This year 21 titles were part of a two-week conference promotion. These titles were selected based on existing inventory, sales trends, and publication date. During the promo period, 236 copies were sold at a discount of 10% to 50% off and generated gross revenues of \$5,095, which represents roughly 50% of overall gross book revenues during that period. The online bookstore had a special tab—Conference Book Sale—that visitors could click on and see all the titles that were part of the promo. In addition, each title was also branded as part of the promo. A series of promo emails were dispatched about the books.

D. Kindle

SAA continues to expand access to its titles via Amazon Kindle. The 24 individual modules in the Trends in Archives Practice series became available via Kindle in October. These modules are already available digitally in PDF and epub formats in the SAA Bookstore. The addition of Kindle gives readers more flexibility to select the format they prefer. SAA is now distributing 49 titles via Amazon. E-publications revenue at the close of FY2021 was \$25,489, \$11,482 (81.62%) better than the preceding year and \$19,649 (333.03%) better than budget.

E. [One Book, One Profession](#)

Cheryl Oestreicher’s Waldo Gifford Leland Award-winning book *Reference and Access for Archives and Manuscripts* (Vol. 4, Archival Fundamentals Series III, SAA, 2020) is the 2021/2022 selection for this reading initiative. The book is particularly relevant as archivists consider issues of access during different stages of the COVID-19 pandemic, and the book explores barriers for various users and ways to remove them. The Publications Board is currently reviewing the study guide questions proposed by the author as well as begin to plan for a virtual event this winter.

F. [Archives in Context Podcast](#)

The podcast kicked off Season 6 with an episode interviewing SAA’s new executive director Jacqueline Price Osafo. This episode also includes the podcast’s first sponsored ad content (ad sales managed by Naylor Association Solutions) and an invitation for listeners to call in with their favorite archival reading. Episodes will be released monthly during this season.

G. New Board Member Orientations

A series of one-hour virtual orientations were held for new members respectively of the Publications and the *American Archivist* Editorial boards, and addressed SAA’s content ecosystem, role/responsibilities of board members, processes, outreach, and online resources.

VII. COMMITTEE ON PUBLIC AWARENESS (COPA) – ARCHIVES*RECORDS 2021

A. [American Archives Month](#) – October

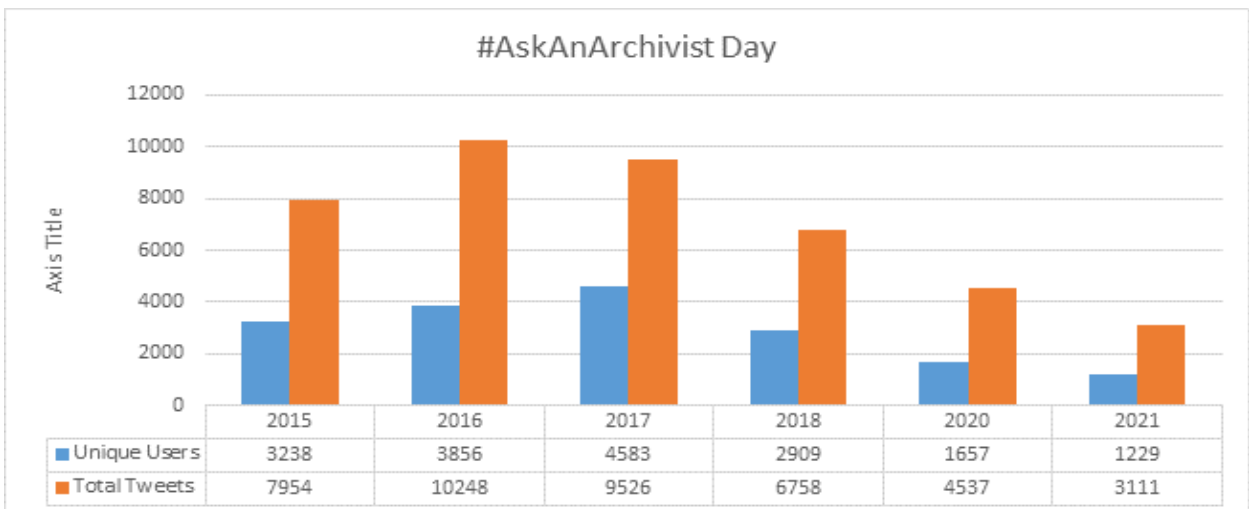
Inspired by #AskAnArchivist Day, COPA members interviewed five archivists to ask them about what they do and explore daily challenges and successes in their work. The video and transcript of the first interview with Bridgett Pride, archivist at the Schomburg Center for Research in Black Culture, is on the [ArchivesAWARE! blog](#).

B. “A Finding Aid to My Soul” Virtual Storytelling Event – Oct. 6

The fourth annual “A Finding Aid To My Soul” spotlighted five storytellers who shared true, personal stories of their connection to archives. This virtual storytelling event, hosted by award-winning storyteller and educator Micaela Blei, PhD (The Moth, Risk), garnered 301 registrants. Enjoy unique, moving, and humorous experiences shared by first-time storytellers and SAA members Hannah Palin, kYmberly Keeton, April Anderson-Zorn, Tricia Campbell Bailey, and Sasha Griffin at <https://www.pathlms.com/saa/courses/36576>.

C. #AskAnArchivist Day Analytics – Oct. 13

Year	2015	2016	2017	2018	2020	2021
Unique Users	3238	3856	4583	2909	1657	1229
Total Tweets	7954	10248	9526	6758	4537	3111



VIII. MISCELLANEOUS

***FORUM* Magazine Article**

The September digital edition of *FORUM*, published by Association Forum (an association management professional organization), features an article by SAA Director of Publishing Teresa Brinati, [“The New Three Rs of Leadership: Resilience, Readiness, and Response.”](#) which examines planning for success beyond the pandemic and addressing pressing workplace challenges such as reopening the office, DEI, and safety concerns.