

**Public Library Archives/Special Collections (PLASC) Roundtable Annual Meeting
held at the
Society of American Archivists Annual Meeting, Cleveland, Ohio
August 21, 2015**

Announcements from SAA Council Liaison Geof Huth

- Component Group Proposed Changes
 - Sections and Roundtables become the same
 - No non-members on affinity groups
 - Must be at least 4% of total SAA membership
 - Can belong to any number of affinity groups
 - Also, virtual communities will exist and may have non-members
 - 15 Sep 2015 deadline for comments
 - See SAA website link at <http://www2.archivists.org/news/2015/council-seeks-comment-on-proposed-changes-in-member-affinity-groups> for more details
- New Criteria for Official SAA Comments
 - No statements on general social issues
 - Will go online soon
- Arrangement & Description Certificate Program
 - As part of a newly created A&D track
 - Will begin work on a management track next
 - See SAA Council agenda item at <http://www2.archivists.org/sites/all/files/0815-1-III-A-A&DCertificate.pdf> for more details
- Archives & Archivists List
 - Approved new terms of participation
 - Will implement an annual assessment program
 - See SAA website link at <http://www2.archivists.org/listservs/archives/proposed-revisions-to-terms-of-participation-2015> for more details
- Dues increase
 - 3% to 3.5% per year
 - Incremental over 3 years
 - Needed to grow technology fund
 - Needed to support advocacy
 - See SAA Council agenda item at http://www2.archivists.org/sites/all/files/Dues%20Briefing%20Paper_2015.pdf and SAA website link at <http://www2.archivists.org/news/2015/council-proposed-motion-on-dues-increase-to-be-discussed-at-membership-meeting> for more details.
- New SAA Council Liaison for PLASC is Amy Cooper Cary, Department Head, Special Collections and University Archives, Raynor Memorial Libraries, Marquette University.

Announcement from the Technical Subcommittee on Guidelines for Reappraisal and Deaccessioning

- The Guidelines for Reappraisal and Deaccessioning was approved by SAA in 2012. The guidelines are undergoing their first review. The Technical Subcommittee is soliciting feedback on the guidelines. Full information can be found at

<http://www2.archivists.org/groups/technical-subcommittee-on-guidelines-for-reappraisal-and-deaccessioning-ts-grd/guidelines-for-reappraisal-and-deaccession>

Presentation of PLASC's Marketing and Advocacy Initiative products

- Chair Leslie Waggener described the website tool kit created by the PLASC Steering Committee. A link to the website is at <https://localhistoryrt.wordpress.com/>. Check out the tools and let us know what you think. Contact Mark Greek at mark.greek@dc.gov with your comments or questions.

Marketing/Advocacy Ideas

Leslie Waggener and Mark Greek led a discussion with attendees about their own marketing ideas. We got some wonderful ideas:

- Wine and cheese party for intended audience (perhaps potential donors, financial or collection?). Don't make it a one-off event. Make it a series with expected date. Do concrete follow-up with date. Provide a theme to the event with a tie to your collections. Enlist your Friends group to help arrange, and possibly pay for, the event.
- Invite local artists, scholars, and authors to bring their creative works to a public showing.
- Have an auction – of your institution or of you.
- Have your intended audience's meeting at your library (with a display of collection material tied to their interests).
- Provide a genealogy day camp or a genealogy fair. Day-long events are labor intensive, but it could excite a member of your staff. For example, one attendee said her library's director is especially interested in genealogy and got enthusiastic about a workshop of this type, and assisted directly with it.
- Memoir writing workshop.
- Internal workshop with all staff or just senior staff about the local history collection.
- Kids' activity highlighting "Where are you from? Where are your grandparents from?"
- Teen genealogy training with an older relative.
- Loan materials to other library branches to help publicize the LHC in other areas of the community.
- Preservation week – jump on it with activities at your library.
- Create or buy a banner and cover it with copies of collection materials, such as photos, and place the banner in places or events where you can't always be due to staff and time restraints.
- Architectural walking tour (with local architects!) of your community – collaborate with city government on this to gain their attention and possible advocacy.
- Partner with local radio and television station. One attendee said this led to interest in her library's oral history collection to play clips on the radio.
- Roadshows, which an attendee pointed out are especially good at publicizing the library to audiences who are not necessarily library goers (but could be).
- Create a history exhibit that shows change in the community at the location of the library
- Provide a tent sign in every branch with a "Did You Know..." related to the local history collection.
- Embed library staff members in meetings of audience sought, such as the genealogy society or local authors group.

- Here's something that didn't work for one attendee's library – offering to scan patrons' items at an event. Made for a confusing event.

New PLASC initiative

Vice-Chair Mark Greek discussed with attendees ideas for PLASC initiative(s) for the coming year. Disaster preparedness came to the front as a topic of interest.

PLASC Steering Committee for 2015-2016:

- Chair – Mark Greek, District of Columbia Public Library, Washington, DC
- Vice-Chair/Chair-Elect – Jennifer Sharp, Hartford Public Library, Hartford, CT
- Secretary – Ellen Eckert, Gladstone Public Library, Gladstone, OR
- Webmaster – Cyndi Harbeson, The Jones Library, Amherst, MA
- Member At Large – Daria D'Arienzo, Meekins Public Library, Williamsburg, MA
- Member At Large – Heidi Butler, Capital Area District Libraries, Ingham County, MI

Notes submitted by Leslie Waggener