Society of American Archivists
Council Meeting
January 23 – 26, 2014
Chicago, Illinois

Update on Progress Toward Council-Adopted
Recommendations of the 2012 – 2013 Communications Task Force
(Prepared by Staff Members Nancy Beaumont, Matt Black, Teresa Brinati, and Anne Hartman)

BACKGROUND

At its August 12 – 13, 2013, meeting the SAA Council reviewed the final recommendations of the Communications Task Force (0813-1-III-B), created in August 2012 to advise the Council on "practical ways to enhance SAA's communications with a focus on three areas: intended audiences, content/messages, and tools/channels," and unanimously adopted the following motion:

> **THAT the Council receives with gratitude the recommendations of the Communications Task Force,**
>
> **THAT the Communications Task Force be disbanded with thanks, and**
>
> **THAT the Executive Director refer the recommendations to pertinent bodies and forums for further input and implementation as appropriate and commensurate with SAA's strategic planning tasks, and update the Council on the status of implementation at each Council meeting.**

UPDATE

Beaumont, Black, Brinati, and Hartman "charted" the Task Force recommendations and have met monthly to review progress toward achieving them. See pages 2-6 for "Status of Implementation of Council-Adopted Recommendations of Communications Task Force." This chart will be updated for each Council meeting.

Status of Implementation of Council-Adopted Recommendations of Communications Task Force (0813-1-III-B-CommTF)

Recommendation	Priority	Assigned to	Timeframe	Status/Notes
***Archival Outlook* [1A, 1B]**	**H**			
Implement opt-in option for receipt of electronic only.		Brinati, Hartman, Black		Projected implementation is July 2014, pending experience with digital edition. (See next.)
Design electronic version so that each article and section is individually accessible and/or downloadable.		Brinati, Hartman, Black		Digital edition of *AO* will be launched with Jan/Feb 2014 issue using Blue Toad Publishing tools.
End embargo.		Brinati, Salgado		Three-issue embargo ended in Sep 2013; currently only the most recent issue is reserved for members. Staff is monitoring extent to which lessening of embargo may (or may not) have an impact on membership. With implementation of a digital edition, we will look at advisability of ending embargo. (Estimated assessment date: July 2014)
***In the Loop* [2]**	**H**			
Reevaluate style and content to focus on brevity and clarity. Specifically:		Brinati, Hartman		
• Employ "view more" and view less" to ensure concise visual flow.				Implementing "Read more"; will implement more fully as technology (Blue Toad) allows.
• Consider less conversational, more journalistic style.				Ongoing.
• Kill "Miscellaneous" section. If item doesn't fit in pre-defined category, either create broader or newer categories or re-evaluate if item is of sufficient importance.				"Killed" in August 2013.
• Rotate order of sections to distribute attention each receives. Consider "top story" section above others.				Working on new template that would facilitate such rotation and include "top story." Requires changing location of ads from right column to left column. Implementation projected April 2014,

				when last ad contract can be converted to new specifications.
• Move content from *ITL* to website or official blog and provide links via *ITL* to fuller content/story.				Already being done. Also added to SAA website an archive of back issues of *ITL*.
SAA Website [3]	**H/M**			
"Tweak now, overhaul soon."				Many minor "tweaks" are ongoing.
• Resolve dual login problem.	H	Black		Dependent on site redesign.
• Reorganize content for basic usability: - Increase visibility of Search box. - Increase visibility of social media links. - Move most frequently used content to top of home page.	H	Black		Initial phase of site redesign is underway. A major point not listed here is to review and improve the overall menu structure of site content.
• As longer-term priority: Reevaluate dissemination of website content via Global Newsfeed and other RSS channels.	M	Black		Redesign will address some of these issues.
- Work to increase awareness of newsfeed.				
- Direct content to blog featuring news content.				
- Be more judicious in use of automatic updating of newsfeed; should not include every S/RT admin update, but limit to release of "major documents from SAA office."				A major "selling point" of component group microsites was pushing of their information via RSS. Will check in with S/RTs re: their take on this.
- Each "major document" release should include descriptive title metadata.				
• Improve user experience for S/RT lists and microsites.		Black		
- Make "significantly easier to find and access," perhaps by putting direct links to landing pages in top-level site menu.				Underway. Phase 1 is implementation of new "nav bar" for microsites, currently in progress. Phase 2 will streamline navigation to microsites from "top" navigation.
- Increase usability of content creation modules for component leaders.		Black		Ongoing. One small step already taken is an admin menu that includes link to Drupal Manual on every microsite page.
- Encourage appropriate use of microsites. (See App E: Communication Strategy Recommendations for SAA Sections and Roundtables.)		Beaumont Liaisons		

Aggregate Content [4]	H			
• Create content aggregator "built into home page."		Black		This will be included in site redesign.
• Use other aggregators for Twitter, RSS feeds, new and/or less widespread communication channels.		Black		
Elected Leader Social Web Presence [5]	M			
"Encourage [but do not require] elected leaders to develop their presence on various social media platforms."				
• President to continue to use *Off The Record*.				Ongoing. Twelve posts (Bell and others) between 8/22/13 and 1/3/14.
• VP/PE to engage in similar activities.				Roe engaged via *OTR* post on volunteering, periodic FB and Twitter posts.
• Leaders to create Twitter accounts, listen to and participate in discussion of SAA issues via Twitter.				
Annual Meeting Social Media [6]	L			
Extend use of blogs and other social media pertaining to Annual Meeting content to correspond with requirement for a Host Committee blog. Program Committee to determine what is appropriate.				
- Example 1: PC blog populated by attendees' session reviews and comments. See MAC example (http://2013.wordpress.com/category/program-committee/).				
- Example 2: "Designated Tweeter" program, in which volunteer provides "official" live-tweet of all sessions.				
Use of Twitter [7]	L			
Continue/expand practice of "signing" tweets from official SAA account.				

LinkedIn, Flickr, Facebook [8]	**L**			
• Establish timetable for revisiting functionality and reevaluating usefulness of these three platforms:				
- Are these communication channels assets to SAA?				
- How can we best use them?				
- Consider in light of recommendation 5 re: aggregation.				
The American Archivist [9]	**M**			
• Include links on landing page to HathiTrust and JSTOR as well as MetaPress to enhance accessibility.		Brinati Hartman		Completed in November 2013.
• Reevaluate Reviews Portal and Briefly Noted:		Brinati Hartman Cooper Cary Orchard		Portal reevaluated in Summer 2013, changes implemented in September 2013: "Briefly Noted" removed in Summer 2013 and content added to "Reviews" section in portal.
- Retool Reviews Portal to blog format?		Brinati Hartman Cooper Cary Orchard		Awaiting website overhaul.
- Promote Reviews Portal more broadly.		Brinati Hartman Cooper Cary Orchard		Regular promotion of Reviews Portal in *ITL* and on Facebook began in October 2013.
- Resolve issue that Briefly Noted is not linked from any page and is "invisible" without URL.		Brinati Hartman		As noted above, "Briefly Noted" removed in Summer 2013 and content added to "Reviews" section in portal.
• Online supplement:				
- Promote and expand if it is continued.				Since September 2013, Supplement to Vol. 74 promoted in *AO*, *ITL*, *Off the Record*, website.
- Consider benefits of different platform.				Ongoing.
• Promote various methods of interactivity with *AA* authors:		Brinati, Hunter		
- Continue, and build on success of, special		Brinati,		Per the August 2013 Editorial Board meeting

discussion sessions at Annual Meeting.		Hunter		agenda, the EB plans to build on the success of the Annual Meeting article discussions and will continue to explore ways to do so.
- Consider *AA* article "book club" on SAA blog.		Brinati, Hunter		Will do!
- Consider author talks and conversations on Reddit, Twitter, or live web chats.		Brinati, Hunter		Will do!
SAA Listservs [10]	**M**			
Find a solution to generation of "out of office" replies.				Done.
- Does a fix require back-end changes?				
- Or are user-end reminders the only option?				
Section/RT Communication Best Practices [11]	**L**			
• Distribute CTF's "Communication Strategy Recommendations for Sections and Roundtables."				
- To staff office for consideration.				Ongoing.
- To sections and roundtables (via list and LOAF?).				
- To TF-Member Affinity Groups.				