



Winter 2015 NATIONAL COALITION FOR HISTORY REPORT
MARAC Steering Committee Meeting
Baltimore, MD–January 23, 2015

FEDERAL FOIA ADVISORY COMMITTEE: Last June, Archivist of the United States David Ferriero appointed NCH Executive Director Lee White to serve on a federal advisory panel designed to develop recommendations on how to improve implementation of the FOIA. The panel held its second meeting in October to refine the issues on which it will focus over the next 18 months. To learn more about the FOIA Advisory Committee go to: <https://ogis.archives.gov/foia-advisory-committee.htm>

On Dec. 8, legislation to reform the Freedom of Information Act passed the Senate by unanimous consent. S. 2520 sought to reduce the often (too) broad interpretation of FOIA's exemptions by federal agencies. Although a similar bill passed in the House earlier, time ran out on the session before the House could consider the amended Senate bill. Despite this setback, it is expected the bill will pass in the 114th Congress. NCH signed on to a letter with over 70 other organizations urging the passage of S. 2520.

NEW MARKETING BROCHURE: In October, NCH issued a new online marketing brochure, in the form of an infographic, designed to highlight its achievements to existing members and to solicit new and lapsed organizations to join the coalition. The "e-brochure" was sent to all NCH member organizations for their use. AU History student intern Danielle Dulken was instrumental in developing the brochure. It may be viewed on the NCH website at: <http://historycoalition.org/brochure/>

PRESIDENTIAL RECORDS REFORM ACT: Late last November, President Obama signed into law the Presidential and Federal Records Act Amendments of 2014. This is a major victory for NCH and the historical community. Customarily, when the Archivist of the United States gave notice of his intent to release presidential records, former presidents requested extensions to review them. These requests have been routinely granted by the incumbent, indefinitely delaying the release of the records. The new law will end that practice. The former and incumbent presidents will be subject to specific time limitations as they review records for constitutionally based privilege against disclosure. The current and former presidents will have 60 days to review the records and will be allowed only one 30-day extension.

FISCAL YEAR 2015 FEDERAL FUNDING: On Dec. 16, President Obama signed the \$1.1 trillion FY2015 Omnibus Appropriations bill to fund federal government operations through September 2015. One highlight was a modest \$500,000 increase for the National Historical Publications and Records Commission (NHPRC), raising its budget to \$5 million. This represents the first increase in the NHPRC's budget in six fiscal years. NEH is level funded at \$146 million.

Jan Zastrow, zastrow@hawaii.edu
MARAC/NCH Representative

Task Force on the MARAC Meeting Model Report and Recommendations

Submitted to the steering committee January 19, 2015

SUMMARY AND APPROACH

This report provides a summary of the findings of the Meeting Model Task force which formed in July 2014. Presented are the task force's findings as well as recommendations for further action.

- The task force reviewed the 2012 membership survey as well as conference evaluations from the Fall 2011 Bethlehem meeting onward (7 meetings in total).
- In an effort to determine why members do not attend conferences, a survey was sent to the 680 MARAC members that did not attend the Baltimore conference.
- Using data compiled by the MARAC vice chair, the task force reviewed the frequency at which MARAC members presented at the conference as speakers or chairs as well as served on the LAC and PC.
- The task force also considered feedback from the Steering Committee and looked at how other archives organizations organize their conferences.
- The task force's work was announced at the Fall 2014 meeting Baltimore as well as on the MARAC blog.

FINDINGS

The needs of MARAC members are diverse. For example, in the survey we conducted some members wanted more advanced programming and workshops, while others sought programming that was relevant to non academic repositories.

Our survey of non attendees sought to determine what factors were preventing people from attending MARAC meetings. While the response rate for the survey was 11% (78 members), many of those members provided useful free text responses. The survey results indicated that often obstacles to attending MARAC meetings are out of MARAC's control.

The primary reason members did not attend was that they were too busy with work commitments (nearly 50%). Perhaps predictably the second most cited factor was a lack of funding for professional development (nearly a third of respondents cited this lack and a third indicated that their employer partially pays for professional development).

22% indicated the program and workshops did not meet their needs and 63% of respondents are interested in more workshops that are held in between conferences.

Finally, respondents were also asked how many MARAC meetings they preferred each year. 63% indicated a preference of one meeting a year.

While the conference's location was only a factor for 2.5% of respondents, 27% indicated that travel logistics were a barrier and showed an interest in carpool options. Many of these respondents suggested the distance of the conference from where they live can be a barrier.

RECOMMENDATIONS

The task force recommends the following:

1. Issue a "call for session proposals" for the conference.
Rationale- This may result in less work for the program committee as well as allow and encourage MARAC members to take more ownership of the conference. Brings us in line with the practices of our peer organizations. Promotes transparency in how the program is developed.
2. Reserve one session block at the conference for "pop up" "wild card" or last minute session ideas. The session details would be distributed at the registration desk.
Rationale- Will accommodate session ideas that form after the formal deadline has passed. Provides an outlet for more spontaneous discussion.
3. Experiment with conference frequency by holding 1 conference a year with a symposium to replace the second conference.
Rationale- This may provide a way for the conference to be more flexible in meeting members' needs. A themed symposium would allow members the opportunity to explore a topic of interest in an in depth way, going beyond basics.
4. Continue printing a program, while expanding access to and use of the Guidebook app (or another suitable app). Assess the usefulness of sending only an advance postcard for the Boston meeting with NEA.
Rationale- The task force feels the membership as a whole is not ready to move into an entirely electronic program. While there has been a decrease in members requesting printed programs in the last several years, approximately 250 members still request the paper mailing. Based on information from the vice chair and Emily Rafferty, producing only a PDF provides little extra time for PC to form sessions and have later deadlines.
5. Encourage and support opportunities for caucus driven programming in between conferences, such as additional workshops.
Rationale- A majority of those surveyed expressed an interest in additional programming and educational options. Opportunity for caucus members to identify what programming and workshop needs exist in their local area(s).

6. Future LACs organize a service project as was done in Boston.
Rationale- Provides a way for MARAC to “give back”, supports MARAC’s status as a non profit, and provides an additional networking activity for members.
7. Explore ways to increase use of the rideshare spreadsheet. Publicize the spreadsheet on the conference registration form.
Rationale- Some caucuses already organize carpools. While the task force acknowledges that liability issues exist, members have indicated an interest in carpooling.
8. Revise the meeting manual following discussions of recommendations with steering.
Rationale- Provides future LAC and PC members with additional guidance in planning conferences.

Respectfully submitted,

MARAC Meeting Model Task Force

Adriana Cuervo
Margaret Kidd
Tim Corlis
Susan Kline

Report of the Ad Hoc Committee on Revising MARAC's Governing Documents January 19, 2015

Committee members: Andrew Cassidy-Amstutz, David D'Onofrio, Jim Gerencser, Lisa Mangiafico (Chair), Amy Schindler, and John LeGloahec (ex-officio). MARAC Parliamentarian Dawn Fairchild serves the committee in an advisory capacity.

Since the conference in Baltimore, where an initial draft of revised governing documents was discussed in a Town Hall meeting, the committee has undertaken the following work:

- 1) Determined that over 60 individuals signed the petition to continue the process of revising the governing documents;
- 2) Conducted a survey (41 respondents) on the proposed initial revision draft presented at the Town Hall meeting for additional member comment;
- 3) By conference call, reviewed the results of the survey, other communications sent directly to the committee (1), and the minutes of the Town Hall and feedback during the Steering Committee meeting to determine what changes to make in the next draft;
- 4) In that same conference call, determined a set of "articles" and authors on various aspects of the revision process for member information, with all the articles to be edited by Jim Gerencser for release with the second draft for member comment;
- 5) By conference call, reviewed a next draft for additional changes before sending to the Steering Committee for review at their January meeting, for the purpose of creating a second draft for member comment at the Boston meeting.

Issues

1) Based on the feedback from members, most members do not see a need to change the nomenclature MARAC uses for its top leadership, chair vs. president. Many of the comments cited historical tradition as the reason not to change the nomenclature. The Ad Hoc committee has changed the nomenclature in the draft, and notes this is an outward- vs. inward-facing issue. For many outside of our organization, the term president conveys immediately that this is the presiding officer of the organization. Interestingly, many objected to the term because they thought it conveyed more power than that currently ascribed to the MARAC chair, in spite of the fact that it is the Steering Committee as a whole that has the power and authority to direct the organization. However, the Ad Hoc Committee feels that in this case, the outward facing issues, while important, are trumped by member perceptions, and we would ask that the Steering Committee endorse this change based on member feedback.

2) The Ad Hoc Committee is more comfortable with the Meetings Coordinator as an elected officer, rather than just as an elected committee chair. Based on the extraordinary pressures and risks that running the meetings entails, and the fiduciary responsibility of the position in signing contracts with hotels and other vendors, the Ad Hoc Committee believes this position should be an officer, and therefore a voting member of the Steering Committee. In this draft, the Meetings Coordinator has been included as an officer, and the various sections of the draft have been updated to reflect this change. What has not changed is the original suggestion that this position serve three (3) year terms. The Ad Hoc Committee would ask that the Steering Committee endorse this rather substantial structural change.

3) One member commented that "hard coding" all of the committees into the bylaws seemed to be too restrictive, and does not provide the flexibility the organization might need to quickly respond to changing conditions without amending the bylaws in the future. This comment was discussed vigorously by the Ad Hoc Committee members, who agreed with this assertion. The committee therefore removed

from this draft all mentions of committees with the exceptions of those who had elected chairs and/or members: Awards, Finance, Meetings Coordinating, and Nominations and Elections. In turn the bylaws stipulate that other than these committees, any additional special committees can be created by the Steering Committee. The Ad Hoc Committee is very concerned that the organization will not have the flexibility it needs if too many committees are “hard-coded” into the bylaws, and requests some guidance from the Steering Committee in this regard, since the previous Working Group on Committees had outlined their vision of the organizations committees, and the Steering Committee endorsed many of their recommendations. Perhaps we need to designate committees listed in the bylaws as “permanent” committees, and provide for additional special AND standing committees in the bylaws.

4) The Awards Committee structure received a several comments supporting the statement from the Custer Committee (read at the Town Hall, and included in the Town Hall written minutes) and some who see the structure as too bureaucratic. This structure was one of the recommendations from the Working Group on Committees that was endorsed by the Steering Committee. The Ad Hoc Committee has not changed that structure in this draft, as we find it similar to other structures in the organization. While it is understandable the Custer Committee feels this is a change that restricts their leadership development, the Ad Hoc Committee sees this differently. There are numerous other committees that have huge responsibilities—especially the local arrangements and program committees, and those committee chairs do not regularly attend Steering Committee meetings (but could if compelling needs or business required) and are instead represented by an overall committee chair (currently the Vice Chair, and in the revision, the Meetings Coordinator); many of these committee chairs go on to other chairmanships or offices. If based on member feedback the Steering Committee would like to see this the current awards structure changed, the Ad Hoc Committee would request that endorsement from the Steering Committee.

The Ad Hoc Committee was also asked to break out all the various components of the Awards, and that has been done in this draft. The Ad Hoc Committee feels this makes the section look rather bloated as compared to the previous draft. And again, there is the concern that by hard-coding all these committees into the bylaws, that unnecessary amendments will be necessary down the road.

The Ad Hoc Committee looks forward to the comments of the Steering Committee, as we move forward to provide a second draft for comment by the membership.

(Changes from the first draft for member comment in October are noted in yellow highlight.)

Proposed Revision
MARAC Constitution (last amendments January 2008) and Bylaws (last amendment October 2011)

PROVISO If adopted, the Proposed Revision would go into effect on July 1, 2016.

NOTE: The proposed revision is a combination of both the Constitution and Bylaws, into a new document to be called "Bylaws", as it is now recommended practice that all of an organization's rules of this kind are combined into a single document.

MID-ATLANTIC REGIONAL ARCHIVES CONFERENCE, INC.
BYLAWS

ARTICLE I
Name

The name of this organization shall be the Mid-Atlantic Regional Archives Conference, Incorporated, hereafter called the Conference.

ARTICLE II
Objects

The Conference is a non-profit member-oriented professional organization, incorporated in Delaware. Its objectives are to promote cooperation, communication, and education among individuals with interest in archival and manuscript materials.

ARTICLE III
Members

- 3.1. Individual membership shall be open to any person who has paid all dues assessed by the Conference. Membership is not open to institutions.
- 3.2. The membership assembled in a business meeting shall be able, by majority vote, to overturn a Steering Committee decision, or to require the Steering Committee to take an action.
- 3.3. Members shall declare one or more state caucuses as part of their membership from among the following represented states: Delaware, the District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Virginia, and West Virginia. Members of each state caucus shall have the right to cast one vote for the purposes of electing a Caucus Representative to the Steering Committee in each caucus where they declare membership.

ARTICLE IV
Officers

4. 1. The officers of the Conference shall be a Chair, a Chair-elect, a Meetings Coordinator, a Secretary, and a Treasurer. No person shall hold more than one office **at one time.**
4. 2. The Chair-elect shall be elected annually, serve one year in that office from July 1st to June 30th and at the conclusion of that year immediately succeed to the office of Chair and serve one year in that office from July 1st to June 30th. **The Meetings Coordinator shall hold office for three (3) years, and the Secretary and Treasurer shall hold office for two (2) years,** from July 1st to June 30th and until a successor shall have been elected or qualified.
- 4.3. The Chair shall act as Chairman of the Steering Committee and shall have general supervision over the activities and operations of the Conference, subject, however, to the control of the Steering Committee. To be eligible for the office of Chair, the person must have served for the immediately preceding year or part thereof as Chair-elect. The Chair's duties shall include, without limitation, to:
 - (a) preside at all meetings of the Steering Committee and **Conference** business meetings;
 - (b) oversee all advocacy efforts and otherwise represent the Conference as needed;
 - (b) cause regular reports of the actions of the Steering Committee and the Conference be provided to the members;
 - (c) cause regular reports and recommendations of the Steering Committee advisors be provided to the Steering Committee for their consideration and action;
 - (d) ensure the Steering Committee engages in strategic planning, development of policies and programs which complement the objects and mission of the Conference, and receives evaluations of policies;
 - (e) serve as an ex-officio member of all committees, except Nominations and Elections;
 - (f) perform such other duties as pertain to the office and as may be assigned by the Steering Committee or as prescribed for the office by the adopted parliamentary authority; and
 - (g) appoint a Parliamentarian.
- 4.4. The Chair-elect shall attend all meetings of the Steering Committee and Conference Business Meetings and shall perform the duties of the Chair in the absence of the Chair. Upon expiration of the term of the Chair or the inability to serve, the Chair-elect shall succeed automatically as Chair. Further, the duties of the Chair-elect shall include, without limitation, to:
 - (a) make all appointments for vacant committee positions unless otherwise noted;
 - (b) supervise the work of all committees through their chairs;

- (c) serve as an ex-officio member of all committees, except Nominations and Elections;
- (d) prepare for assuming the office of Chair, working closely with and under the direction of the Chair; and
- (e) perform such other duties as pertain to the office and as may be assigned by the Steering Committee or as prescribed for the office by the adopted parliamentary authority.

4.5. The Meetings Coordinator shall attend all meetings of the Steering Committee and the Conference business meetings. The duties of the Meetings Coordinator shall include, without limitation, to:

- (a) serve as the ex-officio chair of the Meetings Coordinating Committee;
- (b) in consultation with the Chair-elect and the Meetings Coordinating Committee, recommends appointments as the chairs of the local arrangements and program committees for the regular meetings;
- (b) oversees and approves all contractual arrangements for the regular meetings of the conference;
- (c) perform such other duties as pertain to the office and as may be assigned by the Steering Committee or as prescribed for the office by the adopted parliamentary authority.

4.6. The Secretary shall attend all meetings of the Steering Committee and the Conference business meetings and shall take minutes including all actions at these meetings. The duties of the Secretary shall include, without limitation, other such duties as may be from time to time assigned by the Steering Committee or Chair or as prescribed by the adopted parliamentary authority.

4.7. The Treasurer shall attend all meetings of the Steering Committee and the Conference business meetings. The duties of the Treasurer shall include, without limitation, to:

- (a) ensure that funds of the Conference are managed in fiscally responsible manner and that the Conference operates in accordance with ethical business practices;
- (b) prepare an annual budget and issue quarterly financial reports;
- (c) serve as the ex-officio chair of the Finance Committee and as an ex-officio member of the Meetings Coordinating Committee; and
- (d) perform such other duties as pertain to the office and as may be assigned by the Steering Committee or as prescribed for the office by the adopted parliamentary authority.

- 4.8. In the case of a vacancy in the office of Chair, the Chair-elect shall assume that office, and serve the remainder of that term of any duration, and the term for which they were elected. When a vacancy occurs in the office of Chair-elect, Meetings Coordinator, Secretary, or Treasurer, by resignation or removal, a ballot shall be sent within 30 days to fill that office. Elected replacements shall serve the remainder of the original term.

ARTICLE V Nominations and Elections

- 5.1 The Nominations and Elections Committee shall consist of five (5) members. Two (2) shall be Steering Committee members completing their term and leaving the Steering Committee as of June 30th who are appointed by the Chair-elect, and three (3) shall be elected by the membership. The Nominations and Elections Chair shall be the elected member who receives the most votes.
- 5.2. Nominations and Elections Committee members shall serve for a one (1) year term. Terms shall run from July 1st -June 30th.
- 5.3. The Nominations and Elections Committee shall create a slate of members in good standing for all open positions, including officers, members-at-large, caucus representatives, and as noted in these bylaws, certain committee chairs. The Nominations and Elections Committee shall be bound to nominate for an officer or member-at-large position a candidate named in a nominating petition signed by at least ten percent (10%) of the Conference members.
- 5.4. Conference officers and Members-at-large shall be elected at large, while State Representatives shall be elected only by the members of the respective state and district caucuses. Members-at-large and State Representatives shall serve for two (2) year terms, commencing on July 1st in the year of election and shall serve until a successor has been elected and qualified, or until their inability to serve. The Chair-elect shall be elected annually; Members-at-large and the Secretary shall be elected in odd-numbered years. The Treasurer and Caucus Representatives shall be elected in even-numbered years. The Meetings Coordinator shall be elected in either odd- or even-numbered years as relates to a three (3) year term.
- 5.5. The Nominations and Elections Committee shall issue an official ballot in whatever form it deems appropriate at least seventy-five (75) days before the first business meeting of the calendar year. Ballots shall include space for write-in candidates for each position. In the event of vacancies in any elected position, including elected committee members, the Committee shall issue an official ballot within 30 days. Ballots shall be submitted to the Nominations and Elections Committee no later than thirty (30) days after being issued.
- 5.6. The Nominations and Elections Committee shall tally the ballots and certify the results. The Chair of the Nominations and Elections committee shall promptly notify the Chair, Chair-elect and all the candidates of the results. The results of the election shall be formally announced through all regular Conference communication channels after all the candidates have been contacted with the results. Ballots shall be destroyed thirty (30) days following formal announcement of the results.

- 5.7. A nominee receiving the highest number of votes for an office shall be elected to that office, even in the event a majority is not achieved. In the event of a tie vote, the Nominations and Elections Committee shall issue a second ballot containing only the names of the tied nominees within fifteen (15) days of the first tally. These ballots shall be submitted to the Nominations and Elections Committee within fifteen (15) days.

ARTICLE VI Meetings

- 6.1. The Conference shall hold up to two (2) regular meetings each year for the purpose of providing continuing education and a program of interest to the members and the general public and to transact business at the business meeting. One of these meetings shall be held in the first half of the calendar year. The business meeting held at the regular meeting in the first half of the calendar year shall be known as the Annual Meeting.
- 6.2. The quorum for a business meeting shall be one-fourth (1/4) of the members registered for that meeting.
- 6.3. Special business meetings for any purpose may be called by the Steering Committee or at the written request of one-fourth (1/4) of the members of the Conference. The business to be transacted at any special meeting shall be limited to that noticed in the call.
- 6.4. Written notice of regular or special business meetings shall be sent to the membership at least thirty (30) days before the meeting.

ARTICLE VII Steering Committee

- 7.1. The board of directors of the Conference shall be known as the Steering Committee. Voting members shall include the officers, one (1) Caucus Representative from each state represented by the Conference and the District of Columbia, and four (4) Members-at-large.
- The Chair may invite any additional attendees or special advisors to the meeting as is necessary to carry out the agenda.
- 7.2. The Steering Committee shall have the full power to conduct, manage and direct the business and affairs of the Conference.
- 7.3. Any member of the Steering Committee may resign at any time by giving written notice to the Chair and Secretary of the Conference. The resignation shall take effect at the date of receipt of the notice, or at any later time specified therein.
- 7.4. Any member of the Steering Committee may be removed, either for or without cause, by the Steering Committee whenever in the judgment of the Steering Committee the best interests of the Conference will be served. Removal shall occur only upon a two-thirds vote of the Steering

Committee members then in office, exclusive of the person being removed, and only after being given an opportunity to be heard at a meeting of the Steering Committee.

- 7.5. When a vacancy occurs in any elected Steering Committee position, by resignation or removal, a ballot shall be sent within 30 days to fill that office. The replacement shall serve for the balance of the unexpired term, unless that office is covered by Bylaws Section 4.7. The fact that a vacancy occurs and action is taken by the Steering Committee before a replacement is elected shall not invalidate or otherwise affect such action or the power of the Steering Committee to act.
- 7.6. Regular meetings of the Steering Committee shall be held at the same place as the regular meetings each year for the purpose of providing continuing education and a program of interest to the members of the Conference. At least one additional regular Steering Committee meeting shall be held as soon as possible after the beginning of the fiscal year, at such place within or outside of Delaware, within or outside of the represented states, as the Chair or the Steering Committee may from time to time select.
- 7.7. Steering Committee meetings shall be open to all Conference members.
- 7.8. Special meetings of the Steering Committee shall be held whenever called by the Chair or two (2) or more of the members of the Steering Committee. Notice of each such meeting shall be given to each member of the Steering Committee at least seventy-two (72) hours in advance if given by telephone or email and ten (10) days in advance if notice is given by mail. Every notice shall state the time and place of the meeting. Business for a special meeting shall be included in the notice, and shall be limited to that in the notice.
- 7.9. Steering Committee members may participate in a meeting of the committee by means of electronic conferencing technology of which at a minimum all persons participating in the meeting can hear each other. Participation in a meeting pursuant to this section shall constitute presence in person at the meeting and a voting members so participating shall count toward establishing the quorum.
- 7.10. Two (2) officers and six (6) other voting Steering Committee members shall constitute a quorum for any Steering Committee meeting. Each voting member shall be entitled to one vote. The vote of a majority of Steering Committee members present and voting, except as may be otherwise noted in these bylaws, shall be the acts of the Steering Committee.

ARTICLE VIII Committees

- 8.1. The Standing Committees of the Conference shall be Awards, Finance, Meetings Coordinating, and Nominations and Elections.
- 8.2. Standing Committees shall be comprised of at least three (3) members, except as otherwise noted in these bylaws, and shall be appointed by the Chair-elect.

- 8.3. The Awards Committee shall be chaired by the Immediate Past Chair of the Conference, who shall coordinate the work and represent the following committees on the Steering Committee.
- (a) The Arline Custer Award Committee shall be composed of six (6) member elected for three (3) year staggered terms.
 - (b) The Finding Aids Committee shall be composed of six (6) members elected for three (3) year staggered terms.
 - (c) The Scholarship Committee shall be composed of six (6) members elected for three (3) year staggered terms.
 - (d) The Distinguished Service Award Committee shall be composed of four (4) members: two (2) members who shall be elected to two (2) year staggered terms; the Immediate Past Chair of the Conference, who shall chair the committee; and the MARAC Archives Coordinator, who serves as a non-voting ex-officio member.
- 8.4. The Finance Committee shall have oversight responsibility for all financial matters and shall act as an advisor to the Conference Treasurer, who shall serve ex-officio as the chair of the committee.
- 8.5. The Meetings Coordinating Committee shall recommend future sites for semi-annual Conference meetings, interpret and recommend policy related to meeting planning, and provide oversight, support and guidance to the local arrangements and program committees.
- 8.6. The Nominations and Elections Committee shall operate pursuant to Article V Nominations and Elections of these bylaws.
- 8.7. Special committees or task forces may be created by the Steering Committee. Special committees or task forces shall be composed of at least three (3) members, appointed by the Chair-elect.
- 8.8. No person shall hold more than one standing or special committee, or task force chairmanship at one time.
- 8.9. Members of any committee authorized by these Bylaws or the Steering Committee may participate in a meeting of the committee by means of electronic conferencing technology of which at a minimum all persons participating in the meeting can hear each other. Participation in a meeting pursuant to this section shall constitute presence in person at the meeting.

ARTICLE IX Fiscal Matters; Assets

- 9.1. The fiscal year shall be July 1 through June 30.
- 9.2. Annual dues shall be established by the Steering Committee. Changes in dues proposed by the Steering Committee shall be ratified by a majority vote at a business meeting of the membership. Notice of dues changes shall be sent to members at least thirty (30) days before that meeting.

- 9.3. The books of the Conference shall be audited annually by at least two members (with the exception of the chair) of the Finance Committee and the report of the condition of the accounts shall be made to the Steering Committee. The accounts shall be audited by an independent public accountant when the office of Treasurer changes hands and at such other times as directed by the Steering Committee.
- 9.4. No officer, member, or agent of MARAC may expend Conference funds or obligate the Conference financially without first ensuring that expenditure has been authorized by the approved Conference budget, the approved budget of a MARAC semi-annual meeting/conference, or by special action of the Conference membership or the Steering Committee.
- 9.5. Except as otherwise provided in these Bylaws, the Steering Committee may authorize any officer or representative to enter into any contract or to execute or deliver any instrument on behalf of the Conference. Such authority may be general or confined to specific instances.
- 9.6. The Conference Archives are designated as an asset of the organization. The Conference has selected the University of Maryland Libraries as the official repository for its Archives. The Chair shall represent the Conference to determine the terms and conditions of any agreements between the Conference and the University of Maryland Libraries.

ARTICLE X Parliamentary Authority

The rules contained in the current edition of *Robert's Rules of Order Newly Revised* shall be the parliamentary authority for all matters not specifically covered in these bylaws.

ARTICLE XI Amendments

- 11.1. Amendments to these bylaws shall be proposed by:
 - (a) twenty-five (25) members in writing to the Conference Secretary; or
 - (b) the Steering Committee by a two-thirds(2/3) vote.
- 11.2. Proposed amendments shall be issued to the membership at least thirty (30) days before a Business Meeting in order to facilitate discussion at that meeting. The membership assembled at the Business meeting may amend by majority vote the proposed amendments.
- 11.3. The ballot to approve bylaws amendments shall be issued to the membership no more than thirty (30) days after the conclusion of the Business Meeting. A special committee shall be appointed by the Chair to tally the votes. A majority vote of those returned and voting on that specific amendment shall be required for approval.



John LeGloahec <legloaj@gmail.com>

Re: MARAC & digital preservation

Drew VandeCreek <drew@niu.edu>

Fri, Jan 9, 2015 at 4:45 PM

To: John LeGloahec <legloaj@gmail.com>

Cc: Jaime Schumacher <jschumacher@niu.edu>, Lynne Thomas <lmthomas@niu.edu>

Hi John:

The NEH has given us funding for the digital preservation workshops described in the proposal that we discussed last spring.

Danielle Spalenka, a member of the original Digital POWRR Project team, will serve as the project director. She is the fifth person down the list on the POWRR staff web page: <http://digitalpowrr.niu.edu/about-powrr/meet-the-team/project-personnel/>

Once she gets underway in her work, we can begin to discuss how we want to organize an event or events that MARAC members can attend.

Best,

Drew

Drew E. VandeCreek
Director of Digital Initiatives
University Libraries
Northern Illinois University
DeKalb, IL 60115
(815) 753-7179

>>> John LeGloahec <legloaj@gmail.com> 4/29/2014 2:51 PM >>>

[Quoted text hidden]

Local History Collections Workshop & Conference Attendance Award

This proposal is being re-submitted to the Steering Committee after initial submission and suggestion for revision at the Baltimore meeting. I hope that the Steering Committee will consider this proposal as a way to reach out to those in the archival community who would benefit from our assistance.

* * *

Most local historical societies are run by volunteers or part-time staff with little or no archival experience. The same can be said for those in local history rooms at public libraries. Many want to know the proper ways to preserve the items in their organization's care, but limited budgets prohibit their attendance at professional conferences or workshops.

An award that is expressly geared towards those associated with Local History Collections may make them feel more welcome and accepted.

Proposed guidelines

1. Awards would be in the amount of either a full- or half-day workshop and conference registration, whatever that cost may be at the time of application. "Conference registration" would include the costs of the Friday luncheon and Saturday breakfast. Award would not include travel expense. It is proposed that a minimum of 2 and a maximum of 4 per semi-annual meeting be awarded.
2. Individuals must currently be associated with a local history collection in the MARAC region. Volunteers as well as paid staff would be eligible. Priority would be given to Local History collections located in the meeting's host city for the purpose of networking opportunities, but would not exclude other applicants.
3. Applicants would submit a current resume, a cover letter including statement of the expected benefits of attending, and a letter of reference from a person with knowledge of the applicant's work.
4. For the spring conference, deadline for receipt of application is March 10; for the fall conference, the deadline is September 15.

Respectfully re-submitted,

Laura M. Poll
New Jersey Caucus Chair
16 January 2015

To: Steering Committee
From: Elizabeth M. Scott, MARAC member
Date: January 16, 2015
Re: Non-profit price break for vendor tables at conferences

This memo is meant to spark a discussion regarding the prices charged for vendor tables at MARAC conferences. I am a MARAC member but also the Regent for Outreach with the Academy of Certified Archivists (ACA). At conferences, ACA usually likes to represent themselves with a table in order to get exposure to various archival groups. While signing up for conferences this year, I noticed that MARAC did not have a pricing scale in place for non-profit organizations such as ACA. Therefore, to attend MARAC, ACA needs to pay for a full-price vendor table. I also noticed that not only do they not have a non-profit option, but MARAC charges one of the highest rates for tables among the regional archival organizations.

In the table below I have illustrated the current prices, along with non-profit prices (if applicable) that other archival organizations charge for their vendor tables. I have included the Midwest Archives Conference (MAC), Northwest Archivists (NWA), Conference of Inter-Mountain Archivists (CIMA), New England Archivists (NEA), Society of Southwest Archivists (SSA), and MARAC.

Organization	Regular rate	Non-profit rate? Y/N	Non-profit rate
MAC	\$400-staffed \$500-unstaffed	Y	\$50.00-staffed \$75.00-unstaffed
NWA	\$150	Unknown	
CIMA	\$250	Unknown	
NEA	\$0	Unknown	
SSA	\$350	N	
MARAC	\$600*	N	

*Note that the price for tables at the upcoming Boston meeting for a **shared** or **½ table** were \$400 for 1 day and \$700 for 2 days.

Additionally, MAC shared some figures with me regarding their non-profit and profit tables.

MAC profit tables vs. non-profit tables, 2012-2014

Year	# Profit tables	# Non-profit tables
2012	12	2
2013	12	3
2014	9	8

While MAC does not advertise the non-profit rate since they want library schools to pay full price, they will give discounts to student groups who want to attend and will do their best to accommodate certain groups if possible. You can also see that they are only giving discounts to a few tables and still maintaining a large profit. SSA also said they do not have a non-profit rate but would work with someone if there was a financial hardship.

I did not ask Don Cornelius or Mary Mannix for vendor table figures so I cannot speak to the types of organizations represented at MARAC each year.

I fully understand that MARAC needs to make a profit from the vendor tables as conferences are expensive. I also realize that MARAC is one of the larger regional archival groups. But is there a way to give a non-profit rate or even just a small discount to non-profit organizations? I worry that organizations like ACA, local historical societies, and other non-profits will not have the means to attend such conferences. Already, MARAC takes half of my ACA budget allotted for conferences, allowing me to really only have a table at one of the two meetings. I think it is important to continue going to MARAC but at some point, it may not be an option anymore.

Thank you for your consideration on this matter.

Respectfully submitted by Elizabeth M. Scott.

REPORT OF THE CUSTER COMMITTEE
Submitted by Elizabeth Shepard, Senior Co-Chair
January 20, 2015

The Custer Award website was updated with the 2014 winners. No other new business was conducted during this period.

Since I will not be able to attend this meeting nor the meeting in Boston, I would like to comment on the Custer Award stance regarding the proposed by-laws.

I still feel strongly about the statement we made at the town hall. Standing committee representation is not the same as temporary local arrangement or program committees. Being the senior chair has afforded me an opportunity to participate on the Steering Committee and has been a growing experience. Being an introvert, I never thought of myself as sitting on the Steering Committee. After my experience, I feel more confident of perhaps running for the other offices and serving on other committees at MARAC. I still believe it is a stepping stone for people like me to get exposure to Steering.

I agree that it might not be necessary to outline every award subcommittee in the by-laws since other awards might be offered in the future.

Finally, if the Steering still wants the Award Committee to go forward, I would like to see the Award Chair either a separate elected position or appointed by the Chair and opened to any of the senior chairs of the subcommittees. That way if someone wants the experience and responsibility of being on the Steering Committee they can still have that opportunity.

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January 16, 2015

Distinguished Service Award Committee Report Winter 2015

Members:

- Ed Galloway – Chair
- Lauren Brown – Ex-Officio
- Pam Whitenack
- Alison Oswald

The call for nominations is in full swing. A leaflet announcing the DSA and how to nominate a colleague was stuffed in the Fall 2014 conference packets. Caucus chairs reminded their groups about the deadline at their respective caucus meetings in Baltimore.

The committee had to move up the traditional mid-February deadline to January 26 since the spring conference is about a month earlier than normal. That will give the committee enough time to complete its work.

An email reminder was sent to all MARAC members on November 6, 2014 and again on January 5, 2015 reminding them of the award, the nomination process, and its upcoming deadline. An announcement was likewise posted on the MARAC Blog on those two dates as well.

The committee decided not to submit an article for publication in the winter MAA since it would not be published until after the nomination deadline.

After the work of this year's committee is complete, we would like to suggest the new DSA Chair, with consultation with Steering, consider a new method of garnering worthy nominees. Historically, the committee has steadfastly refrained from contacting specific individuals in MARAC asking them to consider nominating member X or Y with the belief that the nomination process would be tampered with or corrupted in some way. However, it may be time to flip the paradigm completely – the committee would be responsible for reviewing the rank and file of the membership and proactively deciding on its own who should receive the award. Perhaps the committee might even dispense with the collecting of documentation and anecdotal

commentary via letters of support. While the committee might encourage suggestions from the membership, the selection process would no longer be totally dependent on nominations from the rank and file.

Over the years the committee has witnessed the full range of scenarios: years where there were several viable nominations and the selection process was consequently challenging, even contentious; years when there were several so-so nominations but one outstanding nomination in the cache; years when there were no viable nominations at all; and at least one year where there was no nomination put forward. The one constant is every year comes as a surprise.

All the committee asks is that a review of the process is considered to make sure this current method of soliciting nominees for this important MARAC award is the best approach to get the most worthy candidate for each year.

Respectfully submitted,

Ed Galloway
Chair, DSA Committee
2013-2015

MARAC Education Committee Report

Brian Keough, January 18, 2015

Spring 2015 conference travel awards

MARAC offers travel awards for attendance at its joint conference with the New England Archivists (NEA) in Boston March 18-21, 2015. Scholarship funds may be used for conference registration, workshops, lodging, meals, and other travel expenses. Persons meeting the criteria outlined below are encouraged to apply.

QUALIFICATIONS: For this scholarship, an individual must currently:

- Be employed in the MARAC region in an archival or archives-related position, OR
- Be enrolled as a graduate student in a program that includes courses in archival administration OR
- Be a MARAC member in good standing

TO APPLY: Submit a current resume, a cover letter including a statement of the expected benefits of attending the MARAC meeting, and a letter of reference from a person with knowledge of the applicant's work or educational program. Send application materials to Brian Keough, MARAC Education Committee Chair, at bkeough@albany.edu.

DEADLINES: For the joint MARAC/NEA conference scholarship, the deadline for receipt of applications is **February 1, 2015**.

Workshops

Upcoming workshops:

- *Introduction to Genealogy for the Unsuspecting Archivist*, Instructors: Mary K. Mannix (full-day)
Maryland State Archives, February 23, 2015
- *Arrangement and Description* - Instructor: Barbara Austen, (full-day)
Boston Park Plaza, March 19, 2015
- *Caring for Historical Collections* - Instructor: Anne Ostendarp (full-day)
Boston Park Plaza, March 19, 2015
- *Copyright Fundamentals for Archivists and Librarians* - Instructor: Peter Hirtle (full-day)
Boston Park Plaza, March 19, 2015
- *Project Management for Archival Processing*- Instructor: Vincent Novara (full-day)
Boston Park Plaza, March 19, 2015
- *Advocacy for Archivists and Librarians*, Instructors: Emily Cottle and Mary K. Mannix (full-day)
Hagley Museum and Library, Wilmington, DE, April 27, 2015
- *Digital Forensics with BitCurator*- Instructor: Porter Olsen (full-day)
June 2015 - University at Albany??
- *Ingest and Management of Digital Collections*- Instructor: Bertram Lyons (full-day)
October 2015 Roanoke??

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January 23, 2015

To: MARAC STEERING COMMITTEE

FROM: ARIAN D. RAVANBAKSH, CHAIR, ELECTRONIC RESOURCES COMMITTEE

RE: ELECTRONIC RESOURCES COMMITTEE REPORT – WINTER 2014-15

Submitted to the Steering Committee at the Winter Meeting on Friday, January 23, 2015 in Baltimore, MD.

Work of the ERC

The ERC did not hold a formal meeting. However, the chair met with Joanne Archer to discuss options regarding MARAC's ongoing use of the Guidebook mobile conference application. Currently, our use of the free Guidebook service is limited to 200 downloads. Despite the success and positive feedback about Guidebook, we only had 57 downloads at the Baltimore meeting. This is a significant drop from the Rochester meeting. Perhaps the decline in Baltimore may have been due to a lack of targeted advertising/reminding about the availability of Guidebook.

Moving forward, we should decide how to handle. According to the Guidebook website (<https://guidebook.com/pricing/>), payment plans are as follows: (see next page)

Guidebook Subscription Packages

Standard Free	Plus \$1,750 / year	Most Popular Premium \$3,500 / year	Branded \$6,000 / year
Publish unlimited guides. Limited to 200 downloads	Comes with 1 Guide/year Unlimited downloads	Comes with 1 Guide/year	Comes with 1 Guide/year
Basic schedule Maps of the venue and surrounding area Standard in-app social features: Twitter, Facebook and photo sharing Audience networking Personalized to-do lists Easy last-minute changes	Includes all standard features No download limit for guides User feedback and surveys Embedded websites Phone, email, and web access to our award-winning support team Presentation materials and PDFs	Includes all plus features Push messages for important communications Sponsorship opportunities such as banners and games Multi-track schedules for concurrent sessions and attractions Interactive indoor maps for large venues	Includes all premium features Custom-designed app platform with your own color theme Custom icon library for brand consistency Consolidated reporting Standard API integrations Organizational oversight and management

Observations:

- 1) Basic Guidebook subscription packages start with 1 guide/year
- 2) Guidebook supports sponsors, but only at the “Premium” level and above.

Further discussion:

Guidebook is probably open to negotiating some of these to meet our needs. However, we have not approached Guidebook for formal negotiation.

Issues for Steering

See above.

MARAC
Membership Development Committee Report
January 2015

Membership

- Rachel Grove Rohrbaugh, Chair
- Sara Borden
- Salome A.R. Jeronimo
- Jaime Margalotti
- Sierra Green
- Dyani Feige, MARAC Secretary (ex officio)
- Jason Speck
- Amanda May
- Tammy Hamilton, MARAC Administrator (ex officio)

Progress and news

- **Logo Survey/Outreach Committee Collaboration**
The Membership Development Committee worked with Outreach to design and disseminate a survey on the proposed new MARAC logos (see Outreach report for survey questions and format). The survey closed on January 14 and received 394 responses. A report on the survey results will be made available in the coming weeks ahead of the Boston meeting in March.
- **Planning for Boston New Member Events/Navigator Program**
We are currently working with members of the Boston local arrangements committee on details of the planned new member event scheduled for Friday morning and a possible navigator program that will pair newer members with more experienced members of NEA and MARAC. As of this writing, the focus of the meeting may be shifted to any members interested in getting more involved and not just new members.
- **Student Outreach**
Jenny Swadosh, our representative to Queens College, reports that she is scheduled to speak to the school's SAA Student Chapter in early February about the importance of MARAC membership. Expanding and further developing this program is a committee goal for 2015.

MARAC Nominations and Elections Committee Report

I am pleased to report that the 2015 election is underway. Voting began on January 9th and will run through January 30th. The first reminder was sent on the 16th and one additional reminder is planned. The paper ballots were mailed the first week of January and are coming in steadily.

Due to the diligence and hard work of the Nominations and Elections Committee, we compiled a full and diverse slate of candidates. We were fortunate that so many MARAC members were willing and eager to serve. When members join MARAC, they have an opportunity to express interest in various committees. We relied heavily on the reports generated by the MARAC administrator showing this information. It was brought to my attention that we should have sent our more reminders about the nomination process than we did. I will encourage my successor to incorporate regular messages into the plan for the 2016 election.

The deadline for the paper ballots is a post mark date so I will wait several days after electronic voting closes before counting them. Once the final results have been tabulated, the Nominations and Elections Committee will notify all the candidates. The early timing of the election should give the winners sufficient time to make arrangements to attend the joint meeting with NEA in Boston.

I want to thank the members of the Nominations and Elections Committee (Adriana Cuervo; Jim Gerencser; Caryn Radick; and Tara Wink) as well as the MARAC Administrator and MARAC Webmaster for their hard work and support over the last couple of months.

Respectfully submitted
Susan McElrath
Chair
January 18, 2015

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Date: 19 January 2015

To: Members of the MARAC Steering Committee

From: Heidi N. Abbey and Elizabeth Scott, Co-Chairs, MARAC Outreach Committee

Re: Summary of MARAC Outreach Committee Activities (October 2014-January 2015) for the Winter Steering Committee Meeting, Baltimore, Maryland

Committee Membership and Past Activities (October 2014 – January 2015)

Since our last report in October 2014, Heidi Abbey and Elizabeth (Liz) Scott have continued to serve as Co-Chairs of the Outreach Committee. A telephone conference call was held on December 10, 2014, to discuss progress on recent objectives. Topics of discussion included: 1) revising the MARAC blog guidelines; 2) implementing the new MARAC blog posting schedule; 3) revising user and submission guidelines for the blog, 4) discussing the MARAC Merchandising/Café Press Online Shop; 5) summary of October 2014 Archives Month launch; 6) Discussion about MARAC Logo survey to membership; 7) Development of a Press Kit by Outreach

The following tasks were completed by the Outreach Committee:

- 1) **MARAC blog guidelines:** The Outreach Committee approved the following changes to the “MARAC Outreach Blog Vision Statement and Submission Guidelines.”

The Outreach Committee approved the following statement:

The MARAC Blog is available at <http://www.marac-blog.blogspot.com> and is powered by Blogger. A separate blog management guide, with detailed login instructions, information on managing the Blogger software, and a suggested editorial style, is available from the MARAC Outreach Committee Chair.

Liaison Relationship with MARAC Electronic Resources Committee (ERC) and MARAC Steering Committee

- The ERC and the MARAC webmaster will provide technical support for the blog.
- ~~The ERC will work with Outreach to develop content for the blog as appropriate~~ **Remove this bullet? The Outreach Committee approved that the bullet be removed.**
- The MARAC website features a direct link to the MARAC Blog.
- ~~All MARAC Steering Committee members and MARAC Outreach Committee members are strongly encouraged to submit at least one blog post per year.~~ **Do we still need**

this because of the new blog posting schedule? Remove this bullet? The Outreach Committee approved that the bullet be removed.

- MARAC Steering Committee and MARAC Outreach Committee members are also encouraged to invite those outside of MARAC to submit blog posts. **The Outreach Committee approved that this bullet be moved to the Blog Posting Schedule.**
- 2) **MARAC blog posting schedule:** The blog continues to receive regular postings now from state caucus representatives and MARAC Officers. A copy of the schedule is listed below:

Blog Posting Schedule (2014-2015)

September 2014 – Delaware State Caucus Representative
October 2014 – Maryland State Caucus Representative
November 2014 – MARAC Treasurer
December 2014 – New York State Caucus Representative
January 2015 – Virginia State Caucus Representative
February 2015 – MARAC Vice Chair
March 2015 – New Jersey State Caucus Representative
April 2015 – West Virginia State Caucus Representative
May 2015 – MARAC Chair
June 2015 – Pennsylvania State Caucus Representative
July 2015 – District of Columbia State Caucus Representative
August 2015 – MARAC Secretary

Additionally, Heidi would like to draft a posting about the new Café Press site.

- 3) **Revision of user and submission guidelines for the blog:** The Outreach Committee approved the following changes to the Use and Submission Guidelines:

The User and Submission Guidelines have the following revisions:

Submission Guidelines

- **Upon review of and approval from the designated MARAC Outreach Committee member,** postings will be placed on the blog. **The Outreach Committee approved the revision.**
- MARAC Outreach Committee reserves the right to decline to post submittals or responses that are inappropriate, offensive, or inconsistent with the purpose of the blog. **If a submitted post is rejected, the designated MARAC Outreach Committee member will notify the blog post author that it will not be published. The Outreach Committee approved the revision.**
- “User and Submission Guidelines,” as published on the MARAC Blog, should always include a statement that blog submittals are not necessarily the view of MARAC and that MARAC does not endorse the views expressed in individual postings.

Content Guidelines

Topics for the MARAC Outreach Blog may include or exclude the following: Approved by the Committee to delete the word. **The Outreach Committee approved the removal of the word “Outreach.”**

- Personal testimonies about challenging reference questions
- Celebrate archives heroes,” i.e., individuals who have made a difference in promoting archives and preserving collections
- Short informational articles about collections and archival issues
- Archives month events – plans, stories, and activities
- Archives users – stories about those who have been helped by archivists
- National History Day participants and events
- Advocacy issues and news
- Historical information brought to light via archives
- **MARAC spring and fall meetings. Approved by the Outreach Committee.**
- MARAC anniversary plans and events
- **Professional development opportunities – workshops, events, other archives conferences in the MARAC region, etc. Approved by the Outreach Committee.**
- Any topic that is unique, unusual, or interesting to archivists and those in related fields in libraries, museums, academia, government, or historical societies
- **Please note that job postings are outside the scope of the MARAC Blog. Approved by the Outreach Committee.**

- 4) **MARAC Merchandising/Café Press Online Shop:** The Café Press site is up and has received positive feedback from members: <http://cafepress.com/MARAC>. The Fall MARAC meeting gave the Outreach Committee the opportunity to showcase Café Press items for sale. The MARAC items were given away in a raffle after the Saturday Business meeting. The members were enthusiastic about winning the giveaways.

The Outreach Committee agreed to create a document on how to maintain Café Press. Café Press does not charge to host the MARAC site, unless there is a profit.

Heidi will email Tammy and Matt Strauss about placing a link on the MARAC website to CAFÉ press. It is expected that this link will generate more traffic to the site.

- 5) **October 2014 Archives Month launch:** In October 2014, the Outreach Committee launched the archives month theme “History is All Around Us.” Both the website and blog were updated with ideas and examples of how to implement this at your own institution. (<http://www.marac.info/archives-month>)
- 6) **MARAC Logo survey to Membership:** Heidi, Liz, and Rachel Grove Rohrbaugh (Membership Development), along with the help of the Outreach Committee members, drafted an online survey about the logo using SurveyMonkey. (See attached draft document.) This survey was sent to Membership by Tammy Hoffman on December 18, 2014. As of January 12, 2015, there were 301 responses. Tammy sent one last email on January 12, 2015 extending the deadline to January 14, 2015 in hopes of receiving a few more responses. The results of the survey will be analyzed once the survey closes on January 14, 2015 and a final report will be given in the coming months.

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- 7) **MARAC Press Kit:** Membership Development and Outreach had been discussing creating a press kit that could be distributed to various groups. Outreach Committee member Valerie Wingfield submitted a report with several suggestions of how this could be done and what would be included. Highlights of the report include having both a press kit folder (students, potential members and the press), utilizing social media (Twitter, Facebook, etc.), and an electronic press kit (QR Code, USB flash drive). The electronic press kit would also include the development of an app for MARAC. Further discussion with Membership Development is needed in order to go further with this project. (See attached report).

Committee Membership, Current Activities, and Future Objectives (February 2015 – July 2015)

Current members of the Outreach Committee are listed below:

Heidi N. Abbey, Co-Chair and Elizabeth M. Scott, Co-Chair
Sarah Malcolm
Maren Read
Amanda Rindler
Valerie Wingfield
John LeGloahec, Ex-Officio and MARAC Chair
David D'Onofrio, At-Large Steering Committee Members

Members of the Outreach Committee will focus on completing the following outstanding goals over the next several months: 1) create user documentation and draft guidelines for the ongoing management of the MARAC Café Press site, including monitoring use of the site, such as whether or not any merchandise purchases are made; 2) promote and publicize the Café Press website; 3) Begin thinking about Archives Month 2015 possible themes; 4) assist the Membership Development Committee with their work to develop a MARAC Press Kit, and 5) assist the MARAC Steering Committee, if requested, with future initiatives related to redesigning the MARAC logo.

The next Outreach Committee meeting is tentatively scheduled via conference call for February 2015.

Topics for Discussion with the MARAC Steering Committee

- 1) **Update on Logo Survey Progress:** Rachel Grove Rohrbaugh will report to the Steering Committee on the recent logo survey sent to membership and will be looking for feedback as well as the next steps to take with this initiative.

Respectfully submitted by Heidi N. Abbey and Elizabeth M. Scott for the Outreach Committee

Welcome to the MARAC Logo Survey for 2014!

Over the past year, the MARAC Outreach and Membership Development Committees have been working on like-minded initiatives that require the use of the MARAC logo. While working on these projects, it became apparent that the MARAC logo is used inconsistently in our print and online media and that a redesign and rethinking of our branding may be a worthwhile goal.

As a result, MARAC hired a graphic designer to create four, new proposed MARAC logos. Before considering next steps, the MARAC Steering Committee would like your feedback. The survey is short and will help us to move forward.

Please note that the deadline for survey responses is Monday, January 12, 2015.

Thank you in advance. We appreciate your time and response to our survey!

Current MARAC Logo



1. Do you want MARAC to keep using the current logo as pictured above?

- ☐ **Yes, I think the current logo is great!**
- ☐ **No, I would like MARAC to adopt a new logo.**

Comments (Optional)

New Proposed MARAC Logos



Logo #1



Logo #2



Logo #3



Logo #4

MARAC Logo Survey 2014

2. Please rank, in order of preference, the current MARAC logo and the four, new proposed logos pictured above. Using your mouse, drag and drop the choices and arrange them in the order that you would prefer. (1=Most Preferred and 6 =Least Preferred)



Current MARAC Logo



Logo #1 Square



Logo #2 Horizontal



Logo #3 White Letters



Logo #4 Contemporary



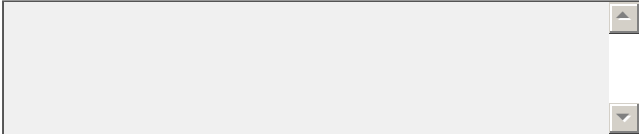
None of the above

3. Do you think that MARAC should continue to work with a graphic designer to create additional design options for a new logo?

☐ Yes

☐ No

Comments (Optional)



If you have any questions, additional comments, or suggestions about the MARAC logo redesign initiative that you would like to share, please contact Heidi N. Abbey (heidi.abbey@gmail.com) or Elizabeth Scott (emarzuoliscott@gmail.com), Co-Chairs of the MARAC Outreach Committee.

Thank you for completing the survey!

To: MARAC Chairs, Heidi N. Abbey and Elizabeth M. Scott, and *MARAC Outreach Committee*

Subject: MARAC Press Kit

MARAC: New York, New Jersey, Pennsylvania, Maryland, Delaware, Virginia, West Virginia, and the District of Columbia

Objective: The Outreach Committee is tasked to develop a MARAC press kit or media kit. The press kit will be used to promote new membership, renewal membership, raise MARAC's profile, and gain external support for the organization. This press kit will incorporate the physical format and current digital technology.

Press Kit folder (paper version)

- MARAC logo on the cover
- Letter of introduction from MARAC Chair
- Membership form
- MARAC website
- QR Code
- Giveaways i.e. pencils
- Other points:
 - Press kit can be modified for students
 - Business information is updated annually

QR Code. Scanned with a smart phone, the QR Code offers the recipient the opportunity learn about MARAC from greetings from the MARAC chair; greetings from the chairs of the committees; a special welcome for graduate students and new professionals; information about workshops, video links and so forth.

Electronic Press Kit (EPK)

The advantage of the EPK is that it offers the opportunity to add expanded information about the MARAC organization. Popular forms for EPK include apps, emails and flash drives.

- MARAC app. The app can be downloaded to a smartphone. Develop a MARAC app with the support of the Electronic Resources Committee and other interested individuals
- USB flash Drive with the MARAC logo affixed

Social media

MARAC should continue to continue to promote MARAC on social media websites, including the following:

- Facebook, Flickr, Google+, Instagram, LinkedIn, Pinterest, Tumbler, Twitter, and Wooxie

Promotional materials

Café press: Support the MARAC merchandise on Café Press
<http://cafepress.com/MARAC>

Report: Valerie Wingfield, NYPL, 12/14