

**Society of American Archivists  
Committee on Public Awareness  
Conference Call 02/05/2020, 2:00pm–3:00pm ET**

**Minutes**

1. Roll Call

In attendance: Chris, Nick, Sami, Vince, Teresa, Anna, Rachel W., Lynn, Rachel S., Nancy (late join)

Absent: Kate, Sarah, Brenda

2. Meeting Minutes

1. [December](#)
2. [January](#)

3. Working Group updates

1. COPA microsite enhancements (Rachael W.)

1. [2018 review of advocacy content](#)

Rachel S., Rachel W., and Vince met virtually and began review of COPA-owned content on SAA website.

- Much of the advocacy content was created circa 2007, and could use a refresh
    - o Social media advice update
    - o Media and copy update
  - American Archives Month site – Rachel S.
    - o “Power of Collaboration” URL slug
      - § Teresa: this came from the concept that October Archives Month is a collaboration among the profession
      - § Should we consider a new theme each year?
      - § Teresa: Yes, we could consider other options.
  - Advocacy page – Vince
2. Highlighting SAA member stories, i.e., *Why do you love being an archivist?* (Anna)

<https://drive.google.com/drive/folders/1AxkBe3nkK3mbwo6FKu5utkWhhjRq9gqQ>

On Valentines Day, we will be sharing 8 collected responses to the question “Why Do You Love Being an Archivist?”

- Graphics and text will be going to Abigail on Monday so that she can schedule the posts in advance.
- Will be encouraging people to engage with the hashtag #ILoveBeingAnArchivist
- Abigail encouraging COPA members to monitor the hashtag and engagement on the SAA social media accounts throughout the day. Any volunteers?
  - o Nick available to monitor between 8 am to 9 am (EST)
  - o Lynn available to monitor starting in the morning (9 am to noon)

- Anna will provide log-in info and instructions to anyone who can help
  - Consensus: great graphics!
  - Chris: Should we author a blog post? Anna: Yes, we will write a blog post as a follow-up, which will include additional responses to the hashtag shared via social media or e-mail.
  - Anna: Please participate!
- 3. National media outreach/Press releases (Vince, Nick)
  1. Backstory Radio (Kate, Lynn)
    - Lynn: Bad news about the Backstory Radio – were waiting to hear from the producer to schedule the podcast, and then found out that Backstory had been cancelled.
    - Looking for other podcasts, so feel free to send Kate and Lynn suggestions!

Nick and Vince having a call about this initiative later this week. Otherwise, no update at this time.

  - Vince and Nick have collected resources re: effective press releases
  - Will be released seasonally, timed with events

**Added Item: Candidates for COPA**

- Nick: reviewing the latest list of candidates (with Vince) for SAA committees and appointed groups
  - List has been sent to Nick, to be narrowed down to three to send for recommendation. Will have one or two open positions for next year.
4. Activities at Archives\*Records 2020 (All)
    1. Storytelling event (Chris)
      - Chris: Earlier this week, Teresa, Rachel S., Kate, and Chris spoke with Makayla Bly to discuss possibility of coming back this year – she is open, willing, and excited about the possibility.
      - Possible extending the workshop from 2 hours to half day – feedback was that more time would be good, including time to work on own stories
      - With half day workshop, some registration fee would likely be put in place
      - May take place Tuesday, and A Finding Aid to My Soul would take place on an evening (Thursday?)
      - Stories would be pitched, COPA would select stories to be workshopped in advance with Makayla
      - Chris: Archives in Context podcast to be releasing an episode soon with some recordings from last year's A Finding Aid to My Soul. Also released an elevator speech episode recently.
    2. Media training (Nancy)
      - Event to help members build skills for speaking to the media about archival matters
      - Some discussion that this may not be the right year for this event
      - Nancy: budgeted this year for media training.
        - One option had been to form a cohort of approximately five professional archivists to bring them to Chicago and meet with a

media training company and learning skills. Goal of something like this would be to repeat over three years, to end with a cohort of 15 archivists that would be available to call on when SAA needed to respond to media requests. This is an expensive and time intensive proposition.

- Due to budget constraints, the above option may not be possible this year, but SAA will budget for something like this next year and hope it could work.
- If COPA wants to do something media training related in conjunction with the conference this year, that is an option, though SAA staff would not be able to provide much support with other conference logistics to attend to. Also some concerns about space at the conference venue for something like this.
- Nick: sounds like the selected cohort approach is preferable to something in conjunction with the conference, for the variety of reasons Nancy mentioned. Also good to stick to original vision.
- Nancy: the original vision for media training would be more of an ongoing commitment for the individuals selected for the cohort.
- Nancy: SAA will build this media training into the budget, and hope to hold the first meeting in late 2020, early 2021
- Nick: Is there anything that COPA can do at this juncture to support this initiative? Sounds like selection of candidates would be the first step.
- Nancy: Yes, that would be the first step. Each cohort would need to be diversity in representing various topic areas, institution types, personal backgrounds, etc.
- Chris: We did have the starter spreadsheet for a “speakers bureau” <https://docs.google.com/spreadsheets/d/14ZwQnvJhGQP0sNI50IDpH2ly5BzsM-t7UFumwfBKI1w/edit?usp=sharing>
- Nick, Vince, Rachel S. volunteer to help with identifying some options for a short list
- Nancy: encourage COPA to think of people that you may have seen speak recently who stood out
- Nancy: Would be good to give Council a general sense of who may be part of this cohort, to support the budget proposal. Mid-May meeting with Council. By Mid-July, would be good to contact some individuals and gauge their interest in doing this, as it is a commitment
- **Action item: list of names by July 15<sup>th</sup>.**

5. *ArchivesAWARE!* Blog (Rachel S.)

1. [Calendar](#)

- Calendar is in good order, March is pretty full.
- Everyone is keeping up with what they have volunteered to work on, so we are in good shape!

6. Other COPA business (All, if applicable)

None.

## 7. Standing Updates

### 1. Joint Working Groups

#### 1. CoSA/NAGARA/SAA (Nancy or Nick)

Nancy: Two issues that have come up recently, both involving NARA.

a) Image modified for women's rights exhibition – Each group went their own way in putting out a statement.

b) Office of Management and Budget decided before the public comment deadline, to close the Seattle facility that houses the National Archives and Seattle Records Center. SAA collaborated with CoSA on a joint statement. NAGARA released their own.

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

No updates. Next meeting in March or April.

### 2. Council (Nancy or Brenda)

Nancy:

- Council released a statement today about the 2020 SAA elections late.
- Council also decided on the next SAA publications editor. Should be negotiated and announced soon.

### 3. COPP (Sarah)

No update.

**Next call: Thursday, March 5th, 3 PM EST**