

**Report of the Arline Custer Award Committee**  
**Submitted by Molly Tighe**  
**February 3, 2014**

The Arline Custer Committee has discussed the proposed changes affecting the Custer Committee put forth by the Committee on Committees. All participating members share the same belief that that creation of an Awards Committee to serve as umbrella for the Custer, Finding Aids, and (the proposed) Scholarship Committees would not be beneficial to the organization. All participating members agree that an Awards Committee would create an unnecessary level of bureaucracy and would add a layer of confusion for members as to what each committee does. All participating members agree that an Awards Committee does not meet any demonstrated need. There have been no problems with communication, consistency, or operations/publicity to necessitate the creation of an Awards Committee. All participating members of the Custer Committee agree that having the Custer Chair serve on Steering "builds leadership on the Steering Committee" and that Custer Chairs should remain on Steering Committee.

The Committee plans to meet at the Spring Conference in Rochester.

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Mid-Atlantic Regional Archives Conference

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## Distinguished Service Award Committee Report Winter 2014

Submitted 1.28.14

Members:

- Ed Galloway – Chair
- Lauren Brown – Ex-Officio
- Claire Hope
- Karl Niederer

The “call” for nominations is in full swing. A leaflet announcing the DSA and how to nominate a colleague was stuffed in the Fall 2013 conference packets. The caucus chairs announced during this caucus meetings at Philadelphia.

An email reminder was sent to all MARAC members via MemberClicks on January 7, 2014. A blog entry was posted on the MARAC Blog on January 16.

An article was written for publication in the winter issue of the MAA encouraging nominations.

Several of the former MARAC Chairs were contacted for their suggestions.

The deadline to submit nominees is Monday, February 17, 2014.

Also, the committee discussed via email the proposed changes to MARAC committees based on the suggestions made by the ad hoc “Committee on Committees.” I completed the survey.

Respectfully submitted,

Ed Galloway  
Chair, DSA Committee, 2013-2015

**MARAC Education Committee Report**  
**Brian Keough, February 3, 2014**

**Spring 2014 conference travel awards**

The deadline is for the spring 2014 conference travel award is **March 10**. 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. To apply, applicants must 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. All scholarship applications should be sent by email to the current chair of the MARAC Education Committee at [bkeough@albany.edu](mailto:bkeough@albany.edu) .

**Leonard Rapport Modern Archives Institute Winter 2014 Scholarship Recipient**

Katie Fichtner, Archives Assistant, Lancaster County Historical Society, is the winner of the Winter 2014 Leonard Rapport Modern Archives Institute Scholarship, which covers the tuition, and up to \$750 in travel expenses.

**Upcoming Workshops**

The Education Committee has organized the following workshop, which are eligible for Academy of Certified Archivist re-certification credit. To register for any of our upcoming workshops, please go to:  
<http://www.marac.info/workshops>

***Title: Current Trends in Teaching with Primary Sources - a Hands-on Workshop***

**Date:** April 4, 2014, 9 a.m. to 4:00 p.m.

**Location:** The Sheridan Libraries, Johns Hopkins University

**Instructors:** Matt Herbison, Archivist for Reference and Outreach, Drexel Med School/Doris Malkmus, Instruction and Outreach Archivist, Penn State/ Rachel Grove Rohrbaugh, Archivist and Public Services Librarian, Chatham University

**Cost:** \$85

**Description:** Today's students expect to be engaged; this workshop will synthesize the state of the art in teaching with primary sources and prepare you to select materials that support active learning at all levels, with an emphasis on the collegiate setting. Through a series of hands-on exercises, participants will learn to select primary source activities appropriate to students' ages and abilities and in accord with teaching standards and theories of cognitive development. Participants will also learn techniques that help students analyze documents, think critically and historically, evaluate sources, assess rhetorical strategies, and understand the research process. The workshop will emphasize the importance of assessment and present current methods for assessing impact of teaching with primary sources. Participants will have opportunities to learn from each other in all areas, particularly regarding collaboration and outreach to faculty.

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February 7, 2014

**To: MARAC STEERING COMMITTEE**

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

**RE: ELECTRONIC RESOURCES COMMITTEE REPORT – WINTER 2013/2014**

Submitted to the Steering Committee at the winter meeting on Friday, February 7, 2014 in Baltimore, MD.

## Committee Membership

We have reappointed several members to the ERC, however, we still have one vacancy.

## Work of the ERC

The ERC was unable to schedule a meeting in the last few weeks. We hope to schedule a meeting in the coming weeks.

Our Memberclicks contract underwent a small increase in January. After correspondence with the MARAC Treasurer, the overall impact to the budget was found to be nominal.

## Issues for Steering

None at this time

Finding Aids Committee Report  
MARAC Steering Committee Meeting  
Baltimore, MD

February 7, 2014

The Finding Aids Award Committee received one submission prior to the December 31 deadline. The Committee extended the deadline through January 17, but received no other submissions.

We will begin reviewing the submission in the coming weeks.

Respectfully submitted,

Laurel Macondray, Chair

**MARAC**  
**Membership Development Committee Report**  
**February 2014**

**Membership**

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

**Progress and news**

- Sierra Green, an archivist at the Heinz History Center in Pittsburgh, Pa has joined the committee, replacing the seat vacated by Carolina Palacios. Sierra will serve through fall 2015.
- The committee met on January 27<sup>th</sup> over Google Chat to discuss the recommended changes to the MARAC committee structure. Committee members generally agreed with the recommendations, but also felt that the shared interests and responsibilities of Membership Development, Outreach, and the Caucus Chairs could be served better if a representative of Membership Development was part of the proposed Communications Committee.
- Sara Borden is interviewing Vice-Chair Mary Mannix and Custer Chair Molly Tighe for a short *MAA* article introducing MARAC leadership and exploring opportunities for involvement. If successful, the committee proposes that this type of article be a regular feature in the *MAA* or on the MARAC blog.
- We unfortunately are contending with limited photo options for the new membership brochure. The committee is revising the design with the idea of keeping the look bold and graphic.
- The committee discussed developing a formal liaison program to the library and archival graduate schools. Sara has offered to keep contact information and maintain ongoing communication with the liaisons. Jason volunteered to do outreach to the University of Maryland, and Sierra will work with the University of Pittsburgh. Rachel is working on an article for the next *MAA* laying out the details of the program and soliciting volunteers throughout the MARAC region that are located near the schools. Liaisons would distribute membership information to the schools and be available for classroom visits and other outreach events.
- Tammy supplied specifics on the issue she encountered of some members not receiving mass e-mails from MARAC, including information about upcoming conferences, membership renewals, and new issues of the *MAA*. Rachel was then able to summarize and distribute this information through a post on the MARAC blog.



**Winter 2014 NATIONAL COALITION FOR HISTORY REPORT  
MARAC Steering Committee Meeting  
Baltimore, MD—Feb. 7, 2014**

The National Coalition for History (NCH) Policy Board met at the annual meeting of the American Historical Association on January 3, 2014. The “Fiscal Year 2013 Annual Report & FY2014 Work Plan” was approved; the report can be viewed on the website at <http://historycoalition.org/about/annualreports/2013-annual-report/>

As MARAC is a “rotating member” based on membership level, our (second) two-year seat as a voting member has expired. We will, however, remain active in NCH affairs, as evidenced by MARAC Steering’s rapid response to the request of support for the letter to the National Intelligence Director urging its Open Source Center (OSC) to continue providing information to the World News Connection. Unfortunately, despite the good efforts of NCH, MARAC and many other organizations, the service was shut down as of December 31, 2013.

On a more positive note, in January President Obama signed the Consolidated Appropriations Act, 2014 (PL 113–76), to fund the federal government through the rest of FY 2014. NCH Director Lee White created a table of the budgets of all major federal agency programs affecting history, archives, and education. Happily, while most didn’t get all they requested, almost none were cut. Find the chart at <http://historycoalition.org/wp-content/uploads/2014/01/FY-14-Omnibus-Final-1-14-14-revised-3.pdf>

To follow NCH history news, “friend” the National Coalition for History on Facebook, “follow” them on Twitter @HistCoalition or visit the website at <http://historycoalition.org/> You can also subscribe to its free weekly newsletter, “The Washington Update,” at <http://historycoalition.org/subscribe/>

Jan Zastrow  
MARAC NCH Representative  
[zastrow@hawaii.edu](mailto:zastrow@hawaii.edu)

Nominations & Elections Committee Report  
MARAC Steering Committee Meeting  
Baltimore, MD  
February 7, 2014

Committee members Ms. Tammy Hamilton, Mr. Dan Horvath, Ms. Jenny Kinniff, Mr. Dan Linke, and Mr. Matt Strauss have been hard at work in finalizing the final slate of candidates for the 2014 MARAC elections to be held prior to the spring conference in Rochester. Obtaining confirmations along with collecting biographical sketches has been the main activity of this committee over the past few months. Most of the categories contested this year feature multiple nominees with only Delaware and the District of Columbia having a single individual on the ballot. The next step is to work with Ms. Tammy Hoffman and Mr. Matt Strauss within days to edit the biographical sketches, set the election message, and make sure the voting protocol is properly working to record selections that will be made by members of the MARAC community in the near future. Members of this group have also contributed to the January call for edits to updated MARAC procedures and feedback requests. This query was responded to and will see what impact it might have on the Nominations and Elections Committee in future years. Thank you for reading and your ongoing support.

Respectfully Submitted By,  
Alan DeLozier  
Chair



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Date: 4 February 2014

To: Members of the MARAC Steering Committee  
From: Heidi N. Abbey, Chair, and Elizabeth Scott, MARAC Outreach Committee  
Re: Summary of Possible MARAC Merchandising Opportunities

## **Executive Summary**

The Outreach Committee was asked to prepare a report that shares an analysis of on-demand, user-driven retail services available online, which might be used as a platform to offer a variety of MARAC “swag” or “tchotkes” for purchase. It is the committee’s understanding that an on-demand, user-driven service such as Café Press.com or Zazzle.com would be preferable to buying 100s of pencils, t-shirts or other types of swag from a vendor with significant upfront costs. While an online service may be preferable to avoid these upfront costs, the price of individual merchandise may be too cost prohibitive for MARAC members to warrant its use. Without any available data or recent feedback from MARAC members about either option, the Outreach Committee recommends seeking input from members before moving forward with any future merchandising initiative. This report, prepared by Elizabeth Scott, will give a brief summary of two different options (Zazzle.com, an online user-driven service, and Brucelli Advertising, a traditional promotional product distributor) for offering MARAC merchandise.

## **User-Driven Merchandising: Zazzle.com (Option #1)**

On the website, [www.zazzle.com](http://www.zazzle.com), it is possible to create and design your own products to sell or give as gifts or swag. You can also simply purchase pre-made products. However, since we would likely want to include the MARAC design and logo on a specific item, we would first need to create our products and use our own logo and text.

We tested this concept by making a mock-up of a woman’s white t-shirt using the MARAC logo and text across the front. The cheapest white cotton t-shirt costs approximately \$19.95. After uploading the MARAC design onto the t-shirt, we needed to select a quantity. (The more shirts purchased, the cheaper the shirts are per item.) A quantity of 26 shirts brought price down to \$16.96 per shirt. A quantity of 50 shirts brought the price down to \$15.96 per shirt. There was no additional cost for having both a logo and text. After making an account on Zazzle.com, we put an order for 26 t-shirts into our cart and proceeded to check out. Shipping for the 26 shirts cost \$18.99 and were guaranteed to arrive in 4-5 days. However, with a one-year Zazzle membership that costs \$9.95, shipping is free. The upgraded \$39.95 one-year Zazzle membership, provides unlimited 2-day shipping on all orders and some other benefits. Overall, if we ordered 50 custom t-shirts from Zazzle.com with the cost of shipping, the total came to

\$816.99. Based on a current MARAC membership total of 1062 (information provided by Rachel Grove Rohrbaugh, Chair of the Membership Development Committee), we would need to sell the t-shirts for at least \$17.00 a piece just to break even with Zazzle.com.

**PROS:** MARAC may be able to create an online store to sell merchandise, which might ease the burden of figuring out payment options. However, this will not alleviate shipping issues if we want to buy in bulk. The products would still need to be kept somewhere and be available to be sent out when an order is placed. Another benefit is that we could create limited quantities of items to ensure that they would sell. And if more quantities were needed, our design can be saved and ready to be printed for another order.

**CONS:** Very expensive merchandise. It was almost three times as expensive as Option #2-Brucelli. Also, Zazzle offers fewer overall choices in products. This option would require someone from MARAC to oversee the design and distribution of products and manage payment/shipping options.

### **Traditional Promotional Product Distributor: Brucelli Advertising (Option #2)**

The University of Pittsburgh Library System gives away products with their logo that are made and/or distributed by Brucelli Advertising, an advertising and design firm. <http://brucelli.com/>. These items range from golf shirts and golf tees to flash drives and pens. We contacted Crystal McCormick-Ware, at the University of Pittsburgh Library System, who is Coordinator for Communications and Diversity. She told us that they used Brucelli for all of their design needs. She gave them a very good recommendation and has worked with them for years on many projects. She also said that their sales representative, Jason Shoenberg, was always available and helpful. We called to speak with him about our wants and needs. He then sent us via e-mail links to products available. Essentially what they can do is screenprint the MARAC logo or mark onto anything from t-shirts and mugs to flash drives and neon wine goblets. The array of their products was impressive. We asked him to mock-up an estimated order for t-shirts and below is some information that he provided.

#### **Heavyweight t-shirts (Any color)**

Imprint - one color imprint

50 @ \$5.00 ea

100 @ \$4.75 ea

250 @ \$4.50 ea

500 @ \$4.25 ea

1000 @ \$3.95 ea

Screen Charge = \$15

The price above includes a one color imprint on the t-shirts. For each additional imprint color there is an additional charge of \$0.75 per shirt. Also, there is an additional \$2.00 for XXL & Larger sized t-shirts. If we purchased 50 t-shirts at \$5.00 each and included the \$15.00 screen charge, our total would \$270.00, which is much less than what Zazzle.com would cost. There are some minimum orders but with t-shirts, the minimum order is 36 which seems reasonable.

**PROS:** Brucelli is a family owned and operated company based in Pennsylvania, which is in the MARAC region. There is a representative who can explain what products are available and discuss ideas that you may have so there is an person to help you. The prices are overall much better than Zazzle.com, almost three times less which is difficult to beat or ignore. Plus, this is

done by a professional company that has two graphic designers on-site to help with any design issues.

**CONS:** Quantities for some items could be an issue if we have to make minimum orders. Extra colors and larger sizes will cost more. Also, we still need a place to house and distribute items with this option.

### **Additional Considerations and Final Thoughts**

Finally, is the MARAC Steering Committee primarily interested in giving these items away as promotional tools (for use by the Outreach Committee or Membership Development Committee and others), or do we desire to sell them for a profit? If we sell them, do we intend to make a profit or simply break even? If comparing the two options presented in this report, it seems more cost effective to select the traditional promotional advertising vendor. And even if MARAC does not select Brucelli as a preferred vendor, there are other companies that could help us to accomplish our merchandising objectives in the future.

Please feel free to contact Elizabeth Scott ([emscott@pts.edu](mailto:emscott@pts.edu)) or Heidi Abbey ([heidi.abbey@psu.edu](mailto:heidi.abbey@psu.edu)) for additional information or questions about this report.

Submitted to Heidi N. Abbey by Elizabeth Scott, January 29, 2014  
Respectfully submitted by Heidi N. Abbey for the Outreach Committee

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Date: 4 February 2014

To: Members of the MARAC Steering Committee  
From: Heidi N. Abbey, Chair, MARAC Outreach Committee  
Re: Summary of MARAC Outreach Committee Activities (August 2013-February 2014) for the Winter Steering Committee Meeting, Baltimore, Maryland

## **Committee Membership and Past Activities (August – December 2013)**

During Fall 2013, the MARAC Outreach Committee continued to maintain and regularly update the MARAC Blog, particularly by working with members of the Philadelphia Local Arrangements and Program Committees to advertise the Fall 2013 MARAC Meeting. This increasingly important online media platform for MARAC was the primary task that the committee focused upon since last August.

Several committee members also fulfilled their service appointments, including Natalie Baur, Sarah Malcolm, and Lori Birrell. I would like to thank each of them for their participation and patience as I try to reinvigorate the Outreach Committee this year. Sarah Malcolm has graciously agreed to continue her service on the committee for another two years. \*Two new committee members are needed, and I am working with the MARAC Administrator to find fill these open positions on the committee.

## **Committee Membership, Current Activities, and Future Objectives (January – July 2014)**

Current members of the Outreach Committee are listed below:

Heidi N. Abbey, Chair  
Barbara Anne Beaucar  
Sarah Malcolm  
Elizabeth Scott  
Valerie Wingfield  
John LeGloahec, Ex-Officio and MARAC Chair  
Jennifer McDaid, At-Large Steering Committee Members  
\*Two New Committee Members Needed ASAP

A telephone conference call was held on Thursday, January 30, 2014, to discuss specific goals and charges through July 2014. Topics of discussion included: 1) review and clarification of the committee's mission and goals, as there is some confusion about the type of outreach that our

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committee is expected to conduct versus that which is within the purview of the Membership Development Committee; 2) ongoing use, development of, and review/revision of guidelines for the MARAC Blog; 3) the recent online survey, distributed by the Working Group on MARAC Committees and its potential future impact on the Outreach Committee; 4) investigation into the feasibility and associated costs for MARAC merchandising opportunities and a report on the topic created by Elizabeth Scott; and, 5) brainstorming and planning a theme for the October 2014 Archives Month celebrations.

A second Outreach Committee meeting via telephone conference call is scheduled for Monday, March 24, 2014.

## Topics for Discussion with the MARAC Steering Committee

- 1) **Committee's Mission:** Additional clarification is needed about the Outreach Committee's role with regard to professional outreach.
- 2) **Vision and Guidelines for MARAC Blog:** The Outreach Committee would like to pursue a review/revision of the "MARAC Outreach Blog Vision Statement and Submission Guidelines," which has not been updated since its creation in July 2011. Currently, it is not within the stated guidelines to include job postings. However, this topic receives the most traffic and interest from blog readers. Also, a regular marketing plan is needed to keep the blog fresh and relevant. We would like to propose scheduled monthly "State of the State" blog posts by MARAC State Caucus Representatives, as well as other incentives to encourage participation from MARAC members. Finally, if some of the content traditionally included in the *Mid-Atlantic Archivist (MAA)* is moving to the MARAC Blog, what are long-term plans for the *MAA*?
- 3) **MARAC Blog Report:** The MARAC Steering Committee requested a report outlining how the MARAC Blog is being received. Please see the attached report that outlines usage of and metrics for the MARAC Blog since its inception in Fall 2010.
- 4) **MARAC Merchandising Report:** The MARAC Steering Committee requested a report which details options for providing an on-demand, user driven retail service such as Café Press or Zazzle. Please see the full report compiled by Elizabeth Scott.
- 5) **New Committee Chair:** Unfortunately, I will not be able to fulfill my two-year appointment as chair of the Outreach Committee due to professional and personal circumstances. In December 2013, I was approved for a sabbatical leave at Penn State beginning July 2014 through June 2015 and will need to focus all of my professional time on completing a large research project and book publication.

Respectfully submitted by Heidi N. Abbey for the Outreach Committee

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Date: 4 February 2014

To: Members of the MARAC Steering Committee  
From: Heidi N. Abbey, Chair, MARAC Outreach Committee  
Re: Summary of MARAC Blog Use and Metrics (2010-Present)

## About the MARAC Blog

Originally conceived as a platform to celebrate “Archives Month 2010,” the MARAC blog has been a project of the MARAC Outreach Committee over the past several years. During 2011, the Outreach Committee developed a “Vision Statement and Submission Guidelines” that are still in effect. From the beginning, it was envisioned that the Blog would be educational, enlightening, and inspire participation from all current as well as prospective MARAC members. There are still two primary purposes of the blog: outreach and advocacy.

Over time, and with frequent postings, the MARAC Outreach Committee hoped that the blog would develop a regular following and include posts that are representative of what we can and aspire to do as archivists, such as field challenging reference questions, honor champions of archival collections, share information about our one-of-a-kind resources, share planned events for the annual celebration of “Archives Month” and “National History Day,” or provide an overview of any other topic that is appealing to archivists or other information professionals in academia, historical societies, government agencies, libraries, and museums.

## Use of the MARAC Blog

The MARAC Blog is available at <http://www.marac-blog.blogspot.com>. A direct link to the blog is also available from the main MARAC website, listed in the “Links” drop-down menu. While the blog was created in December 2010, it has been in active use and officially online since January 6, 2012, the date of the first post. The Blogger software that is used to host the MARAC Blog provides limited statistics and specific user metrics, which include the following:

- Posts listed by blog title and publication date
- Overview of page views by day/week/month/all time; please note that these do not necessarily indicate distinct web users
- Page views by browser, such as Firefox, Chrome, etc.
- Page views and audience data by country of origin; and
- Traffic sources that lead users to the blog, such as marac.info or google.com

Based upon a review of relevant usage metrics available via Blogger since January 2012, below is a summary of data and a visual representation of MARAC Blog statistics (captured January 28, 2014) to gauge reception of the blog over the past two years:

- First blog post – January 6, 2012
- Total number of blog posts per year – 54 (2012), 93 (2013), and 7 (2014)
- Total number of page views from January 6, 2012 to January 28, 2014 – 17,622
- Page views in January 2012 – 518
- Page views in December 2013 – 1,118
- Since January 2012, blog page views have increased 46%
- Since January 2012, number of annual blog posts has nearly doubled
- Marac.info is the leading traffic source to the blog
- Most popular page views by country of origin are from the U.S., Russia, Latvia, Germany, France, China, and the UK
- Most popular postings, with the highest number of page views, were job postings



Respectfully submitted by Heidi N. Abbey for the Outreach Committee

**Publications Committee Report  
Steering Committee Meeting  
Baltimore, MD  
February 7, 2014**

*Mid-Atlantic Archivist*

The deadline for the Spring issue is 15 February.

Michael Martin, MAA Editor, reports that the Winter MAA is going well. We had some concern that our vendors had dropped their ads, but Ilhan Citak confirmed they are interested in renewing for this year.

For the Fall Issue, Kathryn Puerini, committee member, agreed to serve as an Assistant Editor. Currently, this is an informal position; however, with the MAA's re-design and expansion, I recommend Steering consider formally adding this position to the newsletter.

Respectfully submitted,  
Sharmila Bhatia  
Chair, Publications Committee