



Strategic Plan 2014 – 2018
Vision, Mission, Values, Goals, and Strategies
As Adopted by the SAA Council, January 24, 2014

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

MISSION: SAA promotes the values and diversity of archives and archivists. We are the preeminent source of professional resources and the principal communication hub for American archivists.

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 a culture of creativity and experimentation across the association.
- Providing an open, inclusive, and collaborative environment.
- Providing excellent member service.
- Social responsibility and the public good.
- Transparency, accountability, integrity, and professionalism 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.

GOAL 1: ADVOCATING FOR ARCHIVISTS AND ARCHIVES

Promote the value of archives and archivists to various audiences.

- **Committee on Advocacy and Public Policy**
Target Audiences: Legislators, regulators, policymakers
- **Committee on Public Awareness**
Target Audiences: SAA members, users, general public

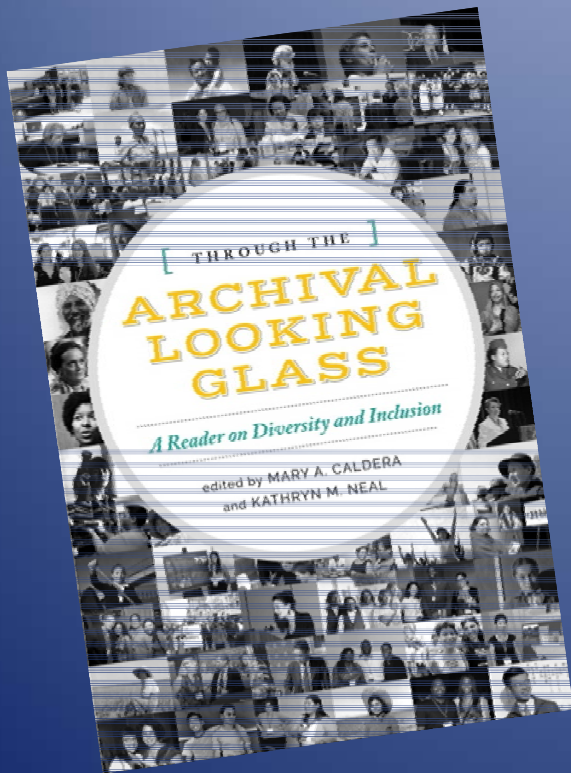
GOAL 1: ADVOCATING FOR ARCHIVISTS AND ARCHIVES

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

- SAA Advocacy Agenda issue briefs
- WIPO/SCCR representation
- Advocating for Archives workshop/webinar
- Advocacy Toolkit
- Additional resources on website

GOAL 1: ADVOCATING FOR ARCHIVISTS AND ARCHIVES

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



- *Through the Archival Looking Glass*
- Diversity Committee Case Studies
- Diversity Committee Forum at DC 2014
- Council Mega Issue Discussion in November 2014

GOAL 2: ENHANCING PROFESSIONAL GROWTH

Provide content, via education and publications, that reflects the latest thinking and best practices in the field – via methods that are accessible, affordable, and keep pace with technological change.



- DAS Curriculum
- Other courses/webinars
- *Trends in Archives Practice Series*
- *Conceptualizing 21st-Century Archives*



ARCHIVES 2013 NEW ORLEANS

AUGUST 11-17

Council of State Archivists • Society of American Archivists
JOINT ANNUAL MEETING

AUGUST 10-16, 2014 ★ WASHINGTON, DC

COSA • NAGARA • SAA JOINT ANNUAL MEETING



2014
Archives ★ Records
ENSURING ACCESS

GOAL 3: ADVANCING THE FIELD

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

- Best Practices for Internships
- Best Practices for Volunteers in Archives
- Case Studies in Archival Ethics
- EAD3
- Archival Facilities Guidelines

GOAL 3: ADVANCING THE FIELD

Foster and disseminate research in and about the field.

- *The American Archivist*
- Editorial Board brown bag discussions
- Research Forum / Proceedings
- Annual Meeting Proceedings

GOAL 3: ADVANCING THE FIELD

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

- 2014 Joint Annual Meeting
- Joint Task Forces with ARL/RBMS
 - Standardized Holdings Counts/Measures
 - Standardized Statistical Measures for Public Services

GOAL 4: MEETING MEMBERS' NEEDS

Facilitate effective communication with and among members.



- Mobile-friendly *In The Loop*
- Digital edition of *Archival Outlook*
- Mobile-friendly conference website
- Native app for DC 2014
- Word of the Week e-blast
- Full website redesign underway

GOAL 4: MEETING MEMBERS' NEEDS

*Create opportunities for members to participate fully
in the association.*

- Code of Conduct
- Task Force on Member Affinity Groups
- Exploration of child care options
- 2006-2012 audio recordings on website
- MP3 download of DC 2014 for \$29.99

GOAL 4: MEETING MEMBERS' NEEDS

Continue to enrich the association and profession with greater diversity in membership and expanded leadership opportunities.

- ARL/SAA Mosaic Program
- Mosaic and Forman scholarships
- Pinkett Minority Student Award
- Appointments process

THE SAA FOUNDATION

The nation's leading source of funding dedicated solely to the interests of archives and archivists.



SOCIETY OF
American
Archivists

Foundation

The SAA Foundation Is... The nation's leading source of nonprofit funding dedicated solely to the interests of archives and archivists.

... Engaged!

- Accelerating our knowledge by providing seed money for such innovative education programming as SAA's highly successful Digital Archives Specialist curriculum.
- Investing in the profession's future via scholarship opportunities for budding archivists who bring talent and diversity to our profession. (2014 scholarship awards totaled \$17,500!)
- Supporting archives recovering from disaster through the National Disaster Recovery Fund for Archives.
- Honoring special achievements in the archival enterprise via SAA's active awards program.
- Working to ensure that the Foundation – through our Strategic Growth Fund – can provide support as SAA takes on its visionary new Strategic Plan.

... Growing!

The 2013 Annual Appeal was our most successful ever, thanks to 202 individuals and organizations providing donations of more than \$55,000.

Our new Finance Committee is focused on developing our grant-making resources, enhancing the application process, and ensuring that our financial reporting is transparent for donors and friends.

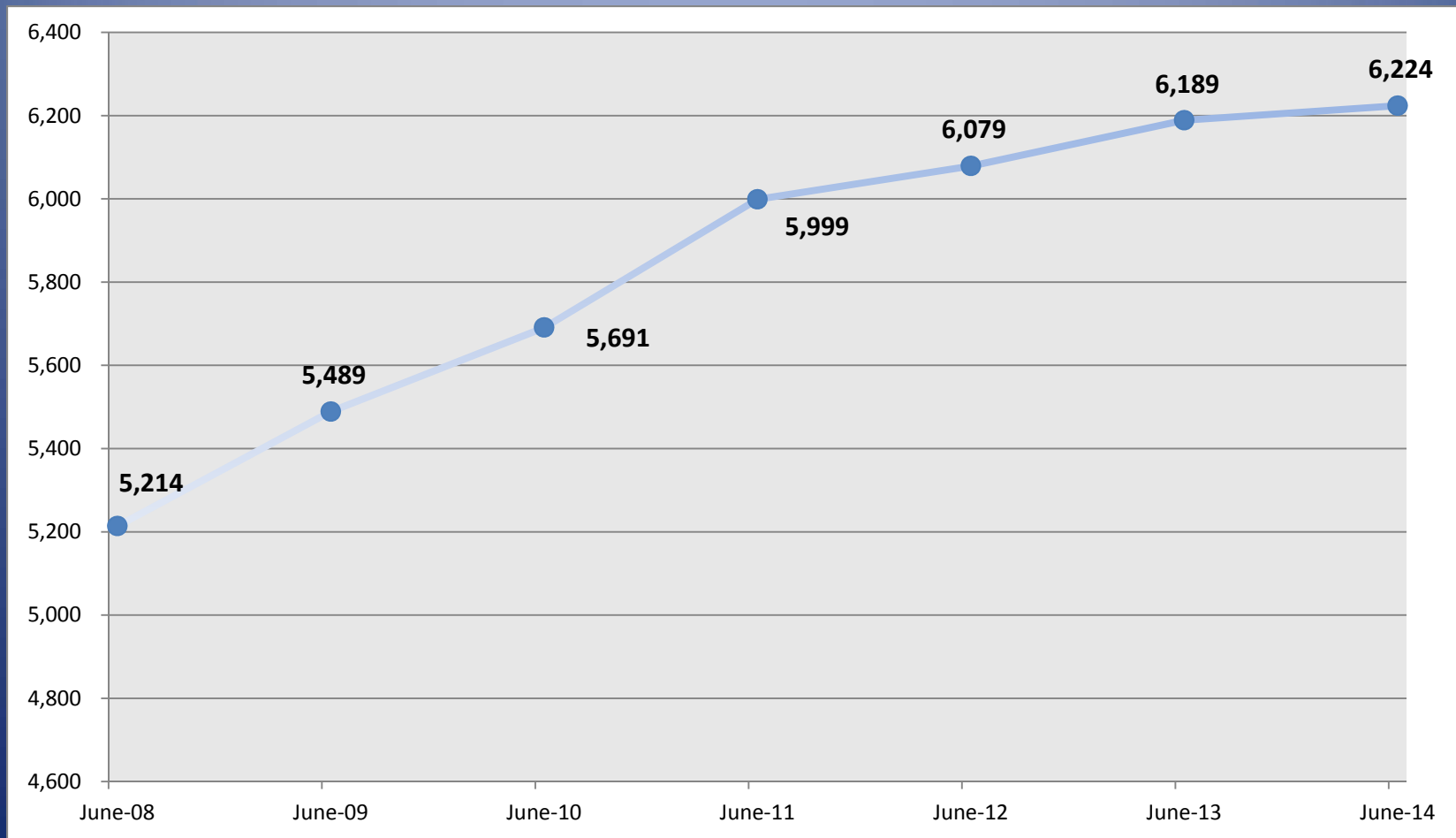
And our new Development Committee is working to support progress toward the common good, introduce new ways of giving, and enhance SAA's culture of giving.

... Official!

In just three years, the SAA Foundation has evolved from the "SAA Special Funds" to a separately incorporated 501(c)(3) organization whose purposes are exclusively charitable and educational and whose sole corporate member is the Society of American Archivists. The Board includes SAA's officers as well as other individuals who bring special expertise to the table. To read more about the Foundation and its Board of Directors: <http://www2.archivists.org/groups/saa-foundation-board-of-directors>.

MEMBERSHIP

SAA Membership Growth FY09-FY14



AUGUST 10-16, 2014 ★ WASHINGTON, DC

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