ACA OUTREACH REPORT
March 11, 2007

Outreach sent announcements regarding certification to the newsletters of several professional organizations this fall, including the California Library Association, NAGARA, SAA Government Records Section, SAA-LSU Student Chapter newsletter, AASLH, MAC, SAA, NEA, the Archives list and the ICA list. The Regent for Outreach is compiling a database of organizations with information about newsletters, meetings, and contacts, which will be expanded in coming months.

In addition to newsletter announcements, ACA sent promotional materials to the California Library Association, Rocky Mountain Archivists, and Tennessee Archivists meetings, and exhibits to the Northwest Archivists, NEA and MARAC meetings.

ACA needs members as liaisons to professional organizations throughout the United States especially to ALA, SHRM, AASLH, or state library or human resource managers’ organizations. As of March 2007, we have one liaison, Marcus Robyns, who will represent ACA to Michigan Archival Association. Spring is always a busy time for ACA Outreach. Anyone attending a spring meeting who would like to tend an ACA booth or take promotional materials to distribute at the meeting, should advise the Regent for Outreach.

During the past several months, Outreach contacted the Society of Human Resource Managers about exhibiting at that organization’s annual meeting. The cost of a booth (over $3,000) was prohibitive. Outreach will continue to pursue means of reaching this audience, possibly through calendar announcements in SHRM publications. Outreach also investigated, with the help of the Secretariat, the cost of a portable banner that could be carried and set up more easily at meetings and presentations. The cost was determined to be in excess of $500, and it was decided to purchase a third folding display for the time being. Therefore three folding displays, brochures, pencils, and pads are available for meetings, presentations, and professional events.

Arrangements have been discussed with SAA for an ACA table at registration in Chicago. The table was a great success at the Washington meeting and allows for more exposure than the exhibit hall. Another open forum on certification following the exam has also been proposed.

Finally, Outreach fielded a unique inquiry in January from a high school student in New England who was doing research on a career path in Archives. I referred her to the SAA website for lists of archival studies programs and organizations and the ACA website for information on what an archivist does. The ACA website has been revised to prominently display upcoming deadlines for exam, certification, and pick your site. This should make it easier for anyone interested in any of these to find that information quickly.

Respectfully submitted,

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Regent for Outreach