



ACA News

The Newsletter of the Academy of Certified Archivists Issue 60 Winter 2008

President's Message

Judith G. Cetina, Ph.D., CA

Cuyahoga County (Ohio) Archives



I hope you are all enjoying a good start to the new year as the Academy moves into 2008. Plans are already underway for the meeting of the Exam Development Committee (EDC) on March 28–March 29 and the mid-year gathering of the Board of Regents on March 30th. Forgive me if my civic pride is showing, but both of these meetings are being held at the Cuyahoga County Archives in Cleveland, Ohio, my home town. This year the members of the EDC, under the capable leadership of Brenda Gunn, CA, Regent for Exam Development, will not only prepare questions for the item bank but have the additional responsibility of creating a new examination that will be utilized for the next two test cycles (August 2008 in San Francisco, California and August 2009 in Austin, Texas). And if these activities were not challenging enough, the EDC will perform general maintenance on the item bank, consider questions that did not test well on the 2007 exam, and review references for the archival domains. But these committed archivists are more than up to the task and the Academy owes them a debt of gratitude for their hard work and dedication.

The Board of Regents will not be idle either as its members tackle a full agenda of questions and issues. In addition to reports from the Officers, Regents, Webmaster, Secretariat, and Newsletter Editor, the Board will review the slate of candidates seeking the offices of Vice-President/President-Elect and Treasurer, the positions of Regents for Exam Development and Outreach, or a seat on the Nominating Committee.

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President's Message

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Other issues on tap include the relationship between the Academy of Certified Archivists and the International Council on Archives, the role of emeritus status as a category of ACA membership, the ACA and Wikipedia (thought that would get your attention), and the sale of the Academy's membership/mailling list. To elaborate further on the latter item, ACA received a request in December from the People to People Ambassador Programs, an organization that was planning to send a delegation of professional archivists to China and wished to include members of ACA as part of this initiative. To accomplish this goal the People to People Programs asked if our membership list was available for sale or rent. This query was a first—at least as far as the Academy's collective memory could determine—and my ultimate decision was an offer to forward information about the China trip to ACA members or to suggest that People to People Programs visit our website where contact information for certified archivists is provided. The group never responded, but the question lingers: is it appropriate for the Academy to sell/lease its membership information? And that is my question to you. Weigh in on the issue and let me know your views. You can send an e-mail to jcetina@cuyahogacounty.us, and I will convey your sentiments to the Board at the meeting in March.

Although the first few months of the New Year generally reflect beginnings and fresh starts, for some certified archivists a failure to pay dues or a decision not to maintain certification ends their membership in the Academy. Although I can speculate on the reasons that lead one to part company with ACA (impending retirement,

career change, loss of employment, personal issues, etc.) there are rarely definitive answers. Some archivists simply slip off the radar screen, and I am only left to wonder why. The Board will be considering this issue this spring, and I am asking any archivist reading this newsletter who has failed to submit dues or seek to preserve certification to contact me (jcetina@cuyahogacounty.us) and share his or her story. Or if you are a member in good standing and would like to state your views on this matter please send me an e-mail expressing your opinions. I would especially direct your attention to the article on serving as a role model by Vice-President Martin Levitt, CA, elsewhere in this newsletter. Please remember that being a senior archivist or retired from the profession does not have to end your relationship with the Academy or your ability to mentor and lead others.

Now that I have stepped off my bully pulpit, let me remind you of two important deadlines. First, applications for taking the certification examination are due May 15th and petitions for certification maintenance must be submitted by June 1st. The application and petition forms for 2008 are available on the website (www.certifiedarchivists.org), so there is no reason to delay. Questions regarding the exam should be directed to Connell Gallagher, CA, Regent for Exam Administration, and those seeking to maintain their certification should contact Shelly Croteau, CA, Regent for Certification Maintenance.

Until we meet again I wish you all the best in the New Year and will look forward to seeing you in San Francisco.

Judith G. Cetina, Ph.D., CA
President
Academy of Certified Archivists

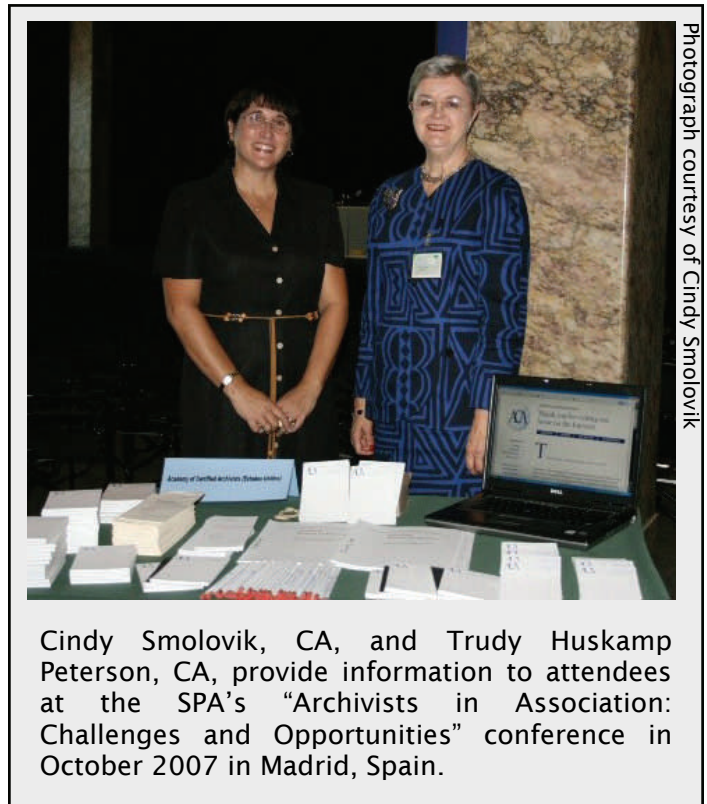
Report from the International Congress of Archivists' Conference, "Archivists in Association: Challenges and Opportunities"

Cindy Smolovik, CA, CRM

In Madrid, Spain, this past October, the Academy participated in a conference created by the State Archives Office of the Spanish Ministry of Culture in collaboration with the Section of Records Management and Archival Professional Associations (SPA) of the International Council of Archives (ICA) and the Coordinating Agency for Spanish Archival Associations. The purpose of the conference was to analyze the role that associations have in the new challenges that the archival profession faces in regards to education, professional development, and its role in society as a whole.

Trudy Peterson, CA, the Academy's ICA representative attended the conference, and represented the Academy's interests with her usual grace and confidence. The Academy is truly lucky to have her as our ambassador. There is a great deal of interest in the international community in the concept of certification, the defining of core competencies, and professional standards of practice—all of which the Academy has accomplished here in the United States by the role delineation statement, definition of knowledge areas and associated tasks, a credible and up-to-date exam, and the requirement of certification maintenance.

I also attended the conference on behalf of the Academy to give a presentation entitled "Continuing Education, the Role of Certification and the Reliance on Professional Associations"



Cindy Smolovik, CA, and Trudy Huskamp Peterson, CA, provide information to attendees at the SPA's "Archivists in Association: Challenges and Opportunities" conference in October 2007 in Madrid, Spain.

Photograph courtesy of Cindy Smolovik

that addressed continuing education and the reliance on professional associations to provide the opportunities for shared knowledge and experiences through workshops and conferences. This topic stems from the Academy's certification maintenance requirements. This was a very challenging and fascinating experience for me. It was exciting to represent the Academy in this manner and I appreciate the opportunity to do so. What follows are some of the points I addressed in my presentation.

The Academy of Certified Archivists is dedicated to professional archival standards of practice, education, leadership, and active participation in the various aspects of archival enterprise. Formal education is just the starting point. Continuing education and participation in archival associations is a requirement for maintaining member-

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Report from ICA SPA Conference 2007*(continued from previous page)*

ship in the Academy and the privilege of using the “CA” designation. We are reliant upon the sharing of information and talent that can only come from involvement with others in order to continue learning and growing as individuals and as a profession. Professional associations provide the opportunity that makes this possible. Our members rely on professional associations to provide workshops and other continuing education opportunities.

The Academy wisely incorporates certification maintenance as part of being a Certified Archivist. Every five years members must renew their certification either by taking the exam again or through documenting active participation in the profession. Naturally this includes employment, but it also includes attending and/or presenting at workshops, seminars, or conferences, membership in professional associations, serving on boards, and publishing archival literature.

Archival enterprise is not a stagnant, finite endeavor, so those who practice its principles should not be either. This means keeping up with new technologies and with changes in best practices. While there are many ways to do this, one of the best is information sharing and networking. Only through interaction with each other can we broaden our own horizons and the collective knowledge within the profession. If you happen to work for a fairly large institution you can gain some of this type of growth from daily interaction on the job. However, many archivists work in smaller environments, often as the only archivist, so interaction and networking must come from outside.

This is where the professional associations, large and small, are essential. It is under the professional association umbrella that archivists at all levels of experience get together in person or through the pages of journals, newsletters, email lists, and other collective avenues. No matter where you are in your career, from first starting out to retired, you have something to share with and learn from others.

It is said by some that they send membership dues to various professional organizations but don't feel they get much in return. The answer to this is that one can only get out of something as much as one is willing to give to it. If all a person does is mail in a check to an organization, they are missing the whole point of being a member. Membership should mean more than a financial contribution. Membership should translate into active participation in the profession by attending or presenting workshops, taking part in discussion groups, and being willing to serve on boards, committees, and task forces.

I have been talking about what professional associations do for archivists. Now I would like briefly to talk about what being certified does for professional associations. Because of the certification maintenance requirement certification provides an audience, a ready source of attendees at workshops, conferences, and functions. Certified Archivists recognize the need to learn and grow, and have the added incentive of retaining the certificate to do so. The need to retain the certificate, according to some members including myself, has helped convince employers to fund travel, pay conference fees, or at least give the permission to attend using work time instead of

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Report from ICA SPA Conference 2007

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vacation time. In return, certification also gives an employer an employee who is willing to learn, grow, and lead the profession.

Once again, I appreciate the opportunity to have represented the Academy at this conference. In conclusion, I would like to reiterate that I have found serving the Academy in various roles since 1996 one of the most professionally rewarding experiences in my career as an archivist, something that I highly recommend to all certified archivists to take on.

More information on the conference can be found at the following URL:

[www.mcu.es/archivos/CE/
Congreso Int Asocia ProfEN.html](http://www.mcu.es/archivos/CE/Congreso_Int_Asofia_ProfEN.html)



Photograph courtesy of Cindy Smolovik

Cindy Smolovik, CA, descends one of the grand staircases in the Círculo de Bellas Artes building in Madrid where the 2007 SPA conference was held. The building was designed by Antonio Palacios and constructed in 1919.

Upcoming ACA Events - 2008

March 28 - 30	MIDYEAR MEETING Cuyahoga County Archives Cleveland, Ohio
March 28 - 29	Exam Development Committee
March 30	Board Meeting
August 27 - 31	ANNUAL MEETING (In conjunction with SAA Meeting) San Francisco, California
August 27	Certification Examination

Officers and Board News

President (2007-08)	Judith G. Cetina, Ph.D., CA Cuyahoga County (Ohio) Archives
Vice-President/ President-Elect (2007-08)	Martin L. Levitt, Ph.D., CA American Philosophical Society
Treasurer (2006-08)	Richard H. Dickerson, CA University of Houston Libraries
Secretary (2007-09)	Shelly Henley Kelly, CA Neumann Library University of Houston - Clear Lake
Regent for Examination Administration (2007-09)	Connell B. Gallagher, CA
Regent for Examination Development (2006-08)	Brenda Gunn, CA Center for American History
Regent for Certification Maintenance (2007-09)	Shelly Croteau, Ph.D., CA Missouri State Archives
Regent for Outreach (2006-08)	Laura H. McLemore, Ph.D., CA Noel Memorial Library Louisiana State University- Shreveport
Immediate Past President & Regent for Nominations (2007-08)	Cindy Smolovik, CA NARA Southwest Region
Chair, Nominating Committee (2007-08)	Sammie Morris, CA Archives and Special Collections Purdue University Libraries

Contact information for the Officers and Regents is available on the ACA website (www.certifiedarchivists.org/html/contacta.html).

From the Vice-President

Martin Levitt, Ph.D., CA
American Philosophical Society
Philadelphia, Pennsylvania

Be a Role Model, Boomers

More than once I've heard the refrain, "I've been certified from the very first. But now I'm getting close to retirement, why in the world should I go through the certification maintenance process? It's time to relax a little, isn't it?" Well, of course. Maybe it is time to kick back and appreciate the work you've done from the perspective of the long view, and, one hopes, reflect on a career of which you can be proud. But you may be unaware that as you were getting older, something besides liver spots crept up on you when you weren't looking: you became a role model. Indeed, you could be cheerfully oblivious, but those youngsters at SAA—so many bright-eyed and idealistic—are looking at you and your (metaphorically) gray beard and wondering what they can learn from you and your career path. Or, perhaps more to the point, they want your job—someday. Ambition in the young is the natural order of things, I'd say; and they are looking to see just how you got from wherever you started to the lofty heights of the profession. They are also looking to see what you deem important.

Well, I reckon we (that is, we seniors) all got here in different ways, and a lot of us agreed back in 1989 or so that certification of archivists was a good idea. We had an idea that certification would

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Vice President*(continued from previous page)*

establish a base line for archival knowledge and even archival employment. So we grandfathered in, or we took the test, and we paid our dues (in more ways than one), and if you're still hanging in there, you've been through the certification maintenance process more than once.

Some of that early certification class has now reached the point where retirement isn't such a ridiculous pipe dream anymore. And now these younger ones are looking to the older ones for guidance. This second generation of archivists is the future of ACA. They're smart, all liquored up on EAD and Greene-Meissner, and watching us. Now more than ever is the time to show them that all those years ago, we didn't certify ourselves blithely. We must continue to show them that all boats rise on the tide, and together we can improve the standards by which archivists are measured.

So, folks, I'm here to tell you it's really important that you maintain your credential, even if your remaining time on-the-job is short. You can do it through the usual process, or if you've already taken the retirement plunge, you can apply for emeritus status. But stand with us, boomers, and help the next group of professionals get a fix on what you have already decided is important. They really are watching us, and we must continue to lead by example.

Cheers,

Marty Levitt

Vice-President

Academy of Certified Archivists



Report of the Regent for Outreach

Laura McLemore, Ph.D., CA

Archivist

Noel Memorial Library

Louisiana State University-Shreveport

ACA Outreach Branches Out

In 2007-2008, ACA Outreach is taking certification information to new venues with exhibits at the AMIA (Association of Moving Image Archivists) conference in Rochester, New York, last September and the ARSC (Association for Recorded Sound Collections) in Palo Alto, California, in March. We hope to exhibit at the American Library Association annual conference in Anaheim in June. Look for ACA displays at the Northwest Archivists conference in Anchorage, Alaska, and the Society of Southwest Archivists conference in Houston, Texas, both in May this year.

To assist in getting the word out, Devhra Bennett-Jones, Digital Archivist at Abilene Library Consortium, Abilene, Texas, joined the Outreach Committee in September. Devhra has been sending out information to publications and groups in the West and Southwest and keeping up with potential exhibit opportunities in those regions. The Outreach Committee needs similar representatives in all areas of the country.

Anyone interested in representing their region should contact the Regent for Outreach, Laura McLemore at:

laura.mclemore@lsus.edu

Philip Mooney
Director, Heritage Communications
The Coca-Cola Company
Atlanta, Georgia

by Linda Hocking, CA

Philip Mooney, CA, is the Director of Heritage Communications at The Coca-Cola Company in Atlanta, Georgia. He has been with the company for over thirty years. After starting his career at Syracuse University where he earned a master's degree, Mooney went to work for the Balch Institute for Ethnic Studies in Philadelphia (now part of the Historical Society of Pennsylvania). A certified archivist since 1989, he has recertified twice by petition. He also served as a reader of the first set of petitions received.

Already established in his career, Mooney choose to certify to exemplify to younger staff members that certification is important to the profession, and to encourage them to earn the designation. He says, "To date, two members of my staff are certified, and a third is studying to take the exam." Mooney also points out an important advantage of the exam, "One of the positive benefits of preparing for the exam is that you are forced out of your institutional methodology to look at archival functions in a very different light. It can be a very refreshing experience."

The archives at Coca-Cola focuses heavily on collecting marketing records. Mooney says, "Other



Philip Mooney, CA, displays some of the many Coca-Cola advertising calendars and posters found in the archives of Coca-Cola

functional areas like Finance, Legal, Technical, and Research and Development are represented, but the marketing materials are the largest single element."

Academy Profile

This feature profiles members of the Academy of Certified Archivists. If you would like to suggest someone to be featured, or if you yourself would like to appear in the column, please contact:

Linda Hocking, CA

archivist@litchfieldhistoricalsociety.org

The diverse formats of the archives' records include "print advertising; radio and television commercials; promotional and packaging files; marketing research materials, and an extensive photographic and audio-visual collection." It is no surprise, then, that the most challenging aspect of Mooney's job is the

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Academy Profile - Philip Mooney

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way technology is changing the ability to capture the core business functions of the corporation:

Much of the information that was historically produced and distributed in paper formats now only exists in diverse electronic versions which will be difficult to preserve long-term. Not only are the formats changing rapidly, the hardware that runs them is equally transitory. Many of our brands now produce all of their marketing and promotional data on websites that change frequently, making appraisal and web capture extremely difficult.

Despite the challenges presented by technology, Mooney also points out that it is an important tool. "Using an intranet site, we have created a powerful digital library where over 100,000 photographs, documents, and videos can be viewed and ordered in high resolution formats on-line in the 200 countries where we do business. In a very real sense, we have created a virtual archives of the assets most commonly used by the Company and the agencies that work with us."

Going a step further, Mooney is now hosting the new corporate blog, Coca-Cola Conversations (<http://www.coca-colaconversations.com/>). The blog is open to the public, and is intended to "...talk about interesting historical events, collectibles and pop culture." Not only will this blog serve as a test case for preserving digital media, it will also help Mooney serve an additional, and somewhat unusual, constituency of the archives:

We deal with all of the collectors who possess materials that were originally distributed for advertising purposes. Many of these items have become highly-prized collectibles. My team answers all of the inquiries concerning the value

of these items today. We also support some of the collectors clubs by providing them with information for their newsletters and conventions.

In addition, Mooney serves the public constituents of the company through media outlets and museums. He says, "In my role, I serve as the Company spokesman on issues of historical interest. In that capacity, I have appeared on CNN three times, done multiple segments for the History Channel, the Food Network, and participated on a History Detectives segment on PBS."

Mooney goes on to describe the museum:

...the Archives also has a museum function and collects two- and three-dimensional items that help to document our advertising efforts over the years. That collection includes posters, calendars, serving trays, promotional items, packaging, signs, vending equipment, fountain dispensers and even a route truck from the 1940s. This past May, we opened the second version of "The World of Coca-Cola" to the public. Our original museum opened in 1990.

One thing Mooney is likely to have in common with many other archivists is his enthusiasm: "The really exciting part of the job is that no two days are alike." And just in case you are wondering, the secret formula is not in the archives.

Linda Hocking, CA, is the Curator of Library and Archives at the Litchfield Historical Society in Litchfield, Connecticut.

**Upcoming locations for the
Annual Meeting of the
Academy of Certified Archivists**

August 27th - 31st, 2008 -- San Francisco, CA

August 10th - 15th, 2009 -- Austin, TX

ARSC)))

Association for Recorded Sound Collections

ARSC is a nonprofit organization dedicated to the preservation and study of sound recordings—in all genres of music and speech, in all formats, and from all periods. ARSC is unique in bringing together private individuals and institutional professionals—everyone with a serious interest in recorded sound.

42nd Annual Conference: Palo Alto, California, March 26-29, 2008.

For more information, visit www.arsc-audio.org

ACA Deadlines

May 15, 2008

Deadline to apply for the 2008 archival certification examination

June 1, 2008

Deadline to submit the certification maintenance application

22nd Western Archives Institute

June 15 - 27, 2008

San Diego State University

The 22nd annual Western Archives Institute will be held at San Diego State University in San Diego, California, June 15 – June 27, 2008. The Western Archives Institute is an intensive, two-week program that provides integrated instruction in basic archival practices to individuals with a variety of backgrounds, including those whose jobs require a fundamental understanding of archival skills but have little or no previous archives education; those who have expanding responsibility for archival materials; those who are practicing archivists but have not received formal instruction; and those who demonstrate a commitment to an archival career.

The Institute also features site visits to historical records repositories and a diverse curriculum that includes history and development of the profession, theory and terminology, records management, appraisal, arrangement, description, manuscripts acquisition, archives and the law, photographs, preservation administration, reference and access, outreach programs, and managing archival programs and institutions.

Tim Ericson has graciously agreed to serve as the 2008 Principal Faculty Member. With over twenty

years of experience, Professor Ericson is extensively involved in archival education including coordinating and teaching as Senior Lecturer Emeritus at the University of Wisconsin-Milwaukee's School of Information Studies. Prior to his Emeritus status, he was the Director of Archival Studies.

Tuition for the Institute is \$700 and includes a selection of archival publications. Additional fees are charged for program transportation, facility fees, opening dinner, and luncheon at the closing program. Housing and meal plans are available at additional cost.

Application Deadline: March 15, 2008

For additional program information, contact:

Administrator	Phone: 916/653-7715
Western Archives Institute	Fax: 916/653-7134
1020 O Street	E-mail:
Sacramento, CA 95814	ArchivesWeb@ss.ca.gov

The Western Archives Institute is co-sponsored by the Society of California Archivists, the California State Archives and San Diego State University Library and Information Access.

The application package will be available on at

http://www.sos.ca.gov/archives/level3_wai.html
and

<http://www.calarchivists.org>
(under Western Archives Institute)

Editor's Endpaper



Election time is approaching for the Academy



The slate of candidates is being finalized by the Nominating Committee and ballots will be mailed on or before April 15, 2008. Completed ballots must be postmarked by **June 1, 2008**

THE ACADEMY OF CERTIFIED ARCHIVIST WELCOMES ITS NEW MEMBERS FOR 2007

Congratulations to all and please let us hear from you!

Jennifer Alexander (St. Louis, MO)	Emily Dominick (Seattle, WA)	Paula Mitchell (Cedar City, UT)
Michael Arbagi (Des Plaines, IL)	Tiah Edmunson-Morton (Corvallis, OR)	Cynthia Nicotera (Harrisburg, PA)
Leann Arndt (Rolla, MO)	Naoma Farris (Cape Girardeau, MO)	Susan Novick (El Paso, TX)
Justin Banks (Sherman, TX)	MaryJane Figard (Houston, TX)	Hilary Perez (Raleigh, NC)
Hillary Bober (Cleveland, OH)	April Gage (Oakland, CA)	Scott Pitol (Addison, IL)
Terri Boesel (Racine, WI)	Janette Garcia (Mission, TX)	Frederick Previts (Galloway, OH)
Charlene Bonnette (Baton Rouge, LA)	William Glankler (Bridgeton, MO)	Miranda Rectenwald (St. Louis, MO)
Brian Boswell (Austin, TX)	Scott Grimwood (St. Louis, MO)	Joshua Roffler (Tempe, AZ)
William Bryant (Conway, AR)	Daniel Hartwig (New Haven, CT)	Michael Sentman (Philadelphia, PA)
Edward Cade (Cleveland, OH)	Kurt Helfrich (Santa Barbara, CA)	Patrick Shea (Philadelphia, PA)
Sarah Campbell (Worcester, MA)	Amy Hooker (Midland, TX)	Katherine Shirley (Chantilly, VA)
Ann Case (New Orleans, LA)	Molly Hults (Seattle, WA)	Sharon Silengo (Bismarck, ND)
Roger Christman (Chester, VA)	Ann Hunter (Boulder, CO)	Eileen Meyer Sklar (Philadelphia, PA)
Audrey Coleman (Lawrence, KS)	Leslie James (Clever, MO)	Philip Skroska (St. Louis, MO)
Richard Collier (Durham, NC)	Russell James (Milton, FL)	Samantha Slade (Philadelphia, PA)
Heidi Connor (Sarasota, FL)	Laura Jowdy (Mt. Pleasant, SC)	Heather Stecklein (Chicago, IL)
Michael Cronin (Washington, DC)	Katherine King (Des Moines, IA)	Jordon Steele (Philadelphia, PA)
Neil A. Dahlstrom (Moline, IL)	Elizabeth Konzak (Stanford, CA)	Amber Thiele (Adelphi, MD)
Laura Drake Davis (Mineral, VA)	Ellen Loll (Ft. Meade, MD)	Nicole Tourangeau (Easton, MA)
Adrianna Del Collo (New York, NY)	Debra March (Blairsville, GA)	Martin Tuohy (Chicago, IL)
Mimi Dionne (Houston, TX)	Robert Marlin IV (Houston, TX)	Renna Tuten (Athens, GA)
Roberta Doelling (Maryland Hts., MO)	Randy McGuire (St. Louis, MO)	

Please send any comments, ideas, or suggestions about *ACA News* to:

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