BACKGROUND

Per a September 2009 Council charge, the 75th Anniversary Task Force “is responsible for coordinating a multi-faceted approach to planning and implementing a celebration of the Society’s 75th anniversary in 2011. This approach should involve various groups and individuals, including SAA’s Council, officers, committees, sections, roundtables, and staff.”

Early in its deliberations, the Task Force adopted the following vision and mission statements for its work:

**Vision Statement:** Provide leadership in crafting a celebration of SAA’s 75th 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: 1) serious history, 2) advocacy/marketing/outreach, 3) fun, and 4) fundraising.

At its February 2010 meeting, the SAA Council adopted the following recommendation from the Task Force:

**THAT** the 75th Anniversary Task Force, working with the SAA Treasurer and staff, 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 75th Anniversary activities.
Support Statement: Many good ideas for celebrating SAA’s 75th 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.

This report is submitted in fulfillment of the Council’s directive.

DISCUSSION / UPDATE

Based on our deliberations and the Council’s feedback on our February 2010 report, the Task Force has organized itself into six “subcommittees” that track roughly to the activities that we propose. The proposed budget for FY 2011 also tracks to these activities.¹

Gracy, Stout, and Tibbo serve as the steering committee, with support from Beaumont. In addition, staff members Brinati, Doyle, and Mueller are providing support for various subcommittees and/or activities. The Task Force has met three times via conference call; the steering committee meets via conference call more frequently. *(FY 11 Fiscal Impact: $2,400; note that the staff is investigating the use of Skype or other options to reduce the cost of conference calling for those members whose institutions permit use of such software.)*

Outreach Project

Subcommittee members: Leslie Waggener (chair), Lauren Kata, and Jennifer Davis-McDaid. Staff: Nancy Beaumont and Teresa Brinati.

The focus of this group is on coordinating outreach to members and external groups in order to build interest in participating in 75th Anniversary development activities and events. In addition, the group has proposed that the entire task force coordinate its efforts, especially calls for member participation, via use of a project planning spreadsheet. We intend that some aspect of the 75th Anniversary will be highlighted in each issue of *Archival Outlook* from May/June 2010 through November/December 2011. *In the Loop*, the SAA website, listservs, and other media will be used extensively to solicit member participation and build excitement for the celebration.

¹ Staff note: The proposed budget for FY11 includes a separate program planner for the 75th Anniversary (Program 23), a project that extends over the course of fiscal years 2011 and 2012. (See the proposed budget at Agenda Item III.A.) Although SAA does not budget beyond one fiscal year, the program planner has been altered to indicate anticipated expenses (and revenues) in FY11 and FY12 so that the Council can see what is being proposed by the 75th Anniversary Task Force across the two fiscal years. Total expenses in FY11 are estimated at $15,500. Total expenses in FY 12 are estimated at $19,925, with offsetting revenue of $9,000. General and administrative costs and general computer support costs have not been allocated to this one-time project. The “Budget Master – Operations” report includes a separate line for the 75th Anniversary Project. Because this is a time-limited project, the staff believes that it is best tracked separately rather than incorporated into the larger revenue and expense items.
Specifically, the subcommittee is working on:

- Coordination of announcements regarding the 75th Anniversary.
- Solicitation of member ideas for a theme.
- Development of a logo to complement the theme and brand the occasion.
- A banner and display for use at DC 2010. (FY 11 Fiscal Impact: $2,500)
- A plan for staffing (with volunteers) a display table/booth at DC 2010.
- Development of promotional materials for distribution at DC 2010. (FY 11 Fiscal Impact: $4,125)
- Setting up an SAA YouTube channel for promotional and ongoing use. (FY 11 Fiscal Impact: None, although the group is considering options for archiving video footage that is posted on YouTube.)
- Setting up an SAA Flickr Pro account for promotional and ongoing use. (FY 11 Fiscal Impact: None, although the group is considering options for archiving photos posted on Flickr.)
- Development of promotional materials for distribution at Chicago 2011. (FY 12 Fiscal Impact: $7,000, with the possibility of offsetting sponsorship funding.)
- Informing regional archives organizations of SAA’s anniversary celebration with regular announcements about major planning and information about the anniversary event itself.

Oral History Project


The focus of this group, working closely with the Oral History Section, is to capture oral history interviews (both audio and video) of SAA leaders and other members for the purposes of building up SAA’s own archives and creating videos for multiple uses (e.g., to promote the archives profession via the website and social media, to contribute to a video to be shown at the 75th Anniversary celebration).

Specifically, the subcommittee is working on:

- Selection of interviewees among SAA’s past leaders (including solicitation of ideas from Sections and Roundtables) for conduct of an estimated 10 one- to two-hour interviews conducted over the course of the 2010 and 2011 annual meetings. (FY 11 Fiscal Impact: Capital expenditure of approximately $4,500 for video camera, stand, lights, remote, and microphones.)
- Solicitation and selection of interviewers.
- Scheduling of interviews at the conference hotel.
• Development of interviewing procedures, guidelines, release form, and post-production workflow (in collaboration with the Oral History Section steering committee and SAA Archivist Michael Doylen).

• Setting up an infrastructure and procedures for conduct of “fun” interviews of members by members in conjunction with the 2010 and 2011 annual meetings for use in social media and for the anniversary celebration.  (FY 11 Fiscal Impact: Capital expenditure of approximately $3,330 for portable “recording kits”; nominal operations expense of $50 for cases to hold the kits.)

• Considering means of engaging students via a student series of interviews.

• Creating a video loop/montage of oral histories (working in conjunction with the NARA Legacy Project) to build excitement about the project at the 2010 annual meeting, and expanding to 10-minute video for the 2011 annual meeting.  (FY 11 Fiscal Impact: $3,000; FY 12 Fiscal Impact: $2,000)

• Coordinating with the Outreach subcommittee on creation of YouTube videos (based on leader or member oral histories) for various purposes.

• Planning a way forward to continue capturing leader interviews in 2012 and beyond.

Timeline Project

Subcommittee members:  Michael Doylen (chair), Greg Colati, and Jennifer Davis-McDaid.  Staff:  Brian Doyle and Nancy Beaumont.

This group, working closely with SAA staff, is responsible for shepherding the development and launch of an online, interactive timeline of significant events in SAA’s history.  The timeline would be designed to be a permanent fixture on the SAA website (i.e., it would be deployed in Drupal or compatible software and would reside on SAA’s server).

Specifically, the subcommittee is working on:

• Defining a list of expectations that the staff can translate into detailed specifications for how the timeline will function, including the workflow for submission of entries (by members) and approval of entries (by an administrator and/or editor).

• Developing a description and/or storyboard depicting how the timeline will display and be navigated.

See the Web Development report at Agenda Item V.E.6.  In that report, Doyle notes the following: “The timeline would be based on an open-source project developed by MIT called Simile [http://www.simile-widgets.org] that has already been ported to Drupal [http://drupal.org/project/timeline].  Based on discussions between staff and members of the task force, there is agreement that the timeline function would be unique to the 75th Anniversary project and would not be likely to serve content management needs of other component groups.  Therefore, there are two options for deployment: 1) installing the
Drupal module or 2) installing the timeline as a free-standing application on SAA’s Web server. Staff is investigating the options to determine the most cost-effective solution.”

(FY 11 Fiscal Impact: Capital expense of $2,500 for 20 hours of vendor work.)

Card Deck Project

Subcommittee members: Russell James (chair), John LeGloahec, and Bruce Ambacher. Staff: Teresa Brinati.

The focus of this group is on developing and implementing the idea of publishing trading cards as a means of building member excitement and participation in the 75th Anniversary.

Specifically, the subcommittee is working on:

- The appropriate composition and format for trading card decks (e.g., number of cards per deck, number of repeat cards per deck, amount of text per card).
- Defining categories for inclusion in the deck (e.g., people, organizations, places, events, ideas).
- Developing guidelines for selection criteria for inclusion in the deck.
- Determining preferred methods of obtaining member input into content and/or participation in nominating for each category.
- Determining preferred methods for selecting final choices in each category (e.g., member voting).
- Determining whether there are appropriate links between the card deck and the timeline.
- Suggesting strategies for marketing the card deck before, during, and after the 2011 annual meeting.

(Fiscal Impact: The proposed FY 2011 budget, Program 23, includes expenses (for graphic design and layout) of $1,500. Also projected for FY 12 are expenses of $7,500 for printing of 1,500 card decks. Anticipated revenue in FY 12 for sale of the card decks is estimated at $9,000, which makes this a breakeven project.)

Journal Special Issue Project

Subcommittee member: Bill Landis. Staff: Teresa Brinati.

The focus of this group, working closely with Journal Editor Mary Jo Pugh, is on stimulating “anniversary” content for the Fall/Winter 2011 issue of The American Archivist.

Specifically, the following call for submissions was issued beginning in February 2010, with a May 1, 2010, deadline:
The American Archivist Editorial Board invites proposals for papers to be published in the Fall/Winter 2011 issue to mark the 75th anniversary of the Society of American Archivists. We envision a mixture of voices represented in approximately six to eight reflective and thought-provoking articles exploring what SAA, as a professional organization, has done, is doing, should be doing, or has not done to ensure the essential work of securing a representative, accessible, and understandable documentary record. We encourage both holistic, broad overviews and in-depth explorations of particular issues critical to the profession and SAA.

Papers will be compatible with the American Archivist editorial policy: "thinking about theoretical and practical developments in the archival profession, particularly in North America; about the relationships between archivists and the creators and users of archives; and about cultural, social, legal, and technological developments that affect the nature of recorded information and the need to create and maintain it."

Papers must conform with requirements for manuscripts outlined in the Editorial Policy at http://www.archivists.org/periodicals/aaeditorialpolicy.asp. The paper should be approximately 8,000 words (10,000 words with footnotes). If the proposal is accepted, length can be negotiated with editor and board.

The deadline for proposals is May 1, 2010. Each proposal must contain an abstract for the proposed paper; an annotated outline; a statement of the relationship of the proposed publication to the literature in the field; possibility of illustrations; and the qualifications of the author for the proposed topic. The Editorial Board will review the proposals and confirm the selection of papers by May 31, 2010. It will be reviewed by members of the Editorial Board and selected peer reviewers and returned to the author by December 1. The final paper must be sent to the editor by March 15, 2011. Authors will have the opportunity to review and correct page proofs in April 2011. Editorial deadlines are not negotiable; the issue will be published November 15, 2011.

The author will retain copyright but will assign SAA licensing rights for American Archivist.

Send proposals in electronic form to Mary Jo Pugh, editor of American Archivist, as an attachment to an e-mail addressed to AmericanArchivist@archivists.org. Receipt will be acknowledged by e-mail.

Chicago 2011 Annual Meeting Project


The focus of this group, working closely with the 2011 Program Committee (co-chaired by Nancy McGovern and Richard Marciano), is on integrating the 75th Anniversary celebration into the 2011 annual meeting, and primarily the educational portion of the meeting. The meeting theme will be “Archives 360°” and the program will look at the past, present, and future of the profession.

Specifically, the subcommittee is working on the following:
• Considering and refining ideas about a 75th Anniversary “track” in the 2011 program and “the benefits and drawbacks of it being happenstance (ask for session proposals and see what emerges) vs. more intentionally shaping it.”

• Considering ways in which sessions might tackle commemorating the anniversary: retrospective/historical assessments, taking a comparative approach with other professional organizations, looking forward to challenges, reexamining/updating issues from the past through exploring seminal sessions at past annual meetings, and so on.

• Considering the feasibility of coordinating with a supplemental (online occasional series) issue of The American Archivist in which we would seek to capture, preserve, and disseminate the content of any special track and make it available at the same time as, or very soon after, the annual meeting.

• A special focus of the student poster session on SAA history.

**Anniversary Wiki / Blog**

Also under discussion by several task force members and staff is the notion of creating a wiki or blog dedicated to the 75th Anniversary. Given the capabilities in Drupal to “add a comment” to a Drupal-based page, it is possible that this function can be used once a “75th Anniversary” page is set up on the SAA website. That activity is pending development of the theme and logo.

We welcome any comments or questions from the Council.