

MARAC

Mid-Atlantic Regional Archives Conference

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

STEERING COMMITTEE

Friday, July 15, 2022

9AM-12PM, Virtual (Held over Zoom)

AGENDA

I. Call to Order (10 min)

- A. Introductions
- B. Approval of Agenda

II. Approval of Steering Committee Minutes (5 min)

- A. March 24, 2022, Steering Committee Meeting Minutes

III. Officer's Reports (15 min)

- A. Chair
 - a. Chair's Report (Sara Borden)
 - b. Administrator's Report (Sara Predmore)
- B. Chair-Elect (Sara Borden/Jessica Wagner)
- C. Meetings Coordinator (Mary Mannix)
- D. Secretary (Kevin Clair)
- E. Treasurer (Amy Fitch)
- F. Parliamentarian (TBD)

IV. Advisory Positions (15 min)

- A. Historian (Lauren Brown)
- B. Archivist (Joni Floyd)
- C. Development Coordinator (Margaret Kidd/TBD)
- D. Web Team (Laura Montgomery/Don Sailer)
- E. Regional Archival Association Consortium (Andrew Cassidy-Amstutz)
- F. National Coalition for History (Jan Zastrow)

V. Old Business (30 min)

- A. 50th Anniversary Committee Review (Lauren Brown)
- B. Strategic Plan (Sara Borden)

VI. New Business (30 min)

- A. Mentoring Subcommittee Spin-off (Sara Borden)

B. Membership in NCH (Jan Zastrow)

VII. Standing and Operational Committees (15 min)

- A. Awards (Angela Rodgers-Koukoui)
- B. Communications (Michael Martin/Molly Tighe)
- C. Distinguished Service (Tara Wink)
- D. Diversity & Inclusion (Rayna Andrews)
- E. Education (Elliot McNally)
- F. Membership (Vicki Russo)
- G. Nominations and Elections (Sheridan Sayles)

VIII. State Caucus New Business and Updates (15 min)

- A. Delaware (Diane Bockrath)
- B. District of Columbia (Christopher Anglim)
- C. Maryland (Allison Fischbach)
- D. New Jersey (Tara Maharjan)
- E. New York (Danielle Glynn)
- F. Pennsylvania (Taylor Mason)
- G. Virginia (Zachary Hottel)
- H. West Virginia (Lori Hostuttler)

IX. Adjournment

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Date: 07 July 2022

To: MARAC Steering Committee Members

From: Sara Borden

RE: Chair-elect Report

1. Borden is still awaiting strategic planning goals from many members of Steering. Goals should be submitted to sara.a.borden@gmail.com as soon as possible. Please see below for parameters.
 - a. Requesting two goals at least and five goals at most from Officers and Chairs
 - b. Each goal should be a SMART goal
 - c. Goals should also be accompanied, no matter how rough, by a timeline and success metric
2. Borden worked to fill committee vacancies with some success. Appointments were made to Finance, Membership, Scholarship, Meetings Coordinating, Education, Web Team, and Custer Award Committees. Appointments need to be completed to Web Team, Communications, and to replace our Parliamentarian. Some proposed appointments also still need to be confirmed.
3. Borden has been honored to be Chair-Elect and is excited to transition to Chair. Thank you all for your collegiality and hard work.

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To: MARAC STEERING COMMITTEE
From: SARA PREDMORE, MARAC ADMINISTRATOR
Date: July 15, 2022 – Zoom meeting
Re: ADMINISTRATOR'S REPORT

Membership Statistics

There were 948 active members (as of June 30, 2022):

795 Regular Members
68 Retired Members
85 Student Members

Membership Statistics Comparison

Member Type	2020 (as of 6/30/20)	2021 (as of 6/30/2021)	2022 (as of 6/30/2022)	% change 2021-2022
Regular	762	755	795	5.30%
Retired	65	67	68	1.49%
Student	48	86	85	-1.16%
Total	875	908	948	4.41%

State Caucus Membership Statistics Comparison

Caucus	2020 (as of 6/30/20)	2021 (as of 6/30/21)	2022 (as of 6/30/22)
DC	136	141	149
Delaware	38	34	37
Maryland	184	179	193
New Jersey	129	127	123
New York	185	186	175
Pennsylvania	194	191	204
Virginia	159	160	161
West Virginia	17	19	20

Note: As some members may be part of more than one caucus, total membership numbers and total state caucus numbers may differ.

New Membership Applications (as of 06/30/22)

Month	2020	2021	2022
April	16	45	10
May	3	6	10
June	3	10	5
Total	12	61	25

ADDITIONAL INFORMATION

Membership Renewal: Notices for the 2022-23 membership year were sent electronically on June 24, 2022. Paper forms were mailed to 47 members, 37 memberships rolled over to new membership year because dues were paid in the last quarter. The MARAC website was updated with the new information and forms. As of July 8th, 350 members have renewed.

Website Projects: Expanded information on Donations page to include information on Qualified Charitable Distributions, Memorials, Obituary Language, and Planned Giving. Information was coordinated and reviewed by the Treasurer and Development Coordinator.

50 for the Future Campaign: Worked with Alex Plante and Taylor Mason to create timeline, messages, and marketing. Taylor created a postcard to hand out at SAA conference. I created donation forms and collaborated with Treasurer to develop new workflows to support a monthly donation option. As of July 8th, we have received over \$4000 in donations and pledges. Continued messaging is planned with further outreach to previous long-term members and encouragement to explore employer matching gift opportunities.

Meetings Policy Manual Revision: Completed revision of LAC, PC, and Workshop Coordinator Planning Guides and posted to Website.

Committee Transitions:

- Met with incoming Treasurer Amy Fitch to review procedures and MemberClicks functions
- Provide administrative notes and guidance to incoming State Caucus Representatives
- Updated e-lists and Google drive access for Steering members
- Updated Ops Manual entries for Secretary, Membership Committee, and Caucus Reps
- Updated webpages for:
 - Arline Custer Award and Committee
 - Finch Award and Finding Aid Committee
 - Conference scholarships and Scholarship Committee

Fall 2022 College Park: 16 vendors and 5 sponsors have registered

Upcoming Tasks:

- Heavy membership renewal processing
- Heavy conference work
- Continued editing of Meetings Manual
- Sending messages on behalf of conferences, 50th Anniversary, Scholarship, Awards, and NEC committees

Meetings Coordinating Committee 15 July 2022

1. Next Meeting:

**Fall 2022 (October 19 – 22, 2022.)
50th Anniversary Meeting**

Where: College Park, MD

Hotel: College Park Marriott Hotel & Conference Center

Room Rate: \$179

Food and Beverage Minimum: \$30,000

Program Committee Co-Chairs: Sharmila Bhatia (NARA) and Danna Bell (LC).

Local Arrangements Committee Co-Chairs: Becky Collier (NARA) and Mark Coulbourne (University of Maryland)

***** 1st Program Proof received from designer on 13 July, on track for finalized “print program” on 28 July. *****

2. Future Meetings:

a) Spring 2023 Virtual Meeting (TBD)

Local Arrangements Committee Co-Chairs: John Zarillo (Georgetown University) and Deb Schiff (The College of New Jersey)

Program Committee Co-Chairs: Tara Maharjan (Rutgers University Libraries) and Kerri Anne Burke (Citi)

For Steering’s Consideration: Length of meeting? When to hold it – follow regular MARAC seasons or open to wiggle room?

b) Fall 2023 (October 18-22, 2023)

Saratoga Springs

Where: Saratoga Hilton and City Center

Room Rate: \$189

Food and Beverage Minimum: \$12,000

Program Committee Co-Chairs: Amanda May (Library of Congress) and Josette Schluter (NARA)

Local Arrangements Committee Chair: Brian Keough

c) Spring 2024 (TBD – possibly a Monday or Friday, most likely a Monday, follow regular MARAC season)

Symposium, One Day Event, Emphasis on EDI, include bystander intervention training.

Meetings Coordinating Committee

15 July 2022

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MCC has met with D&I, these committees will take the lead, as of now. Looking at Philadelphia, due to central location and on train line. Helms-Briscoe is putting out a CFP to hotels, will compare prices with other possible venues. Pursuing sleeping rooms for night before. Likely call for proposals. Hold a service day on Sunday, if symposium held on Monday.

Submitted by

Mary K. Mannix, MCC Chair

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July 8, 2022

TO: MARAC Officers
Caucus Representatives
Committee Chairs
MARAC Administrator
MARAC Archivist

From: Amy Fitch, MARAC Treasurer

RE: Treasurer/Finance Committee Report

Respectfully submitted to the Steering Committee on Friday, July 8, in advance of the Summer 2022 Steering meeting to be held virtually on July 15, 2022.

1. Highlights of the Fourth Quarter Treasurer's Report (see attached) are listed below.

- The income is from membership dues; conference registration, vendors, and sponsors; publication sales and advertising; bank interest; and individual donations.
- Expenses are from Administrator salary and phone; MemberClicks and other web service annual fees; the insurance policy for the MARAC office; conference- and MAA-related printing and postage; expenses related to the Spring conference; awards; expenses for the 50th Anniversary planning; and banking fees.
- The quarter ended with a net loss of \$37,621.97, because the income from the Spring conference was realized in the third quarter while the expenses were incurred in the fourth quarter. However, the total net loss for the year was \$8,409.97.

2. Average returns on investment for MARAC's accounts during the previous quarter (rounded to the nearest hundredth of a percent) follow. The investments had a loss in value for the quarter.

- PNC Savings Account: 0%
- Vanguard Bonds: (-1.42%)

3. The Spring 2022 conference report for Harrisonburg, Virginia, was shared through the Steering list on July 5. While we had a net loss, with attendance lower than expected, it was a successful pilot of a hybrid virtual and in-person meeting.

4. Finance is charged to review any net gains generated from the Fall and Spring meetings and make a recommendation to the Steering Committee as to where those funds should be directed. However, we did not realize any net gains from our FY2022 meetings.

FY 2022, 4th Quarter (April 1, 2022 to June 30, 2022)

<u>CATEGORY</u>	<u>Budget</u>	<u>1st Quarter</u>	<u>2nd Quarter</u>	<u>3rd Quarter</u>	<u>4th Quarter</u>	<u>Total</u>	<u>% Budget</u>
INCOME							
Membership Dues	\$38,000.00	\$21,906.00	\$1,546.00	\$2,022.00	\$7,776.00	\$33,250.00	88%
Conference Registration	\$85,000.00	\$35,260.00	\$3,440.00	\$29,315.00	\$50.00	\$68,065.00	80%
Conference Vendors	\$15,000.00	\$2,985.00	\$4,900.00	\$4,200.00	\$7,350.00	\$19,435.00	130%
Conference Sponsorship	\$7,000.00	\$1,000.00	\$0.00	\$3,750.00	\$4,100.00	\$8,850.00	126%
Publication Advertising	\$4,000.00	\$1,256.00	\$0.00	\$0.00	\$1,080.00	\$2,336.00	58%
Publication Sales	\$900.00	\$45.00	\$180.00	\$45.00	\$90.00	\$360.00	40%
Mailing List Sales	\$70.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0%
Off-Meeting Workshops	\$1,500.00	\$0.00	\$750.00	\$0.00	\$0.00	\$750.00	50%
Bank Interest	\$150.00	\$1.93	\$1.94	\$1.89	\$1.91	\$7.67	5%
Investment Interest	\$2,000.00	\$55.38	(\$597.08)	(\$3,014.09)	(\$1,221.67)	(\$4,777.46)	-239%
Gifts to Operations	\$800.00	\$473.00	\$5.00	\$10.00	\$312.50	\$800.50	100%
Miscellaneous	\$0.00	\$0.00	\$200.00	\$356.10	\$0.00	\$556.10	0%
Total Income	\$154,420.00	\$62,982.31	\$10,425.86	\$36,685.90	\$19,538.74	\$129,632.81	84%
EXPENSES							
Administrator	\$20,000.00	\$6,423.61	\$4,803.43	\$5,198.89	\$5,555.13	\$21,981.06	110%
Web Services	\$6,200.00	\$6,237.28	\$0.00	\$227.28	\$108.99	\$6,573.55	106%
Archivist	\$1,000.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	100%
Accountant	\$1,145.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0%
Advocacy	\$1,500.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$1,500.00	100%
Insurance Policy	\$1,000.00	\$0.00	\$0.00	\$0.00	\$972.00	\$972.00	97%
Phone	\$660.00	\$150.25	\$149.95	\$149.81	\$149.72	\$599.73	91%
Postage	\$750.00	\$4.04	\$28.80	\$29.35	\$25.38	\$87.57	12%
Office Supplies	\$125.00	\$0.00	\$83.67	\$46.92	\$0.00	\$130.59	104%
Food	\$4,760.00	\$0.00	\$2,347.90	\$24.48	\$250.00	\$2,622.38	55%
Travel	\$1,080.00	\$0.00	\$33.60	\$15.81	\$191.88	\$241.29	22%
Equipment	\$300.00	\$43.43	\$0.00	\$76.83	\$0.00	\$120.26	40%
Printing and Design	\$4,600.00	\$352.36	\$684.97	\$0.00	\$906.78	\$1,944.11	42%
Conference	\$100,000.00	\$1,194.95	\$40,576.42	\$2,461.79	\$46,674.15	\$90,907.31	91%
Lodging	\$1,700.00	\$0.00	\$662.67	\$0.00	\$624.40	\$1,287.07	76%
Honoraria	\$1,250.00	\$0.00	\$0.00	\$0.00	\$200.00	\$200.00	16%
Awards and Prizes	\$1,550.00	\$100.00	\$300.00	\$845.24	\$200.00	\$1,445.24	93%
Scholarships	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0%
Banking Fees	\$5,500.00	\$2,130.33	\$1,623.09	\$1,145.46	\$1,208.53	\$6,107.41	111%
Investments	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0%
50th Anniversary	\$750.00	\$0.00	\$0.00	\$0.00	\$93.75	\$93.75	0%
Miscellaneous	\$550.00	\$0.00	\$29.46	\$200.00	\$0.00	\$229.46	42%
Total Expenses	\$154,420.00	\$16,636.25	\$52,823.96	\$11,421.86	\$57,160.71	\$138,042.78	89%
Net Income or (Loss)		\$46,346.06	(\$42,398.10)	\$25,264.04	(\$37,621.97)	(\$8,409.97)	

<u>Account Balances</u>			<u>Opening</u>	<u>Credits</u>	<u>Debits</u>	<u>Closing</u>
PNC Checking	\$79,257.85	Operating	\$29,212.00	\$19,538.74	(\$57,160.71)	(\$8,409.97)
PNC Savings	\$76,783.35	Restricted	\$143,197.93	\$1,647.50	(\$1,478.42)	\$143,367.01
Vanguard Bonds	\$84,912.36	Reserve	\$54,047.00	\$0.00	\$0.00	\$54,047.00
Total	\$240,953.56	Surplus	\$50,349.52	\$0.00	\$0.00	\$50,349.52
		Totals	\$276,806.45	\$21,186.24	(\$58,639.13)	\$239,353.56

Summary - Fourth Quarter FY 2022

Opening Balance	\$276,806.45
Total Income	\$21,186.24
Total Expenses	(\$58,639.13)
Closing Balance	\$239,353.56

<u>Restricted Funds</u>			<u>Opening</u>	<u>New Gifts</u>	<u>Spending</u>	<u>Closing</u>
PNC Savings	\$58,454.65	Disaster Assist.	\$16,371.00	\$575.00	\$0.00	\$16,946.00
Vanguard Bonds	\$84,912.36	Education	\$120,561.93	\$132.50	(\$1,478.42)	\$119,216.01
Total	\$143,367.01	Graduate Schol	\$1,044.00	\$915.00	\$0.00	\$1,959.00
		Finch Award	\$5,221.00	\$25.00	\$0.00	\$5,246.00
		Total	\$143,197.93	\$1,647.50	(\$1,478.42)	\$143,367.01

FY 2022, 4th Quarter (April 1, 2022 to June 30, 2022)

<u>CATEGORY</u>	<u>Budget</u>	<u>1st Quarter</u>	<u>2nd Quarter</u>	<u>3rd Quarter</u>	<u>4th Quarter</u>	<u>Total</u>	<u>% Budget</u>
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Conference Vendors	\$15,000.00	\$2,985.00	\$4,900.00	\$4,200.00	\$7,350.00	\$19,435.00	130%
Conference Sponsorship	\$7,000.00	\$1,000.00	\$0.00	\$3,750.00	\$4,100.00	\$8,850.00	126%
Publication Advertising	\$4,000.00	\$1,256.00	\$0.00	\$0.00	\$1,080.00	\$2,336.00	58%
Publication Sales	\$900.00	\$45.00	\$180.00	\$45.00	\$90.00	\$360.00	40%
Mailing List Sales	\$70.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0%
Off-Meeting Workshops	\$1,500.00	\$0.00	\$750.00	\$0.00	\$0.00	\$750.00	50%
Bank Interest	\$150.00	\$1.93	\$1.94	\$1.89	\$1.91	\$7.67	5%
Investment Interest	\$2,000.00	\$55.38	(\$597.08)	(\$3,014.09)	(\$1,221.67)	(\$4,777.46)	-239%
Gifts to Operations	\$800.00	\$473.00	\$5.00	\$10.00	\$312.50	\$800.50	100%
Miscellaneous	\$0.00	\$0.00	\$200.00	\$356.10	\$0.00	\$556.10	0%
Total Income	\$154,420.00	\$62,982.31	\$10,425.86	\$36,685.90	\$19,538.74	\$129,632.81	84%
EXPENSES							
Administrator	\$8,615.00	\$154.29	\$877.46	\$296.28	\$966.00	\$2,294.03	27%
Executive Officers	\$23,500.00	\$12,660.89	\$6,378.43	\$6,454.41	\$6,636.12	\$32,129.85	137%
Caucus Funds	\$1,600.00	\$100.00	\$0.00	\$0.00	\$650.00	\$750.00	47%
Steering	\$2,550.00	\$0.00	\$1,324.15	\$0.00	\$93.75	\$1,417.90	56%
Communications	\$5,000.00	\$352.36	\$386.23	\$0.00	\$571.32	\$1,309.91	26%
Education	\$2,360.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0%
Diversity and Inclusion	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0%
Meetings Coordinating	\$300.00	\$43.43	\$0.00	\$0.00	\$0.00	\$43.43	14%
Finance	\$6,695.00	\$2,130.33	\$1,577.55	\$1,117.22	\$1,208.53	\$6,033.63	90%
Membership	\$2,450.00	\$0.00	\$1,083.67	\$142.16	\$0.00	\$1,225.83	50%
Nominating	\$40.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0%
Finding Aids	\$500.00	\$0.00	\$0.00	\$500.00	\$0.00	\$500.00	100%
Custer and Finch	\$460.00	\$0.00	\$300.00	\$0.00	\$0.00	\$300.00	65%
Distinguished Service	\$250.00	\$0.00	\$0.00	\$250.00	\$0.00	\$250.00	100%
Scholarship	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0%
Fall Conference (LAC)	\$50,000.00	\$1,194.95	\$40,896.47	\$250.00	\$0.00	\$42,341.42	85%
Spring Conference (LAC)	\$50,000.00	\$0.00	\$0.00	\$2,411.79	\$47,034.99	\$49,446.78	99%
Total Expenses	\$154,420.00	\$16,636.25	\$52,823.96	\$11,421.86	\$57,160.71	\$138,042.78	89%
Net Income or (Loss)		\$46,346.06	(\$42,398.10)	\$25,264.04	(\$37,621.97)	(\$8,409.97)	

Account Balances

<u>Account Balances</u>			<u>Opening</u>	<u>Credits</u>	<u>Debits</u>	<u>Closing</u>
PNC Checking	\$79,257.85	Operating	\$29,212.00	\$19,538.74	(\$57,160.71)	(\$8,409.97)
PNC Savings	\$76,783.35	Restricted	\$143,197.93	\$1,647.50	(\$1,478.42)	\$143,367.01
Vanguard Bonds	\$84,912.36	Reserve	\$54,047.00	\$0.00	\$0.00	\$54,047.00
<u>Total</u>	<u>\$240,953.56</u>	Surplus	\$50,349.52	\$0.00	\$0.00	\$50,349.52
		<u>Totals</u>	<u>\$276,806.45</u>	<u>\$21,186.24</u>	<u>(\$58,639.13)</u>	<u>\$239,353.56</u>

Summary - Fourth Quarter FY 2022

Opening Balance	\$276,806.45
Total Income	\$21,186.24
Total Expenses	(\$58,639.13)
Closing Balance	\$239,353.56

Restricted Funds

<u>Restricted Funds</u>			<u>Opening</u>	<u>New Gifts</u>	<u>Spending</u>	<u>Closing</u>
PNC Savings	\$58,454.65	Disaster Assist.	\$16,371.00	\$575.00	\$0.00	\$16,946.00
Vanguard Bonds	\$84,912.36	Education	\$120,561.93	\$132.50	(\$1,478.42)	\$119,216.01
<hr/>						
Total	\$143,367.01	Graduate Schol	\$1,044.00	\$915.00	\$0.00	\$1,959.00
		Finch Award	\$5,221.00	\$25.00	\$0.00	\$5,246.00
<hr/>						
		Total	\$143,197.93	\$1,647.50	(\$1,478.42)	\$143,367.01

**MARAC Historian Report
(for the July/2022 MARAC Steering Committee Meeting)**

My work this quarter largely focused on projects connected in some way with the work of the 50th Anniversary Committee. In the interest of space, I will list these projects only briefly but can provide more detail if requested.

Anniversary exhibit for Collee Park meeting (to be deployed in the conference hotel);

Planning for an open house at Hornbake Library (formerly conceived as a tour) in conjunction with the upcoming MARAC meeting in College Park;

Budget planning and budget reporting for the 50th Anniversary Committee;

Continued work on the first plenary session, College Park meeting (touching bases with the panelists involved);

Initial work on a presentation for a regular session at the College Park meeting;

Completion of an anniversary-related article for the summer issue of the MAA; also submitted a short appreciation about Jim Byers);

Participated in various Anniversary Committee Zoom meetings and communications;

Provided assistance to Sara Predmore in identifying key veteran MARAC members to be approached during the “Fifty for the Future” fund-raising campaign;

Submission of a strategic plan document (for the MARAC Historian position) to incoming MARAC Chair Sara Borden.

Lauren Brown
MARAC Historian

MARAC Archivist Report: July 2022

Temporary Resolution to the DRUM Submission Issue

Terry M. Owen, the Scholarly Communications Librarian and DRUM (Digital Repository at the University of Maryland) Administrator, University of Maryland is still investigating the issue from last fall that prevented non-UMD authors from depositing directly into DRUM during the designated open period before and after conferences. Since then, presenters have been instructed to send their presentations to drum-help@umd.edu and the DRUM staff will deposit them on their behalf. Owen points out that "Presenters will also have to indicate in their message to us [DRUM] that they agree to the DRUM Distribution License." Tyler Stump updated the MARAC message that prefaces the license; I agreed with the revisions and added the update to the operations manual.

50th Anniversary Committee

Working with MARAC Historian Lauren Brown and SCUA Director Doug McElrath on the planning of the "Birth Place of MARAC"/Hornbake Library Open House, which will be part of the tour offerings for the upcoming MARAC meeting in College Park.

Getting Questions Answered by UML Electronic Records Archivist Amy Wickner

MARAC folks asked how secure the **Internet Archive** is, how long it will be around, and how confident we can be about long-term access to records there. I

"Internet Archive [doesn't get specific](#) about its storage architecture or security measures. Its main data centers are located in the Bay Area, subject to climate and geological risks of that part of the country. There are backup servers in other parts of the U.S. and Canada. Longevity of IA depends on the whims of its billionaire founder, Brewster Kahle. Organizations contributing content don't have a say in IA operations, so it's hard to speak about long-term access with certainty. See revised at the end of the report.

Finding MARAC content in Archive-It and Internet Archive.

- Here's a link to all **MARAC sites in Archive-It**: <https://archive-it.org/collections/2269?q=marac&show=Sites>
- To find specific content-- search by URL or keyword and toggle between the Sites and Search Page Text tabs
- To find a version of a site crawled a certain time--click on **Captured # times between [date] and [date]**, then choose a date from the calendar view
- And a link to all **MARAC documents in Internet Archive**: [https://archive.org/search.php?query=creator%3A%22Mid-Atlantic+Regional+Archives+Conference.%22&and\[\]=collection%3A%22university_maryland_cp%22](https://archive.org/search.php?query=creator%3A%22Mid-Atlantic+Regional+Archives+Conference.%22&and[]=collection%3A%22university_maryland_cp%22)
- If having difficulties, contact MARAC Archivist, who may be able to send you what you need from the LAN.

Creating a **workflow** for MARAC members to add content to Internet Archive.

- Amy explains, “Although anyone can create an account and upload material to Internet Archive (General Uploaders), people would need “privileges” to add content to the u_maryland_cp collection. Someone in the Libraries would need to manage who has those privileges, monitor submissions, and do quality assurance on both content and metadata.”
- MARAC Steering Committee minutes and editions of the *Mid-Atlantic Archivist* are uploaded to IA. Amy stated that “web crawls capture meeting minutes as well as MAA back to at least 2008.”

Reference [2]

1. Q: What can be added to DRUM?

“You can use DRUM to share and preserve a wide range of research products, such as:

- Articles, papers, books, and technical reports
 - Data and code
 - Supplemental material for journal articles
 - Presentations and posters
 - Theses and dissertations
2. Currently coordinating with a MARAC member to visit SCUA's MD Room to conduct research in the MARAC archives.

NOTE – Updated Wording for DRUM Submissions

Dear MARAC presenter,

We would like to invite you to contribute your presentation and/or handouts from the [replace with conference location] MARAC conference to MARAC's digital archives, which are located in DRUM, the University of Maryland's digital repository.

The fine print:

- Deposit of works is completely **optional**. The deposit agreement asks for non-exclusive rights so authors will retain all copyrights to their work.
- Authors will receive a permanent URL for their work. This is an example of an individual DRUM record: <http://hdl.handle.net/1903/15068>
- We can accept PowerPoints and PDFs. PDFs are preferred.
- Authors can supply keywords and abstracts if they like. This is completely optional.
- The MARAC collections from past conferences are available at <http://hdl.handle.net/1903/12510>

[DRUM Message]

Please send presentations and related material to drum-help@umd.edu and the files will be deposited into DRUM on your behalf. Please indicate in your email that you agree to the DRUM Distribution License (see below):

By signing and submitting this agreement, I grant the University of Maryland a no cost, nonexclusive, right and license to include the scholarly material identified below in the Digital Repository at the University of Maryland ("DRUM") and, through DRUM, to reproduce, publicly display and distribute the material at no cost to users world-wide provided the University does not alter the content of the material. I understand that if I wish to publish the material with a third party that requires me to assign to it all my rights in the material, I may direct the University to remove the material from DRUM. In such an event, I understand that a bibliographic reference to the material will be retained in DRUM, but the material will be removed to a "dark archive" that is not publicly accessible.

I represent that I am the sole or joint owner of the entire copyright in the material or, to the extent that I do not hold copyright in any part of the material, that I have written authority from the owner of copyright to grant this license to the University of Maryland. If the material is based on work that was sponsored or supported by an agency or entity other than the University of Maryland, I represent that I complied with any requirements the sponsor may have imposed on publication including a right of review or inclusion of an acknowledgement of its support.

This agreement will be interpreted and governed in accordance with applicable Federal law and the laws of the State of Maryland without reference to its conflict of laws rules.

Submitted by
Joni Floyd, MARAC Archivist

MARAC

Mid-Atlantic Regional Archives Conference

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

**Development Coordinator Report
Steering Committee Meeting
July 15, 2022**

My tenure as the Development Coordinator ended on July 1; however, I am still coordinating the silent auction at the fall meeting. As of this report, I have been in touch with the LAC chairs to secure space for the auction, talked with Sara regarding payment options, met with members interested in helping with the auction, and maintained contact with the auction donors to check on progress. I will need to recruit more volunteers to staff the table and will do that closer to the meeting.

Currently, 37 of the promised 66 donations have been completed. I've begun a catalog to promote the auction and will share that in August or September. You can preview it at <https://bit.ly/MARACauction>.

Once again, I must share that I am in awe of the generosity and creativity of our members.

Please feel free to reach out to me with any questions or suggestions (kiddm@vcu.edu)

Respectfully submitted,

Margaret Turman Kidd



Summer 2022 NATIONAL COALITION FOR HISTORY Report
MARAC Steering Committee Meeting, July 15, 2022

NATIONAL ARCHIVES URGED TO PAUSE EFFORTS TO PRIVATIZE THE GEORGE W. BUSH PRESIDENTIAL LIBRARY: On July 1, Rep. Carolyn B. Maloney, Chairwoman of the Committee on Oversight and Reform, and Rep. Gerald E. Connolly, Chairman of the Subcommittee on Government Operations, sent a letter to NARA requesting a pause on its proposal to revert ownership and control of the Bush Presidential Museum and educational spaces within the George W. Bush Presidential Library and Museum to the privately-run Bush Foundation. The Committee requested the pause to continue congressional review of the proposed agreement, a potentially precedent-setting policy change for NARA.

On April 28, 2022, then-Archivist of the United States David Ferriero notified Congress of a new memorandum of understanding between NARA and the Bush Foundation. According to the terms of the new agreement, NARA would cede ownership of the Bush Museum and educational spaces within the library and revert more than \$4,500,000 of endowment funds to the privately-run Bush Foundation. The new agreement specifies that the Bush Foundation would assume control over curation and programming for the Museum and education spaces, but it does not specify how curatorial disputes with NARA would be addressed.

Several members of the historical community, including former presidential library directors, university professors, and non-profit leaders have expressed concern to the Committee regarding the proposal. Tim Naftali, former Director of the Nixon Library, has publicly criticized the plan for enabling the Bush Foundation to present or omit information, artifacts, and documents in a light disproportionately favorable to the former president. Stay tuned!

\$5 BILLION K-12 US HISTORY & CIVICS BILL REINTRODUCED IN THE SENATE:

Last spring, legislation was introduced that would authorize a \$5 billion investment by the federal government in K-12 US history and civics education over the next five years. NCH has endorsed the legislation, the “Civics Secures Democracy Act (CSDA)” (HR 1814, S. 879), and will work hard in the coming weeks to garner additional bipartisan cosponsors in the Senate.

NCH LISTS ANNUAL MEETINGS ON ITS WEBSITE: New to the NCH website: a handy web page that lists, in chronological order, the annual meetings for all of its member organizations! It conveniently links directly to the conference web page—in our case, to the MARAC Fall 2022 conference info. Visit <https://historycoalition.org/member-events/> or click on “News and Events” on the NCH homepage and select the dropdown menu “Member Annual Meetings.”

To learn more, visit <https://historycoalition.org/>

—Jan Zastrow
NCH Representative
zastrow@hawaii.edu

MARAC 50th Anniversary Committee
Report to Steering Committee
Summer/2022

At the Steering Committee meeting last spring in Harrisonburg the Anniversary Committee proposed a fund-raising initiative that is now known as the “Fifty for the Future” initiative. We are pleased that our proposal received a positive response and are grateful for all the subsequent work undertaken by Sara Predmore and others in MARAC to launch this initiative. Alex Plante and Taylor Mason on the Anniversary Committee have played significant roles in the implementation process.

MARAC members attending the Friday reception at Harrisonburg enjoyed viewing a slide show featuring all the front covers of MARAC programs from 1972 to the present. This slide show is anticipated to be featured again at the “anniversary” reception at College Park.

The Committee submitted a FY23 funding request that appears to have also been received positively; our request was submitted in coordination with budget planning by the College Park LAC.

The Committee played a role in developing three sessions that will be held at the Fall/22 meeting in College Park. The three are: “Rediscovering the Early Years of MARAC” (the first plenary program), “Through the Years: MARAC and the Society of American Archivists” (regular session) and “The Future of MARAC: The Next 50 Fifty Years” (regular session).

Several anniversary-related articles, written by Committee members Lauren Brown and Jodi Boyle, were published in the summer issue of the MAA. The upcoming fall issue will continue this activity.

John LeGloahec on the Anniversary Committee is making plans to feature anniversary-related “swag” items at the Fall/22 meeting in College Park. Included in this are plans to market a poster featuring representative images of front covers from previous MARAC programs.

A pilot oral history project involving the interviewing of MARAC members is moving forward within the New Jersey caucus. It is hoped that the New Jersey project will be emulated by other states within the MARAC region--with ongoing oral history activity extending beyond the 2022 anniversary year.

Lauren Brown
MARAC Historian

Online Education Task Force Practical Steps Guide

Overview

FY 2022

Task Force Members

Diane Biunno, co-chair
Laura Montgomery, co-chair
Matt Testa
Alan Munshower
Amanda May
Miriam Spectre
Sara Predmore (Ex-Officio)

Overview

These recommendations were authored by the Online Education Task Force in FY22. The Task Force was charged with exploring online education options including recording and live-streaming conference sessions and workshops, and increasing MARAC's online education options. The summary of the task force's findings can be found in the [summary document](#). This document provides a summation of practical steps for recording educational content and making it available online under a variety of scenarios. This document does not mandate any action by any MARAC position or committee, but seeks to provide practical advice on how to do this if there is demand and if there are resources.

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Introduction

This document outlines the resources and effort needed to capture, process, preserve, and provide access to MARAC conference recordings. The document does not focus on mandating which committees or officers should be responsible for the various tasks.

The document provides options for pre-production, production, and post-production activities, and outlines multiple options that take into consideration the varying availability of resources, budgets, time, paid staff, and volunteers. These options allow for flexibility based on changing technical needs, the evolving pandemic situation, and in-person and virtual options.

Recorded sessions (no live streaming): Pre-Production Phase

Step 1: Determine scope. Assess your resources and determine how many sessions you want to capture.

Scope:	Resources needed:	Workflow:
Plan to capture all sessions	Hire a vendor. This option requires low to moderate effort from MARAC volunteers to coordinate the work. Financial costs can be high, depending on the number of sessions recorded, the production quality, and potentially the local market.	Arrange for recording through the hotel or outside vendor
Plan to capture only select sessions (e.g., all sessions that take place in the primary meeting room, or only plenaries)	Either hire a vendor (see above) or DIY. If DIY, have volunteers to set up cameras and microphones, capture the events, and edit the recordings. Requires high effort from MARAC	Arrange for recording through the hotel or outside vendor. OR Coordinate with MARAC volunteers to capture and edit recordings using

	volunteers, especially the MARAC Meetings Committee Technical Coordinator. Volunteers will need to be selected and trained before the event. There will be some costs up front for equipment and software, but over time this option will be cheaper than hiring the hotel or outside vendor.	MARAC-owned equipment and software.
Virtual conference: Plan to record all sessions on Zoom (or whatever synchronous platform is used)	This option requires some effort from volunteers. Does not require a large budget.	Session Coordinator coordinates with session chairs and collects recordings.

Note: For in-person conferences where we expect to capture a substantial number of videos, MARAC will offer a low-cost virtual registration option so that members can have access to the recordings shortly after the event. MARAC Administrator will maintain the list of virtual attendees.

Step 2: Prepare your equipment and software.

Plan and anticipate equipment needs for production and post-production. Purchase new equipment and software licenses as necessary.

Step 3: Collect release forms from presenters.

Because some presenters may choose not to have their sessions recorded, we may want to collect release forms before determining which sessions are to be recorded.

Step 4: Develop a workflow.

The task force suggests the following workflow:

1. Session Coordinator:
 - a. Create document containing the metadata in shared folder
 - b. Distribute recording releases to panelists and moderator to be returned to Session Coordinator
 - c. Upload completed recording releases to shared folder. If there are multiple releases, combine into one file.
 - d. (In Zoom session) record session to personal computer and upload to shared folder
2. MARAC Administrator:
 - a. Create shared folder when notified of session
 - b. Distribute announcements and coordinate registration
3. MARAC Archivist:

- a. Take note of scheduled session
- b. Check shared folder after session and notify DRUM personnel when all documentation and recording are in folder.

Recorded sessions (no live streaming): Production Phase

Step 1: Hire vendors (if applicable) or gather your volunteers (if applicable). Assess your resources and refine a workflow.

Capture	Resources/Labor	Workflow
<p>Use hotel's AV services or preferred vendor.</p> <p>-OR-</p> <p>Contract with outside vendor to arrange capture.</p>	<p>In-house AV preferred vendor will supply all labor and equipment. Hourly rate for a videographer is approximately \$75/hour. Rental charge for vendor-provided equipment is approximately \$1000/day.</p> <p>-OR-</p> <p>Arrangements with a local video service can be made to account for all equipment and staffing needs. Industry standard pricing is \$150/hr per camera, plus \$150/hr for editing with an expectation of 2 hours of editing per hour of footage. This amounts to \$500-\$1000 per session. Although, one quote received from a Harrisonburg videographer was \$450 for recording and editing three 2-hour sessions, so cost can vary based on conference location.</p>	<p>Coordinated by Technical Coordinator or volunteer AV consultant in MARAC.</p>
<p>All volunteer production, organized by or in consultation with the MARAC Meetings Committee Technical Coordinator. Equipment</p>	<p>AV Volunteers from the Program Committee or the Local Arrangements Committee will work with</p>	<p>AV Volunteers arrange to meet a month prior to the conference on Zoom, and then in person on the first</p>

must be provided by volunteers or procured.	the Technical Coordinator to record sessions. Number of volunteers will be based on scope of recording; may need up to 6 per day to staff concurrent sessions. Volunteer labor is also needed for video editing.	day (workshop day) of the conference to test equipment and game plan.
Virtual conference: Plan to record all sessions on Zoom (or whatever synchronous platform is used)	Provide instructions for session coordinators to record Zoom meetings.	Instructions for Zoom conference recording should be included with other managerial instructions for session coordinator.

Step 2: Assess your equipment and software needs

Capture:	Equipment/software
<p>Use hotel's AV services or preferred vendor.</p> <p>-OR-</p> <p>Contract with outside vendor to arrange capture.</p>	<p>For hotel's AV service/preferred vendor, all included in the contract. MARAC may have the option to provide our own capture device (i.e. laptop). Worth considering if there are significant savings and no technical barriers. Access to a basic video editing program will be needed for final edit [crop video, add text and fades].</p> <p>-OR-</p> <p>Contracted vendor will produce the final video, consulting with the Meetings Committee Technical Coordinator.</p>
All volunteer production, organized by or in consultation with the MARAC Meetings Committee Technical Coordinator.	Equipment must be provided by volunteers or procured. MARAC Meetings Committee Technical Coordinator and volunteers will provide personal equipment, or freely-available equipment from an employer, school, library, or other resource. For a single session, needed equipment includes: 1 digital video recorder with power supply, 1 digital audio recorder (with aux input and built-in-microphones), 1 tripod for video

	camera, extra batteries, 2 sd card (or other compatible storage solution), power extension cable, 1/8" aux cord and 1/4" aux cord with adapters for soundboard patch. Access to a basic video editing program will be needed for final edit [combine video and audio, crop video, add text and fades].
Virtual Conference	Zoom capture will be done on personal computers.

Recorded sessions (no live streaming): Post-Production Phase

Step 1: Delivery of content

For vendor-produced recordings, the vendor delivers edited video files to the MARAC Archivist and MARAC Administrator. For MARAC-produced recordings, the MARAC AV coordinator coordinates editing of AV files with MARAC volunteers and delivers edited files to the MARAC Archivist and MARAC Administrator.

For virtual conferences, Zoom recordings are shared with the MARAC Archivist and MARAC Administrator. No editing is required in most cases.

Step 2: Access

Streaming on demand is provided through a free or low-cost web-based platform such as Vimeo or YouTube.

The committee recommends that only the registered attendees of a conference should be granted access to the recordings for the six months following the event. The recordings will become public six months after the event. There could be a separate registration tier for registrants who want access to videos before the six months is over - they would get access to the Sched and therefore the videos.

During these initial six months, videos are designated as private in Vimeo or YouTube and will not appear in public searches. Private URLs for these resources are created and added to the Sched site for the recently finished conference. Registered attendees will have access to the recordings through Sched. The videos are set as public after six months.

Step 3: Assess your post-production equipment and software needs

1. Editing software. For light video editing, MARAC could rely on free applications such as VideoPad, iMovie, or Shotcut. For more substantial editing work, MARAC may want to purchase a license to Adobe Premiere Pro. Please note that Adobe Premiere Pro has a steep learning curve. Volunteers will likely already need to know how to use the software.
2. Transcription/captioning options
 - a. Utilize the free automated transcript service offered through YouTube or Vimeo. Add a disclaimer at the end of each transcription explaining that it's a product of automated software and may have inaccuracies.
 - i. Paid subscription automated transcript service like <https://otter.ai> or <https://www.happyscribe.com>. Add a disclaimer at the end of each transcription explaining that it's a product of automated software and may have inaccuracies.
 - ii. Paid on-demand transcription by human typists through a service such as <https://www.ubiquus.io/>
 - iii. Note: If resources allow, volunteers edit the automated transcriptions created through either the free service or the paid subscription.

Suggested post-production workflows:

1. MARAC Archivist or MARAC Administrator collects finalized video files and processes them for Vimeo, YouTube, or other video streaming platforms. Video links are then added to the Sched site for the recent conference.
 - b. After six months, the streaming videos are changed to public and available on demand for all public users. The MARAC Archivist also adds the videos to DRUM for long-term preservation (and access via download only).
2. For edited videos delivered by a vendor and for Zoom recordings, the MARAC Administrator and Archivist will have to process the videos for access and preservation.
3. For recordings produced by MARAC, volunteers will need to process the video capture and deliver edited files. This work could be time-consuming.
4. A volunteer should arrange for transcription, according to one of the listed options. Editing of auto-generated transcripts can be time-consuming for volunteers and a volunteer coordinator, but the results are better than relying on an unedited transcript alone. Rates vary for paid transcription services.

Online Education Task Force Summary Report

Overview

FY 2022

Task Force Members

Diane Biunno, co-chair
Laura Montgomery, co-chair
Matt Testa
Alan Munshower
Amanda May
Miriam Spectre
Sara Predmore (Ex-Officio)

Charge

As MARAC looks to make more content available virtually for our members, we need to investigate the best way to stream, record, and share our content. The work of this task force will include: exploring equipment for recording and/or live-streaming, logistics of equipment and software operation (who works the camera and how), software and/or licenses needed, and the logistics of storing and presenting content (preferably behind a paywall of membership or conference registration). The task force will have \$8088.87 from the Spring 2021 Virtual Meeting earnings for the purchase of recommended software and hardware. After investigation the task force will report their findings to the MARAC Steering Committee by February 1, 2022.

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Introduction

This document summarizes the findings of the Online Education Task Force and provides recommendations relating to recording MARAC conferences and other content in the future. A separate [practical workflow guide](#), which outlines the production of recorded content, has also been compiled by the Task Force and is available to serve as a supplement to the Meetings Manual.

The task force thoroughly considered multiple solutions for recording and live-streaming content, streaming recordings on demand, and protecting content behind a paywall. The task force also analyzed current MARAC recorded content holdings and popularity of recorded and live-streamed content. More information about this research and analysis is located in the appendices of this document. Some experimentation with recording conference sessions and with hybridizing conferences was conducted at the fall 2021 MARAC meeting in Gettysburg, PA and the spring 2022 MARAC meeting in Harrisonburg, VA.

Recommended scope of recordings

The task force has come to the conclusion that recording of conference sessions is too costly and onerous to be the default solution. In addition, hybrid conferences (defined as a mix of in-person and virtual attendees and/or presenters) are not ideal due to cost, technological difficulties, lowering the quality of the conferences (especially for in-person attendees), and burden on the resources of an all-volunteer organization. If recording or hybridization is to occur, then it should be for high-impact sessions such as the plenary and luncheon speakers. The task force recommends that workshops not be recorded at this time.

The task force considered the various issues involved in recording several categories of MARAC events and has come to separate conclusions for virtual conferences, hybrid or on-site conferences, and workshops. These recommendations are based on the practical and financial costs associated with recording various events as well as the popularity of previously recorded content on the MARAC YouTube channel.

Virtual conferences

Recording virtual conferences is as easy as clicking a button on Zoom. Because few resources are required to record virtual conferences, the task force recommends that conferences conducted entirely via Zoom or a similar tool should be recorded and made available. While the task force recommends strongly against this type of session, conference sessions that are conducted entirely via zoom at in-person or hybrid conferences should also be recorded.

Hybrid or on-site conferences

Recording equipment, AV support, and post-processing work is very expensive (see Appendix B). Due to the cost of recording high-quality content at hybrid or onsite conferences, as well as the work necessary to edit video content and make it available, we should strive to be judicious in the content that we choose to record and make available through online presentation. Starting

small, with conference plenary and luncheon speakers would be a prudent use of MARAC's resources. Additionally, if resources allow, it might be beneficial to record the business meeting which takes place in the same room as the plenary and luncheon and would thus require little additional set-up.

The task force recommends a novel solution for recording popular conference sessions without incurring the exorbitant costs associated with AV needs at a conference hotel. For popular sessions at an in-person conference, it might be beneficial to invite speakers on the panel for an "encore" presentation to be recorded via Zoom. Session organizers could reach out to presenters after the conference to schedule a Zoom session. MARAC could schedule these "encore" sessions based on feedback from conference attendees, ensuring that the sessions chosen for this treatment are in demand. This solution will possibly drive more views to the MARAC YouTube channel. In addition, session organizers could encourage presenters to submit a copy of their presentation Powerpoint to be uploaded to DRUM for better access to the slide content.

For hybrid conference sessions where some speakers present remotely via Zoom while others present in-person, the taskforce has a few recommendations.

1. Based on attendee feedback on the survey taken at the Harrisonburg Conference, the unpredictability of technology, and the resources required to make hybrid sessions run smoothly, the Online Education Task Force recommends limiting the number of hybrid sessions at in-person conferences. Moving forward, the expectation should be to present in person, but accommodations can be made under exceptional circumstances.
2. Based on attendee feedback from the Harrisonburg Conference and in the interest of accessibility, closed-captioning should be made as large as practically possible and more visible. Automatically-driven closed captioning at Harrisonburg was useful, but was difficult to see because the text size was very small. Similarly, for recorded sessions, it's important for speakers to submit their slides because the text size on screen is small and difficult to read.
3. If conference organizers wish to record hybrid sessions, they should record the entire session, including the in-person speakers.

The Online Education Task Force does not recommend recording caucus meetings or any session meeting involving a free-form discussion that only works when attendees feel free to speak and express themselves without repercussion.

Workshops

The recording of workshops is not addressed by this task force. Because workshops rely on funding and monetization, any recordings of these events should be behind a paywall for as long as the content is relevant. The issue of recording workshops and making them available might be better addressed by the Education Committee.

Live-streaming from In-Person Conferences

The live-streaming of sessions, defined as a live digital broadcast via a service such as Zoom, specifically for viewers or virtual attendees, was ruled out as a feasible service for in-person conferences at this time. The reasons run along the lines of other determinative factors in this document, such as cost, logistics, lack of demonstrated demand and accessibility concerns. This would effectively mandate a 'hybrid' type of setup for each room being live-streamed, and require an additional administrator to run the technology. Remote attendees would be considerably limited as active participants, as the hybrid model complicates one-to-one communication for anyone not on screen. At any in-person conference, in-person participants will be given preferential treatment, whether intentional or not. Per feedback from the Harrisonburg conference, the in-person experience is highly-valued, and this task force emphasizes the importance of preserving the value and attendance numbers of the in-person conference.

Recommended Video Distribution Model

For videos that MARAC wishes to make available, the task force recommends the use of either Vimeo or YouTube, which are free and easy to use and will allow content to be discovered by the public. These platforms also allow organizations to hide certain videos from public searches and to control access through private URLs. Vimeo may offer a finer degree of access control than YouTube in this regard.

For virtual conferences or for in-person meetings with few recorded sessions, the task force recommends making all recordings fully public as soon as they are processed.

For in-person meetings where a significant number of sessions are recorded, the task force recommends limiting access to those recordings for the first six months after the event. Private URLs could be generated in Vimeo or YouTube and shared only with registered conference attendees through Sched. MARAC could also offer a low-cost virtual registration tier for individuals who are not able to attend in person but would like early access to the recordings for a period of six months while the recordings are private. After six months, MARAC would make the videos fully public. These practices are in use by the Music Library Association and discussed more in [Appendix C: Video distribution practices of other professional organizations](#).

Appendix A: YouTube Analytics

The following data represents analytics from the MARAC YouTube channel from October 2021 to January 2022. No particular advertisement was made for the channel during this period. Some content from the Gettysburg conference was added to the channel.

Video title	Date Posted	# Views	Video Length	Average View Duration	% of Length Viewed	Notes
Beyond Thoughts and Prayers: Caring for the Flight 93 Tribute Collection	12/13/2021	45	25:16	6:58	27.60 %	
Remembering Gettysburg's Battlefield Through Black and White Stories	12/13/2021	42	37:47	10:38	28.20 %	
Occasional Webinar: HVAC Systems in Libraries, Archives, and Museums	11/19/2021	29	1:35:00	6:26	6.80%	Restricted to paid attendees
Poster Session: Let Me Clear My Throat: How A Beatboxer Found His Flow In The Archives	10/5/2021	13	4:26	1:25	32.00 %	
Poster Session: Redefining reach, reevaluating resources: Innocenti & Webel records	10/4/2021	21	5:07	1:16	24.90 %	
Poster Session: Queering Archives with Critical Archival Studies	10/4/2021	16	5:05	1:19	26.20 %	
Poster Session: Students, Start Digging: Unearthing Towson's History Project at TU	10/4/2021	7	4:56	1:39	--	Not enough information to display audience retention data.
Poster Session: Mapping Jessye Norman's Legacy	10/4/2021	16	2:38	1:32	46.20 %	

Poster Session: Moore Firsts: Anna Russell Jones	10/4/2021	8	4:05	1:15	--	Not enough information to display audience retention data.
Poster Session: Public Exhibits during COVID-19: Diverse themes in the works of Ed Colker	10/4/2021	6	4:15	:58	--	Not enough information to display audience retention data.
Poster Session: Issues Inherent in Social Media Memorials	10/4/2021	34	3:54	:50	21.40 %	

As an experiment, the Task Force suggested heavily advertising the YouTube channel for the month of May 2022. The YouTube icon is now at the bottom of every webpage and the link highlighted on both the Education and Previous Conferences webpages. A message announcing the availability of the Harrisonburg recordings on YouTube was sent on April 19th to all Harrisonburg conference attendees and members (957 people). Below are the YouTube analytics for views during the period 4/19/22 to 5/3/22.

Video title	Date Posted	# Views	Video Length	Average view duration	Average percentage viewed (%)	Notes
Total Channel Views 4/19/22-5/3/22		64		0:07:20	18.99	
Plenary Address, Spring 2022 Meeting	4/19/2022	20		0:06:21	11.24	
"Preserving Appalachian Voices", Spring 2022 Meeting	4/19/2022	17		0:09:13	20.72	
Oral History Basics for MARAC by Melissa Ziobro	4/13/2022	5		0:19:15	42.62	
New Member Orientation Aug 2020	1/20/2022	7		0:04:54	17.9	
Looking Back, Looking Forward, Lessons Learned Archives Management & Leadership During COVID-19:	1/20/2022	2		0:00:03	0.23	
Remembering Gettysburg's Battlefield Through Black and White Stories	12/13/2021	1		0:40:08	106.26	

Beyond Thoughts and Prayers: Caring for the Flight 93 Tribute Collection	12/13/2021	1		0:00:01	0.11	
Let Me Clear My Throat: How A Beatboxer Found His Flow In The Archives -John Esh & Allison Fischbach	10/5/2021	2		0:01:34	35.55	
Moore Firsts: Anna Russell Jones - Kimberly Lesley	10/4/2021	2		0:00:37	15.13	
Mapping Jessye Norman's Legacy - Jessica Grimmer	10/4/2021	1		0:02:37	99.37	
Archives and Preservation: Palace Amusements - Kelly Dender	4/10/2021	1		0:00:10	3.19	
Representation with a Hyphen: Latinas in the Fight for Women's Suffrage - Mariana Brazão	4/10/2021	2		0:02:15	44.17	
Extending Park Boundaries	4/10/2021	1		0:01:33	31.75	
The Power of Persuasion: Elaine J. Coates and the Wikipedia editors - Marcella Stranieri	4/10/2021	1		0:00:29	8.53	
C.A.P.E.S.: An Archives Consulting Service - Frederic C. Pachman and Elsalyn Palmisano	4/10/2021	1		0:01:12	26.62	

Analysis

Initial conclusions from these analytics suggest that greater prominence of the YouTube channel on MARAC's website as well as focused advertisement of new content can increase viewership of recorded materials. Creating a market for recorded content can be beneficial to MARAC, as monetization can be possible in the future. Currently, viewership and demand does not support finding a monetization solution or recording more than is currently being captured.

Appendix B: \$8,088.87 budget for Online Education Task Force

This task force's initiatives were funded with the profits from the Spring 2021 virtual conference. Most of the funds were used for the Spring 2022 conference in Harrisonburg, VA, where there were two rooms set up as "hybrid" rooms for presenters to present via Zoom, or for recording of the presentation to occur. In the case of a plenary speaker, who contracted COVID-19 and was unable to travel to the conference, the presentation was given virtually and was recorded for the MARAC YouTube channel. AV support for the entire conference was expensive. The total amount was \$14,244.75. Equipment beyond MARAC's usual needs, such as video technicians, videocameras, and mixers added to this cost and were subsidized by this task force's budget.

Audiovisual equipment and support is expensive. If MARAC decides to contract to record more in-person conference content then various expenses must be taken into account: cameras, video switchers, as well as potential labor costs such as editing, captioning, and graphics. These expenses are on top of the normal projection and sound support that is built into our current conference funding model.

One option posited by this task force is that capture of in-person conference sessions should be discussed based on the success of the previous year's conferences. If there is a profit, such as there was for this fiscal year, then those profits can be applied to capture of selected sessions for the next fiscal year. This can be an incentive to keep a tight budget for conferences. In addition, it is relatively easy and inexpensive to capture virtually-presented sessions, such as from a virtual conference. This is an incentive to keep virtual conferences going even past pandemic conditions.

Appendix C: Video distribution practices of other professional organizations

The task force reviewed the practices of several peer professional organizations regarding video capture and distribution.

Of these, the organization that could best serve as a model for MARAC for video distribution is the Music Library Association (MLA), which has a similar size membership base and an annual national meeting. For in-person meetings, MLA makes video recordings available only to registered conference attendees for the first six months after the event. Attendees can use the Sched program app to get a direct link to the private recording in Vimeo. After six months, the recording is changed to public in Vimeo. For virtual conferences, all recordings are public. MLA's video library is available at <https://vimeo.com/musiclibraryassoc>.

MLA captured only select presentations at in-person meetings. MLA's web officer did not have data easily at hand on the financial cost of capture and labor of processing, but did note that

MLA was planning on shifting the captioning work from human volunteers to auto-generated captions only.

Other regional archives organizations do not have much content online. The Midwest Archives Conference, for example, has YouTube videos of virtual conference sessions only. These MAC recordings average about 50 views after a year of being on [YouTube](#).

At the other end of the spectrum is SAA, which has a robust library of recorded workshops, webinars, and conference sessions available on demand through <https://www.pathlms.com/saa/events/873>. Many webinar recordings are available on demand at prices that range up to \$159 each. Access to most conference recordings since 2019 is available only to registered conference attendees. As SAA is a much larger organization than MARAC, it may not be the most appropriate point of comparison for this work.