Academy of Certified Archivists
Board of Regents Meeting
March 7, 2010
The Lodge at McDonald’s Campus
Oak Brook, Illinois

Attended by: Michael Bullington, Pam Hackbart-Dean, Mott Linn, Shelly Kelly, Mary Elizabeth Ruwell, Gerrianne Schaad, Martin Levitt, Kristy Sorensen, and Steve Grandin.

Absent: Jordon Steele, Anselm Huelsbergen, Todd Gilliom, Daphne Arnaiz-DeLeon,

I. Call to Order. Michael called the meeting to order with a “Big Mac” gavel at 8:37 a.m. He provided the board with a brief history of the McDonald’s Hamburger University. Designed by Fred Turner, this campus is one of seven worldwide. It opened in 1983, teaches classes for store and operations managers in 27 languages, and has 80,000 graduates.

II. Approval of the Minutes from August 12, 2009

Action Taken: A motion was made to accept the minutes with minor corrections. The motion was seconded and approved.

III. Officers’ Reports

A. President
The President submitted a written report.

i) Distinguished Service Awards
The recipients of the 2010 DSA will be Jane Nokes, CA and Cindy Smolovik, CA. Michael looks forward to presenting the award to them in August.

ii) Disaster Assistance: American Samoa and Haiti
Working with Jim Himphill, CA, Territorial Archivist of the American Samoa Government, the Academy made a modest financial contribution of $200 for conservation of archival materials damaged in the 2009 tsunami. Michael has been in contact with Peter Gottlieb, SAA President, to determine how ACA can provide a similar contribution to assist in the recovery of Haitian archival materials. The Academy does not have a member in Haiti.

iii) Archivist of the United States
Michael wrote a letter to David Ferriero, Archivist of the United States, congratulating him on behalf of ACA on his appointment. A copy of this letter was submitted to Board members. The letter provides Mr. Ferriero with background information on ACA and our discussions with his predecessor. Michael will send a follow-up letter next month requesting a meeting to discuss ACA and NARA.
Cindy Smolovik, CA will have an informal opportunity to speak with David Ferriero about ACA when he attends the E-Records conference in Austin. ACA leadership has met with each of the three previous Archivists of the United States following installation. Steve recommended that we invite other Certified Archivists familiar with D.C. to join us in our discussion with the Archivist of the U.S.

iv) Collaboration with SAA
In Austin, Michael met with the new SAA President, Peter Gottlieb, who did not know much about the ACA. Our ACA events at SAA include the Exam and Board meeting on Wednesday, the Item-writing workshop on Thursday and our annual business meeting on Thursday evening from 7:30-8 p.m. followed by a reception.

Scott Cline, CA is the SAA representative to ACA. ACA contributed questions with SAA, CoSA, NAGARA, and ARMA that were jointly submitted to the Senate Committee during David Ferriero’s confirmation process. ACA is working with SAA to provide assistance to Haitian archival repositories.

v) Class of 1989 Legacy Award
Michael has acknowledged all of the initial contributors for their gifts to the fund. He is disappointed that ACA has not received any further contributions or any applications seeking the award.

Suggestions from the Board included adding a more visual notice of the awards in a prominent section of our home page, release information about the award coinciding with the opening of SAA meeting registration and ask SAA to include a notice about the award on their website. Mike will ask Jordon to add a more visual notice to our website.

*Action taken: A motion was made to put a Class of 1989 Legacy Award opportunity box on the dues renewal form so that people can voluntarily contribute to the fund. Motion was seconded and approved.*

ACA dues notices are mailed mid-May. The board asked Steve to also add an opportunity box for members to state they would like to become more involved.

vi) Association Des Archivistes Francais
Founded in 1904 the Association of French Archivists has over 1,300 members. They requested a history of ACA for publication in their professional journal *La Gazette des Archives*. Michael submitted a manuscript to them last month due in no small part to the editing efforts of Steve Grandin and past research by Jim Byers, CA. It is worth mentioning that the AFF will
be presenting a workshop that includes a discussion of certification by the association.

B. Vice-President & Finance Committee
Pam developed questions for the SAA nominees for Vice President/President-Elect. Both candidates responded with written replies, which were published in our most recent ACA News.

Pam queried the board whether they would prefer to meet in St. Louis, near the airport, instead of traveling to her home area of Carbondale, Illinois. She will investigate meeting locations in St. Louis for easier travel.

C. Treasurer
A printed budget showing Profit & Loss Budget vs. Actual from July 2009 through January 2010 was submitted.

Mott explained that he renewed both CDs for six months, alternatively scheduled so that a CD renews every three months.

Mott offered a basic explanation that the bottom line for income and expenses has gone up because of one-time occurrences. Last year’s paper losses have turned around and made a small gain. This year also shows the expense of 20th Anniversary celebration. We collected the money for the party last year. Mott and Steve also explained that our Membership renewal period straddles two fiscal years. Our budget can appear good or bad based on the number who pay their dues on one side of the fiscal year versus the other. We receive money in the last three months of the FY through exam applications and some dues renewals that come in before June 30.

The board briefly discussed the expected amount of the annual Fall reception and agreed that the $3,800 amount previous to the 20th anniversary was reasonable.

Steve noted that CapHill is going to use an electronic check list for their finance system. This means that Mott can go online and approve payments. Steve commended Mott for his strong handling of our budgets.

Mott has written an article about the basics of making budgets for the publication Library Connect.

D. Secretary
The secretary had no report.

IV. Regent Reports
A. Exam Administration

Daphne could not attend the meeting. A written report was submitted. Michael reported on the committee’s activities.

The committee consists of Pam Hackbart-Dean, Martin Levitt, and Daphne Arnaiz-DeLeon, Regent.

Six members were moved from provisional to full members. They have received five applications that do not need review and three new applications for review. We typically received about one quarter of applications by May 1, another quarter by May 10, and the last half on the deadline, May 15. There were no changes made to the application this year.

The 2010 testing locations are Washington D.C. (SAA); Tallahassee, FL; Ann Arbor, MI; Albuquerque, NM; and San Diego, CA. Steve distributed a list of members who volunteered to serve as Exam Proctors for 2010 and a list of past volunteers from 1997-2008. Steve requested that the board select exam sites for 2012. He distributed a list of SAA student chapters and ACA Examination Sites from 1996-2009.

For 2012 exam sites, the board selected San Diego, CA (SAA); Boston, MA; Raleigh/Chapel Hill, NC; Minneapolis/St. Paul, MN; and Vancouver, B.C.

B. Exam Development

A written report was submitted.

The Exam Development Committee for 2008-2009 was comprised of Robert McInness, Melinda Curley, Jane Kenamore, John Fleckner, Tomaro Taylor, Emily Hughes Dominick and Pam Hackbart-Dean.

Tomaro Taylor and Emily Hughes Dominick are new members to the committee. Tomaro attended the Austin Item-writing workshop with Daphne DeLeon, Jane Kenamore, Heather Wade, Liz Engels, and Mary Elizabeth Ruwell. They developed ten questions for the item bank. Anselm published a nice article about the workshop in the newsletter. Mary Elizabeth would like to have about ten people attend next year.

Michael suggested the ACA News publish an article encouraging members to sign up for the Item-Writing workshop. Steve will send an announcement via email to the members. Michael asked that each board member identify a CA and extend a personal, direct, invitation for them to attend the item-writing workshop. The idea is to target recently certified archivists, and consider that the individual needs to have confidence to write exam questions and be able to handle critique/criticism about their questions.
The EDC met on March 5-6, 2010 and developed a new exam. The board will be asked to complete an Angoff at the fall board meeting. This involves reviewing the test questions and deciding what percentage of minimally competent archivists would get the question correct. This procedure allows the ACA psychometrician to set the exam pass point. The 2008-2009 exam pass point was 67.

2009 exam candidates were invited to take a brief survey after the exam. The survey results were discussed by the EDC during their meeting. The survey raised consciousness about how our exam questions are viewed. The board agreed we want to offer the survey after the 2010 exam. This will be important because it’s a new exam and answers can allow the second year to be adjusted.

The newly revised bibliography has been posted on the ACA website. Marty stated how lucky we were to have a former president serve as Regent for Exam Development. Thank you for returning and doing the job. Mary Elizabeth thanked her entire committee. Michael thanked her also.

C. Certification Maintenance
   A written report was submitted.

   Nine petitions have been received for review; the bulk will arrive in later months. All petitions will be reviewed by the eighteen certified archivists who serve on the petition review and appeals teams. Six people volunteered to review petitions, but there were only two available spaces. Anselm Huelsbergen and KaeLi Spiers joined the teams.

   Two of the four certified archivists who received an extension in 2009 have turned in their petitions. Fifty-two (52) new programs or events have been pre-approved for Archival Recertification Credits as of February 22, 2010. Kristy created an online form, using a free Wufoo account, for organizers to electronically submit their requests for pre-approval. She worked with Jordon Steele to create an online table showing upcoming pre-approved programs for CA to identify approved programs in their area, and to post a PDF file listing pre-approved programs from the past.

   Steve gave Kristy high praise for the work she has accomplished in her first six months investigating and developing new delivery and technology to streamline the processes for recertification.

D. Outreach
   Todd could not attend the meeting. A written report was submitted.

   Marty suggested that we need to keep a real focus on how we’re using the ACA Facebook page as a public presence. All “fans” of the page can add content. We should add additional photographs.
Social media is the vehicle to reach younger archivists and will be our marketing to the future; it must look professional.

Business-card sized ads are being run in various publications. Larger ads, while more expensive, require a focused campaign, including coordination of print advertising with our test locations.

Outreach created and ran a Google “Adwords” service during January. The Google ad associates an ACA designed text-based ad with specific keywords chosen by ACA. The ads are paid for per click, with a maximum daily cost of $6.00 and a total cost after setup of $143.00. Our ad appeared over 150,000 times, resulting in 278 clicks from keyword searches. The board questioned this method of advertising, specifically the target audience and how to measure the benefit. The board discussed the need to look at our website to see what we have for employers that outlines why they should hire a CA. We should ensure our webpage is tagged appropriately with Search Engine Optimization to attract hits.

Laura Drake Davis, CA, has done a wonderful job managing conference exhibits, but she will be unable to continue. Another member has volunteered to help. Mike will pass the name to Todd. Todd’s written report praises Steve Grandin and CapHill for their assistance with Outreach and the Conference Exhibits.

Michael Arbagi serves as Outreach’s Student Group Liaison and organized eight opportunities in the Fall, with seven more planned this Spring.

Michael asked Gerri Schaad and Marty Levitt to develop a sheet of talking points for future speakers to ensure we are delivering a consistent message. Marty will contact Jim Byers to see if Jim still has talking points he developed about ten years ago.

The anticipated exhibit redesign and contest did not take place.

Todd’s written report mentioned that he is preparing a survey of archives employers. The board discussed whether we should defer the survey for six months as this may be a bad time to survey state and local governments considering the present economic situations. We concluded that since we have already approached employers about the survey, we should follow through with those.
E. Nominations
A written report was submitted. The committee consists of Gerrianne Schaad, chair; Richard Shrake, and Marty Levitt, Regent.

The committee members request approval of the following slate of candidates:

**Vice President-President-Elect**: Shelly Croteau and Brenda Gunn

**Treasurer**: Richard Dickerson and Mott Linn

**Regent for Exam Development**: Amanda Focke and Mary Elizabeth Ruwell

**Regent for Outreach**: Louis Jones and William Welge

**Nominating Committee Member**: Gary Cox and Tara Laver

[The slate of candidates was formally approved by email vote on April 8, 2010.]

The candidates will be asked to answer the question, “What should be the Academy’s core goals for the next five years, and what steps would you take to achieve them.”

Gerri thanked Marty and Richard for their work. Many of the nominees self-volunteered, making this year’s task much easier. The committee will forward a spreadsheet of members asked to run in the past to next year’s committee. Steve will coordinate with Gerri in contacting candidates for their bio and answer to the nomination question for publication in the newsletter and website. The ballots will be mailed to Steve at CapHill this year and sent unopened en masse to Gerri at her new address.

V. Newsletter
Anselm could not attend the meeting. A written report was distributed.

Two issues were made available since the 2009 Annual Meeting, with the winter issue containing a question and answer piece with the two candidates for 2010-2011 SAA vice presidency/presidency. Anselm thanked Mike Bullington and Steve Grandin for their assistance.

Anselm will be stepping down from the editor’s position after the summer 2010 issue. Linda Hocking has agreed to serve as newsletter editor beginning in August 2010. The board thanked Anselm for his service and dedication in producing an extremely professional, well-edited publication.
VI. Website
A written report was distributed. Jordon Steele could not attend.

Jordon continued routine maintenance and content update for the website. In his report, he asked the board to examine alternative web hosting options when our contract is due for renewal. Our visitor statistics continue to hold steady and the online forums will open March 15.

A discussion about the online Membership Directory and Online Voting Feasibility was delayed further down the agenda. Jordon will not be continuing as Webmaster when his two year commitment expires. Mike will ask Jordon to help identify his replacement.

VII. Capitol Hill Management
Steve distributed two printed lists showing ACA Members as of March 3, 2010 and the Vaporization List as of March 3, 2010. We are at 96% renewal, which is our standard. If only eight more people pay dues, we will have 97% renewal. Even after vaporization we have over 1000 members.

Steve will be sending out dues in mid-May, which is the best time to send anything else out to members. The dues notice includes an opportunity for the member to opt out of the online membership directory.

VIII. Electronic Petition Task Force Kristy Sorensen
A written report was distributed.

The Task Force members are Kristy Sorensen, Regent for Certification Maintenance, Jordon Steele, ACA Webmaster, Shelly Croteau, past Regent for Certification Maintenance, and Judy Cetina, past Regent for Certification Maintenance. Kristy thanked the members of the task force and explained their goal to identify an easy-to-use and inexpensive method for submitting Certification Petitions electronically.

This year, petitioners are being asked to submit the original and one copy, instead of four copies. Steve will keep the original. Kristy will receive the copy, scan it, and distribute to the Review Teams in PDF format. The Review Teams will provide feedback on this process.

The recertification petitions consist of two parts, with the first being a PDF form and the second being open. The Task Force has created a Word document template for the detailed qualifying experiences document, hoping this will be easier for petitioners to organize their experiences in a standardized way.

The Task Force looked into different options for web submission. The written report details the pros and cons of what they tested and recommend. The task force recommendation to the board is to use a combination of web-based form
using WuFoo with a Word Template for detailed archival experiences that could be attached as a “file upload.”

WuFoo carries a minimum cost of $14.95/month. There are other web-based form companies, but Kristy is familiar with WuFoo because of her work-related account with them. The board discussed the cost and benefits for using WuFoo as online form, including various details that would have to be developed and tested. Mott and Steve mentioned that the cost of the web-form development should not exceed $200 and will come out of the existing Certification Maintenance budget.

*Action taken: A motion was made to authorize Kristy to deploy the site that she presented in her report for the purpose of online recertification for at least one year. The usefulness of the web-form will be assessed after one year. The motion was seconded and approved.*

IX. ICA/ACA

Mike reported that Trudy Peterson will attend the SPA board meeting in April. She asked whether ACA had received and/or paid any dues notice. ACA does not have a record of a dues bill. The board discussed that ACA stopped paying ICA dues after they were restructured and increased by 400%.

ACA membership covers primarily the United States and Canada. We are happy to serve as consultants for those wishing to establish credentials in their own country, but it is not necessary to pay ICA dues.

Trudy is on the newly established board of the Fund for International Archival Development that will be meeting March 26 in Washington, D.C. The ICA Human Rights Working Group has a monthly newsletter by email written largely by Trudy.

*Action Taken: A motion was made to support Trudy Peterson in her unofficial representation of ACA in the international community with a maximum of $200 per year for the next three years. The motion was seconded and approved.*

X. Other New Business

A. ACA Online Directory

ACA made the directory available online so people would be able to find each other, but after some members expressed privacy concerns, we added a notice on the renewal form allowing people to opt out. Approximately 5% of our members have opted out.

Jordon’s report states that to place the online directory behind password protection would be expensive and beyond the expertise of a volunteer webmaster. The board discussed other alternatives, and no action was taken at this time.
B. Online Voting Feasibility Study
In his Webmaster report, Jordon recommended using one of Survey Monkey’s paid plans, which allows for anonymous responses and prohibits multiple voting from one user. Gerri informed the board that the Society of Southwest Archivists successfully utilized Survey Monkey for their elections this year also. Michael asked Kristy to investigate WuFoo’s capabilities also.

Action Taken: A motion was made to authorize the Nominating committee to implement and deploy if possible a Survey Monkey electronic ballot for this year’s vote. The motion was seconded and approved.

On March 19, 2010, the board approved by email the purchase of the Unlimited version of Survey Monkey for $200/year to be used for electronic ballots.

C. Certification Credits for Study Groups
A written report was submitted.

In January, a certified archivist participating in an online “group read” and review of Randall Jimerson’s *Archives Power*, queried whether ARC could be awarded for this activity.

The board concluded that a person could potentially receive two (2) credits under D3c Professional Service: Contributed Service / Other, but will need to write a narrative substantively and clearly stating why these credits are valid.

Kristy will also change E3 to include (f) administering an archives-related blog not affiliated with the employing institution. Petitioners will be required to submit the URL.

D. Member Travel Support for ACA Business
Jane Nokes and Cindy Smolovik will be representing ACA speaking at the 8th European Conference on Digital Archiving. They requested nominal financial support of $200 each from ACA as well as documentation showing formal credentials of their status as ACA Ambassadors.

Action taken: A motion was made that we support Cindy Smolovik & Jane Nokes with $200 each for international representation of ACA at the European Conference on Digital Archiving. The motion was seconded and approved.

E. Membership Survey; ACA Participation in Allied Groups
It was suggested that ACA conduct a survey of our members to ascertain their level of leadership and participation within the profession. Questions to be asked might include: have you been elected, appointed, or served in a
leadership position in an archival organization; have you ever presented a paper on certification. This information can be analyzed and used to demonstrate our commitment to the profession and provide incentive to less-active members to take a more active role in shaping our profession.

The board discussed the idea, noting that the results would have to be published. Our survey results would only represent certified archivists, and couldn’t accurately be compared with similar numbers to uncertified archivists. Board members also pointed out that organizing a good survey requires a good deal of work and we need to consider whether we have the manpower to conduct a survey of this level at this time. It’s possible that as our Certification Maintenance process becomes more automated, we could potentially review and harvest similar information from past petitions.

The board concluded that this topic should be tabled and revisited.

F. Board and EDC Travel
Background: Approximately five years ago, after some excessively high travel receipts, the ACA Board implemented a $700 limit per person per year on Board and EDC travel reimbursements.

The board discussed scenarios where members might feel limited in serving the organization because of this $700 limit. Board members were reminded that a Board or EDC member could apply for additional travel funding under special circumstances. We ask our volunteers to look first to their institutional support, but if they have extenuating circumstances, they can appeal to the board. We must have a policy in place to show we spend our members’ money prudently.

XI. The Board meeting adjourned at 2:21 p.m.