

Society of Florida Archivists
Board and Committee Members Meeting Minutes
September 11, 2019 [via Free Conference Call.com]

Attended by: Mary Rubin, Tyeler McLean, Annia Gonzalez, Gerri Schaad, Krystal Thomas, Georgen Charnes, Chuck McFarland, Jessica Orozco, Rachel Walton, Doris VanKampen-Breit, Laura Marion, Sue Rishworth

Absent: LuAnn Mims, Jay Sylvestre, Brittney Farley

Meeting called to order: at 2:05 pm, Mary Rubin

Call for approval of minutes: Mary Rubin, 2nd by Gerri Schaad. Approved minutes from July meeting will be submitted.

President's Report: Mary Rubin, sought approval of the new Membership Chair Susan Swiatosz. Call for approval: Mary Rubin, 2nd by Gerri Schaad. All in favor.

Spoke about a future Joint Meeting with FHS. There is a meeting scheduled in October with FHS' Ben DiBase. Tyeler and Mary will be in attendance.

Mary proposed a 2019 Disaster/Hurricane Season Ad Hoc Committee. Jay will be a member. Mary asked if anyone is willing to Chair this committee. Gerri stepped up. There will be a call for additional members.

Past President's Report: Britt Farley, no report.

Vice President's Report: Tyeler McLean, no report.

Treasurer's Report: Jay Sylvestre, report sent. From Jay's report: "As best I can tell, it is completely up to the organization to change our fiscal year to whatever date range best reflects our income and expenditure balance. In order to do so we'll need to file a short tax year with the IRS for the change year using a Form 990-EZ or Form 990 and then file a notification to the IRS that our fiscal year has changed, thus changing the date on which our tax filing is due. We may need to file a Form 1128, but I don't think we need too. Here's a link to an IRS page about Exempt Organizations changing accounting periods: <https://www.irs.gov/charities-non-profits/exempt-organizations-annual-reporting-requirements-filing-procedures-change-in-accounting-period>". Conversation ensued. Gerri is onboard with the idea. Doris cautioned about IRS paperwork. Questions that came up: When would we have to file the 990? If the fiscal year ends in June, do we need to file within 90 days? 90 days after is 9/28/2019.

- Account Balances:
 - Savings: \$35,072.53
 - Checking: \$1,443.74
 - PayPal: \$4,163.28

Secretary's Report: LuAnn Mims, no report.

Directors Report: Gerri Schaad, no report.
Annia Gonzalez, no report.

Web Communications: Krystal Thomas, Georgen Charnes, and Chuck McFarland. Web Communications completed the web audit, which involved cleaning up links and contact information. Chuck contributed a lot to the audit.

Web Communications is piloting a radical change to the SFA news. Previously, weekly news was posted on Friday. The new pilot will focus solely on Florida with immediate posts to Facebook. They want to make the Facebook more active and immediate. They also want to reach out to organizations. The current news page will eventually be archived.

The ArchivesSpace Interest Google Group is the pilot for SFA using Google Groups. Krystal found Google Groups to be the best alternative for listserv. Web Communications may eventually move all listservs over to Google Groups.

Georgen is the Web Communications Liaison for the Annual Meeting Committee.

Wild Apricot is changing its payment system and we need to switch by May 2020. Krystal's goal is November and she'll be working with Jay.

Newsletter: Jessica Orozco. See below (pages 5-7) for Jessica's report, which was sent prior to the meeting. Discussion around Issuu ensued. We are currently on a free account, which allowed iframe code for the SFA website. Unfortunately, the new version of free disabled the iframe code. The starter plan doesn't allow iframe customization and statistics is only available on premium. It was brought up that Issuu is not ADA compliant (not readable through screen readers). We joined Issuu on 7/8/2014. Since then we have had:

- 2653 click throughs
- 120 click outs
- 15979 impressions
- 21 publications

It was decided to use Wild Apricot to house PDFs (not dropbox). Once we have space issues, we can move/archive to dropbox.

There was a question about Atlas Systems, a corporate member, and getting another quarter ad, which is \$50/qr page.

Journal: Rachel Walton, report received. Presented by Rachel Walton, on behalf of the editorial team for the *Society of Florida Archivists Journal*. Brief summary of our work since the last SFA Board Meeting I (Rachel Walton, Editorial Chair of SFAJ) was able to attend:

- In Spring we tried to promote the Dec. 2018 Inaugural Issue and improve our internal documentation for the editorial board processes.

- In Spring I also sent out an anonymous survey to all the Journal Board members to get feedback on how they felt we could improve both our process and our product. This information was helpful in making some tweaks and we'll see how those go for this round.
- In May we also set up a table at the Annual Meeting, which I think we would do again. It was a big success in terms of generating interest and being more visible to the larger SFA community.
- This Summer we were tasked with recruiting two new members of our Board as well as shaking the trees a little to see who might be interested in submitting something for our next issue.
- As a result of this effort we have two new Editorial Board members (as of September 1) – Darla Moore, copyeditor (replacing Jinfang Niu) and Julia Ricks who will be taking on the new role of Communications Coordinator. Our website will be updated with this information shortly.
- Speaking of the website -- Open Journal Systems had a website update with a new interface in August. We are still working out the kinks of that now.
- At this point we are still waiting on submissions, though several authors have committed and have assured me that their articles will be coming down the pipeline shortly. This technically puts us about 3 weeks behind our typical timeline for peer review and editing but we'll see when those come in. I'm unsure if we'll be able to put the next issue out before the first of the year at this point.

Looking forward:

- We are still unsure of this next issue's theme. We will let our incoming submissions guide that decision.
- We have selected 1 book for our book reviews section for the next issue, but we are still looking for recently published books related to Florida archives and/or Florida History. Please contact me if you have suggestions.
- Our plans this year will be to develop the depth and breadth of our articles, formalize our internal documentation, and develop a proposal for a small budget for the journal – we're interested in setting up a writing award (small cash prize) and enough funds for us to provide our authors with print copies of the issue they contributed to. All of that will be something I come to you with down the line.

Based on the information explained in this meeting about ongoing concerns with online content and ADA compliance, I will be looking into that issue for the Journal and its website. I'll report back on whether we meet those standards at a future meeting.

CUA Section: Doris Van Kampen-Briet, no report.

RAAC: Mary Rubin. RAAC is gearing up to see if a NCH membership will happen this year. This approval will probably need to take place over email.

Membership Committee: Sue Rishworth, report sent. Membership numbers compared to previous two quarters. As of Sept 9th, total number are:

This month

July 2019

April 2019

| | | | |
|------------------------|-----|-----|-----|
| Regular members: | 158 | 155 | 150 |
| Institutional members: | 30 | 31 | 29 |
| Corporate members: | 4 | 4 | 2 |
| Total: | 192 | 190 | 181 |

There is 1 regular application pending. Although our date for dropping non-renewals was Feb. 15th, this has not yet been set up with WA to happen automatically. We're working on the automated renewal forms that are sent out, to see if we can word the messages in a way that will encourage more members to renew on time.

Revision Committee: Mary Rubin. This is Mary's priority this month because it has taken a back seat for too long. The current Annual Meeting Committee is working off the 2012 edition which is fine for now, but they will need to transition to the new documentation sooner than later.

2019 American Archives Month Committee: Tyeler McLean. There was a listserv announcement yesterday and a reminder will be sent on September 20th. All submissions are requested by September 27th and one has already been received! Mindy, Georgen, and Chuck are on the committee.

Annual Meeting Committee: Laura Marion. Proposed May 6-8th to the board. Mary called for approval, Jessica 2nd. The committee is still awaiting a quote from Flagler's Ringhaver Student Center. The committee is considering theme options around climate change/natural disasters, preparing for the future, change management, and or digitization. Laura will bring the theme options back to the committee.

Old Business:

ArchivesSpace Listserv: Mary Rubin. This is still a work in progress.

New Business: None.

Adjourn: Mary called for closure at 3:10 pm.

SFA Newsletter | Report
September 10, 2019
Jessica M. Orozco

Newsletter Publication (ISSU):

Storage: Can upload unlimited documents to our Issuu account as long as the content is set to Public

Starter

- Social media sharing
- Embeds (e.g. iFrame code for website) and shareable full-screen reader
 - Cannot customize the embeds
- No statistics would be available (not sure if this is important)

Premium

- Customizable shareable full-page reader
- Customizable embed appearance
- Embeds and shareable full-screen reader without related publications
- Unlimited publication and page level statistics
- Download statistics as .csv file for analysis
- Schedule publication release dates
- Allow Download for Readers
- Auto-detected text links (urls and emails)

| | Starter | Premium |
|---|-------------------|-------------------|
| Pricing Options | | |
| Billed annually (per month) | \$19 (\$228/year) | \$35 (\$420/year) |
| Billed monthly (per month) | \$22 (\$264/year) | \$39 (\$468/year) |
| World-class publisher tools included in all plans. | | |
| HTML5 Reader iOS/Android Apps Create Shareable Stories Social Media Sharing Unlimited Uploads | Y | Y |
| Brand controls for sharing your publications via email, social, and on your own website or blog. | | |
| SEO | Y | Y |
| Shareable Full-Screen Reader | Y | Y |
| Show Embeds and Shareable Full-Screen Reader without Related Publications | Y | Y |

| | | |
|---|-------------------|--------------------|
| Customization Options for Embeds and Shareable Full-Screen Reader | N | Y |
| Distribution features on the Issuu platform. | | |
| Banner-Ad Free | N | Y |
| Unlisted Publications As low as \$5 for 100 | N | Y |
| Digital sales. | | |
| Single issues | N | Y |
| Subscriptions | N | Y |
| Understand your readers with powerful Issuu insights. | | |
| Publication-Level Statistics | N | Y |
| Page-Level Statistics | N | Y |
| Downloadable Statistics | N | Y |
| Work with your whole editorial team while organizing, planning and producing publications. | | |
| Groups | 1 seat | 3 seats |
| Collaborative Planning Tool | N | N |
| Additional publisher tools and support. | | |
| Publication Limits | 500 pages / 100MB | 5000 pages / 500MB |
| Schedule Releases | N | Y |
| Embedded Videos | N | Y |
| Auto-Detected Links | N | Y |
| Allow Download for Readers | N | Y |
| Bulk Uploads | N | Y |
| Priority Support | N | Y |
| API Access | N | 10 uploads/mo |
| Print on Demand | Additional fee | Additional fee |
| Story Creation | N | N |
| Promotion | N | N |

Embedding:

Embed feature is not available on **Basic/Free** plan anymore. It is available only on Issu paid plans - **Starter**, **Premium** and **Optimum**. The Basic plan will not have the ability to create embeds. If currently on Basic/Free plan, **GET EMBED CODE** button is disabled. If on **Basic/Free** plan and already have an embed, it will remain as it is but cannot create a new one.

Consculsions:

- One recommendation (Mary Rubin): Link PDFs (free) to SFA's Wild Apricot website. But could impact storage.
- Depends on how the board would like to proceed in terms of cost and storage. SFA board would need to review the finances and think of long-term viability and sustainability. If neither plan is feasible, may have to look at the long-term implication of simply storing and link PDFs on Wild Apricot. In a previous email, SFA President Mary Rubin, suggested this.
- Financially, is planning for an upgraded plan feasible?
- Once we determine how the board would like to proceed, will upload the current newsletter.

Other items:

- Currently Atlas Systems receives a quarter page ad in each issue of the SFA newsletter as part of their corporate membership.
 - They are considering running a second ad in each quarterly issue and would like to know the cost to add a second ad to the free one they receive with their membership