

**Society of American Archivists Foundation
Board of Directors Meeting
March 13-14, 2015
Chicago, Illinois**

**Development Priorities
(Prepared by Carla Summers)**

BACKGROUND

The SAA Council, acting as the Foundation Board in January 2011, adopted the following funding priorities for FY 2011 – FY 2014 in the areas of professional development and research:

1. Mosaic Program scholarships, internships, and travel awards directed to increasing the diversity of the profession.
2. Scholarships for graduate archival education.
3. Development of low-cost continuing education opportunities that will reach the entire profession with state-of-the-art information.
4. Opportunities for leadership development for the profession.
5. Opportunities for international exchange and professional development.
6. Administration of a profession-wide survey of archivists.
7. Administration of a profession-wide survey of archival repositories.
8. Fellowship program to support research related to professional issues and practices.

At the January 2014 SAAF meeting the following priorities were ranked in the top 5:

1. Draft funding priorities for Board consideration: Finance Committee.
2. Propose planned giving strategies: Development Committee.
3. Develop Foundation website: Board and staff.
4. Develop case statement: Board and Development Committee.
5. Investigate software options to enable more effective tracking: Staff.

Finally, the Development Committee created the following large vision statements that were approved at the August 2014 SAAF Board meeting:

1. Research and reporting about the profession, its practice, and its practitioners.
2. Development of professional growth opportunities.
3. Recognition of archivists by scholarships, travel assistance and awards.
4. Programs to enhance the performance of repositories.

5. Efforts to persuade influential external organizations to create or promote archives.

Actual priorities under the first three visions that were identified and later approved by the Board are contained in this list:

Research and Reporting About the Profession, Its Practice, and Its Practitioners	Development of Professional Growth Opportunities	Recognition of Archivists with Scholarships, Travel Assistance, and Awards
<ul style="list-style-type: none"> • Archives Salary/Employer Survey • Sustained data gathering • Define fundable research agenda • PhD fellowships/research • Research: ROI methodologies for archives • Define future capacities needs • Periodic omnibus surveys • Periodic “State of America’s Archives” surveys (institutional and individual) • Resource Allocators Survey • Continuing survey/analysis and reporting on, e.g., state of profession, of archival conditions in U.S., and opinions of archivists • State of Profession 	<ul style="list-style-type: none"> • Enhance “Trends in Archives Practice” series (written modules of continuing education offerings) • Create new curriculums/certificates (e.g., A & D) for management, leadership awareness • Create emerging leader series • Teach management skills at middle-management levels • Continuing opportunities for education and advice on leadership, advocacy, and fundraising 	<ul style="list-style-type: none"> • Diversity focus • Larger profession, more diverse • “What are Archives” diversity awareness begins in K-12 career days • Increase robust Mosaic Program (scholarships, mentoring, fellowships, travel assistance awards)

DISCUSSION

From a development standpoint, it is critically important that the Foundation Board establish funding priorities in order to craft appropriate messages for prospective donors.

Based on the Foundation’s mission statement, past identification of priorities, and SAA’s strategic priorities, it is proposed that the SAAF funding priorities for FY 2015-2017 focus on providing continuing support for aspects of professional education and for research that provides data about the archives profession, archivists, and archival repositories. Also a priority is the development of the infrastructure of the Foundation. Here are proposed priorities. By deciding to focus our time on one, two, or all of these priorities, we can develop our case statements, deal more effectively with donors, and provide a focus for the Foundation’s activities. Actual costs would be developed after the Board’s approval, working with the Finance Committee.

External Funding Priorities, FY 2015-2017

Support for research and professional education/development will be targeted in these general areas.

1. ***Scholarships for graduate education.*** Currently only the Ham Scholarship provides support for non-minority graduate students. We propose introduction of additional scholarships in this area, with a goal of providing meaningful support. An important goal would be to provide an outline of a possible graduate scholarship by the annual meeting presenting it to prospective donors as a naming opportunity. The Mosaic Scholarships are set at \$10,000.
2. ***Scholarships directed to increasing the diversity of the profession.*** The Mosaic Program provides minority students with undergraduate internships, master's-level scholarships, and travel awards. Per the SAA strategic priority, an important goal would be to provide meaningful funding (at the level of \$10,000) for a specific number of Mosaic masters'-level scholarships annually – from or through the Foundation – by FY 2017. The current Mosaic program is slated to end with the 2015-2016 cohort.
3. ***Administration of a profession-wide survey of archivists.*** A*CENSUS (Archival Census and Education Needs Survey in the United States) was conducted under an Institute of Museum and Library Services grant in 2004 and reported in full in *The American Archivist* in fall/winter 2006. SAA and its Foundation should be the source of the best information available about the archives “industry” and that information should be refreshed at least every 10 years. SAA/SAAF would seek external funding for a reprise of A*CENSUS in the context of the recent Employment Survey.
4. ***Administration within the next 5 years of a profession-wide survey of archival repositories.*** Such a survey could be conducted in conjunction with A*CENSUS or could be scheduled every 10 years on an alternating basis with A*CENSUS. SAA and its Foundation should be the source of the best information available about archival repositories. SAA/SAAF could seek external funding for this survey.
5. ***Research fellowships.*** By 2017, the Foundation would administer two research fellowships (\$10,000) to provide support for critical research that SAA and the Foundation will conduct (e.g., A*CENSUS). Research needs would be identified working within the context of the SAA Strategic Plan.

Internal Funding Priorities, FY 2015-2017

The Development Committee developed wide-ranging statements about the management of the Foundation called building a **Strengthened Foundation by Enhancing Accountability, Development, and Governance**. These statements included developing the capacity to build/maintain relationships (retired, senior, mid-level); develop a Culture of Giving; create a Foundation that is highly effective, respected, accountable, and rich;

define an effective grant application process; provide “Making the Ask” training to the Board and the membership; raise funds for a Development Officer; work through sections, roundtables, committees; and engage student chapters.

Support for the development of the infrastructure of the Foundation will be targeted in these general areas. Many of these areas would move faster with financial support from the Foundation itself or donors solicited to help the Foundation move to the next level within these parameters.

1. Continue to develop transparent financial reporting – ongoing by staff.
2. Train the Board on ways to integrate their knowledge of the Foundation’s finances when speaking with donors. Train Board members on making an “ask” for financial support and contacting prospective donors during the annual fund drive. Possible Board retreat for fundraising training open to all Council members who would like to attend. Costs would include money for trainers and travel.
3. Implement data tracking on donors. The cost of hiring a consultant to assist SAA with development of an RFP for a new association management software system would be approximately \$10,000.
4. Obtain information on donor capacity includes possible costs for consultants to review prospects list.
5. Create a Foundation website – ongoing with Board, Development Committee, and staff.
6. Codify and publish procedures for obtaining a grant – ongoing.
7. Implement procedures for the annual fund drive – ongoing, could include consultants.

I propose that the Foundation Board consider selecting a number of the funding priorities (both external and internal) discussed above and charge the Development Committee to develop a work plan including case statements. The results of the Development Committee’s reports would be approved by the Board via conference call(s) and at the Annual Meeting.

The Foundation must be seen as focused on specific outcomes, outcomes that support the Strategic Plan. By moving forward to commit to development priorities, the Foundation will signal that it is maturing and effective. Deciding which priorities are primary will give the Development Committee guidelines and provide rationales for giving which we can share with the members.

Approved priorities should be turned over to not only the Development Committee but the Finance Committee to estimate costs. This information should be circulated to the Board prior to the Development Committee meeting in June. Commitments in the context of costs would provide the Development Committee further information.