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## President's Page

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September 2015

Hello MAC Members,

I hope you had an enjoyable fall and a wonderful holiday season. The time between Thanksgiving and the New Year is always quiet at Cargill, so it's a great period to focus on projects, conduct personal records management, and (ahem) clean my desk. We have also begun to craft a postanniversary strategy for Cargill's archives focused on wider collecting and building an electronic records program.

The Fall Symposium, "Hard Skills for Managing Digital Collections in Archives," held in Minneapolis, September 18–19, 2015, was a resounding success. Thank you to the Organizing Committee led by Daardi Sizemore and Ann Kenne for a well-organized event. And, thank you to our speakers, Bertram Lyons and Joshua Ranger, for leading attendees through practical tools and examples that will help us all accession, evaluate, and manage our electronic records better.

At its fall meeting, Council drafted a new strategic plan, which will take the organization to 2020. The plan is posted on the MAC website at [www.midwestarchives.org/mac-council-minutes-reports](http://www.midwestarchives.org/mac-council-minutes-reports). Over the next five years, the organization will be addressing a number of matters. 2015 was the tenth anniversary of MAC Symposiums; we will evaluate these programs and determine what factors will contribute to their success in the future. Our website is also 10 years old. We will take a look at all of our public-facing publications and products to ensure that we are doing our best to inform and grow the membership. We will address rising meeting and organizational costs, while continuing to make educational opportunities cost effective for members and ensuring adequate revenue for ongoing organizational functions. Last, we will define an advocacy role for the organization. These opportunities will keep MAC strong and focused on the development of its members into the future.

In February, I will send out a call for volunteers to serve on MAC committees. This is your opportunity to become involved in the organization in a nonelected position. A variety of committees serve MAC, such as membership, education, and awards, that need member volunteers. In particular, we are looking for a vendor coordinator apprentice. If this position interests you, please contact me.

We are entering another busy MAC season. If you have not renewed your MAC membership, please do so today. MAC relies on the support of its members. Elections begin this month, and we have an impressive slate of candidates thanks to the hard work of our Nominating Committee led by Doug Bicknese. Be sure to read their statements on the MAC website. And, soon, you will receive your program for our Annual Meeting in Milwaukee. I hope you are planning to attend "ArchivesFest in the City of Festivals," April 27–30. I look forward to seeing you there.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer L. Johnson".

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