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## President's Page

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July 2013

Dear MACers,

As is the custom, my "State of MAC" address given at the Members Meeting in Indianapolis on April 19, 2013, will serve as my last presidential newsletter article.

### **State of MAC**

It has been an honor to serve as MAC president these past two years. In 2011, my candidate's statement emphasized that "MAC was at an exciting crossroads." As I finish my term, I believe strongly that this is true and that, thanks to the hard work of Council members and many dedicated MAC leaders and members, we have begun to move forward through that crossroads in a direction that will provide MAC with a host of exciting possibilities.

Our work over the last two years has been grounded in three important areas:

- Putting our financial house in order in terms of balancing our operating budget (which includes costs for important added membership services) and making our investments work for us, so we can fund new initiatives and projects.
- Streamlining our publications and activities, so they both meet members' needs and are cost effective.
- Marketing ourselves to reach a wider audience and, at the same time, working to find ways to enhance and expand our offerings to members.

### **MAC's Finances**

Because of the sound fiscal decisions of past leaders, MAC has enjoyed a healthy cash reserve for many years. Costly (yet necessary) services, such as MemberClicks and administrative support, have contributed to budget shortfalls. Despite our efforts to cut costs to the bone, MAC has needed to draw on its reserves to supplement and balance its operating budget for the past several years.

The dues increase approved moments ago, the first since 2001, will enable MAC to balance its annual budget without the assistance of its cash reserves or investments. Thanks to assistance from the Financial Advisory Committee headed by Matt Blessing, we have invested our reserves to maximize returns, which, in turn, can fund new MAC initiatives and scholarships. This dues increase is an important step for MAC's financial solvency. Thank you for your support!

And thank you to three dedicated, highly conscientious treasurers who have skillfully served us during these past crucial years: Craig Wright (2006–2010), Anke Voss (2010–2012), and current treasurer Daardi Sizemore.

### **MAC Activities, 2012–2013**

Please reflect with me on some specific accomplishments from the past year organized under MAC's 2011 strategic five-year plan:

### **Recruiting and Retaining Membership**

MAC's Marketing Task Force, led by Adriana Cuervo, developed two attractive postcards. The first, with the slogan "Got Archives?: Get MAC," will be used to recruit new members. A second will market our journal

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*Archival Issues* (AI) to those outside our region. Proceeds from the t-shirts with the slogan “Got Archival Issues?” sold at this meeting, will help support advertising and marketing campaigns.

Our awards programs continue to be an important way to honor our members and students. As you know, with your generous assistance, we fully funded the Archie Motley and Louisa Bowen Scholarships last year through a \$40 for 40 years campaign. Our new development coordinator, Portia Vescio, has plans to bolster and systematically document our development activities. Learn more about MAC’s 2013 award winners by visiting the MAC website at <http://www.midwestarchives.org>. Congratulations to all!

MAC membership in 2013 is at its highest level since 2006. Thank you to David McCartney for his leadership of the Membership Committee. He and the committee have done a great job. We are overjoyed that so many students and first-time attendees participated in the Indianapolis meeting.

On a related note, the MAC Pals program became a permanent offering in 2012, and consistently more mentees than mentors sign up. Please consider this opportunity to mentor a fellow archivist at future meetings.

### **Supporting and Assisting in the Professional Development of Members**

This has been a year of trying new things and learning new processes.

In 2012, MAC employed AMC Source (DMN) to provide meeting services for the Indianapolis Annual Meeting and upcoming Green Bay Fall Symposium. You may have seen Debbie Nolan and Greg Brooks assisting LAC members. We appreciate their work and look forward to continuing our partnership in Green Bay!

In an effort to reduce costs and meet members’ needs more fully, Council implemented several new publications efforts. During our 2013 members drive, MAC members were encouraged to “Go Green” by choosing to receive their newsletter electronically. Forty-eight percent of members have chosen this option, saving MAC noticeable printing costs. In addition, Council member Jennifer Johnson is leading the Newsletter Redesign Working Group to evaluate the *MAC Newsletter’s* content and delivery. Thank you to all who completed the survey. The final report at the fall Council meeting will provide an important blueprint for how MAC can communicate even more effectively.

In another exciting development, MAC will soon offer a journal-only subscription marketed to those outside the MAC region to widen our readership and bring greater attention and prestige to the quality journal that is *AI*.

After several years of printing and copyediting challenges, MAC has finally hit “pay dirt” with our current vendors. Both Meg Moss, our copyeditor, and Martin Graphics, our print company, are extremely efficient and provide high-quality and cost-effective services. And, MAC’s long-time graphics designer, Aleda Downs, is a treasure. It has been a pleasure to work with all three of them.

### **Providing Educational Resources for the Archival Profession**

Tanya Zanish-Belcher and I are charged with leading the Education Committee in developing and implementing the Speaker’s Bureau pilot project and other 2011 task force recommendations. In the next few weeks, we will be finalizing the committee membership and pushing forward on this important work!

### **Developing Technological Infrastructure and Governance Procedures**

2013 was the second year we held our election online, and we are pleased that the participation rate increased—perhaps due in part to Adriana Cuervo’s great tutorial. As you know, last year we revised and updated our Bylaws and Constitution. This year, I asked officers, committee chairs, and ex-officios to write manuals for each of their positions in an effort to smooth transitions. Vice President Menzi Behrnd-Klodt will be leading a Documentation Working Group under incoming president Amy Cooper Cary and including David McCartney, Erik Moore, and Michael Doylen to review these manuals, meeting procedures, timelines, and position and committee guidelines.

On Thursday, April 18, Council approved a Values Statement to guide our meeting, publishing, and other programming. Although the statement was created in response to UNITE NOW’s national boycott of Hyatt hotels, this exercise has been invaluable for making us think about how we can ensure MAC acts responsibly in all areas of its work. After some necessary edits, Council will share this document widely, and the Documentation Working Group will explore ways we can implement the tenets of this statement most effectively.

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### With Gratitude

The Indianapolis Annual Meeting has been a wonderful success. I've heard so many positive comments about sessions and events. Great thanks go to Program Committee Cochairs Meg Miner and Anne Thomason and their committee for providing informative, thoughtful, and creative programming. The LAC had all kinds of fun up their sleeves, including vintage candy session breaks, a beautiful and delicious reception, and even some sunny weather now and then. Thanks to Cochairs Dina Kellams and Noraleen Young, who headed this impressive committee.

Thanks go to outgoing MAC leaders Ryan Ross, Development Committee; Amy Cooper Cary and Karen Spilman, Education Committee; David McCartney, Membership Committee; Anke Voss (chair), Alison Stankrauff, and Michelle Sweetser, Nominating Committee; and, to all the MAC leaders—ex-officios, committee chairs, and all the members who volunteer or step up when asked—you are wonderful. Thank you.

My gratitude goes to Council members Michael Doyle, Jennifer Johnson, Dina Kellams, Erik Norberg, and Janet Olson for their hard work and leadership over the past year. Special acknowledgment must be given to Treasurer Daardi Sizemore, Secretary Josh Ranger, and Vice President Menzi Behrnd-Klodt, who have worked many long hours to ensure that MAC remains a strong and vibrant organization.

And, finally, thanks to all of you for supporting and investing your time and energy into the Midwest Archives Conference . . . and for giving me this opportunity to serve as your president these past two years.

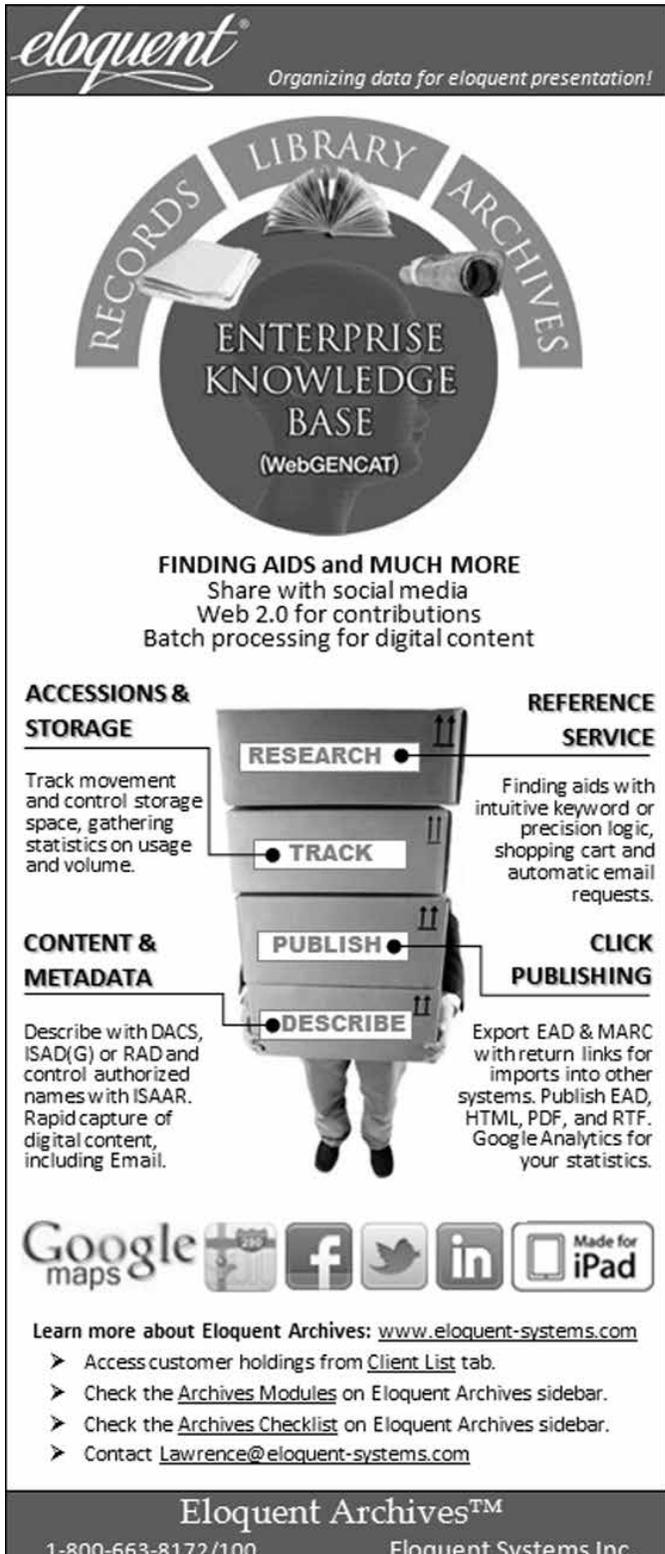
With my best wishes,



Ellen D. Swain  
President, Midwest Archives Conference

### MAC Archives Reminder

Outgoing MAC officers, appointees, and committee chairs are reminded to donate their papers to the MAC Archives, held at the University of Wisconsin–Milwaukee. For further information, please contact MAC archivist Michael Doyle at [doylenm@uwm.edu](mailto:doylenm@uwm.edu).



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