



Executive Board Retreat
Richland County Public Library
19 January 2011

Call to order: 10:58am (waited for Heather to arrive and Skype to load)

President Till appointed Heather South Parliamentarian for the meeting.

Introduction of Officers: Ashley Till, President; Jen Bingham, Webmaster; Dorothy Hazelrigg, Vice-president; Brooke Fox, 1st year Director; Jennifer Neal, 2nd year Director; Heather South, Acting-Newsletter; Kathleen Grey, Membership; Allison Thiessen, Treasurer; Alan Burns, Secretary; Dawn Hammatt, Ex Officio (via phone, Skype didn't work).

Officer Reports:

Directors – Jennifer and Brooke

- The Spring Workshop had 28 attendees at which the SC archives survey was reviewed. The following questions were addressed: 1) What are the issues involved in promoting Involvement/membership in SCAA? 2) What are the issues involved in determining types of professional development SCAA offers? 3) What are the issues involved in communication of professional development/continuing education SCAA offers? 4) What are the issues involved in providing quality programs to members/stakeholders? An Ad-hoc Strategic Planning Committee was appointed to create a 5-year strategic plan.
- The Annual Social, organized by Ashley till, had 21 attendees who were given a guided tour of and lecture at the Penn Center on St. Helena Island at Beaufort.
- The SGA-SCAA Fall Meeting had 132 attendees of which 33 were SCAA. This Joint Annual Meeting had two pre-conference workshops and two days of concurrent sessions. The final bill was received from Marriott and we broke even.
- The Listserv was utilized to promote all SCAA sponsored events, conferences, and workshops using member involvement. Some SAA events are also advertised.
- Web 2.0 is a growing trend. Facebook SCAA has 210 likes, Twitter has 34 followers, LinkedIn has 15 members. Twitter is easy to use but Facebook may be better for some posts and archiving. There has been very little blogging done so the Blog has been stagnant. Facebook is more blog-like anyway. The Blog will be de-activated. Jennifer Neal and Jennifer Welch collaborated in updating events, the calendar, up-loading past SCAAzette issues, and up-loading the 5-year Plan documents on the Web page. Those who use the Web page need a gmail account. The old Web page needs to come down. Jennifer and Brooke are posting new articles on the Web page, starting group

discussions on LinkedIn, posting daily tweets on Twitter, and posting daily updates on Facebook. All Board members are encouraged to do the same.

- Jennifer and Brooke met for a Directors Meeting on 29 December 2010 to discuss programming for 2011. They reviewed possible SAA workshops to host in SC, discussed ideas for the Fall Annual Meeting, addressed annual social issues, and discussed programming for 2012.
- The SNCA-SCAA Joint Annual Meeting, to be held 31 March-1 April 2011 at Morehead City, will have the theme of Collaboration! Utilizing Relationships with Colleagues, Researchers, and Community. The Programming Committee held three meetings in August, October, and December 2010. The Budget Committee will meet on 21 January 2011. A Pre-Conference Workshop will include an Oral History workshop with instructors from the Lowcountry Oral History Alliance and an archivist boot camp. There will be a tour of Fort Macon and a reception at the North Carolina Maritime Center. Sessions will include: 1) State Digital Initiatives (60 minutes) 2), Women's Veterans (90 minutes), 3) African-American Experience (90 minutes), 4) Digital Initiatives (90 minutes), 5) Beyond Traditional Uses (60 minutes), 6) Maritime (90 minutes), 7) Records Management (90 minutes), 8) Exhibits (90 minutes). There will also be a poster session. A call for posters will be sent out in February. Jennifer and Brooke have started promoting this event. Registration begins in February.
- The Annual Social is planned for Summer 2011 and will be coordinated by Dorothy. Tentative plans are to hold the Social at the new Fritz Hollings Special Collections at USC with lunch, either catered or walkable.
- A Certified Archivist Examination will be scheduled for August 2011 in conjunction with an SAA workshop. This will be a yearly event.
- The Fall Annual Meeting is scheduled for October 2011 with tentative themes of: 1) State-wide collections from Civil War, 2) The Greatest Stories Ever Told – highlight Civil War-related collections that do not focus on the Confederacy; i.e. African-American repositories, 3) SC Archives: The Next Generation – focus on student archival programs at USC and new archivists, provide useful sessions on resume-building, archival projects, mentoring, internships, job/internship fair.

Membership – Katie

- 2009 membership is evident, but 2010 is less so and mostly derived from the Directory. There were lots of dues payers but that is not indicative of membership per se. Renewal requests seem to be problematic. The out-of-state Annual Meeting caused some members not to renew. Allison has the names of those who paid dues that she will send to Katy. As of now renewals are hovering around 90. Ashley will send Katie the Annual Meeting Directory. Katie will coordinate with directors promoting requests. Membership will play a big role in advocacy, and solving membership issues now will solidify the future. With institutional membership coming to fore we will need to solicit institutional participation. It is easy to use PayPal for membership dues. Yet there were only two student members in 2010. Some changes to the USC teaching staff caused some losses but these same changes will promote increases in the future. We should consider having a student representative on the Board. Ashley Stevens might be

interested so Ashley will ask her about that. At the last meeting Brent made a comment about membership sense and longevity – how long members have been with SCAA and why. If we are unable to determine this from the records then we must ask the members directly. How far back do the membership archives go? The Treasurer records go back six years. SAA has a mentoring program. Could SCAA do the same? Also, SAA wants to know who our advocacy person is. That will be difficult due to the fact that no one person stands out. The SCAA Directory does not reflect who has paid their dues but maybe it should. So because 2010 is mostly a wash we might want to stand fresh in 2012. Make 2010 free and would be a great way to promote us. It would be good for membership and good for SCAA.

Newsletter – Heather

- Laura is the current Newsletter person but she has been absent and delinquent in her duties. Ashley gave her some things to do with deadlines for doing them. Laura did not comply. Therefore Ashley is appointing Heather and dismissing Laura. Ashley will inform Laura of this action. Heather is agreeable and has already completed one newsletter. In Laura's favor, she may have been over-whelmed with her duties. Heather will produce four newsletters per year with an article highlighting an archivist. She will also promote annual meeting sessions and future meetings. She will include a Student Corner and List of Officers sections as well. The March issue will be a membership drive. With Laura's removal we must all remember that we are serving in volunteer positions, and should we become over-whelmed or disillusioned we should seek and receive the support and help of other Board members.

Treasurer – Allison

- Due to the fact that we are holding joint meetings our numbers are different and difficult to measure. The SGA information is slowly coming in with total numbers coming in even slower and no percentages yet. We could go back to the 2009 Fall Meeting expenses, which were \$1300, and go from there. We will also increase the General category amount from \$100 to \$125. The cost for the awards, which were great, were reasonable. Web design cost a bit more than anticipated. The Hart Scholarship stays the same. The amount for the Membership category increased by \$850, and we made \$234 from the Social. Email mailings will be preferred over the more expensive snail-mail.

Vice-President – Dorothy

- No formal report but did talk about the Spring Social. Will hold the social at the new Fritz Hollings Special Collections at the Cooper Library at USC. This will be easier for Dorothy to organize. There will be a lunch component with morning and afternoon events covering educational and social activities. Tentatively planning for a weekday in June. Lunch will most likely be walkable on campus.

Website – Jen

- Jen mentioned that Jennifer was waiting to be reimbursed for some expenditures before she did some things with the website. PayPal is problematic and needs some adjustment. The officer information needs to be updated. The Listserv is handled by the web host. It might be easier to handle several web-related functions via Hootsuite. This could be manipulated depending on the audience. There is definite interest. There is a need for one general email for the events calendar, which is scarchivist@gmail.com. Jen will create that account and distribute information to the board. We need to keep the

calendar current so whoever has the information could do the update. There is the ability to login to the SCAA website as a member of the Board, such as SC President, SC Vice-President, SC Director, etc, using the schistory password. There are public versus private information issues. A Wufu account links to the membership information; Jen will look into this. We need to give members the choice of opting out of the listserv.

Old Business:

By-Laws Committee – Ashley, Elizabeth, Dennis, and Brian

- The Committee communicates via Skype and email to discuss whatever they deem necessary to revise the By-laws. They have generated an action form to follow so as to complete their work within six weeks.

Hart Endowment/Scholarship – Elizabeth West

- Elizabeth will continue to serve as the Committee Chair with the same members. Their task is to determine the rules and/or policies concerning Board member's applications for scholarships.

Web 2.0 – Jennifer

- We have a great web presence with Facebook, LinkedIn, SCAA Website, and Twitter. Need to see if Facebook and Twitter can be linked so that posts that go to one will go to the other. There are Administrative issues. Our Facebook group was setup by Susan on her personal page. She could easily give us administrative privileges for the group. Our Facebook page has huge interest and usage. There are frequent posts that generate online activity and involvement. This allows SCAA the means to reach out to members and involve them directly. A session at Fall and/or Joint Meetings could focus on Web 2.0 education and use. All members of the Board have Admin access to the SCAA website via the schistory password but actual activity should reside with the Webmaster.

Adjourned for lunch: 12:46pm

Re-convened: 2:13pm

New Business:

Ad-Hoc Committees –

- We need a list of the Ad-hoc Committees so as to make appointments of members to them. The List of Committees from the Strategic Plan are: Communications, Finance, Continuing Education, and Outreach and Advocacy. It was suggested that Mentoring and Programming Committees should be added to the list. It was also suggested that Mentoring could be part of the Outreach and Advocacy Committee. All these committees will be added to the membership form so members can sign up to serve on them. Jen will post this information on the Website and members can sign up from there as well.

Budget –

- If we are bringing SAA workshops to SC then we will need to add those expenses to the budget. SAA requires specific information about location, audio-visual,

food/refreshments, and etc for each workshop sponsored. SAA also wants to know if a workshop will be co-sponsored or not and whether or not the co-sponsor is in-state. How much should be added to the budget? We should start with a small amount and plan for more next year. We could just charge for lunch/refreshments to keep costs down, say \$10-15. So we will add \$100-150 to the budget, which will cover 20-30 people.

Fall Annual Meeting –

- A discussion of ideas ensued. Focus on students new to archives? And if so, would this approach alienate some not-so-new archivists? We could offer certificate programs. Maybe something for everybody consecutively with a discussion to close the meeting. This would be a good time for a Web 2.0 session. Also a session on building resumes. There is a real need to encourage students to attend. Also could explore internships at institutions and see what institutions are seeking interns.

Newsletter –

- Heather's timeline for the newsletter issues is:
 - March issue March 1st with a February 18th deadline for submissions
 - June issue June 1st with a May 18th deadline for submissions
 - September issue September 1st with a August 18th deadline for submissions
 - December issue December 1st with a November 18th deadline for submissions

The December issue would include a wrap up of the Fall Meeting. Heather would like to have/know the distribution list for the newsletter.

Review Roles and Duties –

- Need to add this provision to the By-Laws Committee's agenda. Also need to add Webmaster's role. Need to encourage open and continuous communication. The individual Board member roles will be communicated to the Committee by the Board member. What about a liaison role? And what about when the President or Vice-President leaves office mid-term?

Review Roberts Rules of Order –

- On Page 9 of the By-Laws it states that the president appoints a Parliamentarian for each Board meeting. Ashley will do so each meeting, so become familiar with Roberts Rules of Order because anyone on the Board could be appointed Parliamentarian.

SAA Advocacy –

- Erin of the SAA Steering Committee wants to add SCAA to their list of organizations. She also asked about their Advocacy Allstars list if we had anyone in mind. The Board might want to appoint an Advocacy Representative to the Board. PAHR did not get approved so everything for its support could be submitted to the appropriate office again. SC does not have a single person who does this or could do this. Maybe the President and Vice-President could be SCAA Advocates? The whole Board could be for that matter. And write this into the By-laws. The Website emails should go to the Board. SAA actually reached out to SCAA.

SAA Workshops in SC –

- SAA offers two-day, one-day, and half-day workshops but we should start with one-day or half-day with beginner and/or intermediate topics. EAD, which is a popular workshop, is a two-day advanced topic. We could consider such topics as Basic Electronic records, Financial management Basics, Raising Private Money, Websites, etc. Jennifer will send a

list of topics to the Board with a deadline for feedback suggesting a Top 5. There will be location and cost considerations. Maybe Webinars would be more to our liking at this point? Since personal finances are not as they once were the availability of Hart Scholarships was discussed. Maybe a financial advisor could advise concerning the Hart Endowment structure and how to increase the scholarship.

Spring Social –

- Already discussed by/with Dorothy.

2012 Programming –

- Possible programs include Webinars, workshops, and non-Confederate Civil War meeting sessions to name a few. Budget estimates are difficult to come up with early in the year, so we'll use previous year estimates to plan for the next year but tentatively. Long-range planning will be the key for success and the budget concerns will be resolved. SCAA does have money. We have a CD worth \$16,000! Could we use all or part of this for scholarships? Spring meetings are typically hands-on while Fall meetings are educational. By our next Board meeting the Directors should have a much better idea of what we will offer. We know that two-day conferences are too much to consider right now with individual and institutional budget situations.

Next Meeting:

- After SNCA-SCAA Meeting in April? May? Possibly May 19th or the end of May. Doodling will be done.

Board Retreat Adjourned: 3:34pm