

SAA Membership Committee Meeting
Tuesday, August 23, 2011, 2:00 – 5:00 p.m.
Wrigley Room

Proposed Key Contact Program Realignment
Rachel Vagts, Vice-Chair

The concept of the Society of American Archivists (SAA) Key Contact Program is simple. A [cadre of volunteers](#), working under the supervision of the [Membership Committee](#), supplement and extend the efforts of the SAA professional staff. Approximately sixty volunteers work with members at the grass roots level, in their state or province, welcoming new members, ~~contacting members who have chosen not to renew their membership,~~ and assisting the Society in soliciting new members. This personalized means of contacting and soliciting members, in cooperation with the ongoing efforts of the national office, provides a stronger multi-level approach to our membership initiatives.

The program was modeled on similar successful programs used by a number of regional archival organizations and ancillary professional organizations (e.g., the Organization of American Historians).

SAA Council approved the Key Contact Program in February 1996 after strong endorsements by former SAA staff member Debra Mills Nolan and Leon Miller, former chair of the Membership Committee and the person who introduced the concept to the committee. The following spring the Membership Committee identified volunteers from throughout the organization and implemented the program. The volunteers represent the 50 states of the United States, 10 provinces of Canada, the District of Columbia, and the Commonwealth of Puerto Rico. **The Key Contacts are organized according to Districts with a District Representative serving as the liaison between the Membership Committee and the district's Key Contacts.**

Key contact representatives have ~~three~~ **two** major functions:

1. they welcome new members to SAA from their assigned region;
2. ~~they contact every person in their region who has not renewed their membership and encourage them to renew; and~~
3. ~~the key contacts work with the national office to identify and solicit new members for SAA.~~ **they leverage their personal and professional connections to archivists in their area to introduce people to SAA and to promote the value of the Society's programs and services.**

Methods for communicating to new ~~and non-renewing~~ members may include a formal letter, an e-mail message, a telephone call, and/or face-to-face solicitations. The approach a key contact utilizes is entirely one of personal choice. Key contacts should bear in mind that their efforts should supplement those of the national office. Therefore, the national office will continue all of its normal activities regarding the welcoming of new members to the Society. The results of the Key Contact Program are to bring a personal touch to our membership that brings us closer to our members.

The Membership Committee Vice Chair serves as the Key Contact Subcommittee Chair.

The key contact representatives ~~typically~~ **are appointed by the Key Contact Subcommittee Chair and** serve for three years. They are recommended by ~~members of the Membership Committee~~ **District Representatives** and must be members in good standing of SAA, either as individual members or through institutional membership. **Upon the recommendation of the District Representative, a Key Contact's term may be renewed one time.**

District Representatives are appointed by the Key Contact Subcommittee Chair and also serve for a three-year term. Upon the recommendation of the Subcommittee Chair, a District Representative's term may be renewed one time.

~~Three times each year key contacts receive a list of new and a list of non-renewing members for their state from the SAA office.~~ **Every other month, the Subcommittee Chair receives a list of new members from the SAA office. Those lists are divided by region and sent to the District Representatives. Each District Representative then contacts the Key Contacts with their state's list of names.** The information on these lists typically includes the name, mailing address, telephone number(s), and e-mail address of the individuals. Using this information, each representative contacts the new ~~and non-renewing~~ members on their lists. Those representatives who elect to e-mail or telephone their assigned individuals are asked to any positive or negative comments received.

After key contact representatives have completed their contacts, they draft a brief report to their District Representative confirming that they have completed their efforts, outlining any comments they received from new ~~and non-renewing~~ members. **This report is submitted no later than three weeks after receiving a key contact mailing. District Representatives compile and submit these reports to the subcommittee chair, who subsequently reports to the Membership Committee.** ~~The information that is reported to the district representative is then combined with other key contact reports and given to the Membership Committee chair, who then uses this information, and an analysis of membership statistical trends, to generate a final report outlining the outcomes of that specific key contact mailing. This report is forwarded to the entire Membership Committee, to all of the key contacts, and to SAA's Executive Director.~~