

**Society of American Archivists
COMMITTEE ON PUBLIC AWARENESS**

**Zoom Meeting
10/20/2022, 3:00 - 4:00 pm CT**

Special Meeting - Mini-COPA Retreat

Agenda and Notes

- I. Introductions - 15 minutes
 - A. Name, a little about you, and why you love being an archivist

- II. Review of the three proposed sub-committees - 15 minutes

Introduction:

- A. Pre-COVID COPA was able to have in-person retreats; they were really helpful in setting things in motion for the coming year
- B. In recent years, it has been more difficult for folks on the committee to feel empowered, and COPA has so much talent and potential!
- C. We have a work plan for this year:
 - 1. Current draft:
<https://docs.google.com/document/d/1IWWhQRFjdCXO6KjPdW51NWMhYnm3tz4KxrJpsjZ2PhiE/edit?usp=sharing>
 - 2. The categories below are our attempt to create subgroups around the activities in the work plan

Sub-Groups:

D. Training and Resources

- 1. Webinars
- 2. Toolkits
- 3. Microsite
- 4. Annual meeting workshops and events
 - a) A finding aid to my soul
 - b) Media training
 - c) storytelling workshops

Training and Resources Team: Andrew Weymouth, Claudia, Anna
Action Item: Recap on previous efforts for annual meetings and evaluating what is worth developing.

E. Public Engagement

- 1. This is an area we want to do more work in; are there other ways we can get in front of the general public?
- 2. Ask an Archivist Day
 - a) Some confusion over the hashtag

- b) Engagement in Twitter possibly declining; non archivists might be congregating on Facebook, Instagram, and TikTok more - think about how we can reach non-archivists the best
- c) With more planning, we could figure out where we have the capacity to engage and what content works best on each platform
 - (1) Are there any archivists who are TikTok stars?
- d) Instagram/TikTok
 - (1) 5-6 main feed posts on Instagram
 - (2) Interactivity is on TikTok
 - (a) could do some prep before Ask An Archivist Day to encourage other archivists to engage the other platforms – overlap with the training and resources group – this could be a “webinar” by a non-archivist who is an expert in media relations
- e) using more social media platforms, we might be able to make the day more accessible. People might feel like they need to have an “intelligent” question on Twitter
- f) Possible survey of the community
- g) Statistics from last year:

| Year | Unique Users | Total Tweets |
|------------|--------------|--------------|
| 10/30/2014 | 1,949 | 6,065 |
| 10/01/2015 | 3,184 | 7,845 |
| 10/05/2016 | 3,742 | 10,005 |
| 10/04/2017 | 4,077 | 8,927 |
| 10/03/2018 | 2,909 | 6,758 |
| 10/02/2019 | 724 | 6,060 |
| 10/07/2020 | 1657 | 4537 |
| 10/13/2021 | 1229 | 3111 |

- 3. Press releases (for anniversaries, annual events like Pride Month, etc.)
 - a) Kate and Anna can connect this group with Abigail about the press releases
- 4. Re-purposing blog content for non-archivist audiences (for example, the “there’s an archivist for that” series)
- 5. Other opportunities in the future: America 250 anniversary, Archives on the Hill with COPP
- 6. Ideas: overlap between ask an archivist day and the blog

Public Engagement Team: Laura LaPlaca, Rebecca Goldman, Kelsie Dalton

Action Item: Reflect on ask an archivist day and begin thinking about a possible survey of members; make a record of what went well and what didn't (what does success look like?); Kate will send an email to Abigail and Julia introducing the group and ask them to attend the next meeting

- F. Archives Aware Blog - blog editor is Kristi
 - 1. Content for blog series
 - 2. Generating new posts

Blog Team: Kristi, Angie Piccolo

Action Item: Angie will reach out to Kristi and begin brainstorming

III. Breakout rooms - 15 minutes

- A. Self-select into breakout rooms for the three subcommittees and brainstorm ideas
- B. We decided to discuss as a group and forgo the breakout rooms

IV. Discussion - 15 minutes

- A. Each group to give a brief summary of what was discussed in the breakout room
- B. See notes under section II

Next Call: 3rd Thursday of the month at 3 PM CT