

# Committee on Public Awareness (COPA) Minutes-Rachel Seale and Vince Lee

**August 3, 2019**

**Austin, Texas | JW Marriott Room 209**

**Attendees: Caryn Radick, Kate Barbera, Chris Burns, Brenda Gunn, Rachael Woody, Anna Trammell, Rachel Seale, Vince Lee, Nancy Beaumont, Teresa Brinati**

## **AGENDA**

### **I. Welcome and Introductions – Caryn Radick**

- A. COPA (Committee on Public Awareness) and COPP (Committee on Public Policy) have synergy-through the past year Caryn has been attending COPP's conference calls and Sarah Quigley have been attending COPA's conference calls, along with Nancy Beaumont on the Joint Working Group on Issues and Awareness along with NAGARA and COSA. Also participated in listerv of COPP to see what they have been talking about and the Chair of COPP has been monitoring COPA's listeserv to see what we have been working on. There are topics that intersect where we come together-possible agenda items that carry over into next year.

### **II. Minutes – July 10, 2019**

### **III. COPA at *ARCHIVES\*RECORDS 2019***

(Rachel Seale has wrote a short blog post previewing sessions and activities that COPA is doing during the conference on Advocacy and Awareness)

- A. Highlighting COPA with Elevator Speech jigsaw puzzle, postcards, and tweeting | Info table in registration area on August 2, 3, 4, 5 (Friday afternoon, Saturday, Sunday, Monday)

- B. [Storytelling Workshop](#) with two-time Moth GrandSLAM Winner Micaela Blei (it's at capacity with 60 registrants!)

- C. Kitchen Sisters (Davia Nelson and Nikki Silva) will be at SAA and will rock COPA info table in registration area on Saturday, August 3, from 3:15pm to 4:15pm

D. Kitchen Sisters receive J. Franklin Jameson Award during Plenary 1 | Saturday, August 4, 5:00pm

E. [Archives in Context](#) podcast team (Chris and Anna) will record elevator speeches at the info table in the registration area on Sunday, August 4, from 8:00am to 10:30am and 3:00pm to 5:00pm

F. [COPA Session 207](#) - "Are you ArchivesAWARE? Teaming Up with SAA's Committee on Public Awareness to Create a Stronger Archives Community" | Caryn Radick, Chris Burns, Vince Lee, Rachel Seale | Sunday, August 4, 1:30pm-2:30pm. Talk about history of COPA, how it was formed, our relationship with COPP. Showcase our work with Ask An Archivist Day, ArchivesAware Blog, Social Media, and Finding Aid to My Soul. Engage with attendees to talk about outreach, what works, and initiatives they have tried. An interactive discussion with the audience is the goal of the session.

G. ["A Finding Aid to My Soul" Storytelling Event](#) | (lots of responses for the event there were 23-24 applicants for 8-10 spots) Sunday, August 4, 8:00pm-10:00pm. Event will be audio recorded with release forms for participants and use in future podcasts.

#### **IV. Update on Activities from Past Year**

##### **A. Joint Working Groups**

-monthly conference calls for COPA and 2 other monthly conference calls the Chair is involved with. Vince may need to find a replacement for COPP/COPA/RAAC/I&A when he takes Chair position.

1. COPP / COPA / RAAC / I&A – Vince Lee: Vince summarized work over past year, read from updates he gave at last COPA meeting in July, so see July 2019 minutes for full information. This group meets (via conference call) in October & April of each year on initiatives and goals they have been working on.

##### **2. CoSA / NAGARA / SAA – Caryn Radick**

-calls held every month with Caryn, Nancy, and Sarah Quigley on COSA and NAGARA activities focused on adequate funding/federal funding (NHPRC), express interest in what COPA is doing and potential collaborations and channel stories about archives to the public to get them interested and excited.

-Early career member will be joining COPA (Lynn Cowles) for mentorship and assist with the work of the committee.

##### **B. [ArchivesAWARE! Blog](#) – Rachel Seale**

-call for additional blog content and posts to bolster the fall lineup. Posts do not need to always be long and serious, but can be quick and fun. Potential content can also be generated from the conference, story telling event, COPA workshop, collecting notes from archival sessions attended, themes discussed. In the field/on the ground posts. Also the Kitchen Sisters at our table could be a potential post. Could also use photos from story telling event/workshop for posts and content.

- make sure to get ArchivesAware blog posts covered by SAA (Announcements and CC Abigail)

-Promote/Plan "Ask An Archivist" Day since it is coming up quickly this fall ( Wednesday, October 2, 2019) we don't have the benefit of a face to face meeting as we did in Chicago back in 2017

## **V. Planning for 2019/2020**

A. #AskAnArchivist Day [Wednesday, Oct. 2, 2019]

B. COPA Work Plan 2017-2019 review and where we are by Caryn

- COPA Goals:

Inform, Excite, and Engage members about public awareness. We have accomplished this through storytelling event.

Create content for ArchivesAware. We have accomplished this in the past two years. The blog has blossomed. SAA views the blog as one of COPA's best features and one we have built up.

Review Advocacy content on SAA website. We have reviewed this and had some recommendations that we have not fully followed up on, and should be revisited.

Increase SAA capability to reach national media on issues concerning archives. This has been a bit of a stumbling block, has been discussed with Sarah Quigley on how we can move more quickly and what things can we have in place. (e.g. policies for letters to the editors of different newspapers, press releases). This is an area we should tease out and explore to see what we can do, without making COPA's entire work of solely writing press releases. COPP would be a great group to work with if we want to move forward with this.

-COPA objectives:

-Encourage and enable SAA members to undertake outreach and advocacy work.

-Collect and/or develop stories about archives and archivist

- maintain COPA presence at 2018 Annual Meeting

- Plan for 2019 Annual Meeting

We have accomplished these with our storytelling theme/event, but with press releases and media interviews we have started with Carpe Media workshop in 2018, but SAA wants more focused media training and communications going forward with.

- COPA Strategies:

- Encourage and enable outreach, advocacy, and participation (2017-2019)

We have accomplished this through our Ask An Archivist Day for both years in 2017 and 2018. However, it has been archivists talking about archivists instead us talking directly to the public. We have not relaunched existing content of American Archives Month content to the SAA website (we should revisit this with Teresa).

- Assess member needs for proposed PR/ Advocacy Toolkit (we have not addressed in the past year)

- Develop elevator speech content for SAA website

We have done work on this with our elevator speech brochures last year, our jig saw puzzle, and our podcast interviews.

- Develop why you love being an archivist

This is not something we were able to accomplish. This could be another podcast interview in the future. Could also be a prompt/question posed in the elevator speech interview.

- SNAP/SNAP Chat on archival awareness

This was on COPA's list for a long time. We had our chat in May 2019. It went well and maybe once a year COPA may want to do this. COPA would need to develop a handle for the SNAP Chat if we continue.

- Share examples of outreach programs and draw attention to available outreach advocacy resources in the ArchivesAware Blog.

We are doing this through our blog.

- For stories about archivists and archives, continue to solicit and generate content for the blog.

we've done that through our series there's an archivist for that, archival innovators, asserting the archivist, and archives and audiences.

-For 2018 Annual Meeting our goal was to organize and propose storytelling panel session.

We've turned it around into our Storytelling event, which is much better as we get participants.

-Hold Media Training event for Archivists

This was accomplished through our Carpe Media program and training in 2018 although it was more communications based rather than media training. This leaves room for us to offer something more specific towards media training which attendees have expressed interest in.

-Hold exhibit hall office hours

We held this in Portland in 2017 in the exhibit hall which made us rethink having a table in the registration area due to lack of traffic of being placed in the back.

-Set publicity booth to highlight collection of Storycorp and Kitchen Sister Recordings.

We are accomplishing this during the conference with the Kitchen Sister having them run the booth.

Goals for 2019 Meeting:

Begin to plan storytelling focus annual 2019 meeting. (We have done this)

Purse a partnership with the Moth (Chris looked into and Micaela Blei was with the Moth and we deemed her the better choice for our needs in putting the educational content together)

Coordinate with program committee on possibility of special long programming ( we went with proposing our COPA session this year at the 2019 Annual Conference)

Investigate potential for local partnership with members of the Austin Community (Brenda investigated the options for us-informal venues, backyards, etc. But we decided to go with a formal room for the finding aid to my soul was a better fit for this conference. Also, logistics, time involved and additional planning were other considerations that committee needed to take into account if we were to go with a more community venue)

We might think of a future blog post or reach out to other archivists on alternative venues storytelling events might be hosted or could occur. Might be a fun creative exploration.

National Media outreach (this goal got put to the side). We had put together a list with Lindsay on experts for a speakers bureau. Still to be hashed out in the future-how to respond to media request if they ask us questions.

C. Nick Pavlik is chair! Vince Lee is vice chair/chair-elect!

- Vince reads Nick's notes what he's thinking of doing next year (use Workplan 2017-2019 to hammer this out:
  - III. Strategies section A. 4 survey assessing needs & use short videos & social media content on our microsite) from workplan
  - III.B. Stories about archivists & archives
  - E. 3. Plan for national media outreach – all numbers under this category
  - Assessing and refreshing the COPA microsite – needs more content to outline what COPA does internally/externally
  - What do we think?
    - CB brought up & others agree would like to suggest we keep the following going (this has been our core-what we have done well):
      - #AskAnArchivist
      - ArchivesAware Blog
      - Storytelling: can we partner with others
    - Press releases
      - RW maybe get consultant
      - CR something to work with COPP
      - CB have committee members pick something to work on so we're not all trying to hit all the goals but taking parts we're interested in to commit to
    - TB's feedback: BII. Review audiorecordings from StoryCorps (see if Kitchen Sisters used anything from 2017 Kitchen Sisters "The Keepers") - Archives in Context podcast- CB & AT
      - AT will review remaining Storycorps content & touch base with Kitchen Sisters to use for podcast (CB)
    - TB kudos to blog, good way to show members how they can write & contribute for SAA
      - CB promo opportunities, promote the blog, perhaps #TheresAnArchivistForThat TB says it's a good idea to do around the conference
      - Whimsical activities do really well at the conference, frames w/ sayings "This is what an archivist looks like" or "I'm the archivist for that" & people can take photos & share on social media

- RW asked TB about American Archives Month content, can COPA try & capture that info. & reuse/refresh that info.
    - RW help refresh this page & the microsite (would like to volunteer to do this)
- From TB thanks to everyone for their time b/c we all contribute, Caryn's leadership & monthly conference calls, table, attend event, continue to put forth ideas
- RW recommendation having a handle not having a handle for Twitter, can we (COPA) take over SAA Twitter handle for #AskAnArchivist day or something like that, TB will pass it on to Abigail Christian & get back to us
- KB asks for more lead time on #AskAnArchivist day so can communicate with Communications dept. who needs months of lead time
  - CR what about having #AskAnArchivist at the end of the month
  - RW noted that ICA (International Council of Archives) has it at the end of month, could coordinate
- KB thinks COPA could benefit with partnering with other orgs such as Oral History Association (storytelling), National Council on Public History, and Backstory Radio (University of Virginia) podcast-they talk about research but not about archivists and archives.(ideas)

## **VI. Any Other Business (No other business presented)**

## **VII. Joint Meeting with COPP at 10:30am [Room 208]**

- **Intros between members of COPA and COPP and their roles**
- **COPP wants to talk about Evergreen Press Releases and statements they are working on and future potential collaborations with COPA**
- **COPP wrote out a workplan this year with some rough due dates this year. On workplan pending COPA agreement, some press release and reusable statement drafts should be due in the Fall of 2020. If there are concerns or questions about this, they picked that date based on the content of the workplan and the things that are going on. They want to give both committees ample time to schedule and think about this. They aren't wedded to this timeline, we can push things up or push things back as needed. They just needed something to put forth to council. Main consideration for the timeline was to have things ready for new congressional cohorts came in. A lot of their workplan is centered around the elections.**
- **COPP thought that COPA may want to work with them on press releases or questions that are sent out to media, we may want to work on these together.**
- **Signal boosting is big- getting what both committees are doing out.**
- **Updating COPP on our storytelling workshop and the finding aid to our soul event at the conference. Archivists getting their stories out.**
- **Also updated COPP on our conference session for COPA and our history.**

- Also updated COPP on the Kitchen Sisters receiving the Jameson Award and that they will be at COPA's table.
- Updated COPP on our on the spot/elevator speech interviews at the table, recorded for a podcast. COPP may also fit their work into our podcasts/interviews since we overlap. COPP may want more visibility through blog posts/archival outlook coverage to get membership excited or aware of. They may want to use our platform to get the word out. They may want to write about the UM Tonton lawsuit later in the fall and use it on COPA's blog.
- COPP has questions for 2020 candidates. They have led state and local advocacy workshop attended by 16 people. There may be repurposing of that content. They also have a Brown bag forum similiar to COPA talking about history and role of COPP.
- I shared with COPP on future initiatives and workplans we were considering in the coming year and how we can work together.
- COPA and COPP are both taking on early career members for mentorship and we can share and work towards that end. Provide meaningful work for them and nurture the relationship. How the early career members can partner.
- COPP is good at research and compiling the data, but with COPA we can strategize and build consistent media strategy for press releases. We both may not be experts at press releases, but together we can leverage our respective strengths. SAA staff may also be assist with PR so we can focus on the content which we are experts at.
- Perhaps an opportunity for COPP in "Responses and Retrospectives" in ArchivesAware Blog-could use a personal point of view perspectives from archivists on a statement issued by COPP. Get other voices and membership involved in the issues-let them voice opinions and generate conversations.
- The most generative topic for COPP currently is Congressional Records. That may be an opportunity for collaboration.