

**Society of American Archivists  
Committee on Public Awareness  
Conference Call 11/02/2020, 1:00pm–2:00pm ET**

**Meeting Minutes**

I. Roll Call

Attendees: Vince Lee, Anna Trammell, Chris Burns, Rachael Woody, Kate Barbera, Kristi Chanda, Sam Winn (COPP), Rachel Winston (Council Liaison), Teresa Brinati (SAA Staff Liaison)

II. Council Report (Rachel Winston)

Rachel reported that Council has a meeting coming up soon, but has not had a meeting since the last time COPA met. The Program Committee will be issuing a call for proposals within the next couple of weeks.

III. [October Meeting Minutes](#)

Approved; Vince will post to COPA microsite

IV. Ask an Archivist Day recap (All)

Ask an Archivist Day was held on October 7, 2020. Vince thanked everyone for assisting with monitoring the SAA social media accounts/promoting the event. Teresa indicated by email prior to the meeting that participation was down this year.

Rachael commented that Ask An Archivist Day has become more of an opportunity for archivists to communicate with other archivists. While this is valuable, perhaps this is not meeting the goal of promoting the value of archives and archivists to the public. We need to do more work to package such an event for non-archivists. We may consider other programming opportunities (panels, Ask Me Anything events, etc.).

Kate agreed that developing programming designed to bring together archivists with researchers/potential users would be valuable. Kate referenced an opportunity she had this year to connect a genealogist with the information needed for their research by signal boosting their tweet.

Vince mentioned that we may think about revisiting our staffing model for the day. It is a long day for COPA members to fill with content/remain engaged on social media.

Chris mentioned that some methods for measuring engagement have changed over time and may be impacting our numbers. Finding ways to engage those outside of the profession is a challenge each year, but Chris indicated that this is not necessarily a bad thing. There is value in archivists talking to archivists on this day. Anything we change should be additive to not lose these opportunities for connection. We should consider how we can develop partnerships with other organizations (AHA, Oral History Association, etc.).

Vince suggested forming a working group to begin building these partnerships/planning ahead to Ask An Archivist Day 2021.

Anna commented that we need to get the word out earlier to other organizations and begin developing both formal and informal relationships. We may partner with some groups to develop programming for the day and ask others to promote the event to their membership as an opportunity for their members to ask archivists questions.

Kate noted that the person at her institution responsible for marketing always inquires about the “theme” for Ask An Archivist Day. We may consider developing a central theme in the future.

Rachael suggested that we can solicit questions ahead of time (providing we can begin work on this effort far enough in advance).

V. COPA session proposal/brown bag at SAA 2021 ([Proposals due November 15](#))

Anna suggested organizing a discussion around how we can improve Ask An Archivist Day/develop methods for engaging participants outside of the profession. This may be more appropriate for an informal brown bag or open forum rather than a conference session.

Chris suggested we consider a possible collaborative session with COPP. He also noted that we are not limited to formal proposals and there are other opportunities for annual meeting participation.

Teresa reminded us that there are limited time slots available. We should get ideas for open forums/brown bags submitted. If the conference is held virtually, there may be more opportunities for scheduling such events.

VI. *ArchivesAWARE!* Blog (Kate)  
A. News and update

Kate will be stepping down as editor due to professional and personal challenges. There has been a dip in blog content and engagement in recent weeks. Vince and Kate are talking to another member about taking on this responsibility. Stay tuned for an announcement about who will be filling this role.

Vince noted that keeping the blog going is a team effort and all will be needed to keep the blog fresh with new content.

Chris and Anna described the upcoming “Call In Episode” initiative for the Archives in Context podcast. Anna will create a blog post with instructions for participating.

B. [Calendar](#)  
C. Other follow ups

VII. [Work Plan](#)

Rachael commented that the plan is ambitious and asked us to be flexible in determining what success looks like. There are many competing priorities and challenges for all of us this year.

Teresa suggested that we view this as a road map and a place to record ideas. Even if we don't get to everything, we are tracking possible areas for future development.

## VIII. Standing Updates

### A. COPP (Sam)

Sam reported on COPP's work around Ahmad vs. University of Michigan. They are pulling together various perspectives on this case for publication in Archival Outlook/ArchivesAWARE; this could also be an area for a session proposal/brown bag collaborative effort for COPA/COPP

There have been no responses from presidential campaigns for the questionnaire on Archives that was initially developed during the democratic primaries

COPP is working on communications plan which will address communications between COPP and COPA

### B. Joint Working Groups

#### 1. CoSA/NAGARA/SAA (Vince)

Vince reported that the Presidential transition document first prepared in 2016 is being revised.

#### 2. COPP/COPA/RAAC/I&A (Vince)

Vince reported that there are no updates at this time.

## IX. New Business (Chris)

Chris reported that the "One Book, One Profession" initiative will feature Laura Millar's book *A Matter of Facts* and proposed the idea of COPA playing a role in developing a virtual book tour. Chris will be following up by email with more information on this and to solicit volunteers for this effort.

**Next call: December 7, 2020 @ 2pm EST/1pm CST/12pm MT/ 11am PST**

**Notetaker: Rachel Seale**