

**Society of American Archivists
Council Meeting
October 31 – November 1, 2023
Online**

Staff Report: Education

(Prepared by Chief of Training and Organizational Development, Rana Salzman)

The FY23 budget projected 60 courses to be held via Zoom, and a modest return to face-to-face courses (4). We scheduled a total of 44 courses (live and online) for FY23, of which 3 were cancelled due to low enrollment. We are in a course-correction and re-imagination period as we did not hit our education revenue projections in FY23. The FY24 budget plans for 50 face-to-face or Zoom courses, plus 4 new webinars. Additionally, we are committed to hosting 5 webinars (for project participants only) in the winter months, pursuant to the agreement supporting the NAAS Mellon-funded grant project, *Indigenizing Archival Training*. Finally, we plan to offer the SAA Foundation-funded webinar, Anti-Oppressive Leadership and Facilitation, in February free of charge to members, per the grant stipulations. It is important to note that these grant-funded programs continue to incur costs in the form of staff time, equipment support, and instructor honoraria.

On-Demand Webcast Sales Summary

July1 – September 30, 2023

	July (2023)	August (2023)	September (2023)	Grand Totals
Paid content	101	111	92	304
Free content	21	21	23	65
TOTALS	\$10,252.00	\$ 15,349.00	\$ 10,428.00	\$ 36,029.00

Paid content continues to “outsell” free content, as seen in the above chart. Nevertheless, we offer free and low-cost programming regularly, in response to members’ needs. The final fiscal quarter of FY23 included one webinar sponsored by CODA on ACENSUS II and quantitative data, for which we charged a modest \$10 cost recovery fee to ensure we could provide a speaker honorarium the popular Fire Protection webinar was offered without charge to members, while we provided compensation to speakers. Finally, we continue to offer DEIA webinars at a lower price point of \$49, which increases accessibility but does not allow SAA to recover all related costs or further invest in program development. Some measure of the FY23 budget shortfall can be attributed to strategic decisions to offer programs for outreach, promotion, and other reasons that do not cover basic costs.

Completed Live Courses (Zoom and In-Person)

July 1 – September 30, 2023

Date	Course	Total Enrolled	Registration Maximum	Paid or Free
7/10/2023	P1AX2307 Privacy 101 for Archivists: Understanding Issues and Best Practices	50	50	Paid
7/11/2023	BQDA2307 Basics of Quantitative Data Analysis Using A*CENSUS II (Part 1)	64	100	Paid
7/20/2023	FPAM2307 Fire Protection in Archives, Museums, and Collections	53	50	Free
8/14- 8/15/2023	DACS2308 Describing Archives: A Content Standard (Fundamentals) #2416 (AOC closed course)	7	15	Paid
9/06- 9/07/2023	ADFX2309 Arrangement and Description: Fundamentals #2415 (AOC closed course)	7	15	Paid (in person)
9/6/2023	SDGC2309 Strengthening DEIA Goals through Collaboration: Strategies for Building Community Partnerships	12	50	Paid
9/7/2023	PDAX2309 Preserving Digital Archives	19	35	Paid (in person)
9/11- 9/12/2023	EADX2309 Encoded Archival Description 3	11	35	Paid (in person)
9/13/2023	TRXX2309 Tribal Relations: Consultation Tools for Archive Managers Working with Tribal Communities	51	50	Paid
9/22/2023	APRX2309 Appraisal of Digital Records	22	35	Paid (in person)
TOTALS		296	435	

Planned Classes
October 1 – December 31, 2023

The current fall calendar is below. Highlights include “bootcamps” at the University of Washington and Caltech. The MPLP course with Meissner and Managing Digital Records with Shaw are important adds to the in-person curriculum. A&D Fundamentals and A&D of Digital Records continue to enroll steadily whenever offered and will likely anchor our Spring calendar. Finally, the long-awaited revision of the Managing Business Archives course has 17 enrolled as of this writing and will run later in October in Dearborn, MI.

I reached out to John Chrastka at EveryLibrary to conduct two advocacy training webinars this fall. Later, we plan to host an EveryLibrary meet and greet virtual event, mirroring the successful session we ran in February with Internet Archive. I will also approach BitCurator and other GLAMs industry players for similar programs that are free to members and represent a “low-lift” in terms of staff time and resources.

Date	Course	Paid or Free
10/04-10/05/2023	IPRM2310 Introduction to PREMIS	Paid
10/12/2023; 10/19/2023; 10/26/2023; 11/02/2023; 11/09/2023; 11/16/2023	DCUX2310 Digital Curation Fundamentals & Sustainability	Paid
10/10/2023 AND 10/12/2023	PDAX2310 Preserving Digital Archives	Paid
10/11/2023	ALA2310 Advocacy and Activism (for Lone Arrangers): How to ensure your position and work is properly respected and funded	Paid
10/16/2023	APRX2310 Appraisal of Digital Records	Paid (in person)
10/17-10/18/2023	ADRX2310 Arrangement & Description of Digital Records: Parts 1&2	Paid (in person)
10/18/2023	AAIX2310 Advocacy and Activism (for Institutions): How to build powerful relationships for your organization	Paid
10/19/2023	CDCX2310 Cultural Diversity Competency	Paid
10/23-10/24/2023	MBAX2310 Navigating and Managing a Business Archives	Paid
10/30/2023	NBEL2310 Navigating Barriers to Ethical Labor Practices	Paid

11/2/2023	RFPS2311 Developing Specifications and RFPs	Paid
11/6/2023 and 11/09/2023	EDAX2311 Enhancing Digital Access...	Paid
11/01/2023; 11/08/2023; 11/15/2023; 11/29/2023	TMAX2311 Technology Management for Archivists	Paid
11/13-11/14/2023	ADFX2311 Arrangement & Description: Fundamentals	Paid (in person)
11/14/2023	BAWX2311 Blindsided at Work	Paid
11/15/2023	MPLP2311 Implementing "More Product, Less Process"	Paid (in person)
11/16/2023	MDRX2311 Managing Digital Records in Archives and Special Collections	Paid (in person)
11/27-11/28/2023	IXML2311 Introduction to XML Analysis and Manipulation	Paid
12/6/2023	TRXX2312 Tribal Relations: Consultations Tools for Archive Managers Working with Tribal Communities (Closed course for UM Bentley Libraries)	Paid

Overall, we are seeing a downward trend in enrollments, even for our online programs. Where once we could guarantee a full Zoom room of 50 for a DEIA webinar, or a full room of 35 for a class on XML or Digital Curation, we are now looking at 15-25 registrants (or fewer) per event. In-person enrollments are moderate (20-25 rather than the budgeted 35 in most cases), but expenses for in-person instructors have skyrocketed. Hotel, airfare, and food costs for 1-2 instructors per class are higher than we anticipated. We have had some eager hosts request in-person courses like Bill Maher's 2-day copyright class, which we are offering in Las Vegas in October with 13 registrants. Similarly, the Pasadena bootcamp includes an offering of Cultural Diversity Competency which we will run, despite a low enrollment of 8 participants. In the past, SAA's success with online education could "offset" the lower revenue of these types of in-person courses, but that trend is shifting, and we can't rely on one revenue stream to balance out expenses in other categories.

Education staff will meet in October to plan a Spring schedule that maximizes accessibility and contains costs, while we work to understand and budget for current trends. Discussion items will include:

- Offering in-person events only in conjunction with regional archive meetings, or where guarantees can be met.
- Scheduling more virtual courses as they carry fewer instructor-related expenses.

- Requiring budget offset from grant-funded programs (staff time and resources no longer “in-kind”)
- Retiring several older courses at low sale prices
- Brainstorming creative marketing and promotion to make sure the courses are finding their audience.
- Issuing an RFP to revise the DAS Fundamentals webcasts created originally in 2015. Potentially offering personal development courses (i.e. Imposter Syndrome and others) at a cost recovery fee.

I will also review the final FY23 financials when available so that I can make data-informed estimates to correct and refine our projections for the remainder of FY24.

The DAS, A&D, Management Track and DEIA areas all need significant and fundamental structural and operational improvements in order to remain attractive options for the archives community. As reported in July, staff attention needs to focus on renovation, from updating the website descriptions to re-programming Nimble transcript and milestone data, to adding new prerequisites, to responding to Committee on Education initiatives, to updating the DAS Comprehensive Exam.

Certificate Program and Curriculum Updates

Due to the competing demands of Annual Meeting, volunteer summer workloads, and a tight timeline, we missed the original deadline for a new DAS Exam (September 2023), The DAS Subcommittee continues to work closely with the psychometrician consultants to prepare a fully revised DAS Comprehensive Exam form to deploy in January 2024.

We continue to highlight each new DAS and A&D certificate holder on the website here: <https://www2.archivists.org/prof-education/das/certificate-holders> and here: <https://www2.archivists.org/prof-education/a-d/certificate-holders>

- 34 new DAS certificates were awarded this period, in addition to 3 DAS renewals.
- 1 person renewed their A&D certificate this period.