

Society of Georgia Archivists  
Board Meeting  
Virtual meeting via Zoom  
31 July 2020

### **CALL TO ORDER**

The board meeting began at 10:00 am. SGA President, Angela Stanley, welcomed everyone to the virtual board meeting and thanked them for their attendance at our third quarter meeting. Angela made a motion to adopt the agenda that was sent out the day before. Holly seconded the motion. The agenda was passed.

### **ROLL CALL**

Angela Spitzer Stanley, Holly Croft, Shanee' Yvette Murrain, Rose Marie Kimbell, Alison Reynolds, Christina Zamon, Cathy Miller, Becky Sherman, Katie Twomey, Louanne Heintz, Virginia Angles, Feechi Hall, James Irby, Megan Kerkhoff, Amber Moore, Tamara Livingston, Brittany Newberry, Katherine Fisher, Leah Lefkowitz, Sheila McAlister, Jessamyn Swan

### **APPROVAL OF MINUTES**

The April minutes had been approved via email in June in order to share the minutes with membership as a way to inform them of the updates to the bylaws that would be coming up for a vote by the Nominating Committee. There were a number of addenda items that had been voted on via email in June and July which were added to the minutes. Angela made a motion to approve the April 2020 board meeting minutes with the inclusion of those addenda items. The motion was seconded by Rose Marie. The April 2020 board meeting minutes were approved.

### **OFFICERS' REPORTS**

#### **President**

Angela Stanley has continued to work on finalizing the 2021-2025 Strategic Plan. She thanked everyone for their input. The document has already been approved and the finalized version will be presented later in the meeting. We will also be looking at utilizing metrics for evaluation purposes as a consistent way of qualitatively and quantitatively measuring our progress.

#### **Vice-President/Membership Committee Chair**

Holly Croft shared that she had drafted a COVID-specific letter for new members and submitted it to the Membership Committee for comment. The Dues Task Force has not been very active because of the slowdown of in-person meetings, but will continue to work through and discuss any further developments. Holly has also reviewed the final version of the strategic plan. It was pointed out that the increase that had been budgeted for travel by the Membership Committee has not been needed during this current time. In the future, it will be updated when travel comes back to a more stable pace.

#### **Past President/Nominating Committee Chair**

Shanee' Yvette Murrain shared that the Nominating Committee had presented the vote to membership regarding the changes to the bylaws for two positions: the adjustment to the Treasurer role and the addition of the Vendor Coordinator role. They were able to get the poll feature to work in Wild Apricot after some technical difficulties. At this time, there have been 49

votes collected. So far, there is not enough distribution of voters to approve the roles, so it will be sent out again for further voting. The committee has also submitted a proposal for the Annual Meeting for a panel for the Fellows to discuss responses to COVID-19 and the Black Lives Matter movement. Shanee' has also had a discussion with the *Provenance* editor about succession planning for a new editor and associate editor and how we might do more targeted recruitment even reaching outside of the archival profession. This call for leadership will be presented at the beginning of August.

### **Treasurer**

Rose Marie Kimbell has been working with our accountant to clean things up in QuickBooks. She does not have complete summary reports yet due to the discrepancies. As of Monday, July 27, we have \$2,870 in our general account. In the Money Market Account, we have \$75,351.63. The PayPal account has \$199.44. The WordPress bill has been paid in order to get our blog up and running. The last bill for Sheridan has been paid, which was mainly for shipping. The bank was still issuing debit cards to former Treasurers who weren't on the account, so Rose Marie needed to contact them about cancelling those. They were automatically renewing the debit cards, which is something to keep in mind for future handlings. We did receive some money from Amazon Smile. Rose Marie is amending the budget to line items for better tracking and accountability.

### **Archivist**

James Irby has a list of ongoing and upcoming tasks, including test processing for transfer of digital records, revising the documentation for the Archivist position, and processing incoming material. There may be a budgetary impact at the Georgia Archives, which we will then need to make a determination on this factor and how it could possibly affect SGA. James is waiting for more clarification and guidance in the next week or so.

### **Program Committee Chair, Annual Meeting**

Angela presented part of the report due to technical difficulties, but Katherine Fisher was able to explain more in depth regarding the progress the Program Committee has been making. The committee is in the process of soliciting presentation proposals. The submission deadline was extended to July 24. There have been fewer submissions this year, but they did receive a solid slate of proposals. Since we will be having a virtual format this year, the committee decided to combine the traditional lightning talks and poster presentations into a single session. The committee has also been working with the Local Arrangements Committee to address the technical and administrative implications of shifting the conference online. They are also working on getting a concrete commitment for a keynote speaker.

### **Local Arrangements Committee Chair, Annual Meeting**

Virginia Angles has been working closely with the Program Committee. The budget is estimated at \$300. The committee wants to use the Zoom business licenses that we already have and pay to upgrade one of them. There may be about \$200 for cloud storage and \$50 for upgrading the license. For swag and giveaways, the idea is to use promotional or coupon codes that can be put in the program or emailed out to the attendees. The committee is continuing to contact companies and discussing ideas.

### **Administrative Assistant**

Angela presented the report for Alex. We have 244 current members. There is also a large number of lapsed members at 359. Alex has been responding to member issues and questions, sent out a quarterly reminder via the listserv, and created a new Fellows group for potential use. James has been checking the mailbox each month.

### **Provenance Editor**

Angela presented for Heather Oswald who was not able to attend the meeting. As of July 2020, there have been 91,360 downloads with 4,660 for this quarter. The most accessed item was *Provenance* Vol. 24, No. 1 (2006). Volume 36, Issue 1 has been published. It is the final issue of *Provenance* printed for all users. Heather has been working with Sheridan to set up an e-commerce site to allow for on-demand printing of issues moving forward. Heather will be stepping down as editor as soon as a new editor is appointed. She will work to bring the new editor up to speed and be available as a resource into 2021. New job descriptions have been drafted for the Editor, Associate Editor, and Reviews Editor positions. A transition plan has been developed, which includes a formal call for applications for the positions.

### **Communications Director**

Alison Reynolds pointed out that the email address for this position has been updated to [communications@soga.org](mailto:communications@soga.org). Any emails sent to [newsletter@soga.org](mailto:newsletter@soga.org) will be forwarded. A Bitly account has been created to link to Twitter and other social media sites. For social media, we had the most posts in May with the themes of Asian-American and Pacific Islander Heritage Month; Work from home photos; and Healthcare Workers Month. Instagram has 447 followers. Facebook continues to get the most use, but Instagram is growing at a higher rate. The Delta Flight Museum Digital Archives was one of the more popular posts. The blog has been paid for in the last part of June and the content from the old blog has been migrated over. Work still needs to be done on the branding. The interview with Courtney will be the first post.

### **Website Manager**

Megan Kerkhoff has updated the intranet uploading guide. The Newsletter, Magazine, and Mentoring pages have also been updated. Megan has worked with Alison on the blog in WordPress. She has also fixed a few broken links on the website. According to our Google Analytics, we had 1,533 users with 1,455 new users. There were 5,385 page views. The top three visited pages were for Job Listings, Annual Meeting, and the About Us page.

### **Education Committee Chair**

Becky Sherman and the Education Committee have been planning the pre-conference workshops. One workshop will focus on diversity, equity, and inclusion. The second workshop will focus on business management / leadership training for archives. Sheila McAlister and Greg Cram were contacted about rescheduling the copyright workshop that was originally planned for March, but a new date has not been set yet.

### **Scholarship Committee Chair**

Jessamyn Swan shared that recipients of the Spring workshops were notified in July that those scholarships will be moved to next year due to COVID-19 issues. The committee has discussed possible scholarships for COVID-19 hardship, but further discussion is still needed. Discussion

on the attendance fees for the Annual Meeting will also determine any scholarships that are connected with that.

### **Outreach Manager**

Katie Twomey shared that they held a virtual game night since in-person activities are on hold. There were a few technical issues with connections, but other than that it went very well. Another outreach event will be held virtually in August. One option is to do a virtual spelling bee. The winner will receive a gift card. The budget is lower than expected due to meeting virtually.

One important note is in regards to the notification for the Georgia Senate Bill 372. Katie and Becka attended the meeting virtually and voiced their concerns. Although the Representatives present noted the Genealogists of Georgia's concern regarding the proposed legislation, they still intended to proceed with the changes. The Department of Health's intent is to close birth records for 125 years and the death records for 100 years. The bill also moves the possession of these vital records from the Georgia Archives to the GA Department of Public Health.

### **Mentoring**

Tamara Livingstone has been meeting about every other week with the Assistant Coordinator. She thanked Megan for her help with the Mentoring page on the website and the updates that have been made to it. There are some proposed changes to the mentoring program. These proposals were discussed with some members of the board as well as past mentors to gain some feedback. One aspect was that the twelve-month agreement may be too long and that could possibly be changed to 6 or 9 months. Another suggestion was to have project and workflow-based mentorships to focus on developing skills to navigate certain situations. They are also considering having a networking mentorship and establishing cohorts to allow members with similar interests to build their own relationships. We will need to continue to explore how these would actually work and how many are sustainable.

### **RAAC Liaison**

Cathy Miller provided information about the webinar held by RAAC on planning virtual conferences. Cathy checked in with the co-chair of RAAC, Mary Rubin, to see what the attendance was, which was about 60 plus people at its peak. As of last year, RAAC is not currently a member of the National Coalition for History. Cathy pointed out that this is a viable collaboration point, especially in connection with our strategic plan. A contact person at MARAC was provided via RAAC in order to gain further information. RAAC is holding its annual meeting on July 31. Cathy will be putting out a call on the RAAC listserv in September to gauge interest in joining the Advocacy Subcommittee.

### **Georgia Archives Month Chair**

Amber Moore discussed the theme for Georgia Archives Month: *Archives in Times of Crisis*. The committee has been contacting previous sponsors to try to solicit donations, but so far there has been \$0 in donations largely in part because of the pandemic. There were a lot of poster submissions and a graphic designer has offered to design the poster pro bono. The Spotlight Grant has been updated and revisions have been made. There could still be further changes if events have to be held virtually. The call for the grant will be sent out in the beginning of

August. We are still deciding if the photo at the Governor's office will be held in person. The committee will need to figure out if the budget allows for mailing out actual posters or a digital version can be downloaded.

## **OLD BUSINESS**

### **2020 Annual Meeting Proposal**

Virginia Angles and Katherine Fisher presented the proposal and its various parts. The platforms and licenses will include the five licenses that SGA already holds with each one accommodating 100 people. Virginia suggesting upgrading at least one of those to a business level, which can accommodate 500 people and would cost about \$50. The rest of the budget will go towards cloud storage and transcription of the recording. If we chose to use a webinar platform, it is subscription based and starts at \$400, which means we would be billed annually and the expense would be cost prohibitive. Angela stated that we do have one webinar license, but unsure about how many people it can host. Virginia will look into it further. Katherine pointed out that the webinar format would most likely be used for the keynote, the plenaries, and the all attendee meetings and use the meeting rooms for the breakout sessions. She also suggested that if other committees could use the webinar options throughout the rest of the year, then it would be a more viable option for paying an annual fee.

Registration will be done through Wild Apricot. After registration has closed, all of the attendees will be sent the meeting access information. One thought was to limit the registration to 200 people, so that it would be more manageable to moderate and participants could interact easier with each other. The committee chairs are open to feedback on this topic. Also included under the discussion on registration was the idea to charge a nominal fee, such as \$20. The reasons for having an attendance fee were for incentivizing actual attendance for the entire meeting, making sure that the capacity that was being built into the meeting was being utilized, and to offset meeting costs. The registration fee is up for discussion.

Alison shared an experience from a previous Zoom conference that was free, which had an issue with Zoom bombing by someone not affiliated with the organization. Some kind of fee would be a deterrent from something like that. Katherine wanted to specify that there would definitely be a registration process in order to combat something like that. Rose Marie mentioned that having it be free for members would encourage those who have let their membership lapse to make sure to get that updated to have access to the meeting. Holly agreed that it may be a good incentive for the 300 plus people who have let their membership lapse and their membership fee would make up for the \$20 fee.

Brittany wanted to make sure that students were considered in the pricing at a lower cost because it may be the only way that they are able to get professional development. Katherine suggested to keep the \$20 as a base rate, but have a lower fee or \$0 for students or those who are precariously employed and keep it as an honor system option. Holly also brought up the idea of having a donation option where some registrants could donate a specific amount in order for someone else to attend. Shanee' shared that one organization has a pay as you can option and with a sliding scale. Sheila thought it would be better to have a registration fee, particularly if employers provide for professional development. Most people can get registration fees paid for through

their professional development allotment funds, but that would not necessarily pay for a membership fee. Rose Marie explained how SAA has included a donation option this year, as well as a sliding scale of paying what you can depending on various factors. Angela recommended having a \$25 for non-members to attend the conference, which would include a full year membership. Christina explained the functionality issues of Wild Apricot as they don't have a way to preset the fields for registration that would include a donation field, but we can put in a link for donations in an email as an alternative. Amber suggested having three options, which could then include the option of paying for yourself and paying for someone else.

Discussion continued with various ways to cover all of the options that would be viable for this conference with a focus on the capability of being able to make a donation for another person's registration fee. Topics included the issue of not being able to choose two options in the format provided by Wild Apricot; institutional funds could not be used with the donation option; and an email link may be the best option for donations. Another discussion point was that non-members should pay a higher fee, but we would like to find a way to encourage the lapsed members to reapply for SGA membership. A virtual meeting may be a way to attract more non-members. Since there are limitations within Wild Apricot, we need to look at how that will interact with the Zoom registration and process for accessing the meeting. Katherine and Virginia will need to discuss these options further, but will continue with rest of the proposal.

Regarding vendors and sponsors, the Vendor Coordinator has come up with a menu of sponsorship options. It includes sponsorship for the keynote and the plenary session, as well as lower cost sponsorship packages, which include slots for demonstrations and office hours. All sponsors will have their logo posted on the SGA website and advertised in the digital program booklet. SGA will not directly facilitate the virtual exhibit hall for the vendors, but they will be invited to set up their own meeting rooms and office hours.

Meeting giveaways will be in the form of promotional codes and coupons either in the program booklet or as a separate electronic document via email. This is a cost-efficient way to give the attendees an incentive for attending the meeting.

In the past, the regular business meeting has been held during lunch. Since this year's meeting is being held virtually, the idea is to schedule the business meeting before lunch so the attendees will still be available to attend. The officers and chairs will provide a short presentation to summarize their reports. During the lunch break, attendees will be encouraged to stick around for a Q & A period with the board as an informal breakout session.

The traditional schedule for the Annual Meeting has generally included pre-conference workshops and 1 ½ days of sessions. It was thought that this scheduling format would not be best suited for a virtual conference. In order to provide the best possible experience for the attendees, we are looking at having a three-day conference, but this would include shorter days with fewer sessions at a time. The pre-conference workshops would be offered the week before the regular sessions. The meeting sessions would probably be held between 10 am and 2 pm, but may shift slightly until the program is finalized. There will be substantial breaks in between sessions to provide opportunity for informal conversations with other attendees and vendors. We will

attempt to record as many presentations as possible to be made available to members at a later date.

Angela opened up the discussion to the board starting with the topic of having a set limit to the number of attendees and the reasoning behind that. The general idea was to keep the sessions at a more intimate working level with a community atmosphere. The logistics of moderating the sessions was also thought to be a factor. If we have a larger number of attendees, then we would need to look at the licenses. At least one license can handle a larger room and funds are earmarked in the budget in case we need to upgrade another license.

Brittany mentioned that other conferences have had people register ahead of time for the specific session they wanted to attend, then the organizers were able to figure out the size of each session. Katherine expressed that the plan has been to have the rooms be open so that attendees could come and go if needed as well as only having to create two links at a time for the concurrent sessions. Christina added on to Brittany's comment by suggesting just having a survey of what sessions people were interested in attending, which has been used by other organizations for previous in-person conferences. This could provide a sense of how many people would show up. We could have it in a separate email to provide a general idea of how many people would think about attending. Angela thought that that would be a good compromise, especially because we don't have any kind of tools for attendees to create an account and keep track of their own sessions.

Angela asked if there were any major concerns that people had before we put up a vote for the proposal. No further topics were discussed. **Angela put forth a motion to approve the proposal document, except for the registration rates**, which will be decided and voted on at a later date via email. Suggestions will be taken under advisement. **The motion was seconded by Holly Croft. The motion was approved.**

### **Vote to Approve 2020 Budget & Review of Proposed Budget**

There are two documents included in this section. The first document is the current year's amended budget. The board has not yet voted to approve a budget due to the discrepancies being worked out and the issues brought about by the pandemic. The second document is a proposed budget that can be used as a reference point in future years.

Rose Marie explained that we are currently in the black mainly due to cost cuts from Covid-19 and from committees reviewing their individual budgetary needs. Some areas of the budget will always be negative because those are costs. They are not there to make money, but are there to help function and support SGA overall. The final estimated cost for the year is \$16,338.54. The estimated income, which was amended slightly, is \$18,850, which would leave us at \$2,511.46 in the black. There were some bills that had been set up for automatic payment on old Treasurer's cards, which needed to be taken care of and updated within the budget. It was also pointed out that the honorarium for the pre-conference workshops should still be listed in the budget even if a sponsor is used to offset that costs. **Rose Marie made a motion to propose that we approve the 2020 amended budget. It was seconded by Cathy Miller. The motion was approved.**

Rose Marie also shared a model budget for use in future years. This budget accounts for an in-person annual meeting. There were also some funds that were moved around to consolidate for

things such as postage, which would be considered under administrative and not under individual committees. Survey Monkey will also be removed because we are using Wild Apricot functionality for voting. There were some questions regarding the Annual Meeting related events, such as the Meet & Greet, and how much of those funds get rolled over into the overall package that is negotiated by the Local Arrangements Committee. Brittany stated that there were some items, such as dessert and prizes, that came directly out of the Outreach budget. A large amount of *Provenance* costs will be eliminated next year. Any other budgetary issues can be discussed within each committee.

Rose Marie has included budget lines for each section. Each line has its own code. It would be good to coordinate a budget manager's training for the next board cycle. Katie wanted some clarification as to what to do about the Flicker account, which is under Outreach. Brittany explained that it was under Outreach when the Newsletter was part of that department. As of now it is not being used, so the photos should be taken off before the account is closed. Rose Marie encouraged everyone to make sure the amount that they are asking for makes sense for what is required for each committee in order to have solid numbers for the budget. Angela thanked Rose Marie for all of the work getting the accounts reconciled.

### **Strategic Plan Update**

The full document can be put on the website for full access. The abbreviated document can be turned into a handout and shared with stakeholders, legislators, etc.

### **SGA Archival Workers Emergency Fund Update**

This topic was brought up at the last board meeting. Angela has been in contact with Carady DeSimone, a representative of SAA, as they are interested in working with SGA as either contributing to the SAA Archival Workers Emergency Fund directly or work it out as a donation mechanism on our own website. Another possibility is creating a Georgia specific fund. Other organizations, including the Society of Florida Archivists, have chosen to create their own fund instead of donating directly to SAA.

### **Georgia Archives Month Discussion**

There has been an ongoing discussion of the origins of the Georgia Archives Month committee and its connection to SGA. Currently, the GAM liaison role is somewhat independent of SGA while at the same time a contributing member of SGA. SGA makes an annual budget donation to GAM. Angela would like to propose that we formally adopt GAM as an official SGA Board committee. There are some possibilities as to whether GAM should be its own independent committee or be a subcommittee under one of the main committees, such as Outreach. The driving force behind the need for clarification comes down to budgetary issues and how the money should be allocated. Sheila shared that historically it was done this way so that GAM wouldn't be responsible for having their own bank accounts. She also stated that there were representatives from allied organizations, clubs, and museums, which may have been the reason for it being separate. **Angela put forth a motion to formally make the Georgia Archives Month group a committee of SGA, but that the organizational side will be pending for further discussion with the Outreach Committee and current GAM chair. The motion was seconded by Holly Croft. The motion was approved.**



## **NEW BUSINESS**

### **RAAC Liaison Terms Change**

Cathy Miller presented a proposal to align the term limits with RAAC and SGA, which would allow for more consistent representation. The liaison would hold a 3-year term, similar to the Treasurer's description and be appointed every second year. This would benefit both RAAC and SGA to have a two-year presence from the same person instead of a new person circulating in every year. **Cathy made a motion to approve the RAAC liaison term limits. The motion was seconded by Virginia Angles. The motion was approved.**

## **ANNOUNCEMENTS**

Angela suggested moving the next Board Meeting to the week ahead of the Annual Meeting. We would still have the regular Business Meeting during the conference. The meeting has been moved to Friday, November 6, 2020 at 10am – 12pm.

## **ADJOURN**

The meeting was adjourned by Angela at 12:03 pm.

Louanne Heintz  
SGA Secretary

## **ADDENDA**

### **Bylaws Revision Confirmed**

#### **SGA Bylaws Revision to Ratify Two New Roles**

The Nominating Committee via Wild Apricot put forth two votes for changes to the SGA bylaws to SGA membership

#### **\* Adjustment to the Treasurer role**

The Treasurer's term shall last for three years. The person elected to this position shall serve as the Assistant Treasurer during the first year, Treasurer during the second year, and Treasurer Ex Officio during the third year, with an overlap between the incoming Assistant role and the final year of service for the incumbent treasurer. The election for the office of treasurer shall take place annually.

#### **\* Addition of Vendor Coordinator role**

The Vendor Coordinator shall be responsible for soliciting funds from vendors in support of the Society of Georgia Archivists' Annual Meeting, scholarship funds, and other funding needs as appropriate. The person in this role is responsible for coordinating with the chairs of the Scholarship Committee and Local Arrangements Committee. This appointment shall last a minimum of three years up to a maximum of six years. Attendance at quarterly board meetings and reports are required as part of the position

The Bylaws revision was confirmed on August 25, 2020 for approval by SGA membership for the adjustment to the Treasurer role and the addition of the Vendor Coordinator.

### **Annual Meeting Registration Costs and Logistics**

On August 25, 2020, a motion was put forth from Virginia Angles regarding the Annual Meeting registration costs and logistics via email. The motion is to approve the Annual Meeting registration costs to include:

Cost of registration:

Presenters and SGA Members - \$0

Non-Members - \$35

Dates of registration:

Registration will open to Members only on September 15th.

Registration for Non-Members will open October 1st.

Registration for both members and non-members will close October 30th.

Additional logistics:

\* There will be no registration cap on the maximum number of attendees. If we have over 500 registered participants by October 30th, we will pay to increase the Zoom meeting/webinar licenses to accommodate all participants. We may also choose to use a webinar format for extra crowd control rather than the meeting format.

Katherine Fisher seconded the motion. The motion carried on August 26, 2020 via email.

### **Merger of Outreach and Georgia Archives Month Committee**

A motion was made via email by Angela Stanley for the proposal of the merger of Outreach and the Georgia Archives Month Committee.

1. The Outreach Manager would be replaced by the Outreach Committee Chair as a two-year appointment, serving the first year as Assistant Chair.
2. The newly formed Outreach Committee would recruit committee members consistent with other Board committees.
3. The Georgia Archives Month Chair/Liaison would be replaced by the Georgia Archives Month Subcommittee Chair. This position will report to the Outreach Committee Chair. GAM activities will be absorbed as functions of the Outreach Committee. The GAM Subcommittee Chair would be a one-year term appointed by the Nominating Committee.

The motion was seconded by Cathy Miller. The motion carried on October 5, 2020 via email. The next step in the process will be for the Nominating Committee to send out a vote to membership for changes made to the bylaws.