Society of American Archivists  
Committee on Public Awareness  
Conference Call 03/05/2020, 3:00pm–4:00pm ET

Agenda

I. Roll Call: Nick, Rachel S., Lynn, Vince, Kate, Anna, Chris, Rachael W., Nancy

II. February meeting minutes

III. Working Group updates

   A. COPA microsite enhancements (Rachael W.)
      1. 2018 review of advocacy content: Nick, Rachel S., & Rachael W. reviewed: 
         https://www2.archivists.org/advocacy/publicawareness and for and Rachael W. has 
         expanded this page (https://www2.archivists.org/advocacy/publicawareness/resourcesandtoolkits ) 
         immensely. SAA (Nancy & Teresa) amenable to our changes, though we do have a question about how “Articles” section is listed as not sure sustainable to list articles.
         2. Nick edited COPA page on microsite: 
            https://www2.archivists.org/groups/committee-on-public-awareness, Nancy recommended we list the Minutes for transparency.
         3. #AskAnArchivist and American Archives Month microsite pages will still be updated per Rachel S., Nancy said a lot of these pdfs could be turned into websites and much of it evergreen content.

   B. Highlighting SAA member stories
      1. Recap of #ILoveBeingAnArchivist (Anna)
         a) Thanks to Lynn, Nick & Sami.
         b) Was fun, did get likes & retweets though fewer responses actual questions, only 1 email response
         c) Did get feedback that people did enjoy following story
         d) Graphics could be re-used & content (quotes) also

   C. National media outreach/Press releases (Vince, Nick)
      1. Nick looking into purpose of press releases & wondering if we want to take another approach, needs to think on it a bit more
         a) What archivists do & what archives are were first topics, may not work as press releases
         b) Vince and Nick will meet later this month to rethink this
         c) 100th centennial of 19th amendment would be an appropriate press release topic, as well as maybe disaster preparedness
         d) Vince & Nick met Feb 7 and Vince found existing press releases issued from various organizations and Vince compiled them into a document to use as a template of sorts.
         e) Nancy clarified, the expectation is not that COPA members need to write press releases, SAA staff has that expertise, COPA members
provide content or can suggest archivists to provide quotes/content for press releases.

2. Podcast options
   a) No traction with other history podcasts, to date
   b) Kitchen Sisters?
   c) Drop for this year? Pursue at a later date?
   d) What podcasts are out there now that we could use?
   e) Ties into press release/broader national media outreach
   f) Keeping it on the radar, lookout for opportunities
   g) Lynn, Kate, Vince, and Nick future call to pinpoint broader audience/targets for podcast, by end of March

D. Inaugural SAA speakers cohort (Nick)
   1. Nominee list
      a) Email Nick, Vince or Rachel S. further suggestions
      b) 5-10 attendees max, comprise first 2 cohorts, estimating 3-5 per year

IV. 2020-2023 COPA appointments (Nick)
   A. Nick & Vince submitted to Felicia for 3 new COPA members for 2020-2023 term, haven’t heard back

V. Activities at Archives*Records 2020
   A. Storytelling Workshop + Event (Chris)
      1. Very tentatively looking at a Tues afternoon workshop & Wed night event, conference schedule is on 4th revision
      2. Once schedule finalized, will contract Micaela and promote workshop & event

VI. ArchivesAWARE! Blog
   A. Discussion of blog purpose and scope (All)
      1. External vs. internal advocacy
         a) Highest stats are for R&R posts in recent year, and also #TAAFT
         b) Is ArchivesAWARE mission/purpose correct fit for SAA-related/inward-facing posts?
         c) Internal awareness and external awareness are not mutually exclusive
         d) Redefine purpose & mission of blog? If so, would need to go through Council
         e) Off the Record -- no president has declined to publish a post submitted, to Nancy’s knowledge
         f) Phone call with Nick, Rachael W., Rachel S. to further discuss
         g) Double check -- microsite doesn’t need Council approval but Blog mission does?
   B. Rachel S. is resigning as blog editor effective annual meeting 2020.
   C. Calendar (Rachel S.)

VII. Quotes from Celebrities (Nancy)
   A. Positive comments from authors (e.g., Ron Chernow gave positive quote when co-awardee for Jameson award) to share
   B. Also named Jill Lepore
C. Use these quotes from authors to share during Archives Month and other outreach & promotional events
D. Ideas that celebrities draw positive attention to archives & archivists
E. Have committee members consider authors they can ask for quotes about archives, or can pass on ideas on who to approach
F. Don’t be limited by historian authors, send ideas to COPA list

All other updates via email from Nick:

VIII. Other COPA business (All, if applicable)

IX. Standing Updates

A. Joint Working Groups

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

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

B. Council (Nancy or Brenda)

C. COPP (Sarah)

Action items highlighted in yellow.

Next call: Friday, April 10th, 2 PM EST