



## Executive Board Retreat

South Carolina Department of Archives and History  
Columbia, SC  
29 January 2020

**Present:** Jim Cross, President; Kathryn Slover, Vice President; Graham Duncan, Treasurer; Jessica Serrao, Secretary; Kimberly McClure, Past President (for a.m.); Evan Spencer, Membership Officer

**Absent:** Tracy Power, 2<sup>nd</sup> Year Director; Tabitha Samuel, 1<sup>st</sup> Year Director; Angela Flenner, Webmaster

### 1. Call to Order

10:08 a.m.

### 2. Minutes from 28 June 2019

Approved

### 3. Reports of Officers

- a. **President** – Jim Cross reported that the State Historical Records Advisory Board (SHRAB) is developing a survey as part of a planning grant to be sent out in March. Results will be used to develop a grant proposal by June and will be released to the public TBD. SHRAB will conduct focus groups before or after the annual meeting. SCAA needs to compile a list of annual attendees for this. SHRAB will report on grant progress at the SCAA annual meeting during a 1-hour non-concurrent session. They'll also provide check-in reports to post on the SCAA blog.
- b. **Treasurer** – Graham Duncan reported that total assets are \$34,771.52. Income for 2019 was \$2,552.50, expenses were \$1,620.37. So far, 2020 income is \$56.26, and expenses are \$1.40 (see Treasurer's Report). Graham received an invoice request from a member. SCAA provides these upon request, so he will mockup an invoice template on letterhead in Google Drive.
- c. **Membership Officer** – Evan Spencer reported that SCAA has 54 paid members, which is five more than at the annual conference (see Membership Report). A few came in during January, including one new institutional member. There are 33 memberships within the last calendar year that did not renew, even with email reminders. Evan is reevaluating this process and what communication is best to retain members. He may reach out a second time via email.

Evan would like to increase communication between Treasurer to verify that membership dues are paid for the ones he's received.

Evan is looking at improving the membership form, which may mean adopting Google Forms as it supports direct PayPal linking. Currently, the old Wufoo form doesn't require that members enter an email, which we need for communication purposes. The listserv opt-in doesn't sign the member up for the listserv, but they may believe it does. There is a section to identify interest in serving on committees, which is sent to Evan. He will forward this information to Jim and

Kathryn who will connect with them. There is also an option under the committee interest section to identify interest in a Board position. Evan will send this information to Kim and separate it into its own section on the form to draw more attention to it. Evan will discuss this form change with Angela, the webmaster, and will make a Google Form to run by the Board.

- d. **Webmaster** – Angela Flenner was not present to report. Jim reported that Angela updated contact information for Board members on the website.
- e. **Blog Editor** – Jim Cross reported that he posted announcements for the annual meeting and SHRAB meeting.

#### 4. Old Business

- a. **Index of Archives Committee: Status change (President)** – Jim reported that SCAA no longer needs to complete the index. SHRAB will take care of it. SCAA may want to consider having a membership directory on the website (Evan and Angela) in a member only area. Need to discuss further. Kim suggested getting in touch with PALMCOP, because they did this for a while, to see what procedures they followed.
- b. **Endowment Committee (Burgin)** – Kathryn reported that during the last January meeting, a committee was established consisting of Evan, Kathryn, Beth Bilderback, and Christin Lampkowski, past treasurer. At the March meeting, Christin was named head of the committee but has since left SCAA, so no progress has been made. The Committee will now consist of Kathryn, Evan, and Graham as the Treasurer, which should be a standing member. The Committee needs to establish who will be on the Endowment Committee for Burgin as well as for Hart, and whether to merge responsibilities of the two committees into one. The Burgin Committee also needs to formalize the application process, decide how to administer it, define what is meant by prints and new professionals, and figure out how to fund it. There are currently no funds. One option is to put a donation section on the membership form or on the annual meeting registration.

**Hart Committee** – This is an ad-hoc committee and not a standing committee. Whenever an application is received, the chair appoints two to three others to review. Last year, Kim selected Kathryn, Tracy, and Christin to review the one application received.

The Vice President is chair of the Awards Committee, which went to Kim when the past VP left. Discussion followed on committee composition and the process for members getting involved. Currently, committees are solely composed of Board members. According to the Bylaws, the Board has power to appoint necessary committees, including who is on them. The Board should recruit more members at large to serve.

#### 5. New Business

- a. **Nominating Committee** – Kim will be reaching out to two or three members to serve on this committee soon.
- b. **Spring Workshop** – Jim reported on the topic suggestions Tabitha submitted. These include grant writing; fundraising strategies for archives, conservation, and preservation; email archiving strategies and techniques; story mapping to create interactive exhibits; and archives marketing strategies with an emphasis on social media. The location for the workshop is not yet decided.

The Board discussed the topics and decided that social media may be a better conference session than a half day workshop or included in a workshop with different tracks for outreach, fundraising, and social media. SNCA did something similar a few years ago with three or four topics and hands-on experiences.

The Board agreed on the grant writing topic as it is most relevant to a large portion of members and is a great hands-on activity where participants could come away with a grant draft. The workshop should be structured around a specific grant that is practical for most organizations, such as the SC Humanities grants, and SCAA could partner with their office to lead the workshop. Theresa "T. J." Wallace is the main contact, [tjwallace@schumanities.org](mailto:tjwallace@schumanities.org). Jim will contact Directors to review the idea, format, who might do it, and where.

For future spring workshops, the Board discussed gauging member interest and collecting ideas at the fall annual meeting. The SHRAB survey may also provide information on members' educational needs, but SCAA may need to do their own survey if there are gaps in these results.

### c. Underserved Constituencies

**Graduate students** – Jim received feedback from individuals that SCAA needs to appeal more to graduate students studying archives in South Carolina. He suggested holding a workshop or presentation with tips and techniques for applying to archives jobs. Jim's experience with search committees shows that applications vary in quality, and this could be a good practical offering to make the process less esoteric. The workshop could include a comparison between search committee expectations for academic archives (CV vs. resume), government archives, special and corporate archives, etc. It could also be an informal discussion with those who've been on hiring committees, what they're looking for, and frequently asked interview questions. This may also be of interest to archivists applying to a new position. The Board needs to decide whether to charge a fee for this or explore free options, such as a webinar, videoconference, the Spring workshop, or piggyback on existing student organization events (USC's LISSA student organization or SAA student chapters). An option is to pilot it with one student group and then branch out. SCAA could partner with other organizations like South Carolina Library Association's (SCLA) Archives and Special Collections Round Table to co-sponsor and plan the event. SCAA's main barrier is that students aren't aware of the organization. We first need to raise awareness before we create a workshop.

The 2011 strategic plan (see Strategic Plan for the South Carolina Archival Association, 2011-2016) recommended a grad student liaison to the Board who attends Board meetings. SAA student chapters and archives coordinators could help recruit for this position. Graham announced that there is no longer an archival program at USC, but there is an active LSM program. All archive classes are now taught by archives professionals. Edward Blessing is teaching intro to archives class. Evan needs to communicate with these point people.

Evan drafted an email form letter (see Student Outreach Email Draft) to send to students and those who can connect us with interested grads and undergrads. Evan also compiled a list of graduate and undergraduate programs to reach out to (see SCAA Membership Report) and asked for suggestions on other programs not listed. He will triage these emails with SCAA Board members who have institutional connections. Evan also composed a letter to students about benefits of the organization, such as the Hart Endowment and free conference attendance (see

Student membership outreach letter draft). He will add examples of past conference sessions to this letter to illustrate topics they could learn about and encourage student presentations.

Additional outreach and offerings were discussed that could make SCAA more appealing to students, such as conference and membership discounts, and marketing the Summer Social as a networking event. The Board explored the idea of a non-concurrent student poster or presentation session at the annual conference. Depending on the number of participants, this may only be 30 minutes to 1 hour. This could occur in the morning before the conference begins or after lunch before the Board meeting begins. It was decided these don't need to be judged, and that SCAA should waive conference registration fees for student presenters to encourage participation. Resources for designing a poster could be provided on the website, including how to effectively communicate with a poster and where to get it printed. Kathryn will investigate creating a list of resources. Jim will discuss this idea with the Directors.

**Smaller institutions (1-2 person)** – Jim reported that anecdotal information shows we aren't attracting folks from smaller institutions. SCAA needs to figure out why and improve outreach. Are the offerings not appealing, or is communication not reaching them? The Board decided to reach out to other organizations to market SCAA membership and events, such as SCLA Archives and Special Collections Round Table, South Carolina Federation of Museums, and Confederation of South Carolina Local Historical Societies. The Spring Workshop and other events could be posted to their blogs, websites, and listservs, and SCAA can reciprocate by promoting their events on our blog. As President and Blog Editor, Jim will take the lead on contacting them. Kathryn suggested tabling or hanging posters at other conferences' exhibitions and vendor spaces. To do this, a poster needs to be designed before fall annual meetings.

The Board discussed compiling past workshop and annual meeting attendees from the last few years to identify what organizations participate and where gaps in participation exist. This could be done again after advertising more broadly to see whether attendance changes. From this data, SCAA can identify institutions that haven't attended and send targeted promotions.

The SHRAB planning grant may identify gaps in training and SCAA could partner with them to fill these gaps. Once the SHRAB survey is complete in June, SCAA should send a follow up email to the survey list and to those who haven't attended SCAA events in the past.

- d. **2011-2016 Strategic Plan** – The Board completed some recommendations from this plan but not all. Due to unforeseen events, the committee structure in the strategic plan wasn't implemented, and planning annual meetings and workshops two years ahead was not accomplished. As a first step toward this, the Board would like to start planning events earlier this year to get the word out in advance. For the annual conference, this may increase proposal submissions, inform attendees of the program offerings before they register, and increase attendance. Jim recommended having a program set at least a month before the annual conference, so a hard proposal submission deadline needs to be set to accomplish this.

The Board agreed to use the upcoming year to evaluate what is still relevant from the old strategic plan and gather information necessary to begin a new planning process. This includes information from the SHRAB survey, surveys SCAA conducts, and other relevant data to gauge training needs and improve archival advocacy with state government. The goal is to move SCAA toward becoming a more proactive organization. Jim will contact SGAA for guidance on the data gathering phase as they are currently conducting their own strategic planning.

- e. **Bylaws (and perhaps Constitution)** – SCAA needs to add currently active standing committees to the Bylaws, so members are aware of them and their charges. These include the Nominating Committee, Awards Committee, and Endowment Committees. In this process, there may also need to be changes to the Constitution. The board discussed the two Endowment Committees (Hart and Burgin), and a question was posed as to whether these could be combined into one committee, which is a decision the Board should explore further.
- f. **Administrative Handbook/Manual** – Jim recommended creating a manual to help guide current and future Board members in their duties that goes beyond the basic description in the Bylaws. The manual will outline position responsibilities and provide a timeline for completing tasks. The Society of Georgia Archivists Administrative Handbook can be used as an example: [https://docs.google.com/document/d/1MV-vRadU-wf0pSU\\_YJB0dmbkb0Gk0QQwHRs3YLwDIHY/edit?usp=sharing](https://docs.google.com/document/d/1MV-vRadU-wf0pSU_YJB0dmbkb0Gk0QQwHRs3YLwDIHY/edit?usp=sharing). This may be more detailed than SCAA needs, which is open to discussion.

To begin drafting SCAA’s manual, the Board agreed to keep a record of their activities and when they’re completed in a draft Google Doc. There is an old SCAA Manual dated circa 2006 saved in the Google Drive Board Membership Manuals folder that each Board member should review for their position’s duties. Any pertinent activities should be added to the new manual draft. Jessica will create the draft in Google Drive using the SGA manual as a template. This will be a living document that can be revised as necessary. After the Board finishes tracking activities this year, the manual will be formalized next year and added to the website for public access.

Jim recommended creating a template library in Google Drive to include form letters and any documents necessary to carry out SCAA business, such as templates for minutes and a form letter to the Governor to declare archives month. This folder will be separate from Board member folders in Google Drive, and the Board will incorporate the required use of these documents and where they live into the new manual.

To clarify action items in the minutes, Jim suggested adding an action item section. The Board agreed and Jessica will compile this at the end of the minutes. Discussion continued about how documents are managed in Google Drive as there are outdated materials and inconsistencies in organization. Jessica suggested this could be added to the Secretary responsibilities, but the Board will hold off on assigning this task until they better understand what is currently saved there. Uploading of member reports will continue to be done by each Board member.

- g. **Website Updates** – The Board needs to be more transparent in their activities by making documents accessible to all membership on the website, such as minutes and the new Manual.

**Events page** – Last year’s annual meeting is still posted under Upcoming Events and needs to be moved to the Past Events page. The Board should normalize the timeline and procedures for updating the Events pages and create a placeholder for when new events aren’t yet ready to be posted. Jim will contact Angela to discuss this and Kathryn will draft a template placeholder and email it to the Board for approval. As we shift to planning events in the future, there will be a more consistent cycle of upcoming events listed.

**SCAAzette page** – A note needs to be added so it's clear that the SCAAzette was replaced with the blog in 2016.

**Minutes page** – The minutes have not been kept up to date as the most recent is March 23, 2018. The rest of 2018 and all of 2019 minutes need to be added. Jessica will gather these and send to Angela with explicit instructions for uploading to the website. The Board discussed procedures for approving Board meeting minutes. Jim suggested sending minutes to the Board via email, members will make suggestions for changes, the Secretary makes these changes, and final minutes are then placed online. For annual meetings, once minutes are drafted, they will be sent to the Board for corrections, the Secretary will make changes, and a version clearly marked as DRAFT will be placed online. At the following annual meeting, they will be approved, then the draft on the website will be replaced with the final approved version. This way, members can access a draft of the minutes prior to the annual meeting a year later. The Board agrees with these procedures. After procedures are tested and workflows are ironed out, Jim will make a blog post to inform members of the new procedures.

**Resources page** – The SCAA Strategic Plan and SCAA Committee Manual are outdated. These versions should be moved to an archived documents page. Then the Resources page can be updated with new documents as we complete them.

**Archives Month and Advocacy page** – This page is also outdated from 2017 and will require more work. Jim requested the Board review this page and provide ideas as to how we'd like to utilize it. Jim suggested providing links to advocacy resources like SAA's list. Kathryn suggested posting the Governor's official proclamation for Archives Month. The last approach from 2017 was to create a state theme for archives month.

**Committees page** – Jim recommended a new committees page that, at the very least, lists each committee, their charge, and their members. Contact information for the chair of each committee should be provided, similar to how public email addresses are linked to each Board member using [officer-title]@scarchivists.org or using the [scarchivists@gmail.com](mailto:scarchivists@gmail.com) account, but someone will need to be tasked with periodically checking this account. To start with, we could create pages for the Hart Endowment Committee (wait on Burgin since there are no funds yet), the Awards Committee, and the Nominating Committee. Jim and Kathryn will further discuss the Awards Committee page that can also serve to promote what awards we offer and provide an online nomination process via an embedded Google Form. They will consult with Angela on what will be the best approach. The Board could also take a cue from SAA and their early January call for fall award nominees by creating an earlier timeline for SCAA awards submissions as well. The Board discussed a go-live for the nomination form in June and announce calls for nominations the same month to promote use of the form. The link to the form could also be sent out over the listserv.

- h. **Summer Social** – Kathryn, as VP and Summer Social coordinator, provided two ideas: College of Charleston Special Collections LGBTQ oral history project (<https://speccoll.cofc.edu/lgbtq/oral-history/>) and collecting personal papers. SCAA hasn't offered events on LGBTQ history, and this would cover a fresh new project. The Social could be a tour and talk format to learn about the project, how they connected and built relationships with the LGBTQ community, and how they approach active collecting from underrepresented groups in the state. Some oral histories are already available for research online at <https://lcdl.library.cofc.edu/content/lgbtq-life-lowcountry-oral-histories/>. Jim suggested

combining this with a repository tour, since the College of Charleston Special Collections are now partnering with the Historical Society to service their collections, which moved there last year.

The Board discussed the need to rotate event locations to reach and provide opportunities to members across all regions of the state. The Summer Social last year was held in the Upstate, so holding it downstate in Charleston this year is a good idea. The collecting personal papers idea could also be held in Charleston at the Avery Research Center, which had a grand reopening in January after renovations. They have a new exhibit space as well, so the Social could feature archives and exhibits, which may interest a larger audience. A few years ago, the Social toured the library, but not the Avery Center.

The Board liked both these ideas and discussed the possibility that they could also be tours or events during the annual conference if it is held in Charleston. The College of Charleston LGBTQ project could also be a great idea for a session.

- i. **Hart Committee** – Graham reported that we awarded Hart in 2019. The Treasurer wrote a check from the general account to cover this. The Board agreed that Graham will move that money from Hart Endowment back into the general account. The money raised from the Summer Social goes toward Hart. As discussed, the Burgin award is not yet funded. Graham asked whether we could endow this from the general fund as we did with Hart. This will need to be discussed further and formally approved. Graham will investigate this process. As President, Jim needs to be added as a signatory on SCAA accounts, which he will complete with Graham during his next trip to Columbia.
- j. **Blog Editor status** – Jim will continue to coordinate the blog as there is no stipulation in the Constitution or Bylaws that one individual cannot hold more than one position. There were no objections from the Board.

## 6. Date for next meeting

Sometime in early March. Jim will send out a Doodle Poll for Board members to complete. At least one Director needs to be present.

The Board discussed changing meeting locations to accommodate member schedules and travel. For those unable to attend, we could provide options to report remotely via conference call or videoconference. The Board decided to meet more often to facilitate event planning, and some of these meetings could be a videoconference format. USC has access to Zoom and Clemson has access to WebEx to facilitate this.

## 7. Action items

All Board Members (or unassigned)

- Keep a record of activities and completion timelines in the draft manual, and review and move pertinent activities from the old SCAA Manual to the draft for your Board position.
- Review the Archives Month and Advocacy page on SCAA website and provide ideas as to how we'd like to utilize it.
- Send additional undergraduate or graduate programs to Evan to contact.

Jim Cross

- Contact Directors to discuss grant writing idea for Spring Workshop, and student poster session for annual meeting.
- Email student outreach letter to Clemson's public history director.
- Contact GLAM organizations to promote SCAA events on their blogs, websites, and listservs and offer reciprocal support to promote their events on the SCAA blog.
- Contact SGAA for advice and guidance on conducting strategic planning.
- With Graham, get added as a signatory on SCAA accounts during next trip to Columbia.
- Discuss creation of an Awards Committee webpage and nomination form with Kathryn and consult with Angela on best approach.

Kathryn Slover

- Investigate poster design and printing resources to be made available on the website.
- Discuss creation of an Awards Committee webpage and nomination form with Jim and consult with Angela on best approach.

Tracy Power and Tabitha Samuel

- Set annual conference program at least a month beforehand and create a hard proposal submission deadline to accomplish this.
- Compile a list of annual attendees at events for SHRAB and to identify what organizations participate and where gaps in participation exist.

Graham Duncan

- Mockup an invoice template on letterhead in Google Drive.
- Work with Evan to standardize communication on membership status and dues.
- Clean up Google drive account, member emails, and share with new Board members.
- Email student outreach letter to USC programs.
- Add Jim as a signatory on SCAA accounts during his next trip to Columbia.
- Move money from Hart Endowment back into the general account.
- Investigate whether to fund Bergin Endowment from the general fund as we did with Hart.

Jessica Serrao

- Create Manual draft in Google Drive using the SGA manual as a template.
- Gather 2018 (post-March 23) and 2019 minutes and send to Angela to upload to website.
- Jessica to work with Evan on SCAA poster design before fall annual meetings begin.

Evan Spencer

- Work with Graham to standardize communication on membership status and dues.
- Mockup new membership form in Google Forms, send to Board for approval, and discuss with Angela on embedding it on website.
- Send emails to Jim, Graham, and Ann Merryman with PDFs of student outreach form letters and triage communication with list of student programs.
- Evan to work with Jessica on SCAA poster design before fall annual meetings begin.

## **8. Adjourn**

2:19 p.m.

-Respectfully submitted by Jessica Serrao, Secretary