Society of American Archivists
Council Meeting
May 26 – 28, 2010
Chicago, Illinois

Executive Director’s Report
(Prepared by Nancy Beaumont)

Reports on Membership, Education, Publications, the Annual Meeting, and Website Development appear elsewhere in the staff reports for this meeting. This report summarizes other Headquarters activities since February 2010.

STRATEGIC PRIORITIES

As noted in my previous Executive Director’s reports, many of the Society’s activities reflect our continual awareness of SAA’s top three strategic priorities. Examples: The Education Committee and staff are alert to the need to provide professional development opportunities related to technology, and the Education Calendar reflects many offerings in this area (as well as in other fundamentals of archives management). The Archival Outlook staff continually seeks articles that may inform, educate, and motivate readers on topics related to technology, diversity, and public awareness, and also attempts to reflect the diversity within SAA and the profession via its pages. And much of the work that the staff has done related to the transition of SAA’s website to a Drupal-driven content management system is intended to aid in improving communication and enhancing collaboration between and among SAA’s internal and external audiences.

Since February, our focus with regard to strategic planning has been to:

• Refine the Advocacy/Public Awareness desired outcomes and measurable activities and develop action plans for all measurable activities. See Agenda Item II.A.1.


Technology

See the Web development report (Agenda Item V.E.6.) for details about the launch of our new Drupal-based content management system on April 13. As proclaimed in our launch announcement: “In the coming months we will systematically evaluate and convert all website content into the new system, with a goal of completing the project by early 2011.” This project will be very staff-time-intensive, as it requires us to review every item on our content-dense website to determine whether it should be updated,
reorganized, repositioned, etc. Also of major concern will be to determine what to do with outdated materials that should be retained for posterity.…

**Diversity**

We were gratified to receive 19 applications for the Mosaic Scholarship (as compared with 17 applications in 2009). This number represents the largest application pool for any of the SAA awards this year. (The next highest were the F. Gerald Ham Scholarship with 15 applicants, and both the Donald Peterson Student Scholarship and the Hamer-Kegan Award with 12 applicants each.)

Teresa and Jenny implemented a promotional plan to build interest in the scholarship that included dissemination of a press release in January 2010 to the following groups:

- SAA Leadership List (486 recipients)
- SAA Archival Educators Roundtable List (354)
- SAA Archivists and Archives of Color Roundtable List (286)
- SAA Student List (1,514)
- SAA Latin American and Caribbean Cultural Heritage Roundtable List (154)
- SAA Native American Archives Roundtable List (179)
- SAA College and University Archives Section (1,184)
- Archives & Archivists List (4,763)
- Diversity Committee Chair
- Archives and Public History Blog
- *Chronicle of Higher Education*
- All universities listed in Education Directory (104)
- Hispanic-serving Colleges and Universities
- Society of Southwest Archivists
- Society of California Archivists
- Midwest Archives Conference
- Mid-Atlantic Regional Archives Conference
- Conference of Inter-Mountain Archivists
- Northwest Archivists
- Society of Rocky Mountain Archivists

In addition, the Mosaic Scholarship was promoted separately and together with 14 other SAA awards in announcements and promotions in *In the Loop* and on the SAA website between January and February 28 (application deadline for most awards).

We welcome your suggestions for enhancing our efforts to build excitement about the Mosaic Scholarship.

**Advocacy**

- René and I continued to work with the PAHR Task Force to edit and distribute materials associated with stimulating additional House and, with introduction of S. 3227 on April 19, Senate co-sponsors.
I attended the National Coalition for History Policy Board meeting in Washington, DC, April 7 – 9, held in conjunction with the Organization of American Historians annual meeting. There I had the opportunity to spend time and share ideas with outgoing American Historical Association Executive Director Arnita Jones, and to meet the new executive directors of AHA (Jim Grossman, currently of the Newberry Library, who will become AHA executive director in September) and OAH (Kathy Finley).

Peter and I continued our monthly conference calls with Archivist of the United States David Ferriero and his staff members to discuss a variety of issues, including the upcoming annual meeting in Washington.

Public Awareness

Preliminary work has begun on creation of the fifth annual American Archives Month Public Relations Kit, which is being re-tooled to “focus on one campaign-related activity that can be adopted or adapted by members at the local level for the purpose of raising awareness of key audiences” (per the newly revised strategic priority activities and action plans).

GOVERNANCE

• René and I provided staff support to the Appointments Committee throughout the period.

• René, Teresa, Brian, and I provided staff support to the 75th Anniversary Task Force. (See Agenda Item V.K.)

• I worked with the staff and Finance Committee to prepare the Proposed FY 2011 budget.

And I worked with the Finance Committee and Brian to prepare the “Mandated Review of Dues” report at Agenda Item III.B.

HEADQUARTERS OPERATIONS

• In March and April, the staff directors and I participated in detailed reviews of the FY 2010 budget and year-to-date financials and made decisions about special efforts to promote products and to cut expenses before year end.

• Per my April 28 email message to the Council: The transition of the SAA Special Funds to the SAA Foundation is, for all intents and purposes, complete. Per the advice of our auditors and legal counsel, we filed the June 30, 2009, tax returns for the 501(c)(3) as “SAA Special Projects Fund (doing business as SAA Foundation).” On the June 30, 2010, Form 990 filed for the 501(c)(3), we will answer “yes” to the question of whether any organizational documents have changed and we will attach
copies of 1) the Board’s resolution changing the name to “SAA Foundation” and 2) the 1963 IRS letter granting the Special Funds 501(c)(3) status. Also, for the June 30, 2010, Form 990 filed for the 501(c)(3), we will use the name “SAA Foundation” followed by the phrase “formerly known as the Society of American Archivists Special Projects Fund.” Future forms will refer only to the “SAA Foundation.” Similar steps will be taken with all state filings during this period. The way is now clear to consider how best to organize and “grow” the Society of American Archivists Foundation!

• Tom drafted, and I am in the process of reviewing, a significantly updated and improved Employee Handbook that will go into effect on July 1.

• Some statistics that may be of interest:
  - We receive 65% of our receipts via credit card.
  - Web transactions (including memberships, subscriptions, book purchases, and workshop and annual meeting registrations) account for 40% of our receipts.
  - We received 2,077 calls via our toll-free service from July 1, 2009, to March 31, 2010.

As always, I’m happy to respond to any questions or comments.