

**Society of American Archivists
PUBLICATIONS BOARD
San Diego
Wednesday, August 8, 2012**

MINUTES

In attendance: Peter Wosh (chair), Geof Huth, Nicole Milano, Lisa Mix, Tawny Ryan Nelb, Cheryl Oestreicher, Michael Shallcross, Margery Sly, Joseph Turrini, Dennis Riley (intern) Greg Hunter (*American Archivist* Editor), Thomas Frusciano (outgoing Council liaison), Michelle Light (incoming Council liaison), and SAA staff members Teresa Brinati and Anne Hartman. **Unable to attend:** Jennifer McDaid and Tywana Whorley.

I. REPORTS

- A. Council Liaison (Tom Frusciano):** At its June meeting, Council approved the revision of the Publications Editor description. Council also discussed the importance of publications to SAA. Council is focused on student needs and participation in particular; students make up about 25 percent of SAA's membership.
- B. Publishing Program Overview (Teresa Brinati):** SAA launched *How to Manage Processing in Archives and Special Collections* by Pam Hackbart-Dean and Elizabeth Slomba at the 2012 Annual Meeting. The book had an initial print run of 500 copies. *The Lone Arranger* by Christina Zamon was also published in 2012 and is now in its second printing; there had been 720 units moved as of 7/27/12. Because *The Lone Arranger* has been so successful thus far, the Board expressed that it is the type of bread-and-butter publication SAA should strive to publish more of.

Three books are in the pipeline for 2013. The revised manuscript for *Exhibits in Archives and Special Collections* by Jessica Lacher-Feldman was reviewed this summer and is being returned to the author this month (August) for some final revisions. The revised manuscript for *Conceptualizing the Archive in a Digital Age* by Anne Gilliland is due from the author in August 2012. Finally, the revised manuscript for *Women's Archives Reader* edited by Tanya Zanish Belcher is due from the editor in September 2012.

SAA will begin offering e-books for sale in the fall. SAA is in the process of contracting with Bibliovault, an e-book distributor. The Law & Ethics Sampler and *I, Digital* will be the first offerings, followed by the three Modules on arrangement and description in January 2013. Pricing e-books has been challenging, and SAA is continuing to study e-book pricing models. The American Bar Association, for example, offers their e-books at the same price as the print books; ALA, on the other hand, sells e-books for less than their print books.

TO DO #1 (Brinati): Send documentation related to the project *Management of Local Government Archives* (by Slate and Minchew) to Milano, who will act as the shepherd for this project.

TO DO #2 (Brinati): Send documentation related to the project *Archives for Librarians* (by Bastian, Webber, and Sniffin-Marinoff) to Oestreicher, who will act as the shepherd for this project.

- C. **Book Sales (Teresa Brinati):** With regard to the fiscal year, July and August are typically strong months for SAA, and this July was no exception, with publications sales exceeding budget. However, out of 128 titles, ten books account for 70 percent of sales, and another ten books account for 16 percent of sales.

Typically, a title starts to drop off at about three years. The Board felt that a citation analysis of SAA titles could help them catch books about to drop off and would help them to make more informed decisions about what to do with these older titles (i.e., do a reprint, offer as an e-book, take out of print, etc.).

TO DO #3 (Riley): Complete a citation analysis of SAA titles to identify titles that have had significant impact.

The Board discussed options for *American Archival Studies: Readings in Theory and Practice*, which is currently out of stock in SAA's warehouse. It was last reprinted—500 copies—in September 2009. At 668 pages, it is the lengthiest book published by SAA and is costly to reprint a small press run (manufacturing is \$56 each for 100 copies and \$25 each for 250 copies). Rand Jimerson's introduction is the linchpin in the book, which is a collection of 24 journal articles that are now available online for free. The Board felt that the introduction could be revised and find new life either on its own or bundled with another publication. The Board also discussed offering the book as an e-publication, or splicing up the book to offer individual articles electronically.

TO DO #4 (ALL): Investigate whether it would be worth the cost to offer the book in its entirety as an e-publication. Also determine if the introduction should be reworked and find new life on its own.

The Board also discussed review copy distribution. Currently, complimentary copies of a new title are distributed to approximately 46 review outlets around the globe, but largely in the U.S. In addition, authors are invited to augment the list. Overall, the Board felt that distributing copies to review outlets helps to boost SAA's global brand and get the word out about SAA titles.

TO DO #5 (ALL): Brinati to send the list of review outlets to the Board for evaluation; the Board will return suggestions to Brinati.

TO DO #6 (Brinati): Look at the percentage of outlets that are giving SAA titles reviews. Determine if any outlets can be eliminated from the list.

II. PROSPECTIVE PROJECTS

- A. **American Library Association Co-publication Opportunity (Teresa Brinati):** Jeanne Drewes of the Library of Congress and a member of ALCTS, which is part of the American Library Association, contacted SAA about the possibility of co-publishing a book on disaster planning. ALA currently distributes nearly a dozen SAA titles and it has proved to be a valuable partnership. The Board the proposal submitted and the fact that there already is a

significant amount of free information online about disaster preparedness. Nevertheless, the Board felt it would be advantageous to partner with ALA. Additionally, the content could be tied in to MayDay activities; and the technical services audience, which plays a big role in disaster planning, has been underrepresented in literature.

TO DO#7 (Brinati, Wosh): Contact Jeanne Drewes to let her know SAA is interested in the opportunity and get more information of the process. Assign someone from the Publications Board to work with the author on the project to ensure there will be crossover appeal.

- B. Revised Code of Ethics & Ethics Case Studies (Philip Eppard & Tim Pyatt):** To add to existing ethics literature—particularly *Ethics and the Archival Profession: Introduction and Case Studies* (2003) by Karen M. Benedict—the Committee on Ethics and Professional Conduct (CEPC) will be assembling a publication that will consist of ethics case studies. The CEPC felt that these case studies should be reality based, though they could be anonymous if needed. They should also remain open-ended, so that readers can come to conclusions themselves. Additionally, the CEPC would like to represent a variety of repositories in the publication. CEPC will develop a case studies template, which can be based on ethical case studies from other fields. The Committee will also work to identify areas to cover and potential authors.

The Board suggested that CEPC consider following [The Interactive Archivist](#) model or the [Campus Case Studies](#) model. These e-publications were primarily user-generated, with the editors performing swift editorial review and copyediting, and the publisher using a template for swift in-house production.

The next steps for tCEPC will be to develop a case study template and share with the Publications Board. Two to three Board members should perform an in-depth review of the case study and offer comments and suggestions.

- C. b-dacqs Project Report:** The Board discussed a proposal submitted by Gabriela Redwine, who would like to offer a b-dacqs resource at no cost to readers. Overall, the Board is interested in seeing some content for this project when it is available, but cannot not commit to anything until it does. SAA would need to negotiate how long the publication would be maintained on SAA's website. If the content becomes dated, SAA should retain the right to remove it from the website. Additionally, the Board felt that should this project come to fruition, then the Manuscript Repositories Section and Electronic Records Section along with the Publications Board should be involved in a community review.

TO DO #8 (Wosh): Contact Redwine to let her know this is a project in which which SAA is interested. Ask her to submit content when available so the project can go through SAA's traditional editorial review process.

TO DO #9 (Brinati): Review contract for *The Interactive Archivist* to determine if it indicates who can decide when the content will be taken off the website, how much notice needs to be given, etc.

TO DO #10 (Riley): Look into Mellon funding for white papers (the b-dacqs Project could potentially be published as a white paper).

III. MODULES TO ARCHIVAL FUNDAMENTALS SERIES II

- A. **Arrangement and Description Modules (Tom Frusciano)**: Frusciano reported on the first three Modules, which are add-ons to *Arranging and Describing Archives and Manuscripts* by Kathleen Roe (SAA, 2005):

- “Processing Digital Records and Manuscripts” by J. G. Daines III;
- “Standards for Archival Description” by S. Schaefer and J. Bunde; and
- “Implementing Descriptive and Access Systems” by D. Santamaria.

The reviewers for each Module have provided solid feedback. All three Modules are progressing through the revision stage; *Standards for Archival Description* will require more attention, particularly to ensure it addresses imminent changes in EAD and DACS. The Modules will be bundled together and include an introduction by Prom and Frusciano. They are projected to be available January 2013 in both ePub and print formats. Pricing is still under discussion.

These initial Modules have required more work and time than originally anticipated by the Fundamental Change Working Group at its meeting in November 2011. Contributing factors include drafting the content, editorial review, author revision, and production. Plus, SAA has since learned that converting to the ePub format takes 4 to 8 weeks. For future modules, Frusciano suggested providing more cushion time in the schedule and felt there is a need to have a stronger commitment from those involved. Additionally, he felt it was difficult to coordinate the project with two editors (he and Chris Prom are the editors), suggesting that one editor could get the job done more efficiently. The Board discussed the possibility of having the role of Modules editor as a responsibility of the new Publications Editor, who would be at the helm during the development and production of the Modules series and could serve as the series editor.

Strategic planning for additional Modules is critical and should happen by this winter.

TO DO #11 (Brinati, Hartman): Begin planning for organizing a joint meeting of Publications Board and Fundamental Change Working Group for winter 2013.

- B. **Digital Preservation Module (Michael Shallcross)**: Shallcross updated the Board on the next set of Modules that will address digital preservation. Nancy McGovern apparently has completed an outline for the lead Module and has sent it to her co-author, Helen Tibbo, for review.

TO DO #12 (Wosh): Contact Tibbo and find out when the Publications Board can anticipate receiving the outline.

IV. **PROPOSED SUBCOMMITTEES**

The Board broke into three subcommittees: Acquisition, Marketing, and Funding to discuss steps SAA can take in these areas.

- A. **Acquisition (Mix [chair], Oestreicher, Shallcross, Turrini)**

The group discussed suggestions to help the Publications Board improve acquisitions:

- Issue RFPs on high-interest topics;

- Consider publishing a title on how to do archival research, geared toward those in fields other than history;
- Delve further into management, advocacy, advocating to legislators, and advocating to other professions;
- Consider partnerships with ALA, National Coalition for Public History, regional associations, or the SAA Education Committee to identify publications needs and under-served areas; and
- Complete further analysis of sales data to identify needs.

TO DO #13 (ALL): Brinati to find list of RFP topics from previous minutes and distribute to the Publications Board to determine if any topics stick out as potential topics to pursue.

TO DO #14 (Brinati, Hartman): To gather further marketing data, develop a brief survey for buyers to take after they've purchased a book through SAA.

B. Marketing (Nelb [chair], Milano, Riley, Hunter, Hartman)

The group made the following suggestions to improve the marketing of SAA's publications:

- Assess what partnerships SAA can form with allied organizations, the general public, and members to create stronger marketing campaigns;
- Pursue ad exchanges with an allied organization;
- Consider combining advertisements so that when appropriate multiple books can be featured in a full-page print advertisement rather than just one.

TO DO #15 (Brinati): Look into shipping and handling costs with current vendor. Determine if cost to customer can be reduced.

TO DO #16 (Brinati, Hartman): Change the featured items on the bookstore periodically to showcase a better variety of books.

TO DO #17 (Brinati, Hartman): Scope out potential ad exchange opportunities.

C. Funding (Wosh [chair], Sly, Frusciano, Brinati)

The group made the following suggestions to help funding the Publications Board:

- Spend time cultivating relationships with people within the organization, and work with the SAA Council and executive director to do this in a timely fashion;
- Take entrepreneurial approach toward foundations; and
- Learn how to make a strong pitch when applying for governmental grants.

V. Glossary Working Group Update (Tom Frusciano): Appointments were in process at the time of the Publications Board meeting and have since been made:

- Rosemary Flynn (chair)
- Diane Vogt-O'Connor
- Geof Huth
- Dawn Schmitz
- Kristy Dixon
- Joe Turrini (Publications Board liaison)
- Dennis Meissner (Council liaison)
- Teresa Brinati (SAA staff liaison)