

Society of American Archivists
Joint Dinner Meeting of the
***American Archivist* Editorial Board and Publications Board**
August 10, 2010
Washington, D.C.
Staff Report: Publications
(Prepared by Teresa Brinati)

SUMMARY: In FY 2010 (July 1, 2009 through June 30, 2010), publication revenues fell short of budget projections by 20.36%. Even so, there were still bright spots: three books were published and three more are in process. The entire back file of the *American Archivist*—242 issues—has been digitized. Since launching *American Archivist Online* in April 2008, nearly 300,000 users have accessed the site. Finally, SAA members continue to contribute to the association’s intellectual capital—approximately 116 members authored content for *American Archivist*, *Archival Outlook*, SAA books, and ePublications/Proceedings.

I. BOOKS

A. Sales. Revenues for the 2010 fiscal year end were \$434,846, which was 20.36% shy of budget. The continued downturn may be a combination of the economy and the need to refresh top sellers (which account for the majority of sales). Of the 5 new books slated to make a contribution in the past fiscal year, one was published as projected, two required more time, one author withdrew from contract, and another is delayed indefinitely.

<i>Revenues</i>	FY2007	FY 2008	FY 2009	FY2010	FY2011 (projected)
	\$505,847	\$536,786	\$500,426	\$434,846	\$480,345

Of the 143 marketplace items (including a few miscellaneous items, such as brochures, t-shirts, and bags) that generated sales in FY 2010, **10 SAA titles accounted for 62% of the revenue:**

Title / copyright / author / qty sold

- *Arranging and Describing Archives and Manuscripts* / 2005 / K. Roe/ 1,030 copies
- *Understanding Archives and Manuscripts* / 2006 / J. O’Toole, R.J. Cox / 862 copies.
- *Describing Archives: A Content Standard* / 2007 / 729 copies
- *Preserving Archives and Manuscripts* 2nd ed. / 2010 / M.L. Ritzenthaler / 603
- *Selecting and Appraising Archives and Manuscripts* / 2005 / F. Boles / 602 copies
- *Managing Archival and Manuscript Repositories* / 2004 / M. Kurtz / 521 copies
- *Providing Reference Services for Archives and Manuscripts* / 2005 / M. Pugh / 479 copies
- *Photographs: Archival Care and Management* / 2006 / M.L. Ritzenthaler, D. Vogt-O’Connor, H. Zinkham, B. Carnell, K. Peterson / 432 copies
- *American Archival Studies* / 2000 / R. Jimerson / 373 copies
- *Archives Power* / 2009 / R. Jimerson / 328 copies

In addition, another dozen titles, including one Neal-Schuman publication (*Developing and Maintaining Practical Archives*), contributed 18% of the revenue:

Title / copyright / author / qty sold

- *Archival and Special Collections Facilities* / 2009 / M. Pacifico, T. Wilsted / 286 copies
- *Navigating Legal Issues in Archives* / 2008 / M. Behrnd-Klodt / 224 copies
- *A Glossary of Archival and Records Terminology* / 2005 / R. Pearce-Moses / 214 copies
- *Planning New and Remodeled Archival Facilities* / 2007 / T. Wilsted / 208 copies
- *Developing and Maintaining Practical Archives* / 2003 / G. Hunter / 124 copies
- *Architectural Records* / 2006 / W. Lowell, T.R. Nelb / 122 copies
- *College and University Archives* / 2008 / C. Prom, E. Swain / 105 copies
- *Archival Internships* / 2008 / J. Bastian, D. Webber / 98 copies
- *Archives and Justice: A South African Perspective* / 2007 / V. Harris / 91 copies
- *Museum Archives: An Introduction 2nd ed.* / 2004/ D. Wythe / 83 copies
- *Privacy & Confidentiality Perspectives* / 2005 / M. Behrnd-Klodt, P. Wosh / 74 copies

The bulk of the items—123—contributed a mere 20% to the bottom line. Although this is not atypical for publishing programs, it does have cost implications, particularly for lean programs like SAA's.

B. Royalties

SAA signed a distribution agreement in spring 2009 with the **American Library Association**. Last fall ALA began listing in its catalog and distributing a half dozen SAA titles. SAA receives royalties on a quarterly basis from the sales of these titles. Two royalty checks have been received to date totaling \$5,873. SAA also receives royalties on 11 books co-published in the 1990s with **Scarecrow Press**. Given the age of the titles, that royalty was less substantial.

C. Print

1. New Books! Three publications are being launching during *DC 2010*:

- *The Ethical Archivist* by E. Danielson
SAA, August 2010 / 440 pp., Soft cover / Product Code BOOKSAA-0570 /
SAA Member price \$35 (List \$49)
- *How to Keep Union Records* edited by M. Nash
SAA, August 2010 / 440 pp., Soft cover / Product Code BOOKSAA-0571 /
SAA Member price \$35 (List \$49)
- *Preserving Archives and Manuscripts 2nd ed.* by M.L. Ritzenthaler. This is the seventh and final volume in the Archival Fundamentals Series II. Published in February, it has already cracked the best-seller list!
SAA, February 2010 / 520 pp., Soft cover / Product Code BOOKSAA-0533 /
SAA Member price \$45 (List \$63)

2. In Various Stages of Production:

- *Many Happy Returns: Advocacy and the Development of Archives* edited by L. Hackman. Projected availability in early 2011.

- *A Different Kind of Web: New Connections Between Archives and Our Users with Web 2.0* edited by K. Theimer. Projected availability in 2011.
- *I, Digital: Personal Collections in the Digital Era* edited by C. Lee. Projected availability in 2011.
- *Controlling the Past: Documenting Society and Institutions – Essays in Honor of Helen Willa Samuels* edited by T. Cook. Projected availability in Dec. 2010.

3. **On the Horizon:** More than a dozen projects are in the pipeline and availability is projected across the next several years. Among topics to be addressed by a stellar cast of authors are archives and the digital age (A. Gilliland), archives for librarians (J. Bastian and D. Webber), archives diversity (M. Caldera and K. Neal), exhibits (J. Lacher-Feldman), green archives (T. Baxter), processing (D. Meissner and M. Greene), management of processing (E. Slomba, P. Hackbart-Dean), religious archives (M. Duffy and M. Sly), Waldo Gifford Leland (P. Wosh), succeeding in a small repository (C. Zamon), women’s archives (T. Zanish-Belcher and A. Voss), and public relations for archives (co-publication with Neal-Schuman Publishers, Inc.).
4. **e-Content.** e-Content continues to be a growth area for publications, although not yet a revenue stream There are two areas of the website designated for such content under the Publications tab on the navigationbar: ePublications (edited monographs, case studies, and formal papers that have gone through a review process) and Proceedings (collections of papers, PowerPoint presentations, and other content generated at conferences). Recent additions in both areas include:
 - Campus Case Studies, Case 12 – *Podcasts in the Archives: Archiving Podcasting Content at the University of Michigan* by Alexis A. Antracoli, University of Michigan (July 2009).
 - SAA Research Forum content (2007–2010) compiled by N. McGovern.

D. Catalog

A “Book a Month” mini-catalog/calendar highlighting SAA titles is being distributed in the SAA Bookstore at DC 2010 and will be mailed to members with the Sept./Oct. issue of *Archival Outlook*. The online “SAA Bookstore” at www.archivists.org/bookstore/ underwent an infrastructure enhancement and also received a facelift last fall. It’s now much more flexible and directly integrated with the back office operating system.

II. PERIODICALS

A. *American Archivist*

Awareness about the journal and the important body of research that it represents continues to grow in leaps and bounds thanks in large part to the recent digitization of all back issues, freely available (with the exception of the three most recent volumes) at <http://archivists.metapress.com/home/main.mpx>. Aiding this awareness is the journal’s participation in JSTOR, an independent not-for-profit organization that is dedicated to making a wide range of intellectual content available in a trusted digital archive.

1. **Digitization of Back Issues.** The digitization project with **OCLC/Backstage Library** of the journal's back file of 242 issues (approximately 36,000 pages) is done. The issues beginning in 1938 and running through 2000 were scanned by decade in five stages beginning in May 2009 and completed in July 2010. All of the digitized files are in the process of being uploaded on the *American Archivist Online* website, hosted by MetaPress at <http://archivists.metapress.com/home/main.mpx>. The entire run should be available by the end of summer.
2. **American Archivist Online.** This year MetaPress made available a series of reports related to usage of the online journal.

Sessions (how many users opened a journal article)

Host	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2010	21,450	14,804	16,345	18,399	14,857	17,206	-	-	-	-	-	-	103,061
2009	7,914	10,296	11,736	10,737	10,009	9,615	9,052	9,853	15,893	15,591	16,627	12,620	139,943
2008	0	0	0	4,350	4,426	5,637	4,752	4,731	5,986	7,970	9,537	7,435	54,824
Total	29,364	25,100	28,081	33,486	29,292	32,458	13,804	14,584	21,879	23,561	26,164	20,055	297,828

Between April 2008, when *American Archivist Online* was launched, through June 2010, nearly 300,000 users opened a journal article PDF and viewed it. Viewership has grown significantly across time and across availability of back issues.

Geographic Sessions (where users came from)

Country	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2010	21,450	14,804	15,994	18,399	14,857	17,206	-	-	-	-	-	-	102,710
Unknown	548	450	698	625	615	545	-	-	-	-	-	-	3,481
Oceania	76	126	200	217	161	145	-	-	-	-	-	-	925
Europe	2,371	2,059	2,173	2,588	2,731	2,608	-	-	-	-	-	-	14,530
Asia	3,686	1,156	1,397	967	1,483	5,044	-	-	-	-	-	-	13,733
Americas	14,681	10,832	11,254	13,752	9,678	8,716	-	-	-	-	-	-	68,913
Africa	88	181	272	250	189	148	-	-	-	-	-	-	1,128
2009	7,914	10,296	11,736	10,737	10,009	9,615	9,052	9,853	15,893	15,591	16,627	12,620	139,943
2008	0	0	0	4,350	4,426	5,637	4,752	4,731	5,986	7,970	9,537	7,435	54,824
Total	29,364	25,100	27,730	33,486	29,292	32,458	13,804	14,584	21,879	23,561	26,164	20,055	297,477

In the first six months of 2010, 67% (or 68,913) of the 102,710 sessions logged for *American Archivist Online* were from the "Americas," and specifically North America. The next highest user group was from Europe (14,530 users), which was closely followed by Asia (13,733 users).

Referrals (the site which users linked from to get to *American Archivist Online*)

Referrer	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2008	0	0	0	1,863	1,557	1,649	1,689	1,583	2,601	3,754	3,317	2,290	20,303
2009	2,537	3,229	3,571	3,308	2,485	2,526	2,281	2,389	5,026	6,768	7,106	5,363	46,589
2010	8,903	7,306	7,611	7,421	5,604	8,753	-	-	-	-	-	-	45,598
Google	1,867	2,068	2,869	2,291	1,938	1,676	-	-	-	-	-	-	12,709
Google Scholar	310	391	484	641	522	286	-	-	-	-	-	-	2,634
Other	6,726	4,847	4,258	4,489	3,144	6,791	-	-	-	-	-	-	30,255
Total	11,440	10,535	11,182	12,592	9,646	12,928	3,970	3,972	7,627	10,522	10,423	7,653	112,490

While Google appears to be the single largest source of traffic to *American Archivist Online*, when drilling down in the “Other” category a close runner-up is pipes.yahoo.com (a mash-up) with 10,583 referrals.

Fulltext Downloads (the number of article PDFs downloaded from the site)

Fulltext	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2010	7,147	6,286	5,868	7,664	5,212	4,860	-	-	-	-	-	-	37,037
2009	2,275	3,300	3,874	3,246	2,654	2,343	2,137	1,941	5,623	6,684	6,740	4,489	45,306
2008	0	0	0	1,805	1,208	1,401	1,515	1,789	3,009	4,006	4,483	2,254	21,470
Total	9,422	9,586	9,742	12,715	9,074	8,604	3,652	3,730	8,632	10,690	11,223	6,743	103,813

Between April 2008 and June 2010, more than 103,000 *American Archivist* articles have been downloaded from the site, or about 128 articles per day during that period of time!

3. Survey

The *American Archivist* Editorial Board asked 6,000 SAA members and subscribers to share their opinions about the journal and their reading habits in a web-based survey that was available from April to May 2010. The 541 people who responded represent 10% of the population surveyed. Respondents expressed overall satisfaction with the journal. A preliminary look at results appeared in the July/August 2010 *Archival Outlook* (<http://www2.archivists.org/archival-outlook>) on page 24. The full survey results will be available shortly from the Editorial Board.

4. JSTOR. SAA signed an agreement in April 2009 to have *American Archivist* participate in JSTOR, an independent not-for-profit organization that is dedicated to making a wide range of intellectual content available in a trusted digital archive. Currently the JSTOR archive includes the complete back runs of more than 1,000 journals, which are available to libraries. *American Archivist* is now available on JSTOR. Researchers may access articles as full-text PDF files for searching, browsing, downloading, and printing from the journal's first year of publication (1938) up to the most recent three years. Users at institutions that participate in JSTOR's Arts & Sciences VI Collection can access back issues directly by visiting *American Archivist's* journal page.

B. Archival Outlook

Six issues of *Archival Outlook* were published from September/October 2009 to July/August 2010. The average page count was 32, and it was sent on average to approximately 5,500 members. The issues continue to include member- and staff-generated feature articles; SAA updates; regular columns (President, Archivist of the U.S., Washington Beat, and Executive Director); and departments (Association News, Currents, National News, etc.). The goal continues to be to provide members with timely articles on the profession, as well as update members on activities and happenings within SAA and publish as many images as possible. A redesign of the newsletter is underway and is slated to be implemented by January/February 2011. The new design will offer a fresh look to the publication and include enhanced editorial content and graphics. Another goal is to increase ad sales to help facilitate these changes.

C. In the Loop

This e-newsletter is blasted every-other Tuesday afternoon to the more than 5,500 members of SAA, providing them with updates on a variety of association activities—Annual Meeting,

workshop, publication, governance, advocacy, and career news items. In its second year of publication, it has proved an invaluable tool for communicating with the membership.



The May 25th issue featured a redesign with graphic elements greatly enhancing the look of *In the Loop*. The new template includes a masthead; colorful subject category tabs (e.g., Governance, Annual meeting, Publications, etc.); SAA's signature blue color incorporated throughout; links that lead to more information on the SAA website; and an image box as a sidebar inviting members to identify the person(s) in the photo in an effort to bring a community feel to the newsletter. Under consideration is the addition of up to three discreet paid advertisements (in clickable Web banner ads) beneath the photo and along the bottom of the e-newsletter.