

**Society of American Archivists  
Council Meeting  
August 10, 2009  
Austin, Texas**

**Staff Report: Publications  
(Prepared by Teresa Brinati)**

**SUMMARY:** In FY 2009 (July 1, 2008 through June 30, 2009), even though publication revenues fell short of budget projections by 10.22%, it was still a robust year for book sales. In addition, ePublications and Proceedings continued to proliferate on the SAA website. The entire back file of the *American Archivist*—242 issues—is in the process of being digitized. *American Archivist Online* was accessed more than 27,664 times by users. Further, more than 50 members contributed content to SAA books and the journal in FY 2009.

**I. BOOKS**

**A. FY 2009 Sales.** Revenues for the 2009 fiscal year end were \$500,426, which was 10.22% shy of budget. The downturn may be a combination of the economy, the need to refresh top sellers (which account for the majority of sales), and the fact that five new titles were projected to be available but did not come to fruition for a variety of reasons. The past three years have been unusually robust for the publishing program. Revenues for FY 2008 were \$536,786 and for FY 2007 were \$505,847.

Of the 147 marketplace items (includes books, brochures, t-shirts, and bags) that generated sales in FY 2009, 10 titles accounted for 66% of the revenue:

- *Photographs: Archival Care and Management* (M.L. Ritzenthaler, D. Vogt-O'Connor, H. Zinkham, B. Carnell, K. Peterson): 1, 623 copies (1,000 copies purchased by AASLH as part of the IMLS Conservation Bookshelf).
- *Arranging and Describing Archives and Manuscripts* (K. Roe): 1,005 copies.
- *Describing Archives: A Content Standard*: 900 copies.
- *Understanding Archives and Manuscripts* (J. O'Toole and R.J. Cox): 755 copies.
- *Providing Reference Services for Archives and Manuscripts* (M. Pugh): 664 copies.
- *Selecting and Appraising Archives and Manuscripts* (F. Boles): 650 copies.
- *American Archival Studies* (R. Jimerson): 440 copies.
- *Navigating Legal Issues in Archives* (M. Behrnd-Klodt): 290 copies.
- *Managing Archival and Manuscript Repositories* (M. Kurtz): 434 copies.
- *College and University Archives* (C. Prom and E. Swain, eds.): 369 copies.

**B. Print.**

**1. New Books!** Two publications are being launching during *AUSTIN 2009*:

- *Archives Power: Memory, Accountability, and Social Justice* by R. Jimerson; Grounded in historical and social theory, this analysis of the power of archives and the role of

archivists in society calls for renewed emphasis on remembrance, evidence, and documentation as a means of securing open government, accountability, diversity, and social justice, within an archival ethics of professional and societal responsibility. [SAA, August 2009 / 464 pp., Soft cover / Product Code BOOKSAA-0535 / SAA Member price \$40 (List \$56)]

- *Archival and Special Collections Facilities: Guidelines for Archivists, Librarians, Architects, and Engineers* edited by M. Pacifico and T. Wilsted. An SAA-approved standard, this publication provides guidance on site evaluation, construction, environmental systems, fire protection, security, lighting, materials and finishes, equipment, and the functional spaces for an archival facility that meets the needs of staff and researchers and ensures the preservation of the collections. [SAA, August 2009 / 204 pp., Soft cover / Product Code BOOKSAA-0538 / SAA Member price \$25 (List \$35)]

2. **New Brochure:** *Guía para donar los registros de su organización a un depósito*, the Spanish language version of *Donating Your Organizational Records to a Repository*, is now available in print and online at <http://www.archivists.org/publications/brochures/>. It was translated by a professional service. The following SAA members assisted by providing artwork, captions, additional translation, and proofreading: Callie Bowdish, Maria Estorino, Julie Herrada, Pedro Juan Hernandez, Marisol Ramos, and Jim Reed.

3. **In Print Production:** *Preserving Archives and Manuscripts* 2<sup>nd</sup> ed. by M.L. Ritzenthaler. Projected availability is February 2010.

4. **On the Horizon:** More than a dozen projects are in the pipeline and availability is projected across the next several years. Among topics to be addressed by a stellar cast of authors are advocacy (L. Hackman), archives and the digital age (A. Gilliland), archives for librarians (J. Bastian and D. Webber), diversity (M. Caldera and K. Neal), documenting society and institutions (T. Cook), electronic records management (P. Bantin), ethics (E. Danielson), exhibits (J. Lacher-Feldman), green archives (T. Baxter), labor records (M. Nash), personal collections in the digital era (C. Lee), processing (D. Meissner and M. Greene), religious archives (M. Duffy and M. Sly), Waldo Gifford Leland (P. Wosh), Web 2.0 (K. Theimer), and women's archives (T. Zanish-Belcher and A. Voss).

5. **Two New Collaborations:** SAA signed a distribution agreement in the spring with the **American Library Association**. This fall they will be listing and distributing about one half dozen SAA titles in their catalog. Also in the spring of 2009, SAA agreed to jointly publish *Public Relations for Archives: A How-To Companion* (R. James, ed.) with **Neal-Schuman Publishers, Inc.** The book is projected to be available by 2011 and would be part of the How-To Series for Archivists and Librarians.

**C. e-Content.** When it comes to e-content, SAA is rich in intellectual capital. There are now two areas of the website designated for such content under the Publications tab on the navigation bar: ePublications (edited monographs, case studies, and formal papers that have gone through a review process) and Proceedings (collections of papers, PowerPoint presentations, and other content generated at conferences). Recent additions in both areas include:

- *The Interactive Archivist: Case Studies in Utilizing Web 2.0 to Improve the Archival Experience* (August 2009) by J.G. Daines III and C.L. Nimer.

- SAA Research Forum content (2007–2009) compiled by N. McGovern.
- *Thesaurus for Use in College and University Archives* (Feb. 2009) compiled and edited by K. Bowers.

e-Content continues to be a growth area for publications, although not yet a revenue stream. The most challenging hurdle in that regard is the integration of a robust content management system with SAA's membership database and accounting software. Drupal is part one of that formula.

**D. Catalog.** The online catalog at [www.archivists.org/catalog/](http://www.archivists.org/catalog/) is undergoing an infrastructure enhancement and will also receive a facelift. The revised launch date for the new online bookstore is Fall 2009.

In addition, a mini print catalog highlighting SAA titles is being distributed in the SAA bookstore at *AUSTIN 2009* and will be mailed to members with the Sept./Oct. issue of *Archival Outlook*.

## II. PERIODICALS

**A. *American Archivist Online*.** The digitization project for the journal's back file of 242 issues (approximately 36,000 pages) is underway with **OCLC**. The issues are being scanned by decade beginning with the 1990s and preceding back to the journal's genesis in 1938. The goal is to have the entire back file available on the *American Archivist Online* website, hosted by MetaPress at <http://archivists.metapress.com/home/main.mpx>, by this fall.

The first batch of 37 issues (Winter 1990 through Fall/Winter 2000) has been digitized, reviewed, and approved. The PDFs were sent to MetaPress the last week in July and will be posted to the website in August, raising the total number of issues available online to 55!

The second batch of 72 issues from 1970 through 1989 has been digitized and is in the review phase. Three more batches comprising issues from 1938 through 1969 are also in process. SAA members Kate Elgayeva and Philip Heslip have been assisting with this important project.

**B. Usage Reports.** According to reports generated by MetaPress, some 16,976 users opened an *American Archivist Online* article PDF and viewed it to date this calendar year. In FY 2009 *American Archivist Online* was accessed by users more than 27,664 times. Since putting the journal online in January 2008, more than 45,191 users have visited the site.

MetaPress is in the process of refining additional reports that will provide assorted data on user sessions, entry points (where users landed on the website), geographic sessions (where users logged in from), page requests, and referrals (how users are getting to the site). In the meantime, SAA will register the website with Google and receive "Google Analytics" reports, which will be passed along to the *American Archivist* Editorial Board for review.

**C. JSTOR.** SAA signed an agreement in April to have *American Archivist* participate in JSTOR, an independent not-for-profit organization that is dedicated to making a wide range of intellectual content available in a trusted digital archive. Currently the JSTOR archive includes the complete back runs of more than 1,000 journals, which are available to libraries. *American Archivist* would be part of the newly developing Arts and Sciences VI collection under "Library

and Information Sciences.” The recently retired Charles Schultz has generously donated his back issues of the journal (1963 through 2008) to SAA for use by JSTOR. Issues prior to 1963 will be re-used from the set being digitized by OCLC.

**D. *American Archivist* Fall/Winter 2009** is in production and includes 4 research articles, a perspective, 3 case studies, 7 book reviews, and results of a survey on “Reading and Publishing within the Archives Community.” It is projected to be available in print and online in November.

**E. Periodical Redesign.** The project to redesign the *American Archivist*, *Archival Outlook*, and *In the Loop* has been temporarily put on hold due to annual meeting preparations. The project will be reprioritized again in September.