

MARAC

Mid-Atlantic Regional Archives Conference

Delaware • District of Columbia • Maryland • New Jersey
New York • Pennsylvania • Virginia • West Virginia

July 8, 2022

The Communications Committee is composed of Heidi Abbey Moyer, Jodi Boyle, Kathleen Donahoe, Alex Japha, Michael Martin, Melissa Nerino, Lara Szypszak, Carolyn Friedrich, Diane Wunsch and Molly Tighe. Kevin Clair and Sara Predmore are ex-officio members.

Committee Assignments

Missy Nerino serves as MAA Editor, Lara Szypszak as MAA Assistant Editor, and Carolyn Friedrich as Advertising Editor. Technical Leaflets Editor-in-Chief Alex Japha serves alongside Technical Leaflets Editor Heidi Abbey and Diane Wunsch.

Jodi Boyle is continuing in the role as liaison between the Communications Committee and the MARAC 50th Anniversary Committee. The role of liaison to the Occasional Lectures Series effort is currently vacant.

Molly Tighe and Michael Martin continue to serve in the roles of Co-chair. Kathleen Donahoe continues to serve in the role of Social Media Coordinator.

Mid-Atlantic Archivist (MAA)

The Summer 2022 (Vol. 51, No. 3) issue of MAA was published July 5, 2022. This issue was the third of four issues which heavily features MARAC's 50th anniversary. Social media posts advertising the issue were posted the last week of June and the first week of July. For the first time, alt text was embedded into the social media posts to aid with accessibility. The summer issue will also be in SAA's In the Loop newsletter to help increase non-member readership.

MAA is currently undergoing a redesign, which is set to debut for the Fall 2022 issue. Additional funds have been allocated for the 2022-2023 budget to accommodate the additional design costs, which are estimated to be \$250. The redesign comes to refresh the look for MARAC's 50th anniversary; the last redesign was in 2011, so it is overdue. In addition, the editors are working to make the new version compatible with screen readers, and alt text will be built into images for accessibility.

The Fall 2022 issue is currently being planned. This issue should be published late September or early October and will be the final one highlighting the 50th anniversary. In addition to two submissions from the 50th anniversary committee, contributors to MARAC's "50 for the Future" campaign over the summer months will be listed.

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Social Media

Since the last committee report we've shared 14 blog posts, which were then further shared on Twitter and Facebook. On Twitter, we tweeted original content 21 times and retweeted other related content 22 times for a total of 43 posts. Over that time period we had 7,326 impressions from our original content (meaning it was seen by others that many times), we were mentioned by other accounts 51 times, our profile was visited 4,485 times, and we gained 35 new followers.

On Facebook we've seen a decrease in the number of spam accounts interacting with the group page, so the administrative rules I put in place last quarter seem to be doing the job. Since the last report we've gained around 20 new members in the group, though this is not specific since members no longer need to be approved and Facebook no longer tracks them in their analytics the same way. In that time period there have been 49 different people either posting or commenting on posts in the group, and the group page was viewed 6,755 times. There were just under 50 posts during that time, both from admin and general members. Our MARAC Member Minute posts continued to do well and were some of the most successful, with others from the conference and the publication of the MAA also having a good rate of engagement.

Technical Leaflets/Practical Archivist: A Technical Leaflets Series

The leaflet *Preparing and Digitizing Brittle 19th- and 20th-Century Newspapers* was finalized at the end of March and posted on the MARAC website at the beginning of April. Promotion of that leaflet is ongoing.

A new call for proposals was sent out at the beginning of June. We have received two responses to the CFP. The first respondent was interested in writing about oral histories. Due to an oversight in checking the MARAC Communications email account, the followup to this respondent was delayed. It seems like this potential leaflet will not be moving forward due to frustration on the part of the respondent and a substantial body of literature about oral histories that would make a MARAC publication redundant. The second respondent is interested in writing about "implementing reparative and inclusive archival description practices" which seems like it will meet a growing demand for DEI related archival literature. We are in the process of scheduling a phone meeting with the respondent to discuss the publication process. Based on our author guidelines, publication of this leaflet is anticipated in August 2023.

Corresponded with Colleen Bradley-Sanders, one of the two MARAC Workshop Coordinators and a recent Leaflet author, about the potential of increased collaboration between workshops and the Technical Leaflet. It is our hope that leaflet authors might be interested in hosting workshops about the practical skills they write about and that workshop presenters might be interested in converting their lessons into a Technical Leaflet. Colleen provided the names of the fall 2022 workshop hosts, who we can contact in the future about writing for the *Technical Leaflet Series*.

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Additional News

Jodi Boyle continues to serve as the Communications Committee's representative on the 50th Anniversary Committee. Boyle is serving on the Committee's MAA subcommittee with Lauren Brown. Boyle and Brown submitted two 50th anniversary articles for the summer 2022 MAA and are currently working on anniversary articles for the fall issue. Boyle also is working with the editors of NEA Newsletter, the official publication of New England Archivists, on an article about the 50th anniversary of MARAC for the "News & Notes" section of the publication, for the October 2022 issue. Boyle will submit that article by August 15.

Respectfully submitted by
Michael Martin & Molly Tighe
MARAC Communications Committee Co-chairs

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MARAC Education Committee Report 7 July 2022

Activities

- Summer workshops being developed – “Summer Series” to be promoted at Spring virtual conference for May-August dates
- Call for proposals to go out in mid-July for Saratoga Springs, Virtual, and any other proposals
- Looking for instructors for practical skill building workshops – copyright, people management, project management, grant / resume writing, etc.

Fall 2022 Conference Workshops – College Park

Creating Exhibits for Archives and Special Collections

Instructors: Jessica Lacher-Feldman, *Universty of Rochester*

Full-Day

Dating 19th Century Photographs

Instructors: Gary Saretsky, *Archivist, Photographer, and Educator*

Half-Day

Project Management in the Archival Workspace

Instructor: Vin Novara, *Library of Congress, Music Division, Head of Acquisitions & Processing*

Full-Day

Setting up In-house and Vendor Digitization Programs

Instructors: Pamela McClanahan, *Digital Projects Librarian* and Alexandra Trim, *Digitization Services Coordinator, Univ. of Maryland-College Park*

Half-Day

Introduction to Genealogy for the Unsuspecting Archivist

Instructors: Mary Mannix, *Frederick County Public Libraries*

Full-Day

Ongoing tasks:

- ~ Developing webinars
- ~ Investigate practical archivist as webinar series
- ~ Gauge interest of caucuses to collaborate/host in-person workshops
- ~ Developing guidelines for Zoom workshops/webinars

~ Developing policies, forms, and offerings for the Education tab on MARAC website

Respectfully submitted:

Colleen Bradley-Sanders, Co-Workshop Coordinator

Mae Casey

Melissa Erlandson

Karolina Lewandowska

Elliot McNally, Chair

Elizabeth Wilkinson, Co-Workshop Coordinator

MARAC
Membership Committee Report
July 2022

Membership

- Vicki Russo, Chair
- Theresa Altieri Taplin (end of term 6/30/22)
- Kevin Delinger, member Archival Education Outreach subcommittee
- Sierra Green, member Archival Education Outreach subcommittee (end of term 6/30/22)
- Pam McClanahan, member Archival Education Outreach subcommittee
- Jordan Patty
- Alexandra Schlomer, member Archival Education Outreach subcommittee
- Liza Zakharova (end of term 6/30/22)
- Christie Lutz, coordinator Mentoring Subcommittee (end of term 6/30/22/0)
- Diane Biunno, member Mentoring Subcommittee, member Online Education Logistics Task Force (end of term 6/30/22)

Progress and News

- Thanks were sent to all current and ending committee members. The Membership Committee is looking forward to a productive year and having more members be able to attend the 50th Anniversary conference in the fall.
- The Meeting Match program at the Spring Conference was well received. Over 20 new members (or new conference attendees) were matched with experienced members who met with them and helped navigate the conference and meet new colleagues. Membership will offer Meeting Match again for the Fall Conference in College Park.
- Committee member numbers will be reduced going into the next fiscal year. As the Mentoring Subcommittee will be presented to Steering to become its own committee, the two Membership Committee members that serve on Mentorship will move off the Membership Committee.

Mentoring Subcommittee

- Liaisons attended finals meetings of cohorts and thanked mentors and mentees for their participation. Christie Lutz and Diane Biunno have rotated off Mentoring. New members Emily Somach and John Zarrillo join Catherine Mayfield and Lexy DeGraffenreid on the subcommittee, and Lexy will serve as coordinator for the next year.

July 6, 2022

**To: MARAC Officers,
State Caucus Representatives
Committee Chairs
MARAC Administrator
MARAC Archivist**

From: Sheridan Sayles, Nomination and Elections Committee Chair

Nominations and Elections Committee Chair Report

Please accept this letter as my report prepared for the July 15, 2022 MARAC Steering Committee meeting.

The committee has not yet met for the 2022-2023 year, but the members for this fiscal year are:

- Sheridan Sayles, Chair
- Lori Hostuttler
- Stacey Lavender

Positions on the Ballot this year include:

- Chair Elect
- Secretary
- Members at Large - 4 positions
- Meetings Coordinator
- Arline Custer Memorial Awards Committee - 2 positions
- Distinguished Service Awards Committee - 2 positions
- Finding Aid Awards Committee - 2 positions
- Nominations and Elections Committee - 3 positions
- Scholarship Committee - 2 positions
- Diversity and Inclusion Committee - 1 position

Initial emails soliciting nominations will be sent out between 9/6 and 9/20. This concludes my report.

Best,

Sheridan Sayles, Nominations and Elections Committee Chair