

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

**2013 Joint Annual Meeting in New Orleans
(Prepared by Nancy Beaumont)**

ARCHIVES 2013 promises to be a rewarding experience for all, with outstanding conference and pre-conference programming (including the 7th Annual SAA Research Forum), dynamic speakers and new learning formats, several opportunities to participate in service projects, and a host of opportunities to network. As in recent years, the overall conference schedule is very tight.

Program Development

See the January 2013 report (0113-V.E.5-AnnMtg) for a summary of the excellent work of the 2013 Program Committee. Since January, the SAA staff has been in regular communication with speakers to ensure that we have the most up-to-date information for posting on the conference website and that the speakers have the information and materials they need to plan for their presentations. (See “2013 Speakers” at <http://www2.archivists.org/conference/2013/new-orleans>. There you will also see a link to the American Evaluation Association’s “Potent Presentations Initiative” – our hint to speakers to consider tips for improving their presentations.)

In addition to the 70 education sessions accepted by the Program Committee, the meeting will feature 22 Professional Poster presentations (twice the number in 2012), 40 Graduate Student Poster presentations (10 more than in 2012), and – as preconference events – EAD Hackathon (on Monday, for just \$39) and CURATECamp SAA 2013 (on Tuesday, for just \$39).

A variety of noon-time forums are scheduled to take place on Thursday, August 15, on such topics as Advocacy, Diversity, the International Council on Archives’ Principles on Access, Ethics Case Studies (CEPC), the Annual Meeting (Annual Meeting Task Force), SAA Standards (Standards Committee), and SAA’s Strategic Plan.

Use of Social Media Before, During, and After the Conference

See “Use of Social Media at 2012 Annual Meeting” (<http://www2.archivists.org/sites/all/files/0612-V-L-AnnMtgSocialMedia.pdf>) for background on initiatives to incorporate social media more effectively into all aspects of

the Annual Meeting. We plan to build on lessons learned in 2012 to enhance use of social media before, during, and after the 2013 conference.

- In the capable hands of Eira Tansey, the Host Committee blog went live on Sunday, March 24. See: <http://www.gnoarchivists.org/category/cosa-saa13/>. The notion of an active Host Committee blog, now in its fifth year, is (appropriately) institutionalized.
- We will have free wireless access throughout the meeting space for those attendees who are staying in the hotel. (My guess is that all attendees will get access.) This will make it easier to support...
- ... Use of Twitter and Facebook before, during, and after the conference. The hashtag #saa2013 has been in active use for several months.
- Matt is exploring options for enhancing the conference web page(s), including integrating social media more seamlessly.
- We will be soliciting individuals to “report out” of sessions via Facebook and Twitter, following the example set by the Midwest Archives Conference.
- We will be using **meetsmart mobile** to assist attendees in navigating the conference and the city. It is functional across platforms (i.e., not iPhone-specific). We used this “app” – which is actually a website – at the 2011 Annual Meeting in Chicago but its value was significantly compromised by the lack of Wi-Fi. New Orleans will be a better test of its capacity, given that we will have wireless access in the meeting rooms and the product itself has been improved. The product is provided by Conference & Logistics Consultants, our meeting planning partners.

Service Projects

Inspired by the good work of the Archivists of Religious Collections Section in San Diego in 2012 and the recommendations of the Social Responsibility subcommittee of the Annual Meeting Task Force, several individuals have been instrumental in lining up four service projects to be held immediately prior to *ARCHIVES 2013*. (One or two more are in the exploratory stage.) More information and the opportunity to volunteer for service at the City Park Archives, the Louisiana Historical Center, and Second Harvest (food bank) are forthcoming.

Conference Promotion

Promotion of the Joint Annual Meeting began in the early fall via the conference website and in the January/February issue of *Archival Outlook*, with articles by the Program Committee co-chairs and the Host Committee. Host Committee articles appear in each issue leading up to the conference. The Host Committee has done an outstanding job of providing information and tips on its blog (<http://www.gnoarchivists.org/category/cosa-saa13/>), linked from the conference web page, and has begun to develop a list of repository open houses and tours on Tuesday and Wednesday of the conference week.

We once again opted not to print or mail the full Preliminary Program, but to post it as a PDF on the conference website. In addition, in mid-May we mailed to all current members and former members in proximate states a colorful 8-page flyer that

summarizes the conference highlights and schedule. We have used this promotional strategy to good effect for the 2009, 2011, and 2012 meetings.

Based on my phone conversations with the presidents of six state/regional archival associations surrounding New Orleans, we will offer a special promotional discount (via email campaign) to members of those organizations who are not SAA or CoSA members.

We continue to use *In the Loop* to refresh our promotional messages about the program, affiliated events, and the host city and to remind members and other prospective registrants of important deadlines (like **July 5, the Early-Bird registration deadline!**).

Registration

Registration “went live” on the conference website on Monday, April 15. As of close of business on Monday, April 29 (i.e., 15 weeks out) we have registered 100 “full paid” members and nonmembers. It seems likely that, as in 2012, the vast majority of attendees will register by the early-bird deadline to take advantage of the lesser fees.

New in 2013: Per the suggestion of the Annual Meeting Task Force’s Social Responsibility subcommittee, the registration form includes an opportunity to “help us reduce our footprint” by opting out of receiving the print Onsite Program.

Exhibit and Sponsorship Support

Given that the majority of SAA’s exhibitors are “loyal” partners, we decided again this year to forego printing and mailing of the exhibitor prospectus and to rely on personal contact, email communication, and website postings for promotion of our exhibit and sponsorship opportunities. Throughout the fall we encouraged exhibitors to sign up by January 31 to receive a discount on 2013 exhibit space. We are now in year 4 of working with Conference & Logistics Consultants’ “virtual expo hall” software, a sign-up page on the conference website on which prospective exhibitors can view a live, real-time floor plan showing currently available booths and can select and confirm their booth space(s) immediately. This process saves time for the exhibitors and for staff.

Exhibits revenue to date totals \$68,700 and sponsorship revenue totals \$29,900, thanks to our three confirmed sponsors (Tessella at the “Silver Sponsor” level, Hollinger Metal Edge, and Preservation Technologies). The nice uptick in advertising revenue that we saw last year has increased by more than 40% for 2013, with \$14,155 in ad placements in the Preliminary and Onsite programs. We’re pleased to welcome several new exhibitors to the Expo Hall, and are committed to maintaining their business in future years.

New in 2013: We will be offering a coffee/tea break in the Expo Hall on Friday from 7:00 to 7:45 am.

As always, I welcome your comments and questions.