

**Society of American Archivists  
Council Meeting  
February 2 - 4, 2010  
Washington, D.C.**

**Action: SAA's 75<sup>th</sup> Anniversary Task Force  
(Prepared by David B. Gracy, Task Force Chair)**

**BACKGROUND**

Formed in November 2009, the Task Force has met twice by conference call – on December 22, 2009, and on January 5, 2010 – to:

- Explore the range of suggestions offered by members of the Task Force and by members who sent Helen Tibbo ideas for marking, celebrating, and putting the 75<sup>th</sup> anniversary occasion to the best use for the SAA and the archives profession;
- Establish a framework within which to consider the range of suggestions so as to winnow them to a number and variety appropriate to serving the needs of the SAA and its membership; and
- Begin organizing ourselves to accomplish our work in making the most of the singular occasion of SAA's diamond anniversary.

**VISION AND MISSION STATEMENTS**

Based on its formal charge, the 75<sup>th</sup> Anniversary Task Force adopted the following as the Vision and Mission Statements to guide its work.

**Vision Statement**

Provide leadership in crafting a celebration of SAA's 75<sup>th</sup> Anniversary that:

- Expands in SAA members 1) knowledge of the growth of the archives profession in the United States as represented in and led by SAA and 2) an appreciation of what the historical development means to us today and portends for the future of archives,
- Engages the membership as broadly as possible in the occasion through offering multiple forms of celebration, and

- Contributes to the work of SAA, its constituent groups, and other archives groups in marketing and growing the archival enterprise.

## **Mission Statement**

Develop and encourage events grounded in history in each of the categories of:

- Serious history
- Advocacy/marketing/outreach
- Fun
- Fundraising

## **TIMELINE**

The period of the anniversary for which we are responsible is the year between the 2010 and 2011 Annual Meetings, with the climax occurring at the 2011 Annual Meeting.

## **ACTIVITIES**

The following, grouped into the four areas of the mission, are the principal kinds of activities around which and within which we anticipate developing the celebration. (We recognize that these four are not mutually exclusive. At the same time, to ensure that we engage and serve every principal kind of interest, need, and opportunity in recognition of the anniversary, we resolved that the marking of the anniversary should include something in each of these areas.) Within the timeframe of our two one-hour conference calls with 13-14 participants, we have not had a full discussion of all of these or any substantive discussion of some of them. Our broad discussion so far has centered on the “Serious History” area. We will be discussing them all both in small groups targeted for the purpose and as a committee of the whole.

### **Serious History**

- Track of sessions during the 2011 Annual Meeting.
- Involve oral history either/both by holding interview sessions and by providing opportunities for listening to (and seeing where interviews were videotaped) oral history interviews completed prior to the Annual Meeting. Various listening opportunities are possible, including podcasts.
- Create a timeline for the SAA website on which we can link documents and images to animate salient events in the history of SAA (principally) and of the archives profession (secondarily) as appropriate within the context of the history of SAA.
- *American Archivist* special section or special issue devoted to the history of SAA.
- An oral history project capturing reminiscences of SAA leaders.

## **Advocacy/Marketing/Outreach**

- Offer sessions to organizations with an archival interest.
- Secure a feature-story presentation on one or more National Public Radio shows.
- Utilize YouTube and other social media/social networking outlets.
- Produce a media presentation on SAA history for a plenary at the 2011 Annual Meeting.

## **Fun**

- A deck of playing cards. The SAA membership would be invited to contribute to selection of individuals to be pictured on the face cards and to matters of whatever nature to be featured on the other cards of the deck. (Enthusiasm for this is very high.)
- A scavenger-type hunt during the Annual Meeting.

## **Fundraising**

- Some variation of a \$75-for-75 goal.

In addition, we have discussed with Task Force member and SAA Archivist Michael Doylen archival contributions that we should use the anniversary to promote, as well as actions with regard to the SAA Archives that are and are not possible.

The Task Force considers one of its responsibilities to be the development of a tagline acceptable to the Council that is both expressive of SAA the organization and positive about archival enterprise.

The Task Force is in the process of organizing itself to carry the work forward. The SAA staff will compute costs for different activities as that can be done at this stage to further guide the Task Force in settling on ways to observe the anniversary. Between the February and May reports to the Council, we anticipate having ideas honed and bringing arrangements into advanced stages of completion for celebration of SAA's 75<sup>th</sup> Anniversary.

## **RECOMMENDATION**

**THAT the SAA Council encourage the Task Force, working with the SAA Treasurer and staff, to develop an itemized activity budget for inclusion in the Draft FY 2011 SAA budget to be presented to the Council at its May 2010 meeting; and**

**THAT the Task Force include in its May 2010 report to the Council a summary of planned activities, estimated indirect expenses (staff time), and anticipated sources of new revenue to support 75<sup>th</sup> Anniversary activities.**

**Support Statement:** Many good ideas for celebrating SAA's 75<sup>th</sup> Anniversary are in the early stages of development. Creation of a draft budget, with review by the SAA Council, will ensure that all parties are aware of the resources needed for various activities and that appropriate funding is allocated for such activities.

**Fiscal Impact:** None.