

Society of Georgia Archivists
Board of Directors Meeting
Morrow, GA
27 Jan 2017

PRESENT

Tiffany Atwater, Kevin Birge, Holly Croft, Mat Darby, Kevin Fleming, Justine Fletcher, JoyEllen Freeman, Wendy Hagenmaier, Josh Hogan, James Irby, Stacy Jones, Mandy Mastrovita, Heather Oswald, Brittany Parris, Amanda Pellerin, Andrea Richardson, Meredith Rechter, Becky Sherman, Jennifer Sirotkin, Laura Starratt, Sarah Tanner, Meredith Torre

CALL TO ORDER

Meeting was called to order at 10:06 a.m.

WELCOME

Wendy Hagenmaier opened the meeting and asked everyone present to introduce themselves.

APPROVAL OF MINUTES

The board unanimously approved the October 2016 board meeting minutes.

OFFICER REPORTS

Treasurer

Continuing Treasurer Justine Fletcher reported that SGA returned \$700 in workshop refunds because of the hurricane in Savannah that caused a couple of the workshops to be cancelled during the 2016 SGA Annual Meeting. She reported that the organization also paid over \$800 in PayPal fees in 2016, and discussed the possibility of finding alternate solutions. She anticipates that the annual meeting this year will be less expensive since SGA will not be merging its meeting with another organization.

Money Market	\$85,214.86	Total Liabilities	\$102,172.29
Petty Cash	\$200	2016 SGA Annual Meeting:	
Checking	\$7,654.37	Net Income	\$7,836.49
Total Assets	\$102,172.29		

Archivist

Incoming Archivist James Irby reported that he is becoming familiar with the duties of his new position. He and Stacy Jones, the outgoing Archivist, will be sharing reports in preparation for his transition. He has been referring to the Strategic Plan, and plans on asking the board for input. He has also reviewed the handbook and its revisions. James shared that he will work to recruit additional members to the Records Task Force.

Administrative Assistant

Continuing Administrative Assistant Cathy Miller could not call in from Texas. In her stead, Wendy Hagenmaier read her tallies of membership numbers. There are currently 266 active SGA members, including 8 new members in the last quarter (2 contributing, 4 individual, 2 student). Cathy has updated the listserv, and included updated information about donations for scholarships and awards in her most recent report. It was explained that the role of Administrative Assistant is two positions – Listserv Manager and *Provenance* Subscription Manager – and Cathy will perform both parts.

President's Report

Incoming President Wendy Hagenmaier shared her goals for 2017, which include: implementing Strategic Plan Timetable Items; advertising the President's Award; working with the Treasurer (Justine Fletcher) in regard to financial strategy and the possibility of increasing membership dues; and working with the Nominating Committee during recruitment for the 2018 SGA board. So far, she has collaborated with Sarah Quigley and Brittany Parris on handbook revisions, contributed to the newsletter, and scheduled the bank appointment that followed later that afternoon. She has also discussed the responsibilities of Vice President with Sarah Tanner.

PUBLICATION REPORTS

Provenance

Heather Oswald reported that as of January 25, 2017, *Provenance* had 3,519 views/downloads (Q4, 2016), a big growth from Quarter 3. She received good feedback on the digital audiovisual issue. Next, a print issue will be published in March. There has been a good amount of interest from volunteers and submissions have been strong, but more is always encouraged. Increasing the number of quality submissions will be the main priority in 2017. Subcommittees have been created to make decisions, such as whether or not *Provenance* should only be released digitally.

SGA Newsletter

Amanda Pellerin reported that the most recent newsletter (Vol.49, No. 1) was published January 26, 2017, and the Spring issue is slated for an April 15th release. All submissions for the Spring issue are due March 1st, and in-depth pieces are ideal. Amanda has worked as the Associate Editor previously, and has revised the handbook entry to establish a division of labor roles between that title and that of the Editor. At this meeting, she gave a presentation about Adobe Suite, and introduced some points of consideration: not every contributor to the newsletter has access to the platform, whether or not a subscription should be ordered, should training be provided for those who will use the platform, etc. Amanda also shared the results from a survey she conducted within RAAC that targeted other statewide organizations who use the blog format. The goal of this survey was to determine a preference for Adobe Illustrator or Microsoft Publisher; her results revealed an even split. Additionally, she has been working with outreach groups and social media teams.

Website

Josh Hogan reported that he has removed old account permissions, and added new ones. All pages will be updated to reflect current board and committee members and Wendy's welcome address instead of that of the outgoing President, Brittany Parris. He also reported user statistics: 1,258 website users, 4,806 page views since October 13, 2016. He shared that the top three pages after the home page are: Jobs (539), Annual Meeting (284), Membership Renewal (139). Apple iPhone is the preferred mobile operating system, and Google Chrome is the favorite browser.

COMMITTEE REPORTS

Archives Month Liaison

Incoming Archives Month Liaison Mandy Mastrovita shared a message from Angelique Richardson, the outgoing Liaison. Mandy's recent activities include: corresponding with Becky Sherman about Georgia Archives Month activities and inheriting all social media logins for the organization.

Education

Incoming Chair Holly Croft shared that she has conversed with Mat Darby about her new responsibilities. She has also scheduled a meeting with board members to brainstorm workshop topics and discuss new initiatives from the strategic plan, and reached out to Carol Waggoner-Angleton about continuing the book club. Additionally, she has discussed co-sponsoring a workshop with SAA. Her goal for 2017 is to develop a marketing plan, and survey membership to see topics of interest. She cited that the biggest budget change is that lunches will no longer be paid for during workshops. In the future, Holly will also be looking into setting up webinars, and arranging a possible archives boot camp. Two workshops are planned for the annual meeting.

Membership

Sarah Tanner has met with Wendy Hagenmaier to discuss the organization's membership and the possibility of collaborating with the Outreach Committee. She has sent emails welcoming new members, and is planning Happy Hours and other meet-ups for SGA members. She has talked with SLA and ARMA about partnerships as she would like to have a collaborative spring event with another organization. She mentioned the possibility of planning an event or meet-up in another city in Georgia, outside of Atlanta. She is currently partnering with the Mentoring Committee to contact and reach out to new members. She also challenges existing members to recruit.

Scholarship

Incoming Chair Kevin Fleming reported that he has spoken with the former committee Chair Meredith Torre, and received transitional documentation. In the coming week, he will be reaching out to new committee members with a welcome letter. In this segment, Meredith also had some outgoing words about the 2016 auction, and announced that she will be working with Kevin on this year's auction.

Nominating

Incoming Chair Brittany Parris shared that she, Sheila McAllister, and Derek Mosley will form the Nominating Committee. Outgoing activities include working and collaborating with the Outreach Manager and Membership Committee to support Diversity Initiative research. Brittany will be publicizing a call for Fellows Nominations (January-April), and has plans to reach out to Amanda Pellerin about the newsletter. With a focus on Diversity, she will work to see an increase in member involvement across the state, a recruitment of members with diverse backgrounds, and an increased awareness of the Taronda Spencer Award.

Annual Meeting (1st Year Director)

Jennifer Sirotkin announced that members have been assigned, and include: Bridget Jeffs, Jessie Hopper, Kristin Morgan, and Angela Stanley. She has shared a Google Doc that highlights committee member roles. The group's first meeting will be February 13th.

Annual Meeting (2nd Year Director)

Andy Richardson reported that the 2017 SGA Annual Meeting will be held November 2nd and 3rd with workshops beginning November 1st at the Brasstown Valley Resort in Young Harris, Georgia. Andy discussed resort amenities, catering, and meal options, and noted that she will be working with Education Committee Chair Holly Croft to involve other parts of the organization. She mentioned that two comped rooms will be provided for two nights, which could reduce the cost of housing a keynote speaker or scholarship winner. A door prize, which entails a two day stay at the resort, will be included. The method for selecting the winner of the door prize has yet to be determined.

Outreach

JoyEllen Freeman has led email discussions and phone conferences with different committees about reaching out to new SGA members who are seasoned in the field. She mentioned the possibility of doing this in conjunction with a Happy Hour. She has also been updating the SGA social media channels, and working with the SGA Diversity Committee to define "diversity" for SGA. She has talked with Derek Mosley and Paul Crater about the possibility of hosting future SGA outreach events at the AARL and AHS. In the future, she and Tiffany Atwater, the Outreach Co-Manager, will brainstorm about and plan advocacy events. Additional upcoming activities include: scheduling programming, planning a committee service event, and redoing the communication strategy to reallocate funds from paper-based expenses to the programming budget.

Mentoring

Heather Oswald was the proxy for Gabrielle Dudley, who was absent. So far, Gabrielle has been overhauling the Mentoring Committee webpages and documents that will be sent to mentees, and she continues to monitor active mentoring relationships, of which there are two pairs. She will be collaborating with JoyEllen Freeman about reaching out to new mentors via Library and Archives academic programs.

RAAC Liaison

Laura Starratt explained that RAAC (Regional Archival Associations Consortium) is in the middle of its fiscal year. RAAC works with other regional organizations, and began with the initial closing of the Georgia Archives. Areas of focus include: advocacy, disaster planning, awareness, etc. Laura elaborated on two big projects: collecting dates for regional annual meetings, and updating disaster planning and recovery initiatives to reflect climate change. Laura is the representative on the advisory board for Nexus Lab, through Educopia. This 3-part project includes: setting up layers of leadership; creating a curriculum; evaluating resources. Laura will send out additional links about these projects.

OLD BUSINESS

Wendy Hagenmaier led a review of the 2017 Strategic Plan Timetable Actions, and shared that a vision statement has been developed that incorporates core values and strategic priorities such as outreach, education, fiscal sustainability, etc. These have been derived from SWAT analysis and surveys. Wendy stated the overarching objective is to work together to accomplish time table goals for 2017. She cited a spreadsheet to be used as a road map, and highlighted the importance of frequent communication and collaborations within the organization. In regard to Administrative Handbook updates, Wendy announced significant edits will occur over the course of 2017. Likewise, these edits will be voted on by SGA board members. Additionally, she and Brittany Parris will draft a plan on the organization's procedure pertaining to sponsorship that will be similar to the one that's already in place for working with Georgia Archives Month.

NEW BUSINESS

Wendy requested updated SGA Leadership contact information. The October 2016 minutes were approved, and the board voted to approve Committee/Board members that were listed in corresponding reports for Education, Membership, Scholarship, Program, Local Arrangements, and *Provenance* Editorial Board. Treasurer Justine Fletcher asked for changes to the proposed budget for 2017, and has added RAAC to the budget (a \$500 allotment). A small edit to the Outreach budget was also made - the sum has not changed, but money has been shifted to provide more for programming initiatives. Justine will revise, and then resubmit this report and voting will occur via email. Justine referred once again to the organization's payment of \$800 in PayPal fees in 2016, and mentioned the possibility of adding donation boxes to supplement money lost this way. Additionally, she suggested the implementation of a SGA Financial Strategy Task Force to manage this loss. The task force would consist of Wendy Hagenmaier, Justine Fletcher, Kevin Fleming, and others. A call will go out in the coming week. Wendy announced upcoming Board votes that will be conducted by email after the meeting: 2017 Budget, Administrative Handbook revisions, and Bylaw revisions. Lastly, Wendy proposed the following dates for 2017 Board meetings:

Friday, April 28th (Georgia Archives)

Friday, July 21st (Georgia Archives)

Wednesday, November 1st (Young Harris, GA)

ADJOURNMENT

The Board meeting adjourned at 11:57 a.m.

Respectfully submitted on February 26, 2017

Laura Frizzell, Secretary

ADDENDA

- *The following motion passed via e-mail on February 17th: 2017 Budget Proposal (final revision)*
- *The following motion passed via e-mail on February 7th: 2017 Budget Proposal (first revision)*