

**Society of American Archivists
Council Meeting
June 8 – 10, 2012
Chicago, Illinois**

**FY13 Proposed Budget Narrative:
Summary of Strategic Priority and
Major Operational Activities
(Prepared by SAA Staff)**

The proposed budget for FY13 incorporates a variety of activities related to the Council's identified Strategic Priorities (Technology, Diversity, Advocacy/Public Awareness), as well as major operational activities associated with supporting the ongoing mission of the Society. Provided below is a snapshot of those key activities.

Activities Related to Strategic Priorities

- The Publications budget (Program 104) includes development and sale of two new technology-related modules to update Roe's *Arranging and Describing Archives and Manuscripts – Implementing Descriptive and Access Systems* by Daniel Santamaria and *Processing Digital Records and Manuscripts* by J. Gordon Daines III – as well as *Telling Stories About Stories: Archives in a Digital Age*, by Anne Gilliland. [\$13,105]
- The Education budget (Program 105) includes funding for continuing development and implementation of the new Digital Archives Specialist curriculum, per Technology, Desired Outcome #1, Activities e. and f. [\$101,885]
- The Advocacy/Public Awareness budget (Program 107) includes funding for ongoing development and production of a single-issue-focused PR campaign (*I Found It In The Archives!*) using American Archives Month as a key medium, per Advocacy/PR, Desired Outcome #4, Activity b. [\$5,050]

On the “B List” for this program are: 1) conduct of a benchmark survey of resource allocators to determine their level of awareness of the “value” of archives and archivists, per Advocacy/PR, Desired Outcome #2, Activity a. [\$5,000 for consultant]; 2) work with members and PR counsel to determine methods for measuring the impact of archives, per Advocacy/PR, Desired Outcome #2, Activity b. [\$3,000 for consultant]; and 3) conduct of a benchmark survey of archives users to determine their level of awareness of the “value” of archives/archivists in their communities [\$5,000 for consultant].

- The Governance budget (Program 108) includes on the “B List” funding for: 1) a grant write to assist in preparing a proposal for funding to support development of virtual access opportunities for the Annual Meeting, per Technology, Desired Outcome #3, Activity f. [\$2,000] and 2) a grant writer to prepare a funding proposal for development of the Mosaic Scholarship program and awarding of 10 scholarships by 2013, per Diversity, Desired Outcome #1, Activity e. [\$2,000].

Major Activities Related to Operations (“Bricks and Mortar”)

The following activities require significant expenditure of staff time and, while not directed to the Strategic Priorities *per se*, are critical in meeting member needs and/or supporting the mission of the Society.

- General and Administrative (Program 100): Administer activities related to staffing an effective and efficient headquarters office, including personnel administration (Service Center, staff benefits and coverage); financial management and audit; facilities and equipment management; legal services; investments.
- Periodicals (Programs 102 and 103): Publish two issues of *The American Archivist*; provide financial and staff support to Journal editor; implement redesign. [\$132,870] Publish six issues of *Archival Outlook*; solicit member-written articles; prepare staff-written articles. [\$79,225]
- Publications (Program 104): Manage search for new Editor of Print and Electronic Publications (effective February 2012); launch *Archival Fundamentals Series* module updates; continue editorial planning for new approach to *Archival Fundamentals Series*; manage inventory of approximately 130 book titles; develop new titles.
- Education (Program 105): Outside of implementing DAS curriculum and certificate program, develop six new Web seminars and provide a variety of other professional development offerings in core areas. Seeking additional co-sponsors to host courses. Manage and increase Education Directory listings.
- Advocacy/Public Awareness (Program 107): Provide funding for up to one staff trip and one member trip to represent SAA on advocacy issues [\$1,530]. Continue support of the National Coalition for History at a slightly reduced level [\$11,000 vs. \$12,500 in FY12].
- Governance (Program 108): Conduct four in-person meetings of the SAA Council; prepare materials to aid in deliberation; prepare and distribute meeting minutes. [\$29,445] Conduct one meeting of the Standards Committee’s Technical Subcommittee on DACS. [\$4375] Conduct one online election. [\$3,800] On the B List: Conduct one all-member referendum. [\$2,000]
- Career Services (Program 115): Administer online career center [net revenue of \$28,725]. Administer online Consultants Directory [net revenue of \$7,950].

- Membership (Program 120): Administer all join/renew processes; update online membership information; increase member retention. Analyze and make recommendations regarding member benefits package based on results of Member Needs and Satisfaction Survey. Administer the Awards, Scholarships, and Fellows selection programs [funded by SAA Foundation].
- 2012 Annual Meeting (Program 192): Administer all activities associated with the 2012 Annual Meeting, from Program Committee selection of education sessions through advance planning and onsite logistics management.
- 2013 Annual Meeting (Program 193): Provide funding and staff support for the Program Committee's work to solicit and select education sessions; promote attendance and exhibits/sponsorships.