

Society of American Archivists
PUBLICATIONS BOARD MEETING
Wednesday, August 12, 2009
11:30 a.m. to 2:30 p.m.
Austin Hilton, Austin, Texas

MINUTES

PRESENT: Peter Wosh (chair), Jennifer Davis McDaid, Keara Duggan (student intern), Todd Daniels-Howell, Tawny Nelb, Tywana Whorley, Deborah Wythe, Rebecca Hankins and Tom Frusciano (outgoing and incoming Council liaisons), and Teresa Brinati (Director of Publishing).

Unable to attend: Joan Krizack, Lisa Mix, Kevin Proffitt.

I. Minutes from March 6–8, 2009, approved.

II. Sales Reports – Teresa Brinati

Three reports were reviewed: Spreadsheet of publication sales (July 1, 2008–June 30, 2009); Pie chart of number of books that contribute percentage of sales; Graph of cost of goods sold (COGS) vs. revenue.

ACTION ITEM: For spreadsheet of publication sales, Teresa to see if copyright dates can be included for all pubs listed.

Revenues for the 2009 fiscal year end were \$500,426, which was 10.22% shy of budget. The downturn may be a combination of the economy, the need to refresh top sellers (which account for the majority of sales), and the fact that five new titles were projected to be available but did not come to fruition for a variety of reasons. The past three years have been unusually robust for the publishing program. Revenues for FY 2008 were \$536,786 and for FY 2007 were \$505,847.

Of the 147 marketplace items (includes books, brochures, t-shirts, and bags) that generated sales in FY 2009, 10 titles accounted for 66% of the revenue (20 titles accounted for 81% of the revenues).

Some of the SAA titles may have appeal beyond the SAA market. What other organizations should be investigated:

- Could we cultivate a relationship with AASLH (they of the IMLS Conservation Bookshelf fame)? Partner with them to develop products, share costs, market items, and cultivate new authors, “a bridge worth building.”

- American Historical Association—explore relationship in order to market books to graduate students and others (also perhaps OAH, AAM, NCPH).
- American Association of Law Libraries---for marketing *Navigating Legal Issues in Archives?*

ACTION ITEM: Peter and Teresa will pursue this and report back at mid-year meeting. Peter will check with someone at his law library for a good contact.

III. Project Status – Teresa Brinati

ACTION ITEM: Pubs Board members to review project list and let Teresa know who is shepherding what so that she can add shepherds to the list for future reference.

UNDER CONTRACT

1. *A Different Kind of Web: New Connections between Archives and Our Users with Web 2.0* by Kate Theimer
Contract signed: February 2009
Manuscript due October 31, 2009
2. *Archival Ethics in Perspective* by Elena Danielson
Manuscript due July 31, 2009.
Shepherd: Tywana Whorley
Tywana has been in regular contact with the author, who delivered the manuscript in progress except for one chapter during the annual meeting. The author has agreed to submit a manuscript for review to SAA by Dec. 1. ***The goal is to have this book available in time for the DC conference in August 2010.***
3. *Archives in the Digital Age* by Anne Gilliland
Contract signed: July 26, 2007
Manuscript due July 15, 2008. Revised deadline: December 2008
Author has indicated to Peter via email that she might be able to have final content to SAA by Dec. 31, 2009. ***It would be ideal to have this book available in time for the DC conference in August 2010.***
4. *Documenting Society and Institutions: Essays in Honor of Helen Willa Samuels* edited by Terry Cook
Contract signed: Oct. 14, 2005
Manuscript due: Feb. 15, 2007
Deadline extension granted: Sept. 2008
Nothing received to date but Editor has indicated content should be delivered Fall 2009. ***It would be ideal to have this book available in time for the DC conference in August 2010.***
6. *Effective Processing: An Archival Reader* by Mark Greene and Dennis Meissner
Manuscript due: May 2007
Extension granted due to Greene's election as SAA president.
Peter has been in conversation with "Greissner" (aka Greene and Meissner) about the project and they expect to have a manuscript by Jan. 2010.

7. ***Electronic Records Management*** by Philip Bantin
Contract signed: May 1, 2007
Manuscript due June 1, 2008. Deadline extension granted.
Author has indicated content should be delivered by end of 2009.

ACTION ITEM: Peter and Deborah will be reviewers. Peter will invite Mark Conrad to be the external reviewer. Peter will ask the author if SAA can sell chapters as PDFs online as they become available.

8. ***Exhibits in Archives and Special Collections*** by Jessica Lacher-Feldman
Contract signed: Dec. 10, 2008
Manuscript due: June 1, 2010
9. ***How to Keep Union Records*** by Michael Nash
Contract signed: Feb. 2, 2009
Manuscript due: Dec. 31, 2009
10. ***I, Digital: Personal Collections in the Digital Era*** edited by Cal Lee
Contract signed: July 31, 2008
Manuscript due October 1, 2009
Cal indicated during the Joint Dinner of the *American Archivist* Editorial Board and the Publications Board on Aug. 11, 2009, that he would like an extension for submitting the manuscript. He is running into the same challenges as other editors of multi-author works: herding all of the various content from contributors and insuring an evenness of quality.
11. ***Preserving Archives and Manuscripts*** 2nd ed. by Mary Lynn Ritzenthaler
Contract signed: May 8, 2002.
Manuscript due: January 11, 2003
Deadline extensions granted (initially due to author's involvement in another SAA title published in 2006, *Photographs: Archival Care and Management*).
Final manuscript delivered in July and August 2009. In print production. Projected availability is February 2010. Ideally would prefer to have available by December so that book can be used for Winter semester classes.

ACTION ITEM: Teresa will closely monitor production through the fall. If it looks like book can be manufactured before year's end, then a special pre-sale promotion will be mounted in Nov. and Dec. Fingers crossed! This book will be a real catapult for meeting revenue projections for this fiscal year.

12. ***Waldo Gifford Leland: Selected Writings***
Peter J. Wosh, Author and compiler
Contract signed: Oct. 12, 2005.
Manuscript due: Aug. 15, 2006.
Deadline extension granted since editor is also chair of Publications Board!
13. ***Women's Archives Reader*** edited by Tanya Zanish-Belcher and Anke Voss
Contract signed: May 27, 2008.
Manuscript due: Feb. 1, 2011

Contributor contracts in progress. Teresa met with authors during annual meeting to discuss projected timelines for 14 contributors in order to effectively meet manuscript deadline.

PERCOLATING

1. ***Many Happy Returns: Advocacy and the Development of Archives***
edited by Larry Hackman
Proposal approved by board Nov. 2007.
Editor would prefer *not* to sign a contract until contributors have written most of content. Expects to have content available by early 2010.
2. ***Green Archives*** edited by Terry Baxter
Letter of intent sent May, 2009. Next steps in the process: submitting a document that includes complete table of contents (with all contributions specified), two complete sample chapters, and detailed outlines for the remaining chapters. Nothing received to date.
3. ***To Help Ensure the Identification, Preservation, and Use of the Nation's Historical Record: The First 75 Years of the Society of American Archivists*** edited by Ben Alexander
Proposal received March 5, 2009, and reviewed by Pubs Board. Letter returned to Ben with suggestions for enhancing the proposal. Revised proposal submitted a couple days before this meeting in Austin. It is *less* substantive than original.

ACTION ITEM: Rejected. Peter will contact Ben and let him know that after further review by the Publications Board, the proposal still does not address all of the required elements and has therefore been rejected.

4. ***Diversity Reader*** edited by Mary Caldera and Kathi Neal.
Joel Wurl had to bow out due to possible conflicts of interest with his workplace, NEH. Kathi Neal is taking his place as editor. Table of Contents submitted and approved.

ACTION ITEM: Teresa to use new contract template for this project as soon as it is received from Menzi Behrnd-Klodt, attorney and archivist, who is providing pro bono review of SAA's existing contracts.

5. ***Religious Archives Reader*** by Mark Duffy and Margery Sly

ACTION ITEM: Peter to touch base with authors and see what is feasible schedule-wise for them. Duffy was the 2009 Program Chair. Sly is still on Council.

6. ***Documenting Disasters*** by Kathleen Roe
Peter and Teresa met with Kathleen during the conference and she has the table of contents and a contributor list available.

ACTION ITEM: Teresa to get TOC and list of contributors from Kathleen and proceed to contract stage once material is received.

IV. The Next Steps for the Next Archival Fundamentals Series

Two-stage process: First planning, then production. The next series needs broad input from the profession, which would necessitate gathering a meeting of the minds. Whatever the series looks like, it will need a general editor or co-editors across time for cohesiveness. Plus all of the contributors will need to read what each other is producing. Previous editions have not benefited from series editor. What are the mechanisms that would help shape the series during the planning phase? Environmental scans, curriculum analysis, surveys, focus groups... Educators, new practitioners have been big audiences. Sometimes those audiences are in conflict and sometimes they merge. How about volumes that address theory and practice? Is there a need for a single volume? Gregory Hunter's *Developing and Maintaining Practical Archives* (Neal-Schuman) is an example of the single-volume approach. Series needs an intro volume that incorporates all of the themes of the series. What will the ultimate product look like? Is it print? Is it electronic? Is it component pieces that can be customized for purchase? How can it continue to maintain its current contribution to the bottom line? "Connexions" software out of Rice (check it out). Chunk content from a cafeteria of offerings. Need to expand nature of fundamentals. Some subjects will endure, like arr/desc, preservation. Others will emerge. Consider a model -- \$50,000 to a single author to write the whole series in a finite amount of time? Probably impossible and would result in too narrow a focus. Who should be involved in planning—make it representative of the market served. Make planning process egalitarian by using Web 2.0 tools. Look to the association (sections/roundtables). Look to regionals. And move outside of SAA and the profession.

NHPRC MEETING on Aug 12: Peter, Deborah, Tom and Teresa met with NHPRC Executive Director Kathleen Williams during conference and presented the idea of a two-stage process: submit Professional Development Grant in June 2010; then approach NHPRC again a year or two later for production of the series. Kathleen was engaging and interested in the project. She also offered invaluable suggestions for preparing a grant submission.

Overview of Kathleen Williams suggestions:

- 1) If grant is submitted in June 2010, then it would be reviewed by the commission in Nov. 2010 with grant distribution in Jan. 2011.
- 2) Address audience carefully and comprehensively (novice, grad students, educators, professional community, etc.
- 3) Explain why the traditional approach taken by SAA is inadequate and why a more conceptual approach is needed.
- 4) Explain the 2-stage process—planning followed by production—and why a robust planning process is essential.
- 5) With regard to production, discuss possible formats (online, print).
- 6) Also, what is a sustainable publishing model for SAA and how would this series change it?
- 7) Explain why SAA cannot produce the series on its own. For example, the topics are bigger than SAA now! And because they transcend the SAA membership and affect allied professions and collaborative traditions.
- 8) State the transformational impact the series will have on the publishing program, the association, and the profession.

- 9) Word to the wise: NHPRC pushes “More Product, Less Process.” It would therefore be beneficial to key in on that relationship and to other processing best practice. [*Hello, Greissner!*]
- 10) Be specific. More is more!
- 11) A Project manager is needed for a project of this scope.
- 12) In the planning group, have someone with evaluative expertise so SAA can improve as it moves through the process.
- 13) Record all lessons learned along the way.

V. Proposals

A. *Managing a Small Repository*, Christina Zamon

Proposal well written. Length too long. Clarify how to hold the attn of a dichotomous audience. Make it more succinct. Include case studies. Scrap electronic part. Phase 2 should maybe have a lone arrangers area on the website. What about collaborating in some way with AASLH?

ACTION ITEM: Peter to get back with author regarding above and issue a letter of intent. Then Peter and Teresa to approach AASLH.

B. *Literary Manuscripts*, Susan Hamburger

Proposal came via snail mail. Proposed timeframe a tad ambitious. Feels dated (look at bib). Do not have a book on this topic. Even so, who would buy this book? Would not be adopted in an archives course because it is too narrow. Audience is more RBMS. This not a book-length topic. Suggest consider proposing *American Archivist* article.

ACTION ITEM: Rejected. A synthetic essay is more to the point, one that considers contemporary practice. Peter will contact author.

C. Encyclopedia Project, Neal-Schuman

ACTION ITEM: Rejected. Peter will contact Charles Harmon.

D. *Archival Processing in the 21st Century*, Burt Altman

Proposal submitted May 14, 2009, and reviewed by Publications Board. Suggestions sent to author July 8, 2009. The week after the Austin 2009 conference, the author changed the scope of the publication.

ACTION ITEM: Pubs Board to reconsider proposal later in August.

VI. Follow-up

A. Online Marketing

ACTION ITEM: Keara to figure out next steps with GoogleBooks.

B. Contracts

Peter, Tawny and Teresa to meet with Menzi Behrnd-Klodt during conference. Make contract font larger. Change piece that says SAA will cover expenses for images.

C. DACS online

ACTION ITEM: Teresa to post free PDF sometime in the fall.

D. *Glossary* Committee

Converting access database to a wiki would be an excellent project for students. Find some way to compensate (either remuneration or complementary products services). Moderated glossary. Send RFP to student chapter.

ACTION ITEM: Tom will communicate this idea to Council. Then Tom will contact the original compiler, Richard Pearce-Moses.