Outreach has made several successful contacts since the previous board meeting in August 2007 and has a number of opportunities planned for the coming months. The primary goals for this year were twofold. One was to improve outreach to students, archival educators, and archival employers. The other related goal was to expand ACA’s presence to more national professional meetings. In pursuit of that goal, ACA had an exhibit at the AMIA (Association of Moving Image Archivists) in Rochester, New York, in September 2007. Lynn Smith tended the ACA booth at that meeting. She was not certain of the impact of the exhibit, but several attendees of that meeting have since contacted me or Steve about ACA exhibiting at other meetings, so the outcome seems to have been very positive. The ACA display also went to the MARAC fall meeting November 1-3 in Williamsburg, Virginia. We put out a call for papers to try to put together a session of certification for the AASLH conference to be held September 2008, but did not receive any responses. This may be something we could try again in the future.

Last fall, following up on a recommendation by Lynn Smith, I contacted Barclay Enterprises in regard to ordering CA pins, and Steve followed through by ordering a new supply of CA pins. I was contacted in October by Russell James, a new ACA member, with a proposed plan for outreach to SAA student chapters. He has put together a list of all student chapters, their advisors, and which CAs live in the same cities. He proposed a speakers bureau of sorts that would go once a year in a certain month to do a membership blitz. The CAs in the area would go to the student chapter and speak about certification and its benefits and hand out information to promote provisional certification for graduating students. Russell also proposed a listserv for ACA members. These were good ideas; however, I was not able to follow up on them last fall due to constraints in my own schedule. Perhaps this is something that ACA Outreach might pursue in the future. At the time, my response to the idea of a listserv was not enthusiastic; I explained that it was something the board would need to consider. In November, through the ACA booth at MARAC, I received a request to compile a list of DC area certified archivists for an educator at the University of Maryland who wanted certified archivists to visit his archives classes. The response from DC area CAs was overwhelming.

A great help in planning outreach for the spring and summer of 2008 has been Devhra Bennett Jones, Digital Archivist at Abilene Library Consortium in Abilene, Texas. Devhra joined Outreach this fall and agreed to track professional events and publications in the West and Southwest. She sent announcements about the certification exam to SSA, SRMA, CIMA, SCA, California Library Association and Texas Library Association for their newsletters. Also as a result of her efforts, ACA will have a booth at the Society of Rocky Mountain Archivists, Conference of Intermountain Archivists, Southern California Archivists, Northwest Archivists and Society of Southwest Archivists between March and September of 2008.

This spring we will also be sending material to the Southern Archives Conference, MAC, MARAC, Michigan Archivists Association meetings and the Western Archives Institute. In a
second effort at exhibiting at a national meeting, ACA will have a booth at the ARSC conference at Stanford March 26-29. Exam announcements were sent to the SAA, AASLH, and NAGARA newsletters this spring. The most ambitious effort to expand ACA outreach to national meetings was the ALA meeting in Anaheim at the end of June. I solicited volunteers and found one individual who lived in the Anaheim area and agreed to represent ACA at the ALA expo June 28 through July 1. Triumph turned to tragedy, however, when only about a week after I reserved a booth, the volunteer contacted me that he could not attend after all. It was a major disappointment since this meeting attracts approximately 19,000 attendees, more than 30% of whom were library educators or potential employers of archivists. I had hoped that it would provide an opportunity to reach students, educators, and employers on a large scale in one place. I still think it is a goal worth pursuing in the future.

Finally, I would like to report that the cooperation and willingness of our members all over the United States to help with the displays has been really gratifying. They are great ambassadors and the reason that our outreach has been so successful.

Respectfully submitted,

Laura McLemore
Regent for Outreach