Society of American Archivists

Joint Dinner Meeting of the
American Archivist Editorial Board
and the Publications Board
Tuesday, August 11, 2009
5 p.m. – 8 p.m.

Austin Hilton, Austin, Texas

MINUTES

Present:

American Archivist Editorial Board: Mary Jo Pugh (Editor), Jeannette Bastian (Reviews
Editor), Brien Brothman, Su Kim Chung, Paul Conway, Bill Landis, Cal Lee,
Michelle Light, and Jennifer Marshall.

Publications Board: Peter Wosh (chair), Jennifer Davis McDaid, Keara Duggan (student
intern), Todd Daniels-Howell, Tawny Nelb, Tywanna Whorley, and Deborah Wythe.

Council: Rebecca Hankins and Tom Frusciano (outgoing and incoming Pubs Bd Council
liaisons).

SAA Staff: Nancy Beaumont (Executive Director), Brian Doyle (Director of member and
Technical Services), René Mueller (Project Assistant and minutes taker
extraordinaire), and Teresa Brinati (Director of Publishing).

Unable to attend: Bruce Bruemmer, Joan Krizack, Lisa Mix, and Diane Vogt-O'Connor.

I.   Welcome and Introductions – Peter Wosh and Mary Jo Pugh
Introductions by Teresa Brinati. Introductions around the room. Beaumont spoke on
SAA's financial status, projected budget for FY2010, and the Publications Program's
relative contribution to SAA's overall dues revenue.

II.   Reports

A. *American Archivist* Update – Mary Jo Pugh
Summary: Due to budget cuts, the Editorial Board cancelled its mid-year meeting in
Chicago. Instead the Editorial Board convened a series of three conference calls on April
15, May 27, and July 16. OCLC digitized and returned the first installment of the
American Archivist, which comprised 37 volumes from the 1990s. Two SAA members
helped in the review of every single page of content in the 426 PDFs and found 17 minor
problems. After OCLC corrects digital content, it will be posted to the MetaPress site in
August. The Editorial Board made contact with a granting source and is continuing to
seek funds to support this work.

The Editorial Board is working on drafts for "Guidelines for Writing Case Studies" and a
readership survey for implementation after publication of the Fall/Winter issue in

November. A board member sent a mini-survey to archival graduate students regarding their use of indexing and abstracting services to inform decisions about ensuring AA is covered. The board also briefly discussed the Council request for a special issue to celebrate the 75th anniversary of SAA. These items will form the agenda for the Austin meeting.

The Fall/Winter 2009 issue is in production and projected to be available in November.

The 2009 Theodore Calvin Pease Award subcommittee chose the paper by Kathleen Fear, "User Understanding of Metadata in Digital Image Collections" to receive the award. She is a student at the University of Michigan School of Information. The award subcommittee is composed of Mary Jo Pugh, chair and editor of the *American Archivist*; Katherine Salzmann, Texas State University, co-chair of the Graduate Education Committee, and Lori Lindberg, San Jose State University, appointed member.

Pugh also reported on the forthcoming survey to readers and how they use *American Archivist*. Cory Nimer's survey (article forthcoming in Fall/Winter 2009 issue) indicates that some professionals read no archival journals, and Pugh would like to investigate that further. Would like to engage readers in content using Web 2.0 tools: published form is a dead thing. In terms of records management, looking at the policies of retention with SAA Archivist Michael Doylen. Review of policies and procedures is necessary: last review was in 1995. Synergy of 75th anniversary efforts has interest of past/current President. Update of papers under review.

B. Publications Board Update – Peter Wosh
A Publications Board subcommittee has been reviewing SAA author contracts, in light of the modifications made by the *American Archivist*. The Pubs Board is attempting to create a more author-friendly contract that both protects our significant financial investment in print publications and provides authors with greater flexibility and opportunities to repurpose their work. The Pubs Board hopes to have some recommendations ready following this meeting.

The board has spent some time considering how best to market SAA publications in an electronic environment, and had a graduate assistant prepare a report concerning Google Books. There seem to be many advantages to enhancing our presence on Google and using this outlet to promote our program. Again, it will be considering this report and hope to have some specific recommendations at the Pubs Bd meeting on August 12.

Several long-term projects have made excellent progress over the past few months. Kathi Neal graciously agreed to co-edit the *Diversity Reader* with Mary Caldera, and that book now boasts a strong and impressive list of contributors, as well as an excellent advisory board. Gordon Daines and Cory Nimer have submitted *The Interactive Archivist*, their online collection of case studies involving the ways in which archivists have implemented and grappled with various issues involving Web 2.0 technologies. Neal-Schuman Publishers has agreed to partner with SAA on publishing *Public Relations for Archives: A How-To-Do-It Manual*, edited by Russell James, which hopefully will strengthen our relationship with that publisher. They may also wish to partner with us on another proposal involving digitization that we received from several archivists in the

United Kingdom.

C. Publications Program Update – Teresa Brinati
In FY 2009 (July 1, 2008 through June 30, 2009), even though publication revenues fell short of budget projections by 10.22%, it was still a robust year for book sales. In addition, ePublications and Proceedings continued to proliferate on the SAA website. The entire back file of the *American Archivist*—242 issues—is in the process of being digitized. *American Archivist Online* was accessed more than 27,664 times by users. Further, more than 50 members contributed content to SAA books and the journal in FY2009.

Pubs revenue fell short, but was still over $500K. This is a very robust figure. Even so, Brinati shares the financial concerns for FY2010 budget expressed by the executive director. Projections made on book availability in spring affect budget. There are only two books being launched this year at the conference, which is a low output. SAA tries to accommodate extended deadlines, but missed deadlines do affect bottom line of budget. There were 5 publications projected this year. The Pubs Board needs to continue to assist authors as best they can to meet deadlines (that what the ''shepherding'' program is about). Accounting software system can track book sales and provide more dynamic reporting. For example, of the 147 marketplace items that contributed to bottom line in FY2009, 10 were responsible for 66% of the revenue. This is not unusual for publishing enterprises. However, SAA needs to keep front line titles refreshed. The Pubs Board is in the process of considering the next steps for the Archival Fundamentals Series, which has been the largest contributor to the publishing program (both intellectually and financially) since the 1990s. Must keep the pipelines stocked with bread-and-butter publications so that the program can take chances on other titles. Collaboration with ALA is an exciting development that will contribute to the bottom line. Beginning in the fall ALA will distribute 6 SAA titles.

D. Website Development – Brian Doyle
Summarized recent developments regarding social networking. SAA has established a presence/increased activity in Twitter, Facebook, and LinkedIn to a related, but various audience (over 1,000 FB fans, 300+ Twitter, 400 LinkedIn). These are opportunities to push out news; encourages members to use these vehicles so that all information does not come from SAA (top down). Please explore, experiment, and report back!

Reviewed SAA's information infrastructure: AMS (member database) + extranet (www site). Drupal will overhaul extranet; Doyle has been working with (x) to have alpha site for review in the next month. There are about 7 content types that need to be mapped from the current extranet to Drupal (i.e., Education Directory, glossary, etc.). Single logon for members and for staff is one of the challenges. Work includes mapping both current and desired content, enhancements that SAA wants (i.e., Standards Committee and Council need a standards portal for vetting procedures).

Wosh: Would it be possible to charge for e-publications and is that something that you are thinking about?

Doyle: Right now, beyond our reach. Integration between AMS and Drupal does not tap the inventory or orders tables. However, our AMS allows us to sell PDFs, to sell links (static documents, static links).

Lee: Another tier is not selling links, but you must be a member to access them. The transaction level detail is what is outside of what we can do. Drupal allows for collaborative editing.

Landis: This is the ability we are renting from MetaPress; should be part of that discussion.

ACTION: Review renting/selling links via MetaPress.

III. Capturing Annual Meeting Content – Peter Wosh and Mary Jo Pugh

As *American Archivist* Editor, Pugh served as ex officio member of the 2008 and 2009 Program Committees. SAA will not renew this role because of time and money expense. Structure of sessions is changing, concerns about quality of papers, PowerPoints, interest level of session content. Need to define what "Publication" box means on form: submit online, publish in AA, etc. Spreadsheet needs to be useful to both boards. AA Editor sends email blast to all speakers encouraging publication and indicates that oral presentation is different than a written one.

Wythe: Speaker can submit session materials posted on SAA website.

Doyle: Concern about replicating information between wiki and SAA site.

Wosh: McGovern had Research Forum material vetted and edited (6 papers), then posted on web. Kris Kiesling had *EAD-at-10* proceedings submitted to SAA web as well. How can we better utilize and publish annual meeting content? Can we form a vetted process? Have annual/conference proceedings? How would that happen and who would do it?

Landis: At its current semi-annual frequency and page count, *American Archivist* could not handle a large volume of annual meeting submissions – something to consider. There is a real role for editors/boards to attend sessions and listen to papers to see if they are relevant/appropriate for publication.

Pugh: Personal contact is most effective for getting presenters to submit content to the journal; there is material out there to be mined.

Frusciano: Use your colleagues; track down a paper they thought was great.

Nelb: ARMA model for paper presentations; publishing utilizes meeting proceedings.

Landis: Posting speaker material meets the needs of people not attending; makes session content available for those who could not attend.

Wythe: Digital audio can be offered to people who didn't go to the meeting for a price.

ACTION: TB to examine posting audio on web; 3 sessions for free as a member benefit.

Beaumont: We will be podcasting plenaries for the first time; audio-video podcasts; two sessions in the first track about Web 2.0 might be podcast, is experimental.

Doyle: Experiment with new CMS if comments are allowed, can allow for a running dialog on posted materials. This might provide incentive and start a viral sort of participation.

Wosh: Several models. 1) Do what do now: post materials online. 2) Submit more formal papers beforehand, then hand out proceedings (ARMA). 3) Selective vetting, people interested plus editorial pushed out to publications.

Lee/Landis: It would take a long time to change the culture towards a formal proceedings publication. It could be an SAA book though. With a review process.

Wosh: Is this a valuable thing to do, is there a need for this vetted volume?

Landis: A random volume of 5-10% of papers given is hard to market and not all that useful. Discuss things that can come out of the conference that will weave papers together, give them a thematic unity. Need to account for difficulty of production, rotation of board members.

Bastian: What exactly would be the benefit of this kind of publishing? Shouldn't it remain a self-selecting process?

Frusciano: That changes the shaping of the program. The Program Committee will need to factor that part into their selection process.

Bastian: There are some presentations that will never make it to paper form because of their format. Maybe those are the ones you want to capture in an "alternative" publication.

Landis: Strong published proceedings come from associations with a large percentage of the membership who are tenure tracked. SAA is not like that; does not have the impetus to sustain that.

Lee: In relation to the Research Forum, is that limited even worthy of experimenting with a genuine proceedings volume? It has to have an ISBN, with editors, and a print-on-demand option to become a genuine proceedings, and not just an HTML link.

Pugh: Periodicals are indexed and abstracted so that people can find them. Other materials disappear because they are not indexed/abstracted.

Landis: Serial publication not competing with materials coming into *American Archivist*.

Beaumont: Need to institutionalize the Research Forum and make it an official SAA project. Currently, it has been championed by Nancy McGovern and Helen Tibbo.

Conway: One way to get traction is to increasingly formalize peer review process. Can get indexed. Not hearing any interest in tapping annual meeting. Does not want to aggressively pursue annual meeting content for AA publication.
1) Continued institutionalizing Research Form, indexed
2) Annual meeting content – (i.e., Doyle's idea for commentary)
3)
ACTION: Regarding Annual Meeting content, speaker materials uploaded on web should continue, and SAA should use web tools to promote. SAA will no longer pursue idea of Annual Meeting Proceedings as a formal publication. It's not a viable, feasible, or worthwhile project.

ACTION: Wosh, Pugh, and Brinati to contact McGovern and Tibbo regarding formalizing Research Forum proceedings.

ACTION: Beaumont to add item to Council meeting agenda for January 2010.

IV. SAA's 75th Anniversary

A. Launch *American Archivist Occasional Series* (online only) – Bill Landis

Trying to define and formalize Occasional Series, such as a from time-to-time publication, only when necessary, with a theme (i.e., here are three papers that need to be shaped into something like the Web 2.0 sessions coming up). The series would establish a venue that is a quick route to publication, faster than *American Archivist* or publications, but would not compete with those outlets.

Start Occasional Series on "occasion" of association's 75th anniversary.

Also consider a special section in one of the 2011 *American Archivist* issues that addresses SAA's 75 years. THEN in 2012, celebrate the 75th anniversary of the American Archivist journal. Would provide a good segue.

ACTION: Brinati to put together costs for online production of an occasional series. Possibly use book model costs plus the MetaPress concept, etc.

Landis: Keeping Occasional Series as part of *American Archivist* eliminates honoraria since journal authors do not get paid. Envision volunteer editors, too, for the series.

Purpose of Research Forum: Serve the academic side of society, ongoing, scholarly, not necessarily thematically based.

Purpose of Occasional Series: less formal, more nimble, not always research-based, more practitioner-based, centers around themes, UNESCO standard: must be thematically based.

ACTION: Beaumont to suggest to the Council that a body be assembled including reps from component groups (i.e., Editorial Board, Pubs Board, Archival History Roundtable,

Oral History Section, etc.). The task force would look at the bigger picture and oversee component contributions.

ACTION: SAA's anniversary provides an opportunity to kick-off Occasional Series. Bill Landis to prepare proposal for Coincil liaison Diane Vogt-O'Connor to present at meeting on Aug. 15.

ACTION: Both the Editorial and Publications boards should suggest a member from their ranks to serve on the Council 75th anniversary task force. Names should be sent to Vice President Helen Tibbo by the end of August.

B. ***To Help Ensure the Identification, Preservation, and Use of the Nation's Historical Record: The First 75 Years of the Society of American Archivists* by Ben Alexander.** This proposal to the Publications Board is not fully developed despite a request last March from the board to the author. This will probably not be done in time for the 75th Anniversary as a result. The Pubs Board will take up discussion at his meeting on Aug. 11. It will probably be rejected simply because it is missing key information required of a proposal. Maybe suggest to the author to consider submitting it for consideration as a piece in the Occasional Series.

SAA should investigate History Associates or Winthrop Group preparing a coffee table book to celebrate the 75th anniversary. This type of book is outside of the purview of the Publications Board, but could be taken up by the task force.

ACTION: Tom Frusciano to convey to Council at its Aug. 15 meeting the coffee table book idea.