

**Society of American Archivists  
Council Meeting  
August 22, 2011  
Chicago, Illinois**

**Staff Report: Publications**  
(Prepared by Teresa Brinati, Publishing Director)

**I. BOOKS**

**A. New Titles**

Hurray! Six new titles have been published by SAA this calendar year:

- *A Different Kind of Web: New Connections between Archives and Our Users*  
edited by Kate Theimer (Aug. 2011)
- *I, Digital: Personal Collections in the Digital Era*  
edited by Cal Lee. (Aug. 2011)
- *Waldo Gifford Leland and the Origins of the American Archival Profession*  
edited with an introduction by Peter Wosh (Aug. 2011)
- *Public Relations and Marketing for Archives*  
edited by Peter Wosh and Russell James (jointly published with Neal-Schuman Press, Aug. 2011)
- *Many Happy Returns: Advocacy and the Development of Archives*  
edited by Larry J. Hackman (Jan. 2011)
- *Controlling the Past: Documenting Society and Institutions – Essays in Honor of Helen Willa Samuels* edited by Terry Cook

**B. On the Horizon**

Three titles are currently wending their way through the review process and are projected to be available in 2012:

- *Flying Solo: Succeeding in a Small Repository* by Christina Zamon
- *Exhibits in Archives and Special Collections* by Jessica Lacher-Feldman
- *Management of Processing* by Pam Hackbart-Dean and Elizabeth Slomba

**In the pipeline:** Among topics to be addressed by a stellar cast of authors are archives and the digital age (Anne Gilliland), archives for librarians (Jeannette Bastian and Donna Webber), archives diversity (Mary Caldera and Kathi Neal), green archives (Terry Baxter), processing (Dennis Meissner and Mark Greene), religious archives (Mark Duffy and Margery Sly), and women's archives (Tanya Zanish-Belcher and Anke Voss).

**C. “Fundamental Change”**

The Publications Board gratefully acknowledges the generosity of the SAA Foundation to fund the planning initiative for the “Fundamental Change” project for FY 2012. Since receiving this support we have taken steps to form a Working Group composed of Publications Board and *American Archivist* Editorial Board members who will spearhead the project. Helen Tibbo has agreed to chair the group,

and invitations have been sent to board members. By the end of this fiscal year we will have articulated a clear vision and approach that will allow us to pursue external funding for implementation of the next iteration of the Archival Fundamentals Series.

#### **D. HathiTrust**

Since granting full-view permission for 82 out-of-print publications in the HathiTrust, SAA received this email in June:

*"Thanks for SAA's Open Access to Publications through HathiTrust. It helps us in Indonesia, especially because such archival references are difficult to get. Bravo SAA."*  
--PRAYIT ATAU SUPRA, records manager in Indonesia

If you haven't already done so, visit <http://babel.hathitrust.org/cgi/mb?a=listis;c=1406499934>.

Highlights among the released publications include the Basic Manual Series (1980s), the original Archival Fundamentals Series (1990s), important SAA planning reports, Steve Hensen's *Archives, Personal Papers, and Manuscripts* (1989), three glossaries of archival terms spanning a 30-year-period (1973–2005), and the 1996 reprint of T. R. Schellenberg's archival classic *Modern Archives: Principles and Techniques*. Also included are back issues of the *SAA Newsletter* from 1979 to 1998 and Volumes 1 through 62 (1938 to 1999) of *The American Archivist*.

## **II. REVENUES**

Revenues for the 2011 fiscal year end were \$408,430, which was 15% shy of budget. The continued downturn may be a combination of the economy and the need to refresh top sellers (which account for the majority of sales). With eight new books published in the past twelve months (six since January), we remain hopeful that revenue will pick up in FY 2012.

<b>Revenues</b>	<b>FY 2007</b>	<b>FY 2008</b>	<b>FY 2009</b>	<b>FY 2010</b>	<b>FY 2011</b>	<b>FY 2012 (projected)</b>
	\$505,847	\$536,786	\$500,426	\$434,846	\$408,430	\$475,719

Of the 109 marketplace items (including a few miscellaneous items, such as brochures and bags) that generated sales in FY 2011, ten SAA titles accounted for nearly 65% of the revenue:

#### **Top 10 Sellers (Title / Copyright / Author / Quantity Sold)**

1. *Arranging and Describing Archives and Manuscripts* / 2005 / K. Roe / 1,012 copies.
2. *Understanding Archives and Manuscripts* / 2006 / J. O'Toole, R.J. Cox / 913 copies.
3. *Describing Archives: A Content Standard* / 2007 / 844 copies.
4. *Preserving Archives and Manuscripts 2nd ed.* / 2010 / M.L. Ritzenthaler / 824.
5. *Selecting and Appraising Archives and Manuscripts* / 2005 / F. Boles / 538 copies.
6. *Providing Reference Services for Archives and Manuscripts* / 2005 / M. Pugh / 511 copies.
7. *Photographs: Archival Care and Management* / 2006 / M.L. Ritzenthaler, D. Vogt-O'Connor, H. Zinkham, B. Carnell, K. Peterson / 344 copies.
8. *Managing Archival and Manuscript Repositories* / 2004 / M. Kurtz / 332 copies.
9. *American Archival Studies* / 2000 / R. Jimerson / 316 copies.
10. *The Ethical Archivist* / 2010 / E. Danielson / 224 copies.

In addition, another ten titles, including two Neal-Schuman (\*) publications, contributed 13.5% of the revenue:

***Title / copyright / author / qty sold***

11. *A Glossary of Archival and Records Terminology* / 2005 / R. Pearce-Moses / 208 copies.
12. *Archives Power* / 2009 / R. Jimerson / 199 copies.
13. *Archival and Special Collections Facilities* / 2009 / M. Pacifico, T. Wilsted / 144 copies.
14. *Museum Archives: An Introduction 2nd ed.* / 2004/ D. Wythe / 126 copies.
15. *Navigating Legal Issues in Archives* / 2008 / M. Behrnd-Klodt / 104 copies.
16. *Many Happy Returns* / 2011 / L. Hackman / 97 copies.
17. *Controlling the Past* / 2011 / T. Cook / 85 copies.
18. *\*Developing and Maintaining Practical Archives* / 2003 / G. Hunter / 85 copies.
19. *Planning New and Remodeled Archival Facilities* / 2007 / T. Wilsted / 92 copies.
20. *\*Archives: Principles and Practices* / 2010 / L. Millar / 47 copies (2011 Leland Award Winner!).

The bulk of the items—89—contributed only 22% to the bottom line. Although this is not atypical for publishing programs, it does have cost implications, particularly for lean programs like SAA's. The "Fundamental Change" project is an important step toward restoring the front list.

### **III. e-CONTENT**

e-Content continues to be a growth area for publications, with 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*** added another case study in June: "The Challenges and Benefits of Using Blogs as Departmental Websites," by John M. Murphy, Cory L. Nimer, and J. Gordon Daines III. Check it out at <http://interactivearchivist.archivists.org/case-studies/blogs-as-websites/>.
- **2011 SAA Research Forum (Aug. 23):** Co-chaired by Nancy McGovern and Helen Tibbo, the agenda has been posted along with abstracts and bios for 59 participants. Poster content and peer-reviewed papers are forthcoming this fall. Check it out at <http://www2.archivists.org/proceedings/research-forum/2011/agenda>.
- ***Using Archives: A Guide to Effective Research***, by Laura Schmidt is in production and should be available shortly at <http://www2.archivists.org/usingarchives>.

When we recently upgraded the office's operating system, we gained functionality for selling PDFs online. Beginning this fall, two titles will be available for sale in that format while we continue to investigate other possibilities.

### **III. PERIODICALS**

#### **A. *The American Archivist***

*Print:* The Fall/Winter 2011 issue is in page proofs and slated to be posted online and sent to press in November.

The print journal is the final piece in SAA's periodical redesign adventure that began in 2010 with *In the Loop* and was followed by *Archival Outlook* earlier this year. There are myriad graphic and layout details to be resolved, including the relative merits of footnotes versus end notes. The goal is to debut the new-look journal in 2012.

*Online:* Site usage continues to grow. Between July 1, 2010, and June 30, 2011, there were 71,347 visits (a nearly 22% increase from the preceding year). The site was visited by 45,849 people (absolute unique visitors!), which is an increase of 20% from the preceding year. And there were 398,058 page views. The average time spent on the site was 4.5 minutes.

*Website:* When Amy Cooper Cary and Danna Bell-Russel were appointed reviews and associate reviews editors (respectively) of *The American Archivist* last year, one of their goals was to provide a place where members could access reviews online. Here, time-sensitive materials could be reviewed and links to materials could benefit the membership. This goal has become reality with the release of *The American Archivist* Reviews section on the website. The online supplement to the journal reviews section hosts material that augments the print edition. Check it out at <http://www2.archivists.org/american-archivist-reviews>.

## **B. Archival Outlook**

We hope you are enjoying the redesign of *Archival Outlook*. Enhanced editorial content, bold layouts, and bright white paper are the new hallmarks of SAA's bimonthly newsletter, which was revamped in January 2011. This spring *Archival Outlook* received a 2011 Hermes Creative Platinum Award for Best Design/Publication Overall. The award is administered by the Association of Marketing and Communication Professionals.

## **C. Mini-Catalog**

A "Book-a-Month" mini-catalog/calendar highlighting SAA titles is being distributed in the SAA Bookstore at *ARCHIVES 360* and will be mailed to members with the September/October issue of *Archival Outlook*. The mini-catalog, which made its debut last year, received two design awards in the spring: Hermes Creative Gold Award for Best Catalog from the Association of Marketing and Communication Professionals and an APEX Award for Publishing Excellence from Communications Concepts.