



Executive Board Retreat

Patron's Lounge
SC Department of Archives and History
Columbia, SC
20 January 2017

Present: Morgan Jones-King, President; Nathan Saunders, Vice President; Ann Merryman, Membership/2016 2nd Year Director; Molly Inabinett, Secretary; Katie Womble, 2nd Year Director; Brenda Burk, 1st Year Director; Zach Johnson, Treasurer.

Call to Order: 11:05 a.m.

The minutes from the July 2016 board meeting were approved as written.

Introduction of New Officers:

Zach Johnson has joined the board as Treasurer, and Brenda Burk has joined as 1st Year Director.

Officer Reports:

Past President-Presented by Morgan Jones-King on behalf of Andrea L'Hommedieu

- SCAA participated in not one but two conferences in 2016 (late March and October), held one fundraiser Summer Social in Camden (July), and conducted our annual meeting (October).
- One goal for SCAA in 2016 was a deliberate effort of outreach to younger audiences/community members about the value of archival materials. Andrea reported using oral history in two elementary classes, taught two workshops for teens, and guided through instruction oral history interviews with 51 college students. She would be interested in compiling a resource including a list of how various institutions reach out to young audiences.
- The Hart Endowment was awarded to Celeste Wiley, and the application and awards process timeline was defined. This will help garner more applicants.
- 2016 was another year of financial gain.
- In July 2016, SCAA began looking for a replacement newsletter editor. She extends thanks to Marie Rose for her past couple years of service to SCAA.
- Most of 2016 was spent without a membership officer. Ann Merryman is stepping into that role.
- A Deed of Gift was signed to make the South Caroliniana Library the official repository for the SCAA Collection.

Directors-Katie Womble and Brenda Burk

- 2016 marked a year in which SCAA held two separate conferences; one jointly with the Society of North Carolina Archivists (SNCA) at the end of March in Charlotte, and one as the regular Annual Meeting in October in Clinton, SC. The total profit from these events came to \$1254.00.
- There were 20 members of SCAA that attended the joint conference, and there were 42 registrants for the fall conference.
- Brenda Burk is joining the executive board as 1st Year Director.
- 2016 SCAA directors Ann Merryman and Katie Womble coordinated the fall conference at Presbyterian College, and received generous (free) support from the staff of the Thomason Library.
- The theme of the conference was “Sights and Sounds of South Carolina”, and Cecil Williams’ keynote address provided both a rich dive into his journey through his photography of the civil rights movement and a call to arms for archivists to innovate in order to preserve visual materials in their collections.
- The nine session presentations continued with the previous year’s formats available, 45 minute session, 20 minute presentations, and 10 minute lightning round presentations.
- A few goals for 2017 include a push for an earlier announcement for the conference theme to secure proposals and registrations, increasing social media presence of SCAA, and developing an active blog on the SCAA website.

Membership-Ann Merryman

- Ann will be adding the membership spreadsheet to the SCAA Google Drive account so it is available to the executive board. The gmail account password information will be distributed to the board so everyone has access.
- 2015 members=96 (includes 4 students; 4 institutional)
- 2016 members=76 (includes 1 student; 2 institutional)
- The 2016 membership numbers reported here may need updating once all the membership documents are compiled in one location on the SCAA Google Drive.
- A couple goals for membership include defining and clarifying strategies for streamlining communication channels and to increase student membership and participation. Ann suggests using SLIS on USC’s Columbia campus as a point of contact and a representative from SCAA attending their student orientation each semester.
- The board also addressed the lack of revenue from institutional memberships. Under the current rules, four people from an organization can be included in an institutional membership, and it costs \$50.00. We might want to think about raising the institutional rate or getting rid of the institutional membership altogether.
- If the membership and organizational activities increase throughout the year, the board may want to look at increasing the membership cost in the future.

Treasurer-Zach Johnson

- SCAA has \$33,000 in total assets, which includes \$12,000 in the CD, \$1,500 in Paypal, \$12,600 in checking, and \$6,800 in the Hart Endowment. In 2016, there was \$3,100 in income and \$1,800.46 in expenses. This is likely because the spring conference was largely funded by SNCA, as their membership constituted a majority of the attendees and the costs were based on what percentage of attendance each institution had.
- 2017 budget:
 - Income: \$1,000 from dues; \$1,500 from Spring meeting; \$1,500 from Fall meeting; \$50 in donations; \$200 from the Summer Social, totaling \$4,250.00 in income
 - Expenses: Spring meeting-\$1,100; Fall meeting-\$1,500; Advocacy-\$300.00; Administrative-\$200.00; Hart Endowment-\$500.00; Awards-\$225.00, totaling \$3,825.00 in expenses

Old Business:

October 2016 Annual Meeting

- The annual meeting was a success in turnout and presentations.
- The theme, "Sights and Sounds of SC", was very broad and allowed a lot of flexibility in the presentations, and Cecil Williams was very well received.

Summer Social

- The Summer Social, held at the Camden Archives, was a success and fit well into the theme for this year, as the day included a tour of the museum and presentation on visual materials digital collections there.

Archives Month

- Working with the state archives, SCAA received a Governor's Proclamation declaring October Archives Month. Because of Hurricane Matthew in early October, some outreach efforts, such as e-records day, did not have as much participation.

New Business:

Annual Meeting Theme

- "South Carolina at War" was mentioned as a potential theme for this year, as 2017 marks the centennial of U.S. involvement in World War I, the centennial of Fort Jackson's creation, and the fiftieth anniversary of Vietnam. Talks and presentations could be focused on military records, both in institutions and those that are privately held. It might also get people interested in donating these types of collections. "Service in South Carolina" could cover collections that relate to military patriotic duties, conscientious objectors, and civilian contributions.
- Military institutions, such as the Citadel, might be interested in participating and highlight their collections.

- “South Carolina at War” was agreed upon as a tentative title. If someone has any other suggestions, they are welcome to submit them in the coming weeks.

SCAAzette/SCAA blog

- Brian Brown, who works at SCDAH, has volunteered to serve as SCAAzette editor.
- Because the SCAAzette has not had a high amount of participation from the membership, the idea was brought up to create a blog on the SCAA website. We could transfer the content from the SCAAzette to a blog on the SCAA website. This would allow a more informal opportunity for members to contribute content. There could be a post about once a month from board members and other members from across the state.
- It was agreed that the blog should be on the home page of the website. The SCAAzette editor could be the editor of the content for the blog.
- We should have a goal of having at least one new post every month. There could be additional small reports from the executive board about membership, events, etc. These posts could also be advertised on the SCAA Facebook page.
- It was agreed that the board will try to come up with a name for the blog by February 3rd, 2017 over email, and the first blog post will be about the blog replacing the SCAAzette.

Hart Endowment Award for 2017

- Schedule for 2017:
 - Applications accepted January 1st-March 31st, so the first announcement needs to be sent out to the membership, which could be done through social media and the blog in addition to the traditional communication streams.
 - Award recipients notified by May 1st
 - Award announced made to membership by May 15th

SCAA e-mailing list/Listserv communication

- Currently, communication is sent out to both the gmail list and listserv because some members are only signed up for one or the other.
- It was suggested that the listserv be the official method of communication. To ensure that all members receive all official communication from SCAA, it was suggested that members are automatically signed up for the listserv.
- To complement the listserv, hard copy mailings could be used for big events, such as the Annual Meeting or spring workshop.
- Ann will coordinate with Nathan and Zach to figure out the membership that has paid but are not listed in the membership spreadsheet.
- The membership registration online form should include a note explaining that all members will be added automatically to the listserv and that all official communication will come from the listserv.

- Morgan will check with Angela to see if people have to sign themselves up for the listserv, or if the membership director can automatically add people.

2017 Program Planning

Summer Social

- The Upcountry History Museum in Greenville was listed as a potential venue for the Summer Social, since it hasn't been in the upstate in a few years. The museum has a few military exhibits, which would be appropriate for the year's theme.
- Nathan will brainstorm some alternatives if the museum does not work.
- It will be announced by the Spring workshop

Transfer of SCAA materials from SCDAH to South Caroliniana

- Nathan will be in touch with SCDAH staff to see if SCAA materials currently at SCDAH need to be added to the SCAA collection held by the South Caroliniana Library.
- The 2011 SCAA records were transferred to South Caroliniana.

2017 Archives Month

- The board, along with SCDAH, will work again to get a Governor's Proclamation for October as Archives Month. We will work to do more outreach relating to the proclamation, including maybe a public reading by the governor.
- There could be outreach to the public about how to preserve their own families' military records. There could be a tip-sheet or worksheet tie-in with the Archives Month poster that gives suggestions to the public about preserving family military records.

Fall Annual Meeting/Conference

- The Citadel was proposed as a possible location given their military collections. The board will reach out to the new archivist there.
- Other potential locations that were suggested: Charleston Joint Base; the old Navy Base in Charleston, and Shaw Air Force Base in Sumter.
- March 17th will be the deadline to nail down a speaker and location for the fall meeting.

Spring Workshop

- It could be a workshop on how to plan an outreach event to work with the community to preserve family records, much like the one the Spartanburg library did recently. It could focus specifically on military records.
- It would be good to host in the Midlands. The Richland County Library might be good to reach out to and ask to host the workshop.

General Outreach events

- Pop-up presentations and meet and greets with students might be a good way to gain student involvement.
- If we could attend the SLIS student orientation every semester and give a short presentation, it might help raise student memberships.
- Ann also suggested giving a presentation at the student library associations at USC.
- Other programs, such as Public History and Historic Preservation programs, might be worth reaching out to and see if they would be interested in having an SCAA presentation.
- It was also suggested that we need to reach out more to local historical societies and smaller organizations across the state.
- Board members will brainstorm and reach out to potential groups and propose informal talks. It would also be nice to come up with a postcard or some kind of handouts to give out at talks.

Date for Next meeting: Friday, April 7th.

Board meeting adjourned at 1:30 pm.