

## Statement of SAA Goals & Objectives

- Membership
- Standards
- Publishing
- External Networking
- Education
- Advocacy

### Membership

#### Goal

To build a diverse and cohesive membership and to support those members by addressing their professional needs as well as by developing a strong archival community.

#### Rationale

Direct, personal benefits of membership are a critical element in attracting and retaining members. Direct benefits include publications, educational programs, the annual meeting, networking, and information about job opportunities.

Indirect benefits accrue to the profession and its members as a whole, rather than to individual members. Indirect benefits help archivists do their jobs better and more effectively, and include standards development, issue advocacy, and public image enhancement.

All benefits should distinguish SAA from other archival or affiliated organizations so that members can clearly perceive why membership is personally advantageous.

#### Objectives

##### **A. Deliver benefits to members which are of high value.**

1. Provide opportunities for professional development and networking at the Annual Meeting.
2. Provide opportunities for professional networking and participation by actively supporting Sections, Roundtables, and Committees, and the publications and Internet-based communications of these groups.
3. Identify and publicize benefits, especially new or unique benefits which differentiate SAA from other archival and affiliated organizations.

##### **B. Make special efforts to retain members.**

1. Increase members' satisfaction and appreciation for direct and indirect benefits, including the education program, publications program, standards, external networking, and issue advocacy.

2. Continuously evaluate direct benefits to ensure that they are of high quality and are perceived as such by the membership.
3. Through the Key Contact program, investigate why members allow their membership to lapse.
4. Increase peer-networking and participation by involving members in committees, sections, roundtables, and other leadership roles.
5. Promote a diverse and expanding leadership.
6. Expand the mentoring program by including participants who have completed their first year in the Annual Meeting mentoring session and by encouraging all SAA leaders and liaisons to serve as mentors.
7. Review membership categories.
8. Undertake an outreach effort to get retirees involved in committee work, mentoring, and other activities.
9. Encourage retention of institutional memberships by recognizing in special ways those who have been members for over fifty years and those who have made significant contributions to the profession.

**C. Make special efforts to attract new and diverse members through outreach activities and programs targeted to new members.**

1. Make new members and non-member attendees at the Annual Meeting feel welcome and offer them opportunities to participate. Ask Sections and Round Tables to recognize these individuals so current members can greet them.
2. Identify benefits most valuable to new members.
3. Promote professional identity among archival graduate students by supporting the growth of student chapters.
4. Continue to provide basic, introductory Annual Meeting programs, workshops, publications, and Directed Internet discussion groups targeted towards new members and beginning archivists.f
5. Attract new institutional members.

## Standards

### Goal

To promote excellence in the archival enterprise through identification, creation, promulgation, and support of standards important to sound archival policy and best practices.

### Rationale

Standards should be an important part of the archival enterprise. When employed properly, the use of standards can:

- Promote best practices in archival institutions.
- Contribute to the efficiency and consistency of archival work.
- Serve as the foundation of best archival practice and should be incorporated into all education offerings and publications.
- Document understandings negotiated with other organizations.
- Increase the potential interoperability of archival descriptive systems.
- Help users understand and exploit archival resources.

SAA should actively develop standards, as well as identify and evaluate the applicability of externally developed standards which impact archival practice.

### Objectives

#### **A. Build a program to develop archival standards and to cooperate with other organizations involved in the development of standards related to archival practice.**

1. Establish effective procedures to vet and periodically review standards, allowing those standards to be identified as sanctioned by SAA.
2. Promote collaboration between the Standards Committee and SAA's Sections and Roundtable to identify individuals with expertise to aid in the development and review of standards, and to help identify external standards.
3. Provide liaisons to select, affiliated organizations to ensure SAA members have a voice in the standards developed by those organizations.
4. Secure external funding to complement SAA contributions in support of standard activities and development.

#### **B. Promulgate and promote standards to the archival profession and allied professions information about archival standards and their use through Web sites, newsletters, publications, and other methods.**

1. Publish standards and standards-related information in print and on the SAA Web site.
2. Ensure that archival standards are incorporated into all educational offerings and SAA publications.

3. Develop program proposals and suggest externally-developed programs for SAA's Annual Meeting about current and proposed standards.

## **Publishing**

### **Goal**

To publish and distribute high-quality archival literature publications at all levels for members and the archival community.

### **Rationale**

The diverse professionals who are members of the Society, as well as the larger archival community, need a well-established and implemented publication program for the dissemination of new knowledge. Whether directed to the novice or more experienced members of the profession, publications must be of the highest quality, be timely with regard to content and based on solid research.

Archival educators in particular need archivally-based publication avenues that are respected by university administrations and are considered equivalent to traditional academic publishers.

The SAA publication program is a major source of revenue for the Society. Because the program is threatened by the recent rise of competing archival publication programs the Publications Board must identify and implement programmatic activities that position the program to fill publication needs that other organizations have not yet taken.

### **Objectives**

#### **A. Continue a fiscally responsible program of publishing and distributing works relating to archival history, legislation and regulations, practice, and principles.**

1. Work to increase funds for an expanded publications program. This may include cooperative ventures with other publishers, establishing a publications endowment, or seeking grants to subvene some publications.
2. Seek ways to improve marketing strategies to current audiences and ways to target new audiences.

#### **B. Publish works that support the archival profession.**

1. Ensure that classic archival literature remains in print.
2. Publish basic works which help establish best practice. Produce revised editions when necessary.

3. Continue to publish *American Archivist* to provide members timely information about archival research.  
*Benchmark:* Publish two issues annually.
4. Continue to publish *Archival Outlook* to provide members information about news and events affecting their careers.
5. Continue to publish the employment bulletin and a membership directory.

### **C. Acquire new works for publication.**

1. Publish new works that meet members' expressed needs.
2. Become an attractive, if not the primary, source for university archival educators both as the key source of literature for their classes and as the main publisher of archival research carried out in universities.
3. Identify potential new authors.
4. Publish new academic works on and translations of advanced topics.
5. Support the work of students by publicizing their theses and dissertations.

## **External Networking**

### **Goal**

To define, establish, and enhance strategic relationships with archival and allied professions, associations, institutions, and coalitions.

### **Rationale**

SAA is a national organization that has made significant impact in developing the archival profession, promoting archival concerns and educating the public about issues related to the preservation of and access to the national heritage. However, SAA is a relatively small organization with limited resources.

SAA's mission overlaps with many other entities — internationally, nationally, regionally, and locally. Therefore, it is necessary for SAA to work with those entities to educate the world citizenry about the importance of archives; to garner resources to preserve our historical legacy; and to develop laws, resolutions, standards, policies, guidelines and procedures that support archives.

### **Objectives**

**A. Establish and maintain relationships with appropriate international, national, regional, and local organizations.**

1. Identify potential partners in technical communities, including preservation, information technology, privacy, access, and coordination of standards.
2. Maintain current and establish new liaison relationships with key organizations, including NCC, CNI, CLIR, ALA, ARMA, NAGARA.
3. Pursue outside funding to help support external networking from foundations and vendors.
4. Incorporate networking into the mentoring program to bring SAA members into the process and to expand the pool of professionals available to address archival concerns, especially on the international and national level.
5. Document and publicize strategic relationships so members are aware of collaborative projects and activities.  
*Benchmark:* Increased number of articles on activities with affiliated organizations.

## **Education**

### **Goal**

To support opportunities for professional and disciplinary growth by promoting graduate education and research, and by guiding and providing high quality continuing education programs.

### **Rationale**

Professional archivists must have a strong educational foundation in order to identify, preserve, and provide access to documentary evidence.

SAA must take responsibility for defining educational foundations for professional archivists through standards, methodologies, ethics, and values. SAA will promote a range of disciplinary and theoretical approaches, and national and international practices in graduate education to better serve the evolving and diverse needs of the archival profession. SAA will give high priority to emerging areas of rapid development and change.

Throughout their career, archivists must continue their education to keep abreast of developments in a rapidly changing environment. Records custodians not trained as professional archivists look to SAA for education on how to do their job better. SAA must develop a high quality continuing education program in order to ensure the vitality of the profession. SAA will cooperate with regionals, graduate programs, and other providers to ensure that all members' continuing education needs are met.

### **Objectives**

**A. Build an archival education program that fosters formal academic programs and that ensures a continuing education program.**

1. Monitor the educational needs of members and member satisfaction with those programs.
2. Work with graduate educational programs, regionals, and other organizations to develop a coordinated professional and continuing education program that is available to all members.

#### **B. Promote and develop graduate archival programs.**

1. Actively support networking and relationships among archival educators.
2. Support archival educators in building scholarly credentials for tenure and advancement.
3. Target diverse populations by disseminating information about archival graduate programs, costs, and opportunities for financial aid; conducting career outreach activities with undergraduate programs; providing mentoring opportunities for minority students; building a core of literature addressing diversity issues in archival administration and collection development; and promoting graduate research into diversity-related issues.

#### **C. Ensure archivists and records custodians have access to high-quality continuing education.**

1. Coordinate workshop offerings with regionals and other educational providers to ensure that all archivists have access to diverse continuing education opportunities.
2. Create and publish curricular materials to enhance continuing education offerings.
3. Systematically review continuing education courses for quality and to ensure that they promote best practice as embodied in publications and standards of the Society.
4. Develop, deliver, and maintain comprehensive continuing education courses necessary to meet the needs of practicing archivists, records custodians, and resource allocators. Such courses should cover archival education fundamentals, new areas of practice, and advanced archival management.
5. Use the Internet to offer focused discussions on specific topics designed for experienced archivists and to provide continuing education courses.

### **Advocacy**

#### **Goal**

To exert active leadership on enduring and emerging archival issues by advancing archival concerns and perspectives on the critical challenges of the Digital Age, shaping public policy, and promoting funding for archival programs, research, and development.

## **Rationale**

SAA must foster policymakers' awareness about the archival perspective, mission, work and role of archivists, especially regarding the role and impact of digitization and technology on archival practice. As issues arise from the expansion of technology into all aspects of our society, SAA will respond with position papers that promote the archival concerns that need to be considered in regulations or legislation that could affect archival goals.

SAA must continue to advocate for legislation and funding for archival programs. The bulk of this effort will give a priority to working on a national level in the United States. On an international level, SAA should monitor policy issues and take positions when appropriate (when they have an impact or are of such importance to warrant intervention). At the same time, SAA will continue to provide a national voice in support of positions taken by regional archival associations.

## **Objectives**

### **A. Identify and advocate for archival concerns.**

1. Promote the Jameson Award to the larger society.
2. Draw media attention to archival issues.
3. Develop unified position statements with other organizations, such as NINCH, NCC, ALA, ARMA, NAGARA, and CNI for the greatest impact on issues affecting the archival enterprise.

### **B. Advocate for effective legislation and regulation.**

1. Monitor legislation and regulation affecting the profession, and issue policy statements that draw attention to archival issues. Propose legislation or regulation that needs to be considered to support archival goals.
2. Write position papers in support of proposed legislation. As issues arise from the expansion of technology into all aspects of our society, SAA will respond with position papers that promote archival concerns.

### **C. Seek funding for archival programs and for research into issues impacting the profession.**

1. Promote adequate funding for national archival programs (such as the National Archives) and funding agencies (such as NHPRC and NEH).
2. Identify new venues (beyond NHPRC) for funding of such research, by using information gained from coalitions and identifying ways of tying the archival requirements to the Digital Library projects.