

BUSINESS ARCHIVES NEWSLETTER

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TABLE OF CONTENTS

From the Editor 1
Dialogue, by Claudette John 2
From the Chair 5
Hagley Museum and Library Advanced Research Fellowships 6
Announcements 7
Publications 9

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FROM THE EDITOR

As much as I have enjoyed editing the Business Archives Newsletter the past three years, I've decided it's time to turn it over to someone else. I've already mentioned this to several Section members in the hope that an interested volunteer will step forward before the next issue is due in December. The job is not a burden--more than enough news items have flowed in from members in the last three years. Although it takes time to put together an issue, the editorship affords an opportunity to exercise creativity and forge stronger ties with the Section. If anyone is interested, please contact Ed Rider or me at the addresses listed below. Thank you. It's been a pleasure to edit the Newsletter!

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DIALOGUE

by Claudette John, CIGNA Corporation

As promised at the end of the last "Dialogue," I am starting a new topic with this issue: statistical reporting for small company and institutional archives. My guess is that most of you have reporting requirements and that you probably speak to management in the terms it understands best--you quantify. The first of these columns on reference is about my experience at INA/CIGNA and should get us started; the next one I have reserved for the comments of Newsletter readers. After that I'll address other archival functions that lend themselves to quantitative analysis.

The first quantitative report that I did was for INA in 1977 when the Office of the Corporate Secretary, of which the Archives was a part, began to require weekly reports. It was a simple count of reference requests for the week. Then, as now, my goal was to collect and report the numbers in the fastest and simplest way possible without sacrificing accuracy. I developed a form that was completed as each request was received and answered. It included the date and the name, phone number, location and department or affiliation of the requestor; the question and a brief summary of the answer or a list of the materials supplied. I noted in the text of the weekly report requests that were particularly time consuming. The number of requests was totaled at the end of the year. Nothing more.

After INA merged with Connecticut General in 1982, forming CIGNA, the quantitative reporting gradually became more sophisticated, in part, I think, because the Archives was moved from the Law Division to Administrative Services; in part because I had eight bosses in five years and realized that numbers would support my attempts to explain what the Archives did and why we were important to the company. I began to report statistics monthly and to include in the text information on who our major clients were and how the records were used. Large projects were summarized.

Initially, when the emphasis was on service, that was enough. Later, during corporate "downsizing," I went back to the research request forms and did a numerical analysis of our major clients by division, noting the kinds of reference service we had provided. Compiling this information enabled me to do several things:

1. Ask our most important clients to speak for the Archives.
2. Show that the services we provided were necessary and argue that they would be more expensive and less effective if the responsibility were assumed by each division separately.
3. Prove that the Archives was used by the lines of business as well as by corporate divisions. (Corporate expenses are allocated to the income-producing divisions, and the lines have become increasingly reluctant to pay

for anything they deem unnecessary.)

4. Make a case, in quantitative terms, for retaining archival services within the company. (Reference statistics were only a part of this case. Others will be discussed in future columns.)

One difficult "requirement" that I have never been able to satisfy is to report on the quality of our work statistically. How do you quantify quality? My first boss, when I blithely announced in a Monday morning staff meeting that I had answered a record twenty-five requests for information and documents in the past week, teased, "Yes, but did you answer them correctly?" I was lucky. He understood that quality is more important than quantity in the world of archives. It has not always been so easy. I wish I could find a way to quantify quality. The comparative statistics that I have compiled since 1986 are a start. They show that we have responded to more requests for information each year and that while we have added new client departments, our old ones keep coming back. Beyond that, I must rely on brief summaries of accomplishments and, in dire circumstances, on client references.

Figure I (page 4) is the form CIGNA archivists use to record all requests for information or records. It is ordered from Printing in tablets of 100, 8 1/2" X 11" sheets, and there is one beside every phone. Time spent on requests is tabulated in 15-minute intervals and expressed in hours. A new sheet is begun each month for continuing research projects.

Figure II (page 4) is an example of a typical monthly reference report. Monthly reference statistics are totaled for the mid-year report and at year end, when they are compared with totals for the previous year. In the year-end report, percentages of requests and time spent are included for each division.

Do you have questions about what I have described so briefly? Have you developed methods for compiling and using reference statistics? Please contact me: Claudette John, CIGNA Corporation Archives, 1600 Arch Street, Box 7716, Philadelphia, PA 19192; or phone (215) 523-3293. I am looking forward to including your comments in the next "Dialogue."

DATE: _____
 ARCHER: _____ PHONE: _____
 LOCATION: _____
 DIVISION: _____
 DIVISION: _____

TIME (tally)

EXHIBIT II

ARCHIVES REFERENCE STATISTICS

TOTAL REFERENCE: March, 96 Requests, 207 Hours

<u>Corporate "Departments"</u>	<u>#'s</u>	<u>Hrs.</u>
*Includes LOB staffs reporting to corp executive vice presidents.		
Law	31	31
PR/Communications	7	3.5
Strategic Planning/Marketing/Advertising	2	.5
Automated Systems		
Human Resources	5	6.75
Services		
Financial & Shareholder Services	1	1
Executives	1	11.5
Employee Historical	6	4.5
Total Corporate Reference	53	51.75

Lines of Business

*Expressed generically according to LOB's announced March 3, 1990. Arranged basically according to previous operating groups--for convenience.

Property and Casuaity Insurance	15	48.5
Domestic Property/Casuaity	2	27
International Property/Casuaity		
Group Life, Health and Pension Products	3	7.5
Employee Benefits		
Special Benefits (Includes LINA)	1	1.75
International Life and Health Products		
Pension Products		
Investments (Domestic and International)	1	21
Reinsurance		
Property and Casuaity Reinsurance		
Life and Health Reinsurance (SIGMA Re)		
Individual Financial Services	3	11.75
Outside Reference	12	48.7

Note: LOB = Line of Business

FROM THE CHAIR

Greetings to Section members. A special welcome to new members of the Section who may be receiving this newsletter for the first time. We hope you find your membership in this group to be helpful and stimulating. We are also interested in knowing how the Section can serve you.

On the top of my list is recognizing Colleen Mason for three years of service as the Section newsletter editor. It is no small challenge to gather the news and get it out to all of us twice a year. Colleen has done an excellent job. Thank you! (Of course if you are interested in serving as Colleen's replacement, she tells me that the newsletter only takes about a day and a half of her time twice a year and is a great way to serve the Section.)

Well, it's been a quiet year in the Business Archives Section. The Business Archives Directory that we worked on for a number of years was turned over to the SAA for publication, and I am pleased to report that we have a bestseller on our hands. From what I understand, the directory sold out in just a few months and is scheduled to be reprinted. In addition, Karen Benedict reports that the Business Archives Bibliography should be ready to be turned over to the SAA for publication sometime this fall. And finally, Linda Edgerly continues to carry the yoke on the Business Archives brochure, partially funded by Kraft. The brochure is currently being edited and illustrations gathered. Linda is hoping to have everything in SAA hands sometime in the fall for printing.

Now where do we go from here? Frankly, over the last few years, for a variety of reasons, the Section has been losing steam. We have a great track record for taking on and completing useful projects for both the Section and the SAA at large, but we need to do a better job in involving more people in Section programming. At our meeting in Seattle I want to discuss with you a plan to change the leadership structure of the Section. Currently the job of running and motivating the Section falls on one person, the Chair. I am going to propose that we establish a board of five Section members from which the Chair is elected. This will spread out responsibility for the Section among several members and provide a group of advisors that can be called on to assist with projects and set new agendas for the Section. If you have any comments about this idea and cannot be in Seattle, please contact me with your thoughts.

I hope to see you in Seattle. Not only do we have the tour of Boeing and Weyerhaeuser scheduled, but Narelle Crux, the corporate archivist from BHP in Australia, will be speaking to us at our Section meeting. In addition, the general program will include a session on what happens to corporate records as a result of takeovers and mergers (Session #44, Saturday 3:45-5:45 p.m.). I know many of you have had first hand experience with this issue, so come and share your war stories.

--Ed Rider, Chair

HAGLEY MUSEUM AND LIBRARY

ADVANCED RESEARCH FELLOWSHIPS

1990-1992

* * *

The Center for the History of Business, Technology, and Society offers fellowships and grant support for scholars from the humanities and related social sciences. The Hagley Museum and Library is one of the nation's foremost independent research libraries. Its collections are especially strong in the areas of American business and economic history, the history of science and technology, and the history of industrialization in its social context. Scholars working in labor history, social history, arts and industries, as well as business and technology are encouraged to apply. The library is also strong in French history of the Revolutionary period.

ADVANCED RESEARCH FELLOWSHIPS: At least three long-term fellowships, tenable for six to twelve months, will be awarded under the Centers for Advanced Study program of the National Endowment for the Humanities. Sponsored jointly by NEH and the Andrew W. Mellon Foundation, these fellowships have a maximum available stipend of \$27,500. Degree candidates and persons seeking support for degree work are not eligible to apply, nor are foreign nationals unless resident in the U.S. for the previous three years. Fellows may not hold other major fellowships during the fellowship term, except sabbatical and supplementary grants from their own institutions. Fellowship tenure must be continuous and last at least six months. Completed applications must be received by November 15, 1990; awards will be announced by January 1, 1991.

DISSERTATION FELLOWSHIPS: These support doctoral work in the topical fields of Hagley's research and collecting interests. At least one fellowship with a stipend of \$13,500 will be offered to applicants from any university in the United States or abroad. Candidates must have completed qualifying examinations and course work and be at the dissertation writing stage. The recipient must demonstrate the pertinence of Hagley's collections to the dissertation topic, spend nine to twelve months in residence at Hagley, and take part in Center programs. Completed applications must be received by November 15, 1990; awards will be announced by January 1, 1991.

For further information on these or other fellowship programs and an application packet, please write to: Dr. Patrick B. Nolan, Executive Administrator, Center for the History of Business, Technology, and Society; Hagley Museum and Library; P.O. Box 3630, Wilmington, Delaware 19807. Telephone information is available weekdays at (302) 658-2400.

ANNOUNCEMENTS

The 1991 SHOT (Society for the History of Technology) Meeting will be held in Madison, Wisconsin, in conjunction with the History of Science Society. Bruce Sinclair co-chairs a joint planning committee and has requested that members begin thinking about sessions on historiographical themes in the history of technology. Those with ideas or desiring more information should contact Bruce at the School of Social Sciences, Georgia Institute of Technology, Atlanta, GA 30332; phone (404) 894-6828.

* * *

The American Association for the Advancement of Science will hold its annual meeting in Washington, DC February 14-19, 1991. The official theme will be Science, Technology, and Society in the NEW International Environment. For more information, contact Edwin Layton, chair, Section L of the AAAS, Department of Mechanical Engineering, University of Minnesota, Minneapolis, MN 55455.

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The Scientific Instrument Commission of the International Union of the History and Philosophy of Science will hold its first American meeting September 21-25, 1990. The first two days will be in Washington, DC, with two more days in Cambridge, MA. The main theme will be the American (including both American continents) instrument-making enterprise--the manufacture, marketing, and use of instruments. For more information, contact Deborah Jean Warner, National Museum of American History, Smithsonian Institution, Washington, DC 20560.

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The Business History Conference held its annual meeting in Baltimore, MD March 23-25, 1990. Meeting sessions were held at Johns Hopkins University and at the Lord Baltimore Radisson Plaza. For more information about the on-going activities of the Business History Conference, contact William J. Hausman, Department of Economics, College of William and Mary, Williamsburg, VA 23185; phone (804) 221-2381.

* * *

The Northeast Document Conservation Center announces its move to new quarters on July 24, 1990. New address and numbers are: Northeast Document Conservation Center, 100 Brickstone Square, Andover, MA 01810-1428, (508) 470-1428, fax (508) 475-6021.

An informal marketing history group at the Department of Marketing and Transportation Administration, Graduate School of Business Administration, Michigan State University, 315 Eppley Center, East Lansing, MI 48824-1121, published a semi-annual newsletter, RIM--Retrospective in Marketing. One of the interests of the group is the history of consumption.

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The Public Works Historical Society (PWHs) has announced its newest "Essay in Public Works History," Public-Private Partnerships in Public Works: Privatization in Historical Perspective. Authors David Beito, Charles Jacobson, and Ann Keating offer case studies on private street associations in St. Louis, public-private partnerships in Boston and Seattle, and an overview of recent historical literature on such partnerships. Those interested in this essay or in the PWHs should contact director Howard Rosen at the Public Works Historical Society, 1313 East 60th Street, Chicago, IL 60637; (312) 667-2200.

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The National Endowment for the Humanities has announced the recipients of \$2.5 million in its Grants for Preservation Projects, several of which are related to the history of technology. Awards were made to the Hagley Museum and Library to microfilm the letterbooks of the Philadelphia & Reading Railroad (1833-1900); to MIT to microfilm 39 journals published between 1820 and 1930 related to the study of the history of technology; and to the State Historical Society of Wisconsin to microfilm the deteriorating records of the McCormick Harvesting Machine Co., the Singer Sewing Machine Co., and the 1880 Wisconsin manufacturing and agricultural census.

* * *

The Bicentennial Conference on Computing will be held in London July 1-3, 1991. The Conference is a three-day commemorative event, to mark the 200th anniversary of the birth of Charles Babbage, devoted to computing technology, theory, and practice. An invited panel of distinguished international speakers will participate in the program. Speakers will include figures at the forefront of modern computing, those who have contributed to seminal developments, and those with a historical perspective of the history of computing technology. To obtain further information and registration form, send name, address, phone and fax numbers to The Bicentennial Conference on Computing, IEE Conference Services, Savoy Place, London WC2R 0BL, United Kingdom.

PUBLICATIONS

British Archives: A Guide to Archive Resources in the United Kingdom. Second edition. Edited by Janet Foster and Julia Sheppard, Wellcome Institute for the History of Medicine, London, UK. 750 pp. 0-935859-74-8, \$130.00 (U.S. dollars). 1,048 entries. To order, call toll free 800-221-2123 (in New York call 212-481-1334), or write Stockton Press, 15 East 26th Street, New York, NY 10010.

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An article by Beth Austin, entitled "The Company Attic," which appeared in the Chicago Tribune Magazine (November 19, 1989, pp. 27-28, 31-33) offers a glimpse at America's corporate roots as it traces the development and role of corporate museums and archives. Featured are the Tupperware collection at the company's headquarters near Orlando; the Campbell Soup Museum in Camden, New Jersey; and IBM's collection of computing devices, all of which touch on the role their products have played in American life. Also featured are museums that focus solely on the company's own history and products: the Motorola Museum of Electronics, scheduled to open at the company's Schaumburg, Illinois headquarters in the fall of 1990; the Anheuser-Busch corporate archives in St. Louis; the museum maintained by John Deere & Co. at its headquarters in Moline, Illinois; the Kraft Archives in Morton Grove, Illinois; and the Ray A. Kroc Museum, "a shrine devoted to the late founder of McDonald's," in Oak Brook, Illinois.

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A Directory of Sources for Air and Space History: Primary Historical Collections in United States Repositories. Martin J. Collins, general editor. Washington, DC: Smithsonian Institution, 1989. 279 pp. This volume, which has been in the works for several years, is based on a nation-wide survey covering private industry, government agencies, universities and colleges, and professional and other associations and organizations. It contains 1,684 entries and is indexed by subject, name and repository. Copies are available by contacting Colleen Mason at the address and phone listed on page 1.

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PHS Network (the newsletter of the graduate program in public historical studies, University of California, Santa Barbara), No. 20, Spring 1990, contains an article entitled "Developing a Corporate Resource: The Texas Instruments Archives," by Sally Merryman. The article describes conditions at Texas Instruments which led to the formation of the corporate archives and also notes the role the archives serves within the company.

