



ACA News

The Newsletter of the Academy of Certified Archivists Issue 68 Winter 2010

President's Message

Mike Bullington, CA
McDonald's Golden Archives
Elk Grove, Illinois



“CERTIFIED”

A while back, I received a copy of Dr. Frank Luntz's book, *Words That Work, It's Not What You Say, It's What People Hear*. His work has been primarily in the political arena but this tome really hits home for communications professionals. His thesis is that the way language is crafted to communicate messages greatly influences audiences. He uses polling to assist him in determining what the message should be and then hones the language to gain support.

The book's final chapter, “Twenty-one Words and Phrases for the Twenty-first Century,” includes words and phrases that, based on his research, Luntz believes will continue to strongly resonate with the public. Among the words and phrases he includes are: “peace of mind,” “accountability” and “innovation.” “Certified” is the 15th word on his list.

In my position as the ACA President, I would have moved it up 14 places, but I was indeed pleased to see “certified” included on his list. Luntz writes that “the reason ‘certified’ has begun to enter the lexicon is because trust and confidence in people and promises has ended.” Can a simple turn of phrase or change of word really have an effect on the public? For the skeptical among us, think of how the word

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President's Message

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“certified” has changed the used car industry. Given the choice, would you rather purchase a used car or a certified pre-driven vehicle?

I find it interesting that Luntz fails to note that certification has been widely applied to professionals—educational, medical, financial, and, yes, archival. Introduced 21 years ago, the CA designation continues to gain recognition within our profession. Annually the number of

candidates taking the exam continues to increase, the CA credential frequently appears on job advertisements, and our membership continues to grow. The reason for this is that Certified Archivists know that the credential is tangible evidence that they possess the skills and knowledge required for archival practice. Whilst “certified” has just begun to enter into Luntz’s lexicon, it is and will continue to be a required tool on an archivist’s workbench.

Mike Bullington, CA
President

Academy of Certified Archivists

24th Western Archives Institute

June 20 - July 2, 2010

University of California Berkeley

The 24th annual Western Archives Institute will be held at U.C. Berkeley in Berkeley, California, June 20 – July 2, 2010. 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 who 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.

For the fourth time Dr. David Gracy has

graciously agreed to serve as Principle Faculty Member for the Institute. Gracy is the Governor Bill Daniel Professor in Archival Enterprise, University of Texas at Austin School of Information. His publications include *Archives and Manuscripts: Arrangement and Description* and *Littlefield Lands: Colonization on the Texas Plains, 1912-1920*.

Tuition for the Institute is \$700 and includes a selection of archival publications. Other non-negotiable fees, including program transportation, facility fees, opening dinner, and luncheon at the closing program, will be available in early February. Housing and meal plans are available at additional cost.

Application Deadline: March 12, 2010

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

The Western Archives Institute is co-sponsored by the Society of California Archivists and the California State Archives.

The application package will be available at:

<http://www.sos.ca.gov/archives/wai/>

and

http://www.calarchivists.org/wai/SCA_Western_Archives.html

Question and Answer with the Candidates for the Presidency of the Society of American Archivists

For the second year in a row, the two candidates for president of the Society of American Archivists graciously agreed to answer a question regarding the role of the Academy of Certified Archivists and allow their responses to be shared with the readers of *ACA News*. Below is this year's question, posed by ACA Vice President Pam Hackbart-Dean, CA, to the candidates, followed by their unedited responses. Once again, it is hoped that readers will find the responses useful and that those members of the Academy who are also members of the Society will make their voices heard in the election process. It should be noted, however, that ACA does not endorse either candidate.

As both ACA and SAA envision their respective roles in the future of the archives profession, what goals or interests do both organizations hold in common and what approaches would you recommend for encouraging effective collaboration between the two organizations?



Courtesy of Carla Summers

Carla Summers, CA
Executive Director
Matheson Museum
Alachua County
Historic Trust
Gainesville, Florida

The archival profession is so much stronger because SAA and ACA are separate organizations. Now and in the future, the profession can rely on these two entities to support and develop archival values in professionals and the larger society. These values come from archival education, a high priority for both organizations. Education insures the advancement of the profession. ACA develops and administers the certification exam, defining the core of professional practice and

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Gregor Trinkaus-Randall, CA
Preservation Specialist
Massachusetts Board of
Library Commissioners
Boston, Massachusetts



Courtesy of Gregor Trinkaus-Randall

It is important to realize that while SAA and ACA are independent organizations, they have many shared goals and interests. Both organizations emphasize the need for standards in the education and training of archivists; standards of expertise in the practice of archival science that need to be maintained and promoted; and the visibility, recognition, and promotion of archivists as professionals. These issues are multi-faceted and complex and should be the shared responsibility of both organizations.

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SAA - Carla Summers*(continued from previous page)*

allowing individuals to create an identity as an archivist. Plus, continuing education through SAA dovetails into the certification maintenance process. Through its annual meetings, publications, and educational programs, SAA provides archivists with the opportunity to build existing skills and create new ones. Effective collaboration on defining future educational needs will insure that there are more highly skilled archivists who identify themselves as members of both ACA and SAA. Members are the lifeblood of both organizations and collaboration in supporting members' educational needs will insure that the organizations prosper. One way to approach this is to connect the review and discussion of the domains of the ACA exam to the SAA strategic planning process. This is done now through the work of individuals that are active in both organizations. The SAA Guidelines for Archival Continuing Education (ACE) and Committee on Education Process for Workshop Development offer ACA other opportunities to connect.

ACA and SAA offer the individual archivist very important but different experiences for service. Because of its scale, ACA can feel more intimate and I felt more effective working on its issues. I think those feelings translated to a better understanding of what archivists need now, a kind of learning from keeping an "ear to the ground." Making certain that the leaders of ACA influence the discussion of the vision for the future of SAA is very important. Having time to visit for formal/informal sharing during the SAA annual meeting would garner many benefits.

**SAA - Gregor Trinkaus-Randall***(continued from previous page)*

Education has been a key component of both organizations' goals for many years. Without providing a solid background in archival administration and practice, the profession will be unable to maintain the competency of its members. One key way in which the two organizations can collaborate is to ensure to the fullest extent possible that educational offerings provide a thorough grounding in archival theory and practice and address the crucial components of archival education necessary for archivists to be successful in their positions. Many archival academic programs now reside in graduate schools of library and information science. Neither SAA nor ACA accredits these programs, but ALA does. Working with ALA, both SAA and ACA can ensure that the archival components of these schools' programs meet their own educational goals.

In addition to graduate-level training in archival administration available through these academic institutions, SAA itself offers a myriad of continuing educational programs for archivists. The development of these programs provides another point of collaboration, as both SAA and ACA can partner to create content beneficial to those planning to sit for the ACA certification examination as well as to those already active in the profession and enrolling for continuing education. I also think that it would be beneficial to the profession as a whole were there more collaboration between SAA, ACA, and the regional archival organizations in the development and offering of educational opportunities for archivists.

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Officers and Board News

President (2009-10)	Mike Bullington, CA McDonald's Golden Archives Elk Grove, Illinois
Vice President/ President-Elect (2009-10)	Pam Hackbart-Dean, CA Morris Library Southern Illinois University Carbondale, Illinois
Treasurer (2008-10)	Mott R. Linn, DA, CA Clark University Worcester, Massachusetts
Secretary (2009-11)	Shelly Henley Kelly, CA Neumann Library University of Houston- Clear Lake Clear Lake, Texas
Regent for Examination Administration (2009-11)	Daphne O. DeLeon, CA Nevada State Library & Archives Carson City, Nevada
Regent for Examination Development (2008-10)	Mary Elizabeth Ruwell, PhD, CA U.S. Air Force Academy Colorado Springs, Colorado
Regent for Certification Maintenance (2009-11)	Kristy Sorensen, CA Austin Presbyterian Theological Seminary Austin, Texas
Regent for Outreach (2008-10)	Todd M. Gilliom, CA National Personnel Records Center, NARA St. Louis, Missouri
Immediate Past President & Regent for Nominations (2009-10)	Martin L. Levitt, PhD, CA American Philosophical Society Philadelphia, Pennsylvania
Chair, Nominating Committee (2009-10)	Gerrienne Schaad, CA Dumbarton Oaks Research Library Rockville, Maryland

Contact information for the Officers and Regents is available on the ACA website:

www.certifiedarchivists.org/about-us/officers.html

From the Regent for Certification Maintenance

Kristy Sorensen, CA

Austin Presbyterian Theological Seminary
Austin, Texas

Professional Development on a Budget

In these times of shrinking budgets, it can be hard to find institutional support for professional development activities that can contribute credits towards certification maintenance by petition. Does that mean that those of us with no outside funding are out of luck when it comes time to count up the credits on our petitions? Of course not! Here are some ideas for low- or no-cost ways to earn credits towards recertification:

- **Serve on a board or committee** – National and local archival organizations are always looking for volunteers to serve as officers and fill posts on committees. Most committees don't require a travel commitment, and for board and committee posts that do require travel, funding assistance may be available from the organization.
- **Keep an eye out for local or online workshops** that will save you the cost of transportation and lodging. For a list of programs that have been pre-approved for archival recertification credits, visit the ACA web site (www.certifiedarchivists.org/members-area/archival-recertification-credits.html).

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Regent for Certification Maintenance

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- **Sharpen your pencil!** You can earn archival recertification credits and serve your profession by contributing articles on archival topics to a book or journal (outside of your work duties). Book reviews and newsletter articles count too!
- If you like public speaking, **programs or presentations on archival subjects** to any audience, given outside working hours and not as part of official or assigned job duties, can earn recertification credits and help educate the public about archives.
- **Apply for a scholarship or grant.** Almost every national and local professional organization offers annual grants and scholarships to their members for professional development. Find one that matches your interests, and throw your hat into the ring! If you are interested in applying for some outside funding, make sure to check out the ACA Class of 1989 Legacy Professional Development Award description on the ACA web site (www.certifiedarchivists.org/).

Remember to keep track of the details of all your qualifying archival experiences so that it is easy to compile your petition when your recertification date rolls around. If you have any questions about the recertification process, contact Kristy Sorensen, the Regent for Certification Maintenance, at ksorensen@austinseminary.edu.



SAA - Gregor Trinkaus Randall

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While the debate has raged for decades on how this education and training should be “certified”—through the certification of academic programs or by certifying individuals—much of this was resolved with the creation of the ACA in 1989. During the subsequent two decades much of the ACA’s focus has been on the certification and recertification of archivists. It is now time to leverage the potential clout of its members with SAA to emphasize issues of importance to both organizations. It is essential that this activity reflect not only individual effort but collaboration of the two organizations themselves.

Archival practice is evolving rapidly with the increasing prevalence of electronic record keeping within archival institutions as well as the explosion of records that exist as scanned images, born-digital, or only in an electronic format. I believe that it is crucial that archivists be educated and trained to maintain a high standard of expertise in traditional as well as evolving areas of archival science. As both SAA and ACA grapple with this phenomenon, it is important that both organizations work together to provide archivists, whether still in school or practicing, educational and training opportunities that address the mastery of a defined body of knowledge and skills necessary to perform one’s responsibilities without compromising the arrangement and description, retention, preservation, and access to these records. Through formal education and post-graduate continuing education and the knowledge-base required to pass the certification examination

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**Anthony Crawford
University Archivist and
Curator of Manuscripts
Department of Special
Collections, Hale Library
Kansas State University
Manhattan, Kansas**

by Linda Hocking, CA

Anthony Crawford, CA, is the University Archivist and Curator of Manuscripts at the Richard L. D. and Marjorie J. Morse Department of Special Collections in the Hale Library at Kansas State University.

He is a charter member of the ACA and remembers the experience of deciding to participate in the then new certification process. While he decided to petition early in the process, not everyone was so decisive:

I recall that many archivists sat on the fence for quite some time until it became apparent that so many archivists had jumped on the band wagon and were going through the certification process. Just before the deadline approached hundreds sent in their paper work and when the Society of American Archivists met in St. Louis where the first class of CAs were to receive their certificates the certification review committee could not process all of the applications in time so that the CAs could be recognized at the business meeting! The certificates were mailed weeks after the SAA meeting.



Photograph courtesy of Anthony Crawford

Kansas State University Archivist Anthony Crawford, CA, sits in the reading room of the Richard L.D. and Marjorie J. Morse Department of Special Collections in the Hale Library.

Crawford continues to maintain his certification by petition, explaining that he derives personal and professional satisfaction from the designation which provides archivists with a parallel status to professionals in other fields that certify practitioners, such as architects and engineers.

Crawford began his archives career at the Western History Collections at the University of Oklahoma Libraries, and has held several other positions prior to his current job. In 1983, he was hired as the first University Archivist at Kansas State. His persistent efforts to establish a records program began shortly after his arrival and finally paid

off in 1993, when "Chapter 3090: Retention of Records" was added to the university's policy and procedures manual. Crawford explains, "it in-

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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

SAA - Gregor Trinkaus-Randall

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and to recertify, archivists need to have the offerings and support of both organizations to achieve these goals. Collaboration between SAA, ACA, and academic institutions offering programs in archival administration is crucial to maintaining this high standard of archival practice.

Archivists have long faced the challenge of explaining what they do and what archives are. It is critical that the profession, whether through SAA, ACA, or the regional archival organizations, be on the same page as to the responses to these questions. Whenever the opportunity arises, SAA and ACA need to be in a position to promote the archival profession, to collaborate on potential public relations activities that enhance the visibility of archivists, and to take a common stand when it comes to issues on which the profession needs to speak out. SAA has worked with numerous other organizations in addressing such issues as the nomination of the Archivist of the United States and the USA PATRIOT Act. This needs to continue, and it needs to do so in close partnership with the ACA.

Both organizations represent a significant amount of clout in the archival profession. Clear and regular dialog, easily possible, between the two organizations must continue and increase to achieve the goals noted above. Working together these two organizations can achieve far greater success than they might by working independently.



Academy Profile - Anthony Crawford

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cludes a retention and disposition schedule. K-State was the first university in the Kansas Board of Regents system (six universities) to establish an official comprehensive records program. The schedule was approved by the State Records Board.” He adds that the university archives maintains only permanent records as they lack staff and space to serve as a records center; “records scheduled for destruction are the responsibility of the creating office according to the schedule.”

In 1989, Crawford received an additional title, Curator of Manuscripts. While he had always been responsible for collecting personal papers, the department has been more aggressive about doing so for the past 20 years. In addition to collections which support teaching and research functions of the academic departments, and visiting researchers, Crawford lists the major strategic collecting areas as, “the Consumer Movement Archives, military history, prairie studies, cookery, and agriculture and rural life.”

Like most archivists, Crawford’s position is not without difficulty. He calls the job of conveying the critical nature of transferring permanent records to the archives a “challenging and never ending process of public relations.” He goes on to say that,

Even though I have several staff and student employees, my biggest challenge is that I am overwhelmed with the multitude of responsibilities that come with our operation; acquisitions, arrangement and description, space management, donor relations, funding,

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THE ACADEMY OF CERTIFIED ARCHIVISTS WELCOMES ITS NEW MEMBERS FOR 2009

Congratulations to all and please let us hear from you!

- | | |
|---|--|
| Deborah Bahn (Cheney, Washington) | Elizabeth Stiles Knight (Seattle, Washington) |
| Mary Bartlett (Merkel, Texas) | Christina Lehman (Washington, DC) |
| Tracey Berezansky (Montgomery, Alabama) | Jeremy Linden (Silver Creek, New York) |
| William Bissenden (Bridgeport, Connecticut) | Anna Mallett (Lubbock, Texas) |
| Peterson Brink (Lincoln, Nebraska) | Mathew Martin (San Antonio, Texas) |
| Christina Bryant (New Orleans, Louisiana) | Michael Miller (Austin, Texas) |
| Robyn Burnett (Jefferson City, Missouri) | Thomas H. Miller (Columbia, Missouri) |
| Janice Carter (Houston, Texas) | Amy Mobley (Houston, Texas) |
| William Caughlin (San Antonio, Texas) | Patrizia Nava (Plano, Texas) |
| Catherine M. Coker (College Station, Texas) | Margot Note (New York, New York) |
| Connie Conner (Gahanna, Ohio) | Brittany Parris (Atlanta, Georgia) |
| Judith Connick (Athens, Ohio) | Pio Petralli (St. Louis, Missouri) |
| Vicki Cooper (Highland Heights, Kentucky) | Anne Petrimoulx (Brooklyn, New York) |
| Mary Corrigan (Kensington, Maryland) | Christopher Pote (Alexandria, Virginia) |
| Pamela Crenshaw (Costa Mesa, California) | Christina Prucha (Oklahoma City, Oklahoma) |
| Cheri Crist (Rochester, New York) | Lizeth Ramirez (Norwalk, California) |
| Jennifer Cummings (Austin, Texas) | Mary Ann Reardon (Oyster Bay, New York) |
| Christopher Curry (Philadelphia, Pennsylvania) | Timothy Reddy (Brooklyn, New York) |
| Dorothy Davis (Murfreesboro, Tennessee) | Rose Roberto (Sheffield, England) |
| Patrice Davis (Spotsylvania, Virginia) | Barbara Russell (East Setauket, New York) |
| Rachel DeHart (Troy, Ohio) | Keli Rylance (New Orleans, Louisiana) |
| Philip James Deloria (Maple City, Michigan) | Anne Salsich (Cleveland Heights, Ohio) |
| Peggy Dillard (Staunton, Virginia) | Todd Samuelson (College Station, Texas) |
| Kristy Dixon (Athens, Georgia) | Erin Sehorn (Jefferson City, Missouri) |
| Christine Doan (San Francisco, California) | Michael Shoriak (Philadelphia, Pennsylvania) |
| Caitlin Donnelly (San Antonio, Texas) | Lisa Sjoberg (Moorhead, Minnesota) |
| Katharine Drennen (Brooklyn, New York) | Laurie Skophammer (San Francisco, California) |
| Cathey Dugan (Arlington, Virginia) | Karen L. "Kaeli" Spiers (Manteo, North Carolina) |
| Rosemary Evetts (Denver, Colorado) | Ross Sutherland (Lebanon, Oregon) |
| Kelly Fiori (Ossining, New York) | Jessica Tucker (Austin, Texas) |
| Melissa Ford (University Center, Michigan) | Benna Vaughan (Waco, Texas) |
| Dan Fulop (Rockville, Maryland) | Christoph Vonvoss (Martinez, California) |
| Grant Gerlich (Oak Park, Illinois) | Mark Vopelak (Indianapolis, Indiana) |
| Matthew Gorzalski (Topeka, Kansas) | Zachary Vowell (Austin, Texas) |
| James T. Havron, Jr. (Antioch, Tennessee) | David Wendell (Stayton, Oregon) |
| Mary Elizabeth Herkert (Salem, Oregon) | Shannon Whetzel (El Dorado, Arkansas) |
| Elizabeth Howe (Boonsboro, Maryland) | Marcella Wiget (Topeka, Kansas) |
| Mark Jensen (Zephyr Cove, Nevada) | Jennifer Wochner (South Bristol, Maine) |
| Alexander Johnson (Springfield, Virginia) | Katelyn Wolfrom (Lumberton, New Jersey) |
| Elizabeth Snowden Johnson (Central, South Carolina) | Val Wood (Olympia, Washington) |
| Letha Johnson (Lawrence, Kansas) | Supriya Wronkiewicz (Sunnyvale, California) |
| Deirdre Joyce (Tyler, Texas) | Quan-rui "Snow" Zhu (New York, New York) |
| Jennifer E. Keefe (Windsor, Connecticut) | |

Editor's Endpaper

ACA at 20 — the Audio

The audio recording of SAA Annual Meeting Session 402 entitled "ACA at 20: The Evolution, Challenges, and Future of Certification" is available via audio streams from the ACA's web site. You can get to the audio page from certifiedarchivists.org/other-resources.html by following the "ACA at 20" link.

Gregory Hunter, CA, the first president of ACA, talked about what he would like the newest members to know about the Academy's founding class in order to pass on to a new member 20 years in the future. Leon Miller, CA, the 11th president of the ACA, spoke to the importance of archival certification being seen "as common, everyday, accepted, a normal part of being a professional." Finally, ACA's ninth president, David Gracy, CA, called for being, among other things, "more systematic and active in promoting the benefits of the Academy" to students in the archival programs in the U.S. Martin Levitt, CA, the Academy's 18th president, introduced the panel and moderated the question-and-answer session.

Thanks for making the audio available go to the four speakers as well as Teresa Brinati of SAA and Steve Martin of Convention Recordings.



Gregory S. Hunter, CA, David B. Gracy, CA, Leon C. Miller, CA, and Martin L. Levitt, CA, were the panelists at the "ACA at 20" session of the 2009 Society of American Archivists Annual Meeting.

Academy Profile - Anthony Crawford

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public programs and outreach; the list goes on and on and makes it difficult to find the time and commitment to professional development (publishing, being more active in professional organizations, advanced degrees, etc.) on my personal time, which includes being a parent!

Even with so many duties, Crawford gets pleasure from his work. He says, "[a]lthough extremely challenging, the variety of responsibilities has maintained my interest and enjoyment in my position. Kansas State University is a major research institution, yet it is small enough to take advantage of everything it has to offer."

Additional information on the Kansas State University Archives is available at:

www.lib.k-state.edu/depts/spec/archives.html

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

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

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