

**Society of American Archivists
Publications Board Meeting
Chicago, IL | March 4–6, 2018**

MINUTES

In attendance: Chris Prom (Chair), Mary Caldera, Jessica Chapel (intern), Gordon Daines, Sarah Demb, Colleen McFarland Rademaker, Nicole Milano, Aaron Purcell, Michael Shallcross, Margery Sly, and Jennie Thomas; *ex officio* members Amy Cooper Cary (Council Liaison), Cal Lee (*The American Archivist* Editor); and SAA staff members Nancy Beaumont, Teresa Brinati, and Abigail Christian.

I. WELCOME

- Prom asked members to discuss favorite books, what makes for memorable writing, and how we can encourage more dynamic writing in the program. The Board discussed writing that has strong emotional connections and passion. Perhaps SAA publications could benefit from including more personal perspectives, more of the authors in the piece. Some people have a natural bent to writing this way, so the challenge becomes finding these people? Continuing the Archives Fiction contest may highlight compelling writers as well as perhaps sponsoring a writers group or workshop for interested writers (*The American Archivist* Editorial Board had similar ideas and may be good to collaborate on such an initiative). One difficulty is that writing a book is a large commitment whereas an edited anthology would be a smaller step.
- In addition, the “Write Away” Breakfast Forum at the Annual Meeting could be reformatted to take a more interactive approach. Attendees could break into small groups based on interest (books, articles, reviews, etc.) and speak to members from the Publications and *American Archivist* Editorial Boards. If participants signed in and put down their email, we could more easily follow up with them after the fact and encourage them to get involved.
- Publishing on topics that people are already passionate about may also encourage more compelling writing. Create evergreen content on cultural competency and diversity as well as topics that expand to the larger GLAM communities, perhaps pursued in partnership.

II. REPORTS

A. SAA Council – Amy Cooper Cary

- The Council has issued several statements recently, including one against sexual assault and another in support of mobile footage. There are so many social justice issues that the Council has decided that it cannot and should not comment on every issue but will only make a statement when the issue involves archives, records, and archivists.
- The Committee on Public Policy has several issue briefs in process, so stay tuned. Minor revisions to the SAA Strategic Plan were approved. Feedback from the Task Force to Revise Best Practices on Accessibility are due in November 2018.

B. Chair of the Publications Board – Christopher J. Prom

- Prom has been mentoring current authors as they try to meet deadlines. There will be no book published in time for the 2018 Annual Meeting, though several books in the pipeline will be ready for release in 2019, including four books in the Archival Fundamentals Series III. We will have to be strategic about how and when we release these books so they don't compete with one another or get lost in the noise.
- SAA is developing new partnerships with Facet Publishing and American Library Association. An outward-facing book for the general public, *Creating Family Archives*, is moving ahead.

TO DO #1 (Brinati and Prom): Review inventory and see if any books would be good for reissuing in time for the 2018 Annual Meeting.

C. Publishing Program – Teresa Brinati and Nancy Beaumont

- Several new case studies have been released, including the launch of a new series—Case Studies for Teaching With Primary Sources. All the case studies (27!) from the 20 modules in the Trends in Archives Practice series are now open access. Making them available online is another way to market the series. *Moving Image and Sound Collections for Archivists* by Anthony Cocciolo was nominated for SAA's Waldo Gifford Leland Award, the first SAA book to be nominated in a while. The Cocciolo book was also nominated for an APEX Award for Best Technical Book. The ArchivesAWARE! blog post for Jan. 30, "What Are You Reading?" by Vince Lee, highlighted several SAA books that influenced the author as well as gave a shout out to the Publications Board's One Book, One Profession reading initiative.
- Within SAA as a whole, there is a slight decline in membership, but membership revenue remains right on track. SAA had its second largest meeting in Portland, Oregon, which bodes well for the next year. Currently, SAA is in the process of selecting a new AMS system, which will be implemented in the fall. More recently, SAA implemented Higher Logic for list serves and a new learning management system for Education. Education is scaling back on in-person courses and developing more online courses and considering curricula on management and leadership.

TO DO #2 (SAA staff): In June, explore Google analytics for open access case studies from Trends in Archives Practice and compare to books sales for the series to see if viewers were motivated to make a purchase.

D. Dictionary Working Group – Margery Sly

- This enthusiastic group continues to make progress on the *Dictionary of Archives Terminology*, which should be released in 2018. The Dictionary should go live before the Annual Meeting, especially since no other publications are forthcoming.

E. *The American Archivist* Editor – Cal Lee

- The transition between editors has been smooth, but busy. Lee is fine-tuning workflows for reviewers. Articles that are majorly revised and resubmitted will be reviewed by the same reviewer; each article will be shepherded by an American

Archivist Editorial Board member through the reviews process and shared with relevant audiences upon release.

- Lee hopes to find a statistical consulting service, which SAA would pay for but that would be free for authors. This service should be available to all writers for SAA, not just journal articles.
- The Editorial Board intern is breaking down hidden content or unsearchable content in the entire back run of *The American Archivist*. A future project will be to pursue grants to finance separating this content.

TO DO #3 (Lee, Prom, Demb, TBD Editorial Board Member): Review and revise editorial policies and guidelines for consistency for both books and *The American Archivist*. Request an *American Archivist* Editorial Board member join this team.

F. Project Status Review and Updates

- To do: Follow up with Association of Canadian Archivists regarding co-publishing of *'All Shook Up': The Archival Legacy of Terry Cook*.
- To do: Contact Peter, we need to move forward more quickly with his book, (Prom) Chris and Peter to make a decision about how to move forward.
- The idea for a book for the general public on archives has now been split into two projects. *Creating Family Archives* by Margot Note will be published by SAA. *A Matter of Facts: The Value of Evidence in an Information Age* by Laura Millar will be published with ALA. Both books are projected to be available in 2019.
- The Latin American and Caribbean Cultural Heritage Archives Section is in the process of translating the SAA brochure *A Guide to Deeds of Gift* as well as projects for *Archival Outlook* and governance. Consider if there's a book the Publications Board should have translated. Some SAA books on basic topics such as arrangement and description or preservation may be of great help to Spanish-speaking communities and countries. Perhaps consider partnerships with international publishing houses for distribution.
- Authors for Module 22 within a forthcoming Trends in Archives Practice volume, *Engagement in the Digital Era*, have been unresponsive. The volume, which includes two other modules, could still move forward but those modules would need some modification. Another alternative might be to develop a recently submitted proposal—that's not strong enough for a full-length book—into a replacement module. So as not to hold back production on the other two modules in the volume, those could be published digitally first and bound in print when the third module is available.

TO DO #4 (Brinati and Christian): Follow up with Ana Rodriguez and LACCHA to determine status of translated *Deeds of Gift* brochure.

TO DO #5 (Brinati and Prom): Follow up with authors of Module 22 to cancel publishing agreement (and then to request return on the advance).

G. Remnants of To-Do List from July 2017 Minutes

TO DO #6 (Brinati & Christian): Compile and redistribute outlines from Peter Wosh for the Archival Fundamental Series III so that the Board may become re-familiar with them.

TO DO #7 (Caldera, Milano, Rademaker, Thomas): Browse spreadsheet of SAA's education courses (sent by Brinati and Christian) and identify gaps where SAA does not have a book but might develop content for one.

TO DO #8 (Prom, Caldera, Daines): Develop a specific call for proposals on cultural competency.

III. ARCHIVAL FUTURES SERIES

A. Progress

- This project is developing in partnership with ALA. SAA provides quality editorial review while ALA primarily handles production. There is some concern that developing this with ALA that SAA will miss out on potential revenue or get lost in branding. However, ALA has a much larger audience and marketing resources that SAA would benefit from.
- The editors of the series are Bethany Anderson and Amy Cooper Cary.
- The series will say less about where the profession definitely stands on these topics and will function more as slim think pieces. In considering what books people want to read next, the topic of community archives is increasingly popular. The Board should look into presenters from the Interference Archives conference. Students could be a target audience to help them think through how to incorporate these values into institutions and non-community archives where they'll work.

B. Identifying Subject Gaps

- Community archives (considering the long view or "vision" of community archives, students could be a good audience); engaging with records and archives (Jeannette Bastian's essay "Moving the Margins to the Middle: Reconciling 'the Archive' with the Archives" and Juan Ilerbaig's essay "Organisms, Skeletons, and the Archivist as Paleontologist: Metaphors of Archival Order and Reconstruction in Context" from <http://www.facetpublishing.co.uk/title.php?id=301584#table-of-contents-tab>; and upcoming workshop "Documenting Dissent: How LIS Professionals Can Support Community Archives" <https://www.newenglandarchivists.org/event-2774825>);
- Cultural competency; digital record (What we mean by "the record" in the digital world, conceptual ideas of the digital archive (possibly Cal Lee as author); web archiving and socio-technical implications; forgeries and falsification in the contemporary information environment and archives' role; big data (but don't call it big data) across sectors and implications related to archives; research data management.
- Books should be aimed for non-archivists and/or users of archives. All books in the series should focus on implications rather than how-to-guidance or best practices. Any calls we make should be general and as open-ended as possible.

C. Other Ideas (not necessarily for the Archival Futures Series)

- Archives and the disciplines; quantitative research and archives; shorter "how to" or practical pieces; shorter version of dictionary—fixity, published periodically,

or with fewer supporting citations; recordkeeping—in historical and current contexts; translations; archivist as activist; “Being a Community Archivist When You Work for the Man” (Rademaker’s idea with Anke Voss as potential author); local music archives or context (for Trends in Archives Practice series); appraisal and preservation of design records (graphic, artistic records, not just architectural); recipes from the archives; records management for archivists; Teaching with Primary Sources reference; “Heritage Interpretation” (potential module for next TAPs book, Rademaker as potential author); DPLA public source sets.

IV. MARKETING IDEAS

A. Podcast – Nicole Milano and Colleen Rademaker

- The podcast is moving forward slowly. Board members are collaborating with *The American Archivist* Reviews Portal and Editorial Board. Feedback from the SAA Council have been incorporated into the proposal and submitted for approval for funds.
- Podcast will have rotating hosts from Pubs board and AA Editorial Board. The podcast will also be launched at the Annual Meeting. One concern is that the podcast still sounds like it will come across as another marketing tool versus engaging listeners in broader issues, professional influencers, and meaningful discussions, but the team will continue to work to make the latter happen.
- Though starting out within SAA Publications, the podcast can be eventually broadened into a general SAA podcast, if successful.

TO DO #9 (Prom and Lee): Embed podcast proposal into report for SAA Council.

TO DO#10 (Brinati): Move forward with equipment purchase.

B. Proposed Distribution with Amazon – Jessica Chapel

- Chapel has been exploring distribution options with Amazon. There are two services we could use. The first is Amazon Advantage, which has a fee of \$99/year and allows us to distribute unlimited titles. We pay to ship materials to Amazon warehouse and set a price. They take 55% of the price. If they place the item on sale, we still get 45% of the original price. Items are prime eligible. Amazon handles ordering and fulfillment. They tend to be more conservative, keeping perhaps just two or three books in stock at a time.
- The second option is Amazon Marketplace, which has a fee of \$39.99. Amazon would charge monthly storage fees based on cubic foot and time of year. It would be SAA’s responsibility to note inventory and restock when low. Titles will appear in customer searches alongside used books and sellers, so there is more competition in getting noticed. Better selling titles will subsidize lesser selling titles.

TO DO #11 (Chapel): Submit written report to Brinati and Christian regarding Amazon Advantage.

D. Pop-up Store Experiments

- SAA is experimenting with its first pop-up bookstore at a regional meeting. SAA is sending a few copies of select titles along with set up materials to Caldera, who will

staff a table in her available time at the New England Archivists / Archivists Round Table of Metropolitan New York (NEA/A.R.T.) joint annual meeting March 22–24 in New Haven, Connecticut.

- Brinati and Christian will staff a similar pop up bookstore at the Midwest Archives Conference (MAC) March 23 in Chicago. Rademaker will join when available. Thanks to advice from the Board, the MAC booklist will include: *Exhibits in Archives and Special Collections Libraries*, *Teaching with Primary Sources*, *Appraisal and Acquisition Strategies* (as there's workshop on this topic the prior day), *Archival Arrangement and Description*, *Archives Power*, *Digital Preservation Essentials*, *The Lone Arranger*, *Moving Image and Sound Collections for Archivists*, and *Through the Archival Looking Glass*.
- If these two initiatives are successful, we may try a third pop up bookstore at MARAC, April 21, with Milano and Sly staffing the table.

E. One Book, One Profession

- This initiative continues to have modest success. This past year gave a significant bump to the sales of the selected book. Books such as 2017's *Through the Archival Looking Glass: A Reader on Diversity and Inclusion* are better for promoting discussion than 2016's *Teaching With Primary Sources* selection, which was more instructional.
- The 2018–2019 selection will be *Perspectives on Women's Archives* since this book is almost ready to be reprinted and the topic is very timely. Relaunching it will be another item to promote during the Annual Meeting.
- As a co-editor, Tanya Zanish-Belcher could lead a virtual book discussion while still current SAA president or after her presidency. At the Annual Meeting, perhaps co-editor Anke Voss could lead an in-person book discussion.
- The 2019–2010 selection could be *Archives Power: Memory, Accountability, and Social Justice* to celebrate the 10th anniversary of the book and the continuing timeliness of its content.

TO DO #12 (Christian): Inform editors and authors of *Perspectives on Women's Archives* of its 2018–2019 OBOP selection and request study guide questions. Begin building web page. Add OBOP logo to front cover and study guide questions to back of the book.

F. Fiction Contest

- Because of continued interest in and potential avenue for finding and developing writers, the Publications Board decided to run the Fiction Contest again in 2018.

TO DO #13 (Christian): Launch Fiction Contest this summer.

G. Fulcrum – Michael Shallcross

- Fulcrum is a grant-funded project to create value-added publication services, design and production, and ebook distribution. It supports fully encoded text as well as page images, focuses on accessibility and smaller presses, and contains full text search within a volume. Presumably we could do print-on-demand or print runs with them, handling international sales, etc. Find out if Fulcrum does annotating within its ebooks, although there are third-party annotation systems as well.

- The Publications Board would like to explore a pilot project publishing a few books with Fulcrum in 2019, which we would need to begin later this year. *Archives Power* may be a good first selection for several reasons: evergreen content, would not diminish print sales, would be the 10th anniversary of its publication, and may be the 2019–2010 OBOP selection.

TO DO #14 (Shallcross): Follow up with Fulcrum and report back any new developments.

TO DO #15 (Demb, Prom, Shallcross): Revise manuscript assessment form.

TO DO #16 (Brinati and Christian): Find new hook for promoting *Controlling the Past* as relevant to current events.

TO DO #17 (Brinati and Christian): Revise “Print Matters” box on Bookstore to ask “What Format is Right for Me?” so as not to discourage ebook purchases.

V. NEW SUBCOMMITTEES

- **Digital Publishing / Distribution** (Caldera, Daines, Milano, and Shallcross): The group identified needs to fill and pain points, such as the challenge of digital rights management, the lack of sales across the industry for epubs, and accomplishing our longstanding goal to easily mix and match Trends modules.
- **Grants and Funding** (Prom and Sly): The group would like to acquire grants to explore publishing subsets of dictionary on demand or for workshop courses; periodically publishing for DACS standards (providing fixity); developing a symposium for historians, literary scholars, and archivists to gather and connect over shared concerns and consider developing a book from these conversations.
- **Marketing** (Rademaker and Thomas): The group discussed how marketing isn’t just about selling products, but relaying passion and promoting awareness of the profession as well. The goal is to also develop our “fans.” Some marketing ideas could be done in collaboration with the Committee on Public Awareness (CoPA). Concrete ideas include: getting people to post selfies with their favorite SAA books (start with Publications Board as a way to market members and make us approachable), hosting a Facebook live session from the bookstore (particularly in 2019 with the conference attempting to be more virtual), posting short video interviews/vignettes from archivists on what they’re doing, reading, thinking about.