

**TASK FORCE ON OUTREACH AND ORGANIZATION**  
**April, 2001**

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**To All SCA Members:** Please look over this report and come prepared to discuss your reactions/opinions at the Open Forum scheduled during the Santa Rosa AGM - Friday, April 27th, 4:30 P.M.

# **SCA TASK FORCE ON OUTREACH AND ORGANIZATION**

## **Report April 2001.**

### **Background**

SCA President Laren Metzger proposed the formation of a task force to conduct strategic planning for SCA in spring, 1999. In his article in the SCA Newsletter, Metzger suggested that the task force “focus on three areas: one, advanced education and training for members; two, increased use of SCA’s financial and programmatic resources for outreach activities; and three, an examination of the Society’s basic structure and organization to insure that we maximize our efficiency.” The Task Force on Outreach and Organization (TFOO) was convened in late 1999 by Metzger’s successor, Carolyn Garner.

### **Charge**

“To take stock of what the society needs are at this point and what possible organizational changes may be considered to achieve the goals the task force identifies as necessary and desirable.”

### **Membership**

Sydney Bailey, State Archives of California  
Timothy Gregory, Consultant  
Sue Hodson, The Huntington Library  
Lauren Lassleben, UC-Berkeley, Bancroft Library  
Dorothy Mackay-Collins, Chair, Diablo Valley College and Consultant  
Jennifer Martinez, The Huntington Library  
Julie Reiz, Jet Propulsion Laboratory – NASA  
On consultant status: John Burns, California Department of Education

### **Initial TFOO concerns.**

- Outreach
- Governance
- Education
- Electronic records: [Collection ID and Appraisal/Preservation]
- Allied organization links
- Finance

TFOO believes SCA should consider the creation of a mission statement for the society. The proposed mission statement, drafted by TFOO, is provided for the consideration of the SCA Board of Directors.

### **SCA Mission Statement:**

*“The Society of California Archivists is a non-profit corporation composed of archivists and allied professionals, the purposes of which are to support and educate archivists, and to encourage cooperation among individuals and groups who collect, preserve and make*

*available archival materials to researchers and other interested persons.”*

**Task force calendar**

Fall 1999.	Appointment of chair and task force committee members.
April 13, 2000	Task force meeting at SCA Annual General Meeting in Ontario, CA.
June 26, 2000	Task force meeting at Huntington Library in San Marino, CA.
October 1, 2000	Mailing of task force survey to SCA membership.
October 27, 2000	Deadline for survey returns to SCA mailbox in Sacramento.
November 6, 2000	Task force meeting at California State Archives in Sacramento, CA. Meeting agenda included tallying and analysis of survey returns.
November 30, 2000	Task force sub-group reports due to Chair.
Feb 4-5, 2001	Two-day task force meeting at Huntington Library, San Marino, CA, to prepare draft report.
April 26, 2001	Task force meeting to prepare for forum presentation.
April 27, 2001	Open forum presentation of draft task force report to SCA membership at Annual General Meeting in Santa Rosa, CA.
April 28, 2001	Final task force wrap-up breakfast meeting.
May 2001	Final task force report submitted to SCA Board.

**Task force survey results**

A survey was sent out to the SCA membership in October 2000 to ascertain the society's educational and professional needs, age profile, and overall satisfaction with SCA. Seventy-eight surveys were returned, and the data gathered indicate the following:

- The bulk of respondents have been SCA members for 0-5 years, with the second largest group at 6-10 years.
- The largest age group in the society is 40-49 years. The two smallest age groups tied between 20-29 and 59+.
- Number of years in the profession: the two highest groups were 0-5 years and 11-15 years. The third highest group was 20+ years.
- In the last five years, the bulk of the respondents had not attended a single AGM. The four most frequent reasons for not attending the AGM are cost, the program, workload, and schedule conflicts.
- On a scale of 1-5 (poor-excellent), the respondents rate AGM programs as 4.
- Suggested AGM session topics include electronic records, legal issues (copyright, privacy/access), digitization education and projects, preservation and conservation.
- The most favored AGM locations are San Francisco and Sacramento, with Riverside a distance third.
- Most respondents prefer that the AGM meeting time (Apr/May) remain the same and that the AGM continue to remain two days long.
- Most rate the format and appearance of the SCA Newsletter as excellent.
- Most have visited the SCA website ([www.calarchivists.org](http://www.calarchivists.org)), and they would like to see more information and timely updates.
- The most frequently suggested new outreach activity was for SCA to hold joint activities with allied organizations, and the second most requested activity was outreach and workshops for one person "shops" or lone arrangers.

**Survey and data tallied from the survey of November 2000**

		<b>Percent of 79 returns</b>
1)	Membership	45%
	0-5- Years	27%
	6-10 Years	
2)	Age group	39%
	40-49 Years	25%
	50-59 Years	
3)	Type of institution	34%
	University/College	28%
	Government	
4)	Number of Years in the Profession	27%
	0-5 Years	25%
	11-15 Years	
5)	Attendance at AGM	25%
	0	19%
	During last five years	2
6)	Reason for not attending AGM	15%
	Cost	12%
	Program	
7)	AGM Rating	59%
	Good-Excellent	
8)	Most valued Session/Workshop	24%
	Legal Issues (copyright)	15%
	Rothenberg's Digital Theory	
9)	Suggested topics	15%
	Electronic Records	10%
	Legal Issues	10%
	Preservation	
10)	Most Valued Site/Location	19%
	San Francisco	13%
	Sacramento	
	Least Valued Site/Location	13%
	Ontario	
11)	Suggested Site	19%
	San Diego	10%
	Sacramento	10%
	Los Angeles	9%
	San Francisco	
12)	How long for the AGM	78%
	2 days	
13)	Change time of AGM	35%
	Leave the Same	
14)	Other Publications?	10%
	Leave "as is"	
15)	Rate the Newsletter format	46%
	Good-Excellent	
16)	Have you visited the SCA web site?	62%
	YES	35%
	NO	
17)	Web Site recommendations	24%
	More Information	
18)	New Outreach Activities	
a)	Joint cooperation with other Regional/National Organizations	56%
19)	How may the Society serve you better?	
i)	More workshops held on annual or semi-annual basis	
ii)	Outreach to K-12 teachers/students	
iii)	An assessment of end-user needs.	
iv)	Evaluation of whether our current tools work/work well	
v)	Preservation training with a list of recommended suppliers	

## **Outreach – Education and Inreach:**

### **Background**

Recognizing that outreach and response to the needs and education of our members are essential to the continued health of SCA, these areas were discussed at length.

Survey returns were studied with care. The indication of a large percentage of the SCA membership returns having spent 0-5 years in the profession and not having attended an Annual General Meeting is recognized as a serious concern.

In order to make us better known, and better valued, SCA has to find new ways to educate and respond to the public at large by offering more programs that will receive the attention and response we seek.

Other regional and like-minded organizations offer quality programming in response to many of the issues and needs identified by SCA. One way to harness the best of all that is offered with the most efficiency is to connect with regional archives and thus form a new partnership beneficial to all.

### **Recommendations:**

- 1) Consideration of a regional link with other Western affiliates.
- 2) A College campus outreach program is suggested. This could be SCA representation visits to academic institutions offering archival courses: [i.e. San Jose State; Sacramento State UC-SB; UC Riverside's Museum Studies; UCLA; Cal State; and Fullerton]. It is our duty to inform archival graduates of their obligation to "become professionally active". Note: What better way than to become a SCA member.
- 3) Create a Speakers' Bureau to provide outreach and education to small California historical societies and archival repositories.
- 4) Provide a condensed **SCA Handbook** on the SCA web site with periodic updates.
- 5) Initiate a new column in our Newsletter: "Committee Information". Describe each committee and their membership and purposes. Also highlight one committee each issue.
- 6) Create a SCA **mentoring** program.
- 7) Recommend the revival of SCA's Government Affairs Committee in order to stay abreast and active in those legal affairs that impact archives.

## **Speakers Bureau**

### Proposal

The SCA Speakers Bureau should be established to create a body of SCA members who are willing to disseminate information about caring for historical materials to small repositories in California.

### Goals and objectives of Speakers Bureau

1. Promote the preservation of archival materials in California.
2. Train the custodians of these materials – be they professionals, volunteers, etc – with the best possible practices.
3. Education: promote available resources, workshops, etc. available to archival and allied communities.
4. Heighten SCA's visibility; increase membership and participation at AGM and SCA workshops.

### Target Audience

The audience would be employees, volunteers, etc. at historical societies, public libraries, or small museums responsible for caring for archival materials. The programs should also be accessible to private individuals who may have historical materials at home such as family papers or photographs.

### Program

½ day program = roughly three hours = 1 speaker

If a full day program were to be proposed, perhaps two speakers and a team-teaching approach would work well.

The organizers/committee for the Speakers Bureau will have to establish guidelines for topics to be covered and suggestions for an activity/workshop component as part of the program.

### Topic(s)

We could tie in the topics with those already addressed by the Outreach Brochures.

Perhaps a “sampler” of archival supplies could be donated to each program for demonstration purposes that can then be left with the host repository to get them started.

Host Repository.

The host repository will be a historical society, public library, or small museum preferably located in a rural setting or in an area where SCA does not have many (if any) members.

The host repository should pay for SCA brochures brought to the program as well as a nominal, flat fee (\$20-50). The host repository may charge admission to the program to help absorb its expenses.

With the initial year of the Speakers Bureau, the organizing committee could select three potential host repositories. As the Speakers Bureau grows, perhaps letters should be sent out advertising or promoting the program to solicit interested host repositories.

With a half-day program, perhaps some time could be built in afterward for the speaker to spend some time in consultation with the host repository regarding its own collections.

Time of Year

In general, Speakers Bureau presentations should precede regular SCA workshops and the AGM so that these other SCA activities can be promoted and advertised at the same time. Therefore, Speakers Bureau presentations would have to fall generally between February – March and September – early November.

Organizational structure

The Speakers Bureau should fall under the aegis of the SCA Outreach Committee, but with involvement and input from the Educational Committee.

Evaluation forms from both participating Speakers and program attendees will have to be circulated and returned in order to obtain feedback and strengthen the Speakers Bureau. Initial period of activity: One yearlong test composed of three lectures by three different speakers in three locations. After this initial trial period, then a decision will need to be made as to whether or not there is a need and if SCA is able to continue the Speakers Bureau on a regular basis. After additional research, opportunities for funding for such a program may come from grants or sponsors,

Total budget for initial period: **\$1,800** (for three lectures)

**Recommendations:**

- 1) Explore costs and funding sources for Speakers' Bureau in more detail.
- 2) Assemble potential speakers
- 3) Select target repositories or regions to approach with this program.

**Governance:**

**Recommendations:**

- 1) Hire a part-time bookkeeper to lighten the Treasurer’s workload.
- 2) Re-assign the following tasks temporarily to volunteers; but make it a long-range goal of SCA to hire a paid assistant to be responsible for: -

AGM Registration	Membership Roster -and dues collection
Bookkeeping Assistance	Membership billings (twice yearly)
Membership Database Maintenance	Education Workshop Publicity and Registration.
Mailings.	

3) Create a timetable ASAP for hiring a professional administrator in five to ten year’s time. This position would report to the SCA Board as a non-voting member of the board. Although perhaps not financially feasible at this time, the addition of an administrator and a clerical assistant needs to be seriously planned for.

4) Create a new board member orientation to take place within six weeks of the AGM, with assistance from the immediate past office holders.

**Suggested Review:**

Before making the above recommendations, the Task Force completed an in-depth review of board workload distribution and duty descriptions found in the board member handbook. It was felt an employee (or, temporarily, volunteers) could lighten the workload of the following board members:

President: Assemble board packets and agenda (January, April, July October)  
 -Coordinate Board training (schedules, etc.)  
 -Assemble board packets and agenda for SCA Board meetings.

Vice President: -Program/Local Arrangements  
 Assist with the AGM:  
 Coordinate site selection, review and contract negotiation  
 Printing and proofing of the AGM program (January, February)  
 Coordinate session participant needs (January-April)  
 Provide general clerical support for Local Arrangements prior to AGM (January-April)

Secretary: Maintain the SCA Handbook (year round)

Membership Director: [If no separate SCA member volunteer is assigned this area)  
 Renewal mailing (December to March)  
 Compile, print, and mail membership roster (March to April)

Publications: Assist with preparation of Directory of California Repositories  
 Assist with mailing Directory orders (year round)

**Recommendation:** Because the duties describe above do not at this time represent a year round full -or part-time position TFOO recommends

- 1) The addition of a non-voting administrative assistant to alleviate a portion of the Board's general clerical tasks. Note: The administrative assistant would be appointed by the President for a term to be determined by the Board and could be paid an honorarium similar to the WAI Assistant Administrator.
- 2) Consider limiting the officer positions of Secretary and Treasurer to a single two-year term.
- 3) While the President appoints Committee chairs, the Membership Director needs relief and should consider the appointment of an SCA member to support the extensive membership duties.
- 4) Reactivate the Site Selection Committee.
- 5) Reactivate the Government Affairs Committee.

[Handbook: Draft recommendations have been submitted to the SCA Board for their review and consideration.]

## **Membership:**

### **Background**

SCA's members are the foundation of the Society, and without active members the Society can become stale or even cease to exist. One of TFOO's tasks was to look at the needs and administration of membership. TFOO members reviewed the Membership Directors duties and responsibilities as noted within the Board's Handbook and made general phone inquiries to current and former Membership Directors regarding workload. This review was followed by a mail-in survey of current SCA members. In addition, TFOO members reviewed the current Handbook description of the Membership Committee. (Section 3-7)

### **Findings**

TFOO's findings indicate that although SCA membership is healthy, additional service is needed through the reinstatement of the Membership Committee and through the addition of several new member service programs to be administered by the Membership Committee. Review of the Membership Directors duties and responsibilities raised the question of whether a Membership Committee currently exists. In the Handbook the Committee is described as a "standing committee" to be chaired by the Membership Director.

Committee responsibilities include solicitation for new members; contact with non-renewing members; maintenance of a source directory; maintenance of the membership brochure; annual surveys of membership; etc.

For at least the past six years the Membership Director has not established a Membership Committee for various reasons including time and other work responsibilities. Ideally the Committee would be able to alleviate some of the tasks assigned to the Membership Director as well as take on the administration of other programs related to membership and outreach as currently defined in the Handbook. However, the Membership Director obviously has a full plate and running a committee adds to the burden. Some of the workload solutions for the Membership Director are discussed in the Government section of this report, but to ensure the continuity and continued existence of the Committee a committee co-chair should be considered.

In addition to the responsibilities listed in the Handbook, general TFOO discussion and the survey of current SCA members indicate a lack in other areas of membership service. Over one-third of the survey responses came from individuals who have been members of SCA for less than five years and out of that third the majority have attended less than one Annual General Meeting. Although the survey results are not conclusive, TFOO members felt the establishment of a **mentor program** would link new members with current members with like interests. Members traditionally provide a source for introductions, routine and general information.

In addition, TFOO members discussed the need for a program to promote college campus outreach. Specific campuses can already be identified with archive and library programs and students of both programs should be aware of the advantages of membership with SCA. (See Outreach – Speakers Bureau). Both programs would enhance membership activity, outreach and promote the need for “professional activity” within any career.

TFOO members discussed other membership program opportunities including:

- 1) Promotion of estate planning (in conjunction with the Development Committee)
- 2) Requests for matching funds from employers (in conjunction with the Development Committee)
- 3) Follow-up letters to WAI students at membership renewal time highlighting membership benefits.
- 4) Possible sale of audio or video recordings of popular workshops and plenary sessions.

**TFOO Recommendations:**

- a) Reactivate the Membership Committee
- b) Appoint a Membership Committee co-chair to alleviate a portion of the Membership Director’s workload and to ensure continuity and the on-going existence of the Committee.
- c) Add new program responsibilities to the Membership Committee:
  - Mentor Program
  - College Campus Outreach Program (in conjunction with the Outreach Speakers Bureau)
- d) Additional Program Opportunities:
  - i) Promotion of estate planning (in conjunction with the Development Committee)
  - ii) Requests for matching funds from employers (in conjunction with the Development Committee)
  - iii) Follow-up letters to WAI graduates at membership renewal time highlighting membership benefits.
  - iv) Sale of audio or video recordings of popular workshops and plenary sessions.

## **Annual General Meeting**

**Background:** The most favored AGM locations are San Francisco and Sacramento and everyone seems satisfied with a two-day length.

The four most frequent reasons for not attending the AGM are:

- Cost,
- Program,
- Workload,
- And schedule conflicts.

Although survey respondents rate the AGM highly additional topics are suggested:

- Electronic records,
- Legal issues (copyright, privacy/access),
- Digitization education
- Preservation and conservation.
- Most respondents prefer that the AGM meeting time (Apr/May) remain the same and that the AGM continue to remain two days long.

### **Recommendations:**

- 1) It is suggested that the AGM Site Selection process should be planned at least 3 years in advance.
- 3) The Site Selection Committee needs to be reactivated.
- 4) AGM, name tags might be color-coded to identify committee membership.
- 5) To assist new members and stimulate conversation and provide an opportunity to talk about the committee's work at the AGM Opening Reception, each Committee Chair might have an additional name tag, which states "Ask me about BLANK" - fill in the blank with a committee name.
- 4) At the AGM Business Meeting each Committee Chair might be asked to make a presentation on what they are doing and what they want to develop in the future.
- 5) Perhaps it is time to form a separate committee to deal with AGM planning, negotiation, and contracts.

## **Electronic Records:**

### **Background:**

With the information technology explosion, archivists are drawn closer to professionals from other information management disciplines, which offers an opportunity to SCA members to communicate and collaborate with allied professionals on projects and programs of common interest.

We need only to look at the 2001 SCA AGM program to see how pervasive electronic records have become in many of our archival institutions. Half of this year's AGM sessions address information technology and digital collections.

### **Recommendation:**

- SCA can provide a forum for members to discuss issues and exchange ideas related to electronic records by offering workshops, SCA Newsletter articles, AGM sessions, and utilization of the Society's website.
- As a means for coalescing and disseminating information on electronic records, it is strongly recommended that SCA reactivate the Electronic Records Committee, either as a stand-alone committee or under the aegis of the Outreach Committee. Fitting for the new millennium, the committee could perhaps be renamed the "E-Archives Committee."
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The E-Archives Committee charter could include

- 1) Working with future Program Committees to identify potential speakers who could address such topics as standards and best practices related to the use, usability, discovery, delivery, and preservation of digital information.
- 2) Exploring and implementing various ways of electronically disseminating information to the membership, through the use of the SCA website, archives list server, and e-mail.
- 3) Developing a plan and guidelines for developing the SCA website as a vehicle for publishing information about SCA for the purposes of interesting new members but also for informing the current membership of relevant news, events, and topics.

- It is further recommended that the redesign and maintenance of the SCA website be the responsibility of a skilled **websmaster**. Website design and maintenance is an area that requires specialized expertise and could not effectively be given to a paid administrator.
- Finally, an E-Archives committee description needs to be drafted, approved by the Board and posted on the web site, along with the other SCA committee descriptions.

## **Finance**

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### **Operating Budget -- Income**

SCA needs to increase its income in order to meet steadily rising operating expenses, to expand its programs and initiatives, and to pay for the inevitable addition of some sort of paid staff to relieve the increasingly heavy tasks and duties of our volunteer members. To achieve this goal, two obvious steps can be taken to increase income from the Society's primary revenue sources:

1. Increase program fees, such as AGM registration. The AGM is SCA's major program offering each year and a major source of both income and expense, and it makes sense for those SCA members who actually attend the AGM to pay higher fees to cover the costs of the meeting. Our AGM registration fee is very reasonable, in response to a long-held commitment of the Society to keep fees low in order that archivists who receive little or no travel funding may attend. However, we must raise the registration fees in order to increase the income derived from the conference. It is SCA's primary opportunity to make money each year, and we should ensure that each AGM brings in a profit, rather than a loss.

Other, similar organizations charge much higher fees. For example, the Association of Moving Image Archivists sets a fee of \$235 early-bird member registration. This contrasts dramatically with SCA's \$85 fee for members' early registration. The Task Force does not propose that SCA set fees as high as AMIA, but we point out that there is room for us to institute higher fees without imposing an undue burden on our members.

2. Increase dues. SCA kept its dues artificially low (at \$12.50) for far too long, leading to "sticker shock" among members when the fee was finally raised, and also leading to a series of rapid dues increases in a short span of time. SCA needs to adopt a systematic strategy for raising dues at more consistent intervals and according to more consistent principles. One suggestion has been to tie the dues increase to the Consumer Price Index. Raising dues by smaller increments at more regular intervals should help the Society stay abreast of rising expenses and should alleviate any future large increases that can cause distress to members facing a sudden, large hike in dues.

### **Operating Budget – Expenses**

It will be necessary for SCA to increase its revenues since it is becoming ever more difficult for the Society, as an all-volunteer organization, to carry out its work and expand its programs. Staff cutbacks and other retrenchments in recent years have meant that members face more and greater demands in their positions and thus find it harder and harder to volunteer in SCA. At the same time, SCA should be able to free its members from routine or clerical tasks so they can pursue more important work on behalf of the Society. This will entail the Society paying for routine tasks like Newsletter production (already in place) and member mailings.

There are several options for relieving members of burdensome routine duties:

1. Bookkeeping. See Oversight, item 2, below.
2. Clerical. A part-time administrative assistant could be engaged to perform such tasks as maintaining the member database. This would relieve the Membership Director of an onerous burden, allowing that individual to focus on chairing a Membership Committee, whose charge would be to seek and attract new members for SCA. An administrative assistant could also take care of such tasks as the preparation of member mailings.
3. Mailing service. If SCA does not hire a paid administrative assistant, an outside mailing service should be used, since preparing member mailings is a lengthy, tedious task that wastes the valuable time of volunteer members.
4. Graphic design. The Society already pays a graphic designer to do design and layout for the Newsletter, at a cost of about \$1,000 per year, or \$250 per issue.
5. AGM planning/site selection. SCA must abandon its inefficient, ad hoc approach to selecting AGM sites, signing hotel contracts, and planning the AGM. This operation needs to be in the hands of either one individual or a small group of people, like a committee. The idea of creating a committee to select sites and negotiate contracts with hotels is discussed separately in this report, in the section on the AGM, but it is important to mention here that in time, if not very soon, SCA might have to consider paying for this service.
6. Web site. SCA has made great strides in establishing a web site, but much more needs to be done. Even though the Society has benefited from the expertise and time of several talented members, to keep the web site current and vibrant will eventually require the services of a paid web master.

### **Oversight**

There are several steps SCA might consider, to provide better oversight and management of its funds:

1. Establish Finance Committee. In 1995, the Financial Task Force recommended the creation of a three-person Investment Committee to oversee and guide prudent investment of SCA's money. This recommendation has never been implemented. TFOO now urges the Society to establish a Finance Committee that would be responsible not just for providing guidance on investments but also on all aspects of the financial picture.

2. Hire part-time bookkeeper to take care of tracking income and expenditures, dues renewals, etc. and balancing the books. This would free the currently overburdened Treasurer to chair the Finance Committee. AMIA pays a CPA \$600 per year (\$20 per hour rate) to keep its books. (However, it must be pointed out that AMIA has several employees, both part- and full-time, which creates extra work for a bookkeeper.)
3. Pay an outside auditor to audit SCA's financial books.
4. Provide training to incoming treasurer by extending the term of the current treasurer for six months.
5. Encourage the Nominating Committee to seek qualified candidates for treasurer. This should be a high priority.

### **Fund Raising**

In order for SCA to grow and to expand its programs, or to carry out some of the recommendations contained in this report, it is necessary to find other sources of funding, beyond member dues and AGM profits. To this end, two initiatives have been undertaken: establishment of the Education Endowment Fund, and creation of the Development Committee.

The Education Endowment Fund carries this statement of purpose, articulated by the Education Endowment Fund Task Force in 1994:

“The Education Endowment Fund promotes the educational mission of SCA by providing support and seed money for seminars, workshops, special lectures and programs that meet the continuing education needs of the SCA membership. Education Endowment Funds may be used to fund research and provide instructional materials in support of continuing education programs. At the discretion of the SCA Board, funds may be used to determine the continuing education needs of the membership, provide seed money to develop educational programs and produce educational materials.”

The Development Committee charge is to “pursue fund raising in support of the activities and programs of the Society, through both member gifts and outside funding sources.” Thus far, the Development Committee has launched an Annual Fund Drive, and two further projects are in the planning: contacting members who are corporate archivists to encourage them to tap their employers for matching funds to be donated to SCA; and creating a deferred giving brochure.

Shortly after its creation, the Development Committee sent a survey to SCA members to learn their preference for the use of money raised by the committee. Overwhelmingly, the members favored applying new funds to educational goals. Consequently, the Annual Fund Drive raised money for educational purposes. The first goal for this fund has been to pay honoraria and/or travel expenses for special AGM speakers, and funds have already been expended for this purpose. The second, long-term goal for the Annual Fund is to subsidize workshop expenses for SCA's continuing education workshops.

Because both the Education Endowment Fund and the Annual Fund share the same purpose – education – it seems reasonable to combine the two funds, and the Task Force recommends that this step be taken. The Education Endowment Fund has the purpose quoted above, and through the annual drawing held during the AGM, it now boasts more than \$20,000, money that has never been tapped because the defined purpose for the fund is too nebulous. The Annual Fund grows slowly by member donations, now has a little over \$3,000, and has been used to support AGM speakers in three annual meetings. It seems pointless to have two separate funds, both of which exist for the same purpose – education. Combining the funds will allow SCA to tap the interest the fund generates earlier and more effectively to support expanded education programs.

Money for educational goals could be augmented even further if the profits from the fall and spring programs are placed in an education fund, rather than in the general operating budget.

Additional fund raising that SCA might pursue includes:

1. Seek corporate and other sponsorship of events such AGM receptions, coffee breaks, etc.
2. Pursue CCH or other grants for such outreach programs as a Speakers' Bureau or Archives Week. Grant-funding agencies are unlikely to give SCA money to carry on our own operations and programs, but they are likely to support outreach and education programs that will benefit those outside the Society or outside the profession. Even if SCA spends some of its own money on such outreach efforts as a Speakers' Bureau, it could pay off, since raising SCA's visibility would increase membership and thus raise revenues.
3. Hold occasional major fund-raising events, especially tied to special anniversaries

## **Conclusion**

The full weight of the Society of California Archivists' membership-at-large is needed before any true conclusions can be offered to the SCA Board of Directors for their consideration. Therefore, much of what transpires at the Annual General Meeting in Santa Rosa (April 26-28, 2001) will impact the final presentation of this report to the Board.

From reactions, questions, criticisms and suggestions offered at the Forum, scheduled for Thursday, April 27<sup>th</sup>, at 4 P.M., a final FINAL report will conclude the assignment made by SCA to those members chosen as the Task Force on Outreach and Organization.

#