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President's Page

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Dear MACers,

As expected, the annual meeting in Saint Paul did not fail to deliver—from the opening plenary to the ending sessions; our hardworking LAC and PC did a wonderful job! Special thanks are due to the committee members and cochairs of each one: LAC Cochairs Ann Kenne and Karen Spilman and PC Cochairs Alison Stankrauff and Lynn Smith. When incoming MAC President Ellen Swain asked me what my main responsibilities were as president, I responded: signing contracts and saying thank you. So, since this is my last President's letter, I wanted to thank the former MAC officers (President Dennis Meissner, Vice President Doug Bicknese, and Treasurer Craig Wright) and Council members (Matt Blessing and Martha Briggs), who were there for the first year of my term. I also would like to extend my thanks to current MAC officers (Secretary Josh Ranger, Vice President Mark Shelstad, and Treasurer Anke Voss) and ongoing Council members (Dina Kellams, Michael Doylen, and Deirdre Scaggs), as well as outgoing MAC Council members Kim Butler and Sally Childs-Helton for their dedication to MAC. I also would like to thank both our ongoing and outgoing committee chairs for all of their hard work and service. At the annual meeting, MAC Council and this outgoing MAC president also designated a special thank you to Aleda Downs, who designs MAC's publications. I cannot tell you how lucky we are to work with her—she has always watched out for MAC and helped us in any way she could.

And now, I would like to share my "State of MAC" address, given at the members' meeting on April 29:

My goal this afternoon is to again share some of the topics and issues that Council has been working on over the past year. Some of these issues will need to be dealt with by President Ellen's administration, but, all in all, I think MAC is in a very good place and has a solid foundation. As you heard from Anke, MAC is also in strong financial shape. Our real issue is that we have choices to make, and I know Council will be asking for membership input over the next few years, to determine where and how we proceed.

Over this past year, Council drafted a strategic plan, which is now available on the MAC Web site. This plan will serve as a blueprint through 2015 with an emphasis and focus on:

1. **Recruiting and retaining an active membership.**
2. **Supporting and assisting in the professional development of MAC members (meetings, mentoring, publications).**
3. **Providing education resources for the archival profession and those who are charged with the care of archival materials.**
4. **Continuing to develop technological infrastructure and governance procedures.**

I thought I would focus on our activities over the past year, in the context of this strategic plan:

1. Recruiting and retaining an active membership.

I wanted to make special note of the strategic efforts we have designated for our diversity efforts, as well as a newly implemented system for collecting the names of potential volunteers. But primarily, I wanted to share the results of the final report from the Marketing Tools Working Group. This group's charge was "to assess, review, and develop potential marketing tools for MAC for the next two- to four-year time period." Chaired by Kathy Koch and Josh Ranger, the membership also included Adriana Cuervo, Noah Lenstra, Erik Moore, Shari Christy, and Kevin Leonard. The Task Force conducted a market analysis to determine our potential audiences, examined MAC as a

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brand, looked at our competition, and, finally, developed tools for Council to consider and pursue, including a number of "campaigns" for target audiences. My personal favorite? "Got Archives? Get MAC" for those tasked with the responsibility of taking care of archival materials, while not necessarily being professionally trained to do so.

At the Council meeting yesterday, Council accepted and approved this report. The Task Force was also charged to continue its work and further prioritize its recommendations for the October Council meeting. (Aside: After the Annual Meeting, all reports submitted to Council will be available to the membership via the MAC Web site).

2. Supporting and assisting in the professional development of MAC members (meetings, mentoring, publications).

As MAC transitioned to a hybrid of print and digital information, we had several successes but also ran into several issues during the past year. *Archival Issues* (*AI*) had two issues in 2010, and also is now up to date. Barbara Floyd is the incoming editor, and I know she has some big plans for increasing the number of *AI* submissions. Please consider submitting an article—it is important for our profession. Council, Josh Ranger, and Michael Doylen also have been working to make *Archival Issues* available on-line through two venues: the University of Wisconsin–Milwaukee institutional repository and JSTOR.

The bumps included our longtime printer, Art & Print, going out of business and our copyeditor declining to renew her contract due to other commitments. Our new printer responded well to our immediate need for program and ballot publishing; however, the printer had some difficulties in adjusting to the MAC schedule. Council has decided to remain with them through another publication cycle.

One thing these situations made clear is the need to have someone overseeing and representing MAC publications. I have appointed Kathy Koch, a new member of Council and our outgoing *MAC Newsletter* editor, as our publications coordinator. In many ways, she has already been doing this work. Her goal is to coordinate all of the work to do with our publications, communicating with those involved with *AI*, the newsletter, the ballot, and the Web site to make sure we are all on the same page. She also will serve as our liaison with our designer Aleda Downs and our printing company.

Meetings, in many ways, are why MAC exists, and how we are able to survive. As our meeting structure becomes more and more complicated, it has become clear that it may be

time for MAC to move to the next level, and hire a planning/coordinating company to do this work for us, especially in regard to the local arrangements. Vice President Shelstad presented a request for proposal (RFP) for review yesterday, and MAC will be doing a call for bids.

3. Providing education resources for the archival profession and those who are charged with the care of archival materials.

At our fall meeting in Dayton, Council received the Task Force on Education report. The Task Force was chaired by Ellen Swain and included members Mary Ellen Ducey, Tim Ericson, Katie Blank, Kate Theimer, David McCartney, and Chad Owen, who examined all of MAC's education programming and made recommendations for the future. As part of that process, the Education Committee will be reconfigured. New Cochairs Amy Cooper Cary and Karen Spilman, the current committee membership, and at least five to seven additional members will work on the following goals and projects:

- Continuing to offer a variety of workshops at the annual meeting.
- Compiling a complete list of our current workshop offerings, who is teaching them, and how often. Do we need to have official procedures for reviewing evaluations? What kind of assessments are we doing?
- Compiling a list of potential new workshop topics based on previous evaluations and membership requests. Determining development procedures.
- Considering the development of a process whereby the Education Committee could put out a call for workshop proposals (including abstract, syllabus, bibliography, resume, qualifications), and review the submissions.
- Determining how to expand MAC education offerings based on the Task Force report.
- Considering if MAC should do an NEH grant proposal to fund a coordinator for workshops, focusing on non-professionals in 2012.
- Developing a MAC Speakers' Bureau.

4. Continuing to develop technological infrastructure and governance procedures.

Problems present opportunities, as I always say. The last two years have shown that in some ways, MAC's constitution and bylaws have been restricting the work of MAC and lessening our flexibility. Last year, we held a vote to remove all references to sending materials to the MAC membership through the U.S. mail. This year, we have

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dissolved the Archives Committee. In order to make a complete and final review, I have appointed Cheri Thies as chair of a working group. This working group will review all elements of MAC's constitution and bylaws and will make recommendations for revisions, specifically focusing on issues relating to MAC's current organizational structure, committees, governance, the proposal of amendments, and the flexibility to provide for current and unforeseen communication and business technologies.

The Development/Investment Working Group, consisting of Chair Matt Blessing and members Anke Voss, Miriam Kahn, Craig Wright, Dennis Meissner, and Bruce Bruemmer, examined MAC's development and investment efforts and made recommendations as to how MAC should invest its funding. The proper and appropriate management of our funds will better enable us to accomplish all of the items in our strategic plan, and President Ellen will be appointing an investment committee to oversee our work in this area.

Lastly, MAC finally will be moving towards a completely electronic election, and there will be some tests conducted in the late summer. Again, I want to emphasize the importance of MemberClicks—it has really changed how MAC functions, and for the better. Please use MemberClicks as much as you can; this is a resource we have invested in for everyone.

In closing, I do have some personal thank yous I need to share. I would especially like to thank our Treasurer Anke Voss and Vice President Mark Shelstad for always being calm and even-handed, Kathy Koch for always being willing to take on additional responsibilities, and a big, extra special thank you to Josh Ranger. Josh responded to every one of my E-mails, was very conscientious and, best of all, was always able to make me laugh, sometimes out loud.

Finally, I would like to thank the entire MAC membership for allowing me the honor and privilege of serving as president of MAC. I have learned many things, and I hope I contributed to the ongoing success of such a special archival organization.

Tanya Zanish-Belcher

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