Society of American Archivists
PUBLICATIONS BOARD
Chicago
January 13 and 15, 2013

MINUTES

In attendance: Peter Wosh (chair), Kathryn Michaelis, Lisa Mix, Tawny Ryan Nelb, Cheryl Oestreicher, Michael Shallcross, Margery Sly, Joe Turrini, Dennis Riley (intern), Chris Prom (incoming chair), Michelle Light (Council liaison), Greg Hunter (*American Archivist* editor), and SAA staff members Nancy Beaumont, Teresa Brinati, and Anne Hartman.
Unable to attend: Nicole Milano.

I. Reports

A. Council Update (Michelle Light): Light discussed the upcoming Council meeting, set for January 23–January 26, 2013. Council's agenda included strategic planning and evaluating the survey results from the Member Needs and Satisfaction Survey conducted in early 2012. In the survey, 79 percent of respondents indicated that they felt excellent or very good about SAA's publications. However, attitudes about electronic publications were mixed: 60 percent said they've read *American Archivist* online, 33 percent were aware of the electronic edition but hadn't read it, and only 25 percent said they would opt out of receiving a print copy of the journal. In addition, members largely indicated that they were not satisfied with SAA's website, which could have implications for SAA's books because the site is the vehicle by which publications are being presented online. Council members are working to better understand the results and actions SAA can take to respond.

B. Director of Publishing (Teresa Brinati): Brinati updated the Board on the recent modification to SAA's online bookstore to implement search engine optimization (SEO). Now when an SAA title is Googled, its page on the bookstore is among the initial results. This modification, along with the latest marketing efforts like promotions on Facebook and Twitter, could help to boost publication sales.

Brinati also discussed her work with the Glossary Working Group as the staff liaison. The working group will use a staging site in Drupal to work on revisions to the *Glossary of Archival and Records Terminology* before going public. The working group plans to review all of the existing terms and also add new ones.

The Board then discussed the peer review process for electronic publications and proceedings, such as the Research Forum content, and the difference between that process and the one for *The American Archivist* or print publications*.* The Board felt that SAA should be explicit about the peer review processes in place for all types of publications.

TO DO #1 (Brinati): Look into what information is posted regarding the peer review process for various products; add or develop information where needed.

C. Inventory Report (Teresa Brinati): Brinati reviewed the Inventory Report for the period covering January 1, 2012 through December 31, 2012. *The Lone Arranger* (published in January 2012) continues to exceed expectations with 791 copies moved since its debut. As in previous years, August continues to be the biggest month for publications with the Annual Meeting Bookstore. Additionally, a small number of publications (11) continue to be the largest source of revenue.

TO DO #2 (Brinati, Hartman): Organize a regular check on the top ten inventory items so SAA can swiftly see if any of the top sellers decline in sales. Take the necessary action steps from there.

TO DO #3 (Brinati): In "COGS" Inventory Report, add a pie chart that reflects units moved.

D. Project Status (Teresa Brinati): The Board reviewed current projects in the works, specifically:

1. **Modules:** The first 3 modules are set to debut January 31. The print and PDF copies should be available around that date; the ePub version will be in process and available by March. The cluster of these three modules is called *Trends in Archival Arrangement and Description*; the series is currently called Archival Fundamentals Series II Modules. The Board brainstormed a series name that would best address the mission of the modules and offer greater flexibility for growth, rather than strictly tying future modules to AFS II topics.

   TO DO #4 (Brinati, Hartman): Change the cluster name for Modules 1, 2, 3 to *Archival Arrangement and Description* and brand the new series as Trends in Archives Practice.

2. ***Documenting Disasters***: One article from the manuscript has been submitted to *The American Archivist* and is being revised by the author.

   TO DO #5 (Brinati): Remove from Project Status list.

3. ***Management of Local Government Records***

   TO DO #6 (Milano): Request a firm date on when we can expect the manuscript.

4. ***Managing Archives***: The Board agreed that a publication featuring case studies and practical, hands-on management advice could be a big seller. However, they felt that the project should be completely reconceptualized rather than put out a new edition. The topics covered also could be a good fit for Trends in Archives Practice.

   TO DO #7 (Wosh): Respond to Michael Kurtz's email to let him know the Board felt that this project should be reconceptualized and perhaps modularized for the new series Trends in Archives Practice.

5. ***Effective Processing***: The Board will continue to pursue the project with Dennis Meissner and Mark Greene after giving feedback to the authors in 2012.

6. ***Archives for Librarians*:** The authors reported that they are on track to submit a manuscript in August 2013.

II. Prospective Projects

A. *Implementing DACS* (Gordon Daines): This publication would consist of a set of implementation guidelines that will assist U.S. archivists in implementing DACS. Cory Nimer is slated to be the publication's author. The Board felt that there is a strong need for a publication in this vein. There are significant changes coming to the standard, and many will need further explanation on implementation. The Board agreed that this publication should move forward and that SAA should fast track the review process to ensure the book can debut at the Annual Meeting in August 2013.

TO DO #8 (Wosh, Brinati): Respond to Gordon Daines to let him know SAA would like to move forward with this publication.

B. *Adventures in Processing* (Pam Hackbart-Dean and Elizabeth Slomba): The Board felt that a more fleshed-out proposal was needed. They agreed that they would rather sell a publication in both print and electronic formats that could complement the authors' first book, *How to Manage Processing in Archives and Special Collections,* than offer the free e-publication the authors proposed. The case studies would need to cover both small and large institutions, and processing born-digital as well as traditional materials.

TO DO #9 (Wosh): Respond to Hackbart-Dean and Slomba to let them know SAA would like to pursue a publication it could sell in print and electronic formats. Ask if the authors would be interested, and if they could provide a list of case study authors and the types of case studies they intend to include.

C. *TDR Demystified* (Stephen Marks): The Board felt that there is not a widespread need for this topic to be addressed; the publication would only be applicable to the major research institutions that are going through the process of getting certified. That said, given the advent of Trends in Archives Practice, concise digital preservation modules that seek to introduce and explain such concepts as Trusted Digital Repositories (TDR) to broader archival audiences would definitely have traction. There may be an opportunity to blend this proposal into some of the plans for the Trends in Archives Practice series.

TO DO #10 (Wosh, Prom): Respond to the author to let him know the Board declined the proposal, but would like to explore a "modular" opportunity with the new series.

D. *Born Digital* (Gabriela Redwine): As discussed at the August meeting, this publication would be a free e-resource that would provide guidance for donors, dealers, and archival repositories. The content was set to be posted to MediaCommons for a peer review. The Board felt that there was no harm in pointing SAA members to the resource once it's finalized, but was unsure of what future steps SAA should take with this project since it will be freely available online. In addition, the Creative Commons license the authors would like to use could prevent SAA from modifying the work or publishing it for a commercial purpose.

TO DO #11 (Wosh, Prom): Contact Redwine regarding discussion and concerns.

TO DO #12 (Brinati, Light): Discuss the project/options with the Intellectual Property Working Group for feedback about copyright and product revision issues. Discuss if SAA should develop a policy about publishing work previously released under a Creative Commons license.

E. *Implementing the Incident Command System at the Institutional Level* **(David Carmicheal)**

TO DO #13 (Brinati): Send copies of previously published book by Carmicheal to Oestreicher and Wosh.

TO DO #14 (Wosh, Oestreicher): Review the book and determine if it would be a good fit for SAA; apprise author of decision.

F. New Fundamentals: The original intent behind the modules was for them to snap on to the Archival Fundamentals Series II volumes. However, not all titles in the AFSII will work as modules. In particular, the Board felt that *Understanding Archives and Manuscripts* (O'Toole and Cox, 2006) would be more successful as a new edition rather than as a cluster of modules. The new edition would most likely need to be a reconceptualization rather than a straight update. This new edition could follow in the same vein as *Developing and Maintaining Practical Archives* (Neal-Schuman Publishers, 2003), and could be marketed to undergraduate students in an introduction to archives class, to people who are using archives in their classrooms, or to people who are using archives for the first time. Beth Yakel and Mary Jo Pugh were named as potential authors.

For updates on other titles in the series, the authors of the related modules could be contacted to borrow the text from their modules and add additional updates to refresh the books.

TO DO #15 (Brinati, Hartman): Add the reconceptualization of *Understanding Archives and Manuscripts* to the agenda for the Winter 2014 Publications Board meeting, at which time the potential authors or writing an RFP can be addressed.

G. Samplers: Plans for the following additions to the Sampler series were put in place:

1. **Appraisal**
   - *Editor:* Greg Hunter
   - *Potential articles:* "Documentation with an Attitude: A Pragmatist's Guide to the Selection and Acquisition of Modern Business Records," by Mark Greene and Todd Daniels-Howell in *The Records of American Business* along with two others pieces from two other sources.

TO DO #16 (Brinati, Hartman): Look into what files SAA has for the Green and Daniels-Howell article, or explore scanning option.

TO DO #17 (Prom): Ask archival educators which articles they would suggest for a "sampler" on appraisal.

2. **Social Justice**
   - *Editor:* Kathryn Michaelis
   - *Potential articles:* Look at *Archives and Justice* and *Archives Power* plus a third source.

3. **Advocacy**
   - *Editor:* Cheryl Oestreicher
   - *Potential articles:* Look at *Many Happy Returns* and *Public Relations and Marketing for Archives* plus a third source.

4. **Reference and Use**
   - *Editor:* Nicole Milano

TO DO #18 (Brinati, Hartman): Send *SAA Sampler: Law and Ethics* to the Pubs Board.

H. Case Studies: SAA currently has several opportunities to publish online case studies. The Getty approached SAA with a proposal to publish material about electronic records; this proposal could be developed to fit with SAA's existing case studies, such as Campus Case Studies and *The Interactive Archivist.* Further, the Committee on Ethics and Professional Conduct presented a case study proposal at the Pubs Board's August 2012 meeting. For future case study proposals, the Board felt that authors should be directed to *The American Archivist* or other archival publications to inquire about publishing the case study in the journal first rather than on SAA's website. Nevertheless, including a special case studies section on the website could be an option to pursue in the future that could help to grow the SAA Publications brand, steer professionals to our literature, and consolidate the existing online case studies into one place.

TO DO #19 (Acquisitions Subcommittee): Contact Bentley Library Director Fran Blouin to inquire if SAA could expand on the Campus Case Studies brand initiated by a Bentley workshop in 2007. Further investigate the guidelines and policies SAA would need in place should the organization decide to grow the online case study offerings.

III. Reaction to Volunteer Programs Resource:

The Board discussed the range of reactions to the *Resources for Volunteer Programs in Archives* (launched in November 2012 as a free online publication). Overall, the Board felt that it's not unusual for a publication to generate discussion, and that SAA should not feel the need to respond to every criticism it receives. However, they agreed that the publication's design insinuated that it was a piece of advocacy that SAA created or endorsed, primarily because the publishers' logos, rather than the authors' names, appeared on the front of the publication. While SAA partnered with NARA to publish the resource, the organization did not necessarily endorse each word in the publication. In the future, SAA should avoid covers that would create similar misunderstandings. SAA should also continue to be clear about the publishing process that each publication undergoes.

IV. Citation Analysis (Dennis Riley)

Riley discussed the citation analysis he conducted in November 2012 of the 68 titles published by SAA. Using Scopus, Riley found that 85 percent of SAA publications have been cited at least once. The top five titles cited were: *Modern Archives*, *Glossary of Archival and Records Terminology*, *Describing Archives*, *Archives in the Ancient World*, and *Selecting and Appraising Archives and Manuscripts.* The publications that cited these titles were primarily journals covering information sciences, archives, libraries, and records management. Publications in which SAA titles were cited ten or more times include: *The American Archivist, Archival Science, Journal of Archival Organization, Journal of the Society of Archivists,* and *Libraries and the Cultural Record.*

TO DO #20 (Riley): Draft an article about the citation analysis for *Archival Outlook.*

V. Marketing Subcommittee (Tawny Ryan Nelb)

SAA has implemented several of the suggestions made by the Marketing Subcommittee at the August 2012 Publications Board meeting. Some of these changes include: changing the featured items in the bookstore on a regular basis, added a full list of all titles SAA offers, promoted new books to appropriate roundtables, and continued promotion to regional archival groups.

Moving forward, SAA will continue with the following suggestions from the Marketing Subcommittee:

TO DO #21 (Hartman): Pursue Ancestry.com to determine if they'd be interested in offering *Photographs: Archival Care and Management* in their bookstore. Also ask if they'd be interested in linking to or offering *Using Archives.*

TO DO #22 (Hartman, Brinati): Pursue ad exchanges with allied organizations.

TO DO #23 (Michaelis): Compile and submit title suggestions for the "related items you may be interested in" feature in the online bookstore.

TO DO #24 (Nelb, Mix): Send email to Nancy Beaumont to inquire about developing a publication or brochure that introduces the public to archives and could be sold in the NARA bookstore.

TO DO #25 (Marketing Subcommittee): Look into Google Ad Words to determine how it could be used to promote *Photographs* or other SAA titles.

TO DO #26 (all): Look for opportunities to bundle related books to sell at a discounted price.

VI. Thank You, Peter Wosh!

To conclude, the Publications Board would like to officially extend thanks and gratitude to Peter Wosh for his outstanding six years of service.