

**Society of American Archivists
Council Meeting
May 15 – 17, 2013
Chicago, Illinois**

**Summary of Draft Strategic Plan Activities
Incorporated in FY 2014 Draft Budget
(Prepared by SAA Staff)**

Because the Council has not yet completed development of the new Strategic Plan 2013 – 2018, it is difficult to anticipate what activities stemming from the plan may be incorporated into SAA’s work during FY 2014. We have included in the proposed budget some funding based on the Council’s early discussions. We expect that the activities – and thus the allocation of staff time and direct expenses – will change during the fiscal year to ensure their alignment with the Strategic Plan as it evolves.

Included in the proposed FY 2014 budget as of May 8, 2013, are the following activities:

Strategy 1.1. Promote the value of archives and archival practices to society at large.
(See Program 107, Advocacy/Public Awareness Program Planner)

Activity 1.a. Develop and produce single-issue-focused public relations campaign, using American Archives Month as a key medium. [\$6,050]

Activity 1.b. Promote participation in American Archives Month among archivists and archival organizations. [\$5,000]

Activity 1.c. Promote public relations competencies among archivists. [\$0]

Strategy 1.2. Educate and influence decision makers about the importance of archives in the success of their organizations/constituencies. (See Program 107, Advocacy/Public Awareness Program Planner)

Activity 2.a. Provide support to the National Coalition for History. [\$10,000]

Activity 2.b. Investigate options for enhancing advocacy representation. [\$0]

Activity 2.c. Work with component groups and allied organizations on issues identified in the Advocacy Agenda. [\$1,830]

Activity 2.d. Develop and distribute, via the website and other means, materials that explain to policymakers the relevance and importance of archives and archivists. [\$3,000]

Activity 3. Conduct mid-year meeting of Government Affairs Working Group to address legislative agenda, issue briefs, and work plans. [\$5,210]

Strategy 1.3. Strengthen the capacity of those who work with archival material to articulate the value of archives. (See Program 107, Advocacy/Public Awareness Program Planner)

Activity 5.a. Provide “Advocating for Archives” pre-conference workshop for up to 60 attendees. (Free to conference registrants; \$50 for non-registrants. Honoraria and expenses waived by instructor[s].) [\$2,300]

Activity 5.b. Develop and host free “Advocating for Archives” online, on-demand webinar. [\$600]

Activity 5.c. Work with members and PR counsel to determine method(s) for measuring the impact, or ROI, of archives, to craft compelling messages about the value of archives. [\$3,000]

Strategy 2.1. Provide education programs that are sustainable, keep pace with technological change, and promote best practices.

This strategy presumably will be addressed, in a variety of ways, Education Program activities (Program 105). No activities specifically addressing this strategy are included in the proposed budget.

Strategy 2.2. Provide content that reflects the latest thinking and practice in the archival field.

This strategy presumably will be addressed, in a variety of ways, in activities performed by *The American Archivist* (Program 102); perhaps *Archival Outlook* (Program 103); Publications (Program 104); Education (Program 105); and Annual Meeting (Program 193).

Because the Council discussed delivery modes, genres, and price points specifically related to publications under this strategy:

See *The American Archivist* (Program 102) program planner for options related to opting out of the print edition (Activity 2.c.) and costs associated with digital publication (Activity 3.d.).

See the *Archival Outlook/In The Loop* (Program 103) program planner for options related to opting out of the print edition (Activity 2.c.) and costs associated with digital publication (4.a.).

See the Publications (Program 104) program planner for details about publication of 11 new modules (in print and epub formats and covering Digital Preservation, Implementing Descriptive Standards, and Reference and Outreach) in the Trends in Archives Practice series (Appendix).

Strategy 2.3. Continually refine its career development program to meet members' diverse needs.

SAA and ARL were awarded a three-year grant from the Institute of Museum and Library Services to collaborate on activities to expand and enhance the Mosaic Program. This activity does not appear in the proposed FY 2014 budget, although it will involve volunteer and staff resources.

General

Because of our current uncertainty about what activities will be developed to address the Strategic Plan, we have included funding of \$4,000 (\$2,000 in Consulting and \$2,000 in Travel) to cover activities associated with the new Strategic Plan that are to be determined and that are not included in other budgets. (See Program 108, Governance Program Planner)