

**Society of American Archivists
Publications Board Meeting
Chicago, IL | March 3–5, 2019**

MINUTES

In attendance: Chris Prom (chair), Jessica Ballard (intern), Mary Caldera, J. Gordon Daines, Sarah Demb, Nicole Milano, Aaron Purcell, Colleen McFarland Rademaker, Michael Shallcross, Margery Sly; and *ex officio* members Melissa Gonzales (Council Liaison), Cal Lee (*American Archivist* Editor), and SAA staff Nancy Beaumont, Teresa Brinati, and Abigail Christian.

Unable to attend: Jennie Thomas.

I. REPORTS

A. SAA Council – Melissa Gonzales

- Reviewing and refining SAA’s Strategic Plan has been the Council’s main priority. The Council is particularly excited about Margot Note’s *Creating Family Archives* and the Archival Fundamentals Series III volumes, which have been built into the Strategic Plan.
- The Council is planning the A*CENSUS II survey. The Publications Board should consider what it would like to know from or about archivists that could be learned via the census.

B. Financials – Nancy Beaumont

- While at the end of 2018, the Publications revenue was behind last year’s budget, the Council recognizes the importance of the contributions of this program, which support the goals of the larger organization, and will continue to provide funding. Finding external marketing assistance and consulting will be key to getting the budget back on track. In addition, a new AMS will provide better marketing data over time.

C. Publishing Program – Teresa Brinati

- With three new case studies in *Teaching with Primary Sources* and the inaugural case study for the *Access Policies for Native American Archival Materials* series, the case studies have been thriving. The Board ran another successful fiction contest. *Moving Image and Sound Collection for Archivists* as well as the AFS II books and content standards continue to do well.

TO DO #1 (Brinati and Christian): Connect with archival educators to promote new AFS III volumes for fall 2019.

D. Dictionary Working Group – Margery Sly

- The group convenes weekly conference calls and continues producing Word of the Week. The group is reviewing forthcoming SAA books that cite 2005 *Glossary* terms to redirect citations to the forthcoming *Dictionary of Archives Terminology*. The dictionary has a URL (dictionary@archivists.org) and a style sheet for citations; a web page is in progress. The dictionary should be published online in 2019.

TO DO #2 (ALL): Sly's second term on the Publications Board ends in August and she has served as the Board's liaison to the Dictionary Working Group: Is a liaison still needed? If yes, who would like to serve in this capacity?.

TO DO #3 (Brinati, Christian): Set up web page, dictionary.archivists.org, in anticipation of publication.

- E. *Archives in Context* Podcast – Colleen McFarland Rademaker and Nicole Milano
The podcast launched in January—HURRAY! A full season of 7 episodes was released. It was only a year ago that the idea for a podcast was proposed. While the first season had a long production cycle, much was learned and season two will move more swiftly. The team hopes to bring on one or two more volunteers for hosting and production and is brainstorming interviewees for future seasons. Season 2 will launch at 2019 Annual Meeting, and the meeting will be used to interview people for Season 3.

TO DO #4 (Milano, Rademaker, Brinati, and Christian): Reserve a room for podcast interviews at the 2019 Annual Meeting.

TO DO #5 (Milano, Rademaker, Brinati, and Christian): Purchase additional mics.

TO DO #6 (Brinati and Christian): Add podcast to navigation menu on website.

- F. *American Archivist* – Cal Lee
- Since 2017, there has been an increasing numbers of submissions, resulting in a high workload for the Editorial Board. The Board has requested the Council to increase the Editorial Board by two members, one of whom would be an international member. An international member on the Editorial Board would also provide a higher ranking for the journal.
 - The *American Archivist* website, hosted by Allen Press, will get a new makeover at the end of 2019. Hidden content and marked-up pages from past issues will be updated once the redesign is in place.

II. REMAINING TO-DOs FROM AUGUST 2018 MINUTES

TO DO #7 (Lee, Prom, Demb, TBD Editorial Board Member): Review and revise editorial policies and guidelines for consistency for both books and *American Archivist*. Request an *American Archivist* Editorial Board member join this team.

TO DO #8 (Prom): Follow up with Ana Rodriguez and LACCHA to determine status of the Spanish translation of A Guide to Deeds of Gift brochure.

TO DO #9 (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 #10 (Prom, Caldera, Daines): Look at Helen Wong Smith's PowerPoint from her recent workshop on cultural competency. Although Wong does not want to write a book, perhaps she

might be interested in working with a “ghost author.” If not consider developing a specific call for proposals on cultural competency.

TO DO #11 (Brinati and Christian): Distribute books on Amazon. Start with ebooks then make available one print book (*Moving Image and Sound Collections for Archivists*) and see how it does. The forthcoming *Creating Family Archives* would also be an ideal candidate.

III. PROJECT STATUS

A. On track to be published in time for 2019 Annual Meeting:

- *Leading and Managing Archives and Manuscripts Programs* (AFSIII)
- *Arranging and Describing Archives and Manuscripts* (AFSIII)
- *Archival Values: Essays in Honor of Mark A. Greene*

B. On track to be published fall 2019

- *Advocating for Archives and Manuscripts* (AFSIII)
- *Creating Family Archives*

C. Revised manuscripts due spring/summer 2019

- *Defining a Discipline: Archival Research and Practice in the 21st Century—Essays in Honor of Richard J. Cox*
- *Advancing Preservation for Archives and Manuscripts* (AFSIII)
- *Providing Reference and Access Services for Archives and Manuscripts* (AFSIII)
- *'All Shook Up': The Archival Legacy of Terry Cook*

D. Manuscripts in process:

- *Archival Accessioning*
- *Engagement in Digital Era (Trends in Archives Practice)*
- *Selecting and Appraising Archives and Manuscripts* (AFSIII)
- *Museum Archives: An Introduction* (3rd edition)
- *Toward a Philosophy of Archival Virtue*
- *Archival Description of Notated Music (A Supplement to Describing Archives: A Content Standard)*
- *Making Tools Work for You: An Introduction to Systems Integration for the Archival Enterprise*
- *Managing Business Archives*
- *Born Digital Design Records, (Trends in Archives Practice)*
- *Trusting Records in the Cloud* (InterPARES, co-published with Facet)
- *Introducing Archives and Manuscripts* (AFSIII)

TO DO #12 (Caldera and Daines): Serve as early peer reviewers for *Toward a Philosophy of Archival Virtue* when it is submitted.

TO DO #13 (Brinati and Christian): Share production schedule for *Managing Business Archives* and confirm a shepherd from the Board for this book.

- #### E. Archival Futures Series – Chris Prom (on behalf of series editors Bethany Anderson & Amy Cooper Cary)

- Contracts issued by ALA and signed by SAA (co-publisher) and by series editors.
- For each title in the series, Cary and Anderson will alternate and serve as the title's editor.
- SAA will do peer review, editorial responsibilities, and copyediting. ALA will be responsible for layout, design, distribution, and marketing.
- Laura Millar's *A Matter of Facts* is launching this summer.
- There are a few potential authors but no second book started yet. The Board reviewed the call for proposals and suggested revisions.

TO DO #14 (Brinati and Christian): Create webpage for Archival Futures series and distribution plan for the Call for Proposals.

IV. MARKETING CONVERSATIONS FOR FORTHCOMING BOOKS

- A. *Archival Values*: The book will appeal to veteran members because of Mark Greene's familiarity, while the emphasis on social justice in archives will appeal to new professionals. The content can be used to empower communities to collect/archive and chapters can be marketed to specific sections. Audiences include SNAP and archival educators. It's slightly internal focus would be great to market to new members or pair with Scott Cline's forthcoming book, *Toward a Philosophy of Archival Virtue*. Marketing: Feature on Twitter chats; have pop up session at the Annual Meeting with some of the authors; highlight this book at the Digital Frontiers conference where author Trevor Owens is key note speaker; make 2019–2020 One Book, One Profession selection because of rich perspectives and emphasis on SAA values.

TO DO #15 (Demb, Gonzales, Lee): Send quotes from *Archival Values* for social media.

- B. *Advocating for Archives and Manuscripts*: This book highlights past advocacy initiatives and synthesizes recent efforts—a holistic history of advocacy in the profession that reflects a changing and more active profession. Advocacy is a long-term, continuous effort. An easy read, the book provides examples from a variety of repositories and worksheets/activities to help readers clarify their own ideas. Audiences: Faculty and teachers for course use (we should review syllabuses and encourage faculty to include advocacy in their courses); smaller repositories that may not have money but particularly need this book. Sidebars can be pulled for marketing use. Pair with *Leading and Managing Archives and Manuscripts Programs*. Secondary audiences: museums and libraries, state archives/historical records/societies/cultural heritage institutions/regional associations, ASLAH. Communicate to regionals/regional meetings about value of archival literature written by archivists (RAAC, SSA/CIMA have advocacy committees) and encourage each regional council to purchase book. Combine with education workshops on topic. Create a sampler/activity book for annual meeting that promotes the book by featuring sidebars and pull out worksheets. Next year consider more onsite pop ups with new books.

TO DO #16 (Brinati and Christian): Develop “starter kits” idea for books. Bundle books around topics of management, moving images, teaching, for students/entry-level, digital, or new members (offer a discount or welcome package?).

TO DO #17: (Lee): Put Christian and Brinati in touch with his colleague Denise who teaches on advocacy.

- C. *Arranging and Describing Archives and Manuscripts*: The book emphasizes description as data and is effective in Meissner's commentary on MPLP, emphasis on efficiency, tailoring description practices to situations at hand. The book offers an authentic voice and clear, practical guidelines, addressing emerging trends such as linked data and myth of neutrality. This book does not replace previous books, but extends their conversation. Audience: students and practitioners, allied stakeholders such as IT administrators, metadata librarians, historians, ALA, people who may not have core understanding/training on this topic.

TO DO #18 (Christian and Brinati): Reach out to Richard Urban and Thomas Padilla for blurbs.

- D. *Leading and Managing Archives and Manuscripts Programs*: If your mentor were to write a book for you, this is it. The book, focused on management, offers practical life skills and advice to navigate the system you're working in. It doesn't focus on how to be an archivist, but how to be an archivist within your environment. First sentences of chapter 6: "Can you be a leader? Yes, if you decide to be." This book, by archivists, is for any archivist—emphasizing the message that you can lead from whatever your position is, and encourages lone arrangers to see themselves as both leaders and managers. The book distinguishes between various roles archivists often play and contextualizes leadership within our profession. Marketing: tie in with developing leadership track in education; target students, particularly as a grad gift for students; business archives section, archives leadership institutes; symposiums for leadership (MAC); pair with *Archives in Libraries* and *Advocating for Archives*; highlight authors on podcast (a mini season on leadership).

TO DO #19 (Caldera, Rademaker, Prom): Send highlighted quotes from *Leading and Managing Archives and Manuscripts Programs* for social media.

- E. *Creating Family Archives*: This book is externally focused. Marketing: Target or encourage creation of community archives/"repair your books" workshops; Greek organizations/conference for fraternities, which often have their own volunteer archivist; National Council on Public History; Black Metropolis Research Consortium; interdisciplinary/allied professions; genealogy certificate programs and workshops, SCHRAB boards (meeting in Austin this year); Austin and Houston Archives Bazaar; National Archives bookstore, each presidential library, cultural heritage institutions, national parks. Could do traditional "author tour" marketing with independent bookstores, *Today Show*, etc. Emphasize to members that this is a great gift. Create downloadable flyers and postcards. Consider translations for Latinx community.

V. SEARCH FOR NEXT PUBLICATIONS EDITOR

- A. Prom's term as Publications Editor is ending December 2019. Because of the number of manuscripts in process coupled with the amount of books nearing publication, he has agreed to continue on as Publications Editor through spring 2020. This will give SAA time to conduct a search in summer/fall and ensure a smooth transition between Publications Editors in winter/spring. In the previous search, applications were received by Oct. 1 and a new editor announced Dec. 3. The search committee consisted of the Council Liaison, a Pubs Board member, representation from *American Archivist* Editorial Board, and SAA staff Beaumont and Brinati. The Board has suggested following a similar timeline, launching the announcement July 1. Board members can participate by encouraging people to apply—or applying themselves!

- B. The Board discussed effective attributes of a Publications Editor:
- A skilled writer and editor who has published widely, and preferably with SAA;
 - understands the peer review process and values the publishing experience as well as how SAA's publishing program operates within the association;
 - gives constructive, thoughtful, and tactful feedback;
 - has the ability to say "no" in a kind way;
 - ability to nurture writers;
 - ability to nurture, delegate, and rely on the strengths of Board members;
 - has awareness of trends in the field along with an understanding of what may sell with what needs to be published;
 - is approachable/someone recognizable whom people could trust with their work and appreciate feedback;
 - sees the role as a service opportunity;
 - has good stewardship skills; and
 - has ability to consider needs of non-academic archivists.

The biggest challenges/opportunities for the next Publications Editor will be thinking about the program's sustainability; be strategic in looking ahead and thinking broadly about publishing in the profession; considers collaborative partners and bridge-building, ebook platforms, and author relations and "culture changes" to better meet deadlines; and contributes to marketing strategies.

VI. REMAINING DISCUSSION ITEMS

- A. **Fulcrum Demo:** After the demo, the Publications Board was appreciative of Fulcrum's commitment to open access, but concerned that they haven't fully thought through how to sell, and particularly how to sell to institutions such as libraries, which is a key demographic for SAA books. The product looks very similar to other products—it's adequate, but not outstanding. The Board would like to see how the product looks on devices and is interested in seeing how Lever Press works, and how ACRL does with its open access practices.

TO DO #20 (Shallcross): Checkout *Manifold*, a similar product that puts more emphasis on user experience vs. Fulcrum's emphasis on content preservation.

- B. **Working with a Marketing Firm:** SAA has identified three organizations to approach for marketing consulting not just for books but also for education programs and membership development. Brinati will keep the Board posted as this develops.
- C. **Revisiting Book Titles**
- *Archival Accessioning* should keep this title, as it is clear and direct for a manual and will ensure a longer shelf life.
 - The Board suggested the following titles for uniformity in AFS III (numbering based on projected availability of volumes):

ARCHIVAL FUNDAMENTALS SERIES III
Peter J. Wosh, Editor

1 *Leading and Managing Archives and Manuscripts Programs*
Peter Gottlieb and David W. Carmicheal, Editors

2 *Arranging and Describing Archives and Manuscripts*
Dennis Meissner

3 *Advocating for Archives and Manuscripts Programs*
Kathleen D. Roe

4 *Providing Reference and Access for Archives and Manuscripts*
Cheryl Oestreicher

5 *Advancing Preservation for Archives and Manuscripts Programs*
Elizabeth Joffrion and Michèle V. Cloonan

6 *Selecting and Appraising Archives and Manuscripts*
Michelle Light and Margery Sly

7 *Introducing Archives and Manuscripts*
Peter J. Wosh

TO DO #21 (Prom): Share with revised titles with book authors and AFSIII series editor.

TO DO #22 (Brinati & Christian): Work with Peter Wosh to develop 2 to 3-sentence description of AFS III.

- D. **Virtual Clearinghouse:** Instead of taking on distribution of books by SAA members, as SAA used to do but deemed not financially viable, SAA could provide a webpage to link to books published elsewhere by SAA members as a way to acknowledge and support this work. There was concern that this would still compete with SAA titles, take up staff time, and muddy the message about publishing with SAA. *In the Loop* occasionally publishes this kind of news and perhaps that is enough. The reviews in *American Archivist* also meet this need. The previous Reviews Portal has a webpage devoted to non-SAA books by SAA members, but is outdated.
- E. **Archives Fiction Collection:** The Board ran another successful fiction contest and now have nine short stories. SAA considered investing in an ebook of all winner and honorable mentions, possibly as an awareness of archives tool, and participants suggested garnering illustrations from members as another member engagement opportunity. The Board decided that pursuing this is outside the publishing program's scope.
- F. **One Book, One Profession:** The Board has selected *Archival Values: Essays in Honor of Mark A. Greene* for the 2019–2020 cycle. SAA can develop a small study guide, promote specific chapters to different sections for a book club discussion, and partner with regionals to see how discussions can be continued.

TO DO #23 (McFarland): Reach out to MAC to see if they would be interested in a brown bag lunch discussion on *Archival Values* at MAC's annual meeting.

TO DO #24 (Brinati and Christian): Develop idea for a free webinar for new archives faculty developing their courses: share available resources, modules, how SAA can help with reading lists or orders. Also target adjuncts in libraries, museums, public history, and other fields that have archival components.