

# SOCIETY OF CALIFORNIA ARCHIVISTS NEWSLETTER

Number 138

ISSN 1931-5473

Spring 2011

## SCA AGM 2011: SAN JOSE

Do you know the way to San Jose? Of course you do! If you look on the newly redesigned website of the Society of California Archivists (<http://www.calarchivists.org>), you will find that the way to SCA leads directly to San Jose next month, where the 40th Annual General Meeting of the Society of California Archivists will take place from April 27-30. This year's meeting will take place at the beautiful and historic Sainte Claire Hotel in downtown San Jose, a landmark property that was built in 1926 (for more on the hotel, see <http://www.larkspurhotels.com/collection/sainte-claire>). This year's conference program will offer a varied program and many opportunities to learn about new trends and challenges, reflect on the nature of archival work, network with friends and colleagues, and celebrate the 40th anniversary of SCA. Specifically, this conference will offer you the chance to:

\*Choose between two excellent pre-conference workshops: "Historical Photographs in a Digital World," team-taught by James Eason and Gawain Weaver; and "Funding for Historical Records: a Grant Writing Workshop," offered by Tom Wilsted.

\*Attend an opening night reception at the world-renowned Computer History Museum in Mountain View, with delicious food and drinks, live music, and the opportunity to tour the recently-opened permanent exhibit that has drawn international attention.

\*Listen to keynote and luncheon speakers such as Pulitzer Prize-winning author David Hoffman (The Dead Hand), who will talk about archival research in the former Soviet Union;



*Friedolin Kessler Wood Engraving of the San Jose Electric Tower, circa 1935. San Jose State University Special Collections & Archives.*

historian Glenna Matthews, who will contrast the role of women workers in the Santa Clara Valley from its agricultural roots to its Silicon Valley present; and author John Boessenecker, who will discuss (and sign) his recently published biography of the 19th century outlaw Tiburcio Vasquez (Bandido).

\*Experience a richly varied conference program, which will include sessions on accessioning and processing electronic records, the use of social media and virtual worlds in archival settings, the experiences of archivists as historians and authors, advice for new archivists breaking into the field, navigating the currents of being a corporate archivist in times of change and mergers, reflections on the past four decades of SCA, and humorous vignettes from archivists about the unexpected

"treasures" they have found in newly accessioned collections, among other topics. In addition, the popular "Pecha Kucha"

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## PRESIDENT'S MESSAGE:

As the Society of California Archivists celebrates its 40th anniversary, it is fitting to look back and see how far we have come. Although there have been many transformations in the ways that archivists go about their work, from its inception in 1971 the Society's mission has remained steadfast—to support and develop the education of those who collect, care for, and provide access to the documentary heritage of California and adjoining areas and to encourage public interest in and public support for archival facilities in our public and private institutions.

I decided to thumb through past newsletters to examine SCA's past and to get an understanding of our organization's history and direction. Reading through the back issues I could clearly see how much the Society has grown and

developed; how it has remained on a steady course; and how it has proactively dealt with a variety of issues, some more complicated than others.

There are a handful of reoccurring themes documented in the newsletter, two of which are of particular interest to me: service to the profession and advocacy. In light our forty year anniversary, I wanted to resurrect two first-rate presidential messages: 1) Committees Make the World Go 'Round by Waverly Lowell; and 2) The Archivist as Activist: Outreach and Advocacy in the 90's by Sarah Sue Hodson. Although written in the early 1990s, each is just as pertinent today as when first published. These particular pieces remind me: as much as the organization has changed—a few things remain the same.

During the 1971 Society of American Archivists' meeting, a handful of California archivists gathered to set the ground work for what would become the Society of California Archivists. In 1972, the first Annual Meeting of SCA took place at UCLA. It is impressive to see that after 40 years we are still going strong and continue to have an impact—the commitment of our SCA members keeps the Society moving forward and operating.

I hope to see many of you at the upcoming Annual General Meeting in San Jose, which will take place from April 27-30. The creative and hard working Local Arrangements Committee (directed by Jenny Johnson and Sarah Wilson) and Program Committee (under the leadership of Brad Bauer) deserve everyone's thanks and appreciation. The program offers a variety of sessions and workshops that should be of interest to archivists no matter where they work or how long they have been in the profession. Remember to mark your calendar for the Leadership Meeting, the Member Meeting, and Committee meetings. These meetings are open to everyone and offer opportunities to learn more about the organizations' activities as well as grabbing the chance to get more involved!

Julie Graham  
President

Society of California Archivists

### THE SOCIETY OF CALIFORNIA ARCHIVISTS, INC.

The Society of California Archivists, Inc. exists to support and develop those who collect, care for, and provide access to the documentary heritage of California and adjoining areas. To this end it:

1. acts as a vehicle for dissemination of information about archival collections, issues, and methodology to the profession and the public;
2. provides a forum for the discussion of matters related to the creation, preservation, and use of historical documents;
3. develops, offers and supports archival education programs;
4. cooperates with individuals and organizations on matters of common concern; and
5. advocates the identification, collection, preservation, use, and appreciation of historical records and manuscripts.

The *SCA Newsletter* (ISSN 1931-5473) is published quarterly on January 1, April 1, July 1, and October 1.

All submissions, advertisements for future issues, letters to the editors, and inquiries regarding the newsletter should be directed to the Editor of the *Newsletter*:

Newsletter Editor  
The Bancroft Library  
University of California, Berkeley  
Berkeley, California 94720-6000  
Tel: (510) 643-2886  
Email(s): [newsletter@calarchivists.org](mailto:newsletter@calarchivists.org)

Copy Deadlines: September 1, December 1, March 1, & June 1

Format for Submissions: Articles and other items submitted for consideration should be sent via e-mail attachment.

[www.calarchivists.org](http://www.calarchivists.org) ©2011

Past Presidents' Messages can be found in this issue beginning on page 9:

*Committees Make the World Go 'Round*  
Waverly B. Lowell, February 1990

*The Archivist as Activist: Outreach and Advocacy in the 90's*  
Sue Hodson, August 1991

## AGM 2011

*(continued from p. 1)*

format of a succession of brief, fast-paced talks about specific archival projects will be offered in two different sessions this year.

And of course, the Silent Auction will be back again this year, giving you the opportunity to support SCA by bidding on a variety of items contributed by archivists and repositories from throughout the state. Bid early and bid often...you may be pleasantly surprised with what you will come home with!

Registration is open and available online through SCA's website, at [http://www.calarchivists.org/AGM\\_2011/Registration](http://www.calarchivists.org/AGM_2011/Registration). Although onsite registration is available at the conference, we encourage you to register by April 15 so that your conference materials are available upon check-in. In

addition, the Sainte Claire Hotel is offering a special conference rate of \$119 per night (a bargain!), but only if you make your reservation by April 2. So we hope that you find your way to San Jose, and SCA, and can join us at the Annual General Meeting.

*Brad Bauer*  
SCA Vice-President  
Program Chair, AGM 2011

*Sarah Wilson*  
Chair, Local Arrangements Committee, AGM 2011



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## JAPANESE AMERICAN NATIONAL MUSEUM EXPANDS ACCESS TO PERMANENT COLLECTION

The Japanese American National Museum recently completed a two-year Archival and Records project generously funded by the National Historical Publication and Records Commission (NHPRC) that enabled the National Museum to not only increase intellectual control over its archival holdings, but also provide greater access to its previously unavailable materials. This was achieved through the establishment and implementation of procedures that increase efficiency in identifying, evaluating, processing, and making accessible 26 archival collections totaling 555 linear feet via funding aids, 20 of which are now available online on the Online Archive of California (OAC) at <http://www.oac.cdlib.org/institutions/Japanese+American+National+Museum>.

Founded in 1985, the Japanese American National Museum is home to the world's largest and most comprehensive collection of original materials documenting the history and culture of Americans of Japanese descents. In addition to over 800 linear feet of documents, manuscripts, and other archival materials, the National Museum's permanent collection includes approximately 80,000 artifacts encompassing a wide range of formats, including fine art, photographs and negatives, rare books, moving images, textiles, ephemera, and numerous items of everyday life made and used by Japanese Americans. Beginning with the earliest days of Japanese immigration to Hawaii and the mainland in the late 1800s and continuing to the present day, the collection is national in its scope and includes items representing regions throughout the United States.

One highlight among the many unique and information rich collections now accessible to the public is the Japanese American Citizen League (JACL) Collection, the nation's oldest and largest Asian American civil rights organization. The collection documents the post-World War II years of the Japanese American community, including the pivotal redress movement of the 1980s, a response to the incarceration of 120,000 Japanese Americans during the war, and the trend toward political and civic action based on the needs of a broader Asian American identity.

The William Hohri Collection is another significant find for the researcher. Hohri was one of the leading contributors of the Japanese American redress and reparations efforts during the 1980's. Serving as chairman of the National Council for Japanese American Redress (NCJAR), he sought redress through the courts. This collection consists of personal correspondences, NCJAR administrative records, speeches, concentration camp materials, government publications, Commission on Wartime Relocation and Internment of Civilians (CWRIC) transcripts, court cases, and photographs.

To access the collection please contact the Japanese American National Museum's Manabi and Sumi Hirasaki National Resource Center at (213) 830-5680 or [hnrc@janm.org](mailto:hnrc@janm.org) to schedule an appointment.

*Yoko Shimojo  
Project Archivist*

*Japanese American National Museum*

## LISTENING SESSIONS ANNOUNCED FOR STATEWIDE HISTORIC PRESERVATION PLAN FOR CALIFORNIA

The California Office of Historic Preservation would like to announce our next listening session with members of the public who are interested in the update of the Statewide Historic Preservation Plan for California, which our office updates every five years.

This second listening session for the State Plan will take place in Los Angeles, on Tuesday, March 29, 2011, from 6:00 to 8:00 pm. The session will be held at Pico House at El Pueblo de Los Angeles Historic Monument, located at 424 North Main Street in Los Angeles. (For parking and transit information, visit [www.elpueblo.lacity.org/elmdir1.htm](http://www.elpueblo.lacity.org/elmdir1.htm)).

In order to help us better plan for the meeting, we are asking that interested people RSVP to let us know of your intent to attend by calling (916) 445-7000 or emailing [calshpo@parks.ca.gov](mailto:calshpo@parks.ca.gov).

Please forward this message to those individuals, and email lists, that you think would be interested in attending the session, and you can print and post the attached flyer so

that others in your company or organization know about this listening session.

If you are in northern California, there will be another listening session held in Oakland on April 14. Further details will be provided in the next couple of weeks.

For more information about the State Plan update (and to view the 2006 State Plan), visit [www.ohp.parks.ca.gov/stateplan](http://www.ohp.parks.ca.gov/stateplan).

We hope to see you at one of our listening sessions. Additionally, we will be doing other types of public outreach, including an online survey, so keep an eye on your email for announcements about upcoming activities. You can also follow us on Facebook and/or Twitter, which you can access through our website at [www.ohp.parks.ca.gov](http://www.ohp.parks.ca.gov).

*Jenan Saunders  
Acting Deputy State Historic Preservation Officer  
California Office of Historic Preservation*

## 25TH ANNUAL WESTERN ARCHIVES INSTITUTE

The 25th annual Western Archives Institute will be held at U.C. Berkeley in Berkeley, California, July 10 - 22, 2011. The Western Archives Institute is an intensive, two-week program that provides integrated instruction in basic archival practices to individuals with a variety of backgrounds, including those whose jobs require a fundamental understanding of archival skills, but who have little or no previous archives education; those who have expanding responsibility for archival materials; those who are practicing archivists but have not received formal instruction; and those who demonstrate a commitment to an archival career.

The Institute also features site visits to historical records repositories and a diverse curriculum that includes history and development of the profession, theory and terminology, records management, appraisal, arrangement, description, manuscripts acquisition, archives and the law, photographs, preservation administration, reference and access, outreach programs, and managing archival programs and institutions.

Dr. David Gracy has graciously agreed to serve as Principal Faculty Member for the 2011 Institute. Gracy is the Governor Bill Daniel Professor in Archival Enterprise,

University of Texas at Austin School of Information. Dr. Gracy worked in the Texas State Archives and University of Texas Archives before becoming Archivist, Southern Labor Archives, Georgia State University, and then Director, Texas State Archives. He is a former President of both the Society of American Archivists and the Academy of Certified Archivists, and a Fellow of the Texas State Historical Association. Dr. Gracy's research interests include the history of archival enterprise, of archives and libraries in Texas, and of the information domain. He is the author of *Archives and Manuscripts: Arrangement and Description*; of *The State Library and Archives of Texas: A History, 1835-1962*, and of *Moses Austin: His Life*. This will be the fifth time Gracy has served as Principal Faculty Member of the Western Archives Institute.

Tuition for the Institute is \$700 and includes a selection of archival publications. Other non-negotiable fees including program transportation, facility fees, opening dinner, and luncheon at the closing program will be available in early February. Housing and meal plans are available at additional cost.

The application deadline for the 2011 Western Archives Institute is **April 1, 2011**. For additional program information, see <http://www.calarchivists.org/Default.aspx?pageId=704191>, or contact:

Administrator  
Western Archives Institute  
1020 O Street  
Sacramento, CA 95814

Telephone: 916/653-7715  
Fax: 916/653-7134  
E-mail: [ArchivesWeb@sos.ca.gov](mailto:ArchivesWeb@sos.ca.gov)

The Western Archives Institute is co-sponsored by the Society of California Archivists and the California State Archives.

The application package is available on the California State Archives web site at <http://www.sos.ca.gov/archives/wai/>, and on the Society of California Archivists web site at <http://www.calarchivists.org/Default.aspx?pageId=704191>.

Ellen Jarosz  
Associate Administrator  
Western Archives Institute

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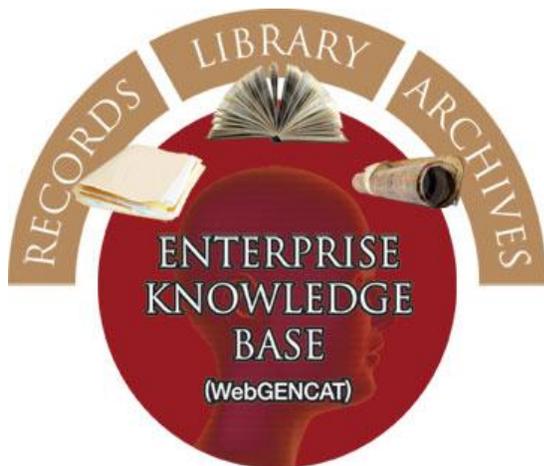
The 2011 Certified Archivist examination will be held August 24 in Chicago, Columbia (SC), Dallas, Pittsburgh and Seattle -- and wherever 5 or more candidates wish to take it.

*For more information and a 2011 application, go to [www.certifiedarchivists.org](http://www.certifiedarchivists.org) or contact the Academy of Certified Archivists ([aca@caphill.com](mailto:aca@caphill.com) or 518-694-8471).*

*The application deadline is May 15, so don't wait!*



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**AGM 2011: WHERE TO STAY IN SAN JOSE**

Looking for a charming, convenient and budget-friendly place to rest your head during the upcoming Society of California Archivists Annual General Meeting in San Jose [http://www.calarchivists.org/AGM\\_2011](http://www.calarchivists.org/AGM_2011)? Look no further than the historic Sainte Claire hotel!

This year's site of the AGM, the Sainte Claire hotel (<http://www.larkspurhotels.com/collection/sainte-claire>) is a member of the Historic Hotels of America ([http://www.historichotels.org/hotel/Hyatt\\_Sainte\\_Claire](http://www.historichotels.org/hotel/Hyatt_Sainte_Claire)), a program of the National Trust for Historic Preservation that has selected approximately 235 hotels throughout the country that have faithfully maintained their historic architecture and ambiance. The Sainte Claire also appears on the National Park Service's National Register of Historic Places (<http://www.cr.nps.gov/nr/travel/santaclara/hot.htm>).

One of San Jose's most striking landmarks, the Sainte Claire was designed by prominent San-Francisco-based architectural firm Weeks and Day - the firm responsible for designing the St. Francis and Mark Hopkins hotels in San Francisco - and opened its doors in 1926 as the focal point of the city's downtown renaissance. The building of the hotel was financed by San Jose resident and real estate mogul T. S. Montgomery, who played an integral part in developing much of downtown San Jose. A favorite of movie stars, politicians and dignitaries, the hotel has counted Franklin D. Roosevelt, John F. Kennedy, Judy Garland, Clark Gable and Joe DiMaggio as its guests.

Recently renovated and restored, the Sainte Claire offers an appealing mix of original details, stately charm and modern amenities. The hotel houses the authentic Italian cuisine of Il Fornaio Cucina Italiana, and is situated within walking distance of a variety of restaurants, cafes and bars ([http://calarchivists.org/AGM\\_2011/Sight-See\\_Eat\\_Drink](http://calarchivists.org/AGM_2011/Sight-See_Eat_Drink)). Local points of interest, including the Tech Museum and the San Jose Museum of Art, are just a couple of blocks away from the hotel, and an easy jaunt via car or public transportation will bring you to the Winchester Mystery House, the History Museum and Park of San Jose, and the Rosicrucian Egyptian Museum.

The discounted rate of only \$119.00 per night for stays between April 27 -30, 2011 has been arranged for SCA AGM attendees - be sure to make your reservations by April 2nd in order to secure this low conference rate!

For more information on making reservations, and for the group code to lock in the special discounted rate, visit [http://calarchivists.org/AGM\\_2011/Hotel\\_Reservations\\_Parking](http://calarchivists.org/AGM_2011/Hotel_Reservations_Parking).

Laura Williams  
Local Arrangements Committee Member

## SOUTHERN CALIFORNIA'S PAST RETOLD THROUGH WATER DISTRICT DOCUMENTS: METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA DIGITIZES ITS HISTORY

The 80-year water history of Southern California has been digitized by the Metropolitan Water District of Southern California—the region's major water importer and wholesaler.

The newly digitized records, spanning the period of 1928-2010, show the agency's authorization by the state Legislature, governor and local cities, the momentous building of the Colorado River Aqueduct during the 30s; the turbulent years of World War II; the post-war population explosion; and the construction of the State Water Project which brought Sierra Nevada water to San Francisco's Bay Area, Central Valley and urban Southland in the early 70s.

Included are the agendas for all meetings of the agency's Board of Directors; board letters (staff reports) on major items; committee agendas; telegrams, and other related documents.

"This has been a fascinating project," said Metropolitan archivist David E. Keller. "Metropolitan was formed by Los Angeles, Pasadena and nine other Southern California cities to build an aqueduct to bring water from the Colorado River in order for their populations and economies to grow. This five-year project involved a team of 17 Metropolitan staffers and several consulting firms which scanned over 159,000 images, converted to Adobe PDF documents, and extracted meta data to enable searches.

"Seeing these scanned documents is like a flip-book of 80 years of Southern California history," Keller said. "Now, the history is accessible to everyone at our Web site on [www.mwdh2o.com](http://www.mwdh2o.com)."

Keller recounted that the many different types, sizes and conditions of the original documents needed special handling and scanning procedures.

"Of course, bound documents had to be unbound to be scanned, and then rebound. One of the oldest documents presented a particular challenge in that it was held together by a nail through a metal ring, but Metropolitan's maintenance department came to the rescue" said Keller.

"Preliminary metadata was captured at the time the document was scanned. Quality control procedures were developed to compare the scanned document image with the captured metadata to ensure that the metadata was correct. Then, additional metadata were manually indexed to complete the data set for each document once it was uploaded into our Electronic Document Management System (EDMS.)"

*David E. Keller*

*Archivist, Metropolitan Water District of Southern California  
Chair, SCA Government Affairs Committee*

## AGM 2011: SILENT AUCTION INFORMATION

The Silent Auction proceeds benefit the SCA AGM Fund, Mink Scholarship, and Education Endowment Fund. Items up for auction include books, maps, photographs, wine, and other interesting items.

The Development and Local Arrangements Committees respectfully request that you empty your closets, cabinets, bookshelves and wine cellars (you know who you are) and contribute to this year's Silent Auction. Items reflecting SCA's history are particularly in demand this 40th anniversary year.

We would like to have all auction items in hand by April 1, and will send out email and printed reminders as we get close to the deadline. If you'd like to bring your items to the AGM, just let Lynn know via phone or email by early April.

The Silent Auction will be held on Friday from 8:00am to 5:00pm and Saturday from 8:00am to 12:00pm in the

"Atrium," a beautiful room on the ground floor of the Sainte Claire hotel.

Also in the Atrium, we'll have our vendor exhibit hall and our breaks between sessions. Please visit early and often! Silent Auction bids will be accepted until 12:00pm Saturday, when the auction closes. Get your bids in! All sales are cash (or check) and carry; no shipping is available.

If you are interested in including items in the Silent Auction, or have any questions, please contact Lynn Downey at 415-501-6577 or [ldowney@levi.com](mailto:ldowney@levi.com).

*Jeanette Berard & Lynn Downey  
Development Committee*

*Jenny Johnson & Sarah Wilson  
Local Arrangements Committee Co-Chairs*

# OCLC Western Digital and Preservation Programs (DPP)

If your institution is ready to develop a digital collection or is engaged in preserving the integrity of your physical collection, OCLC Western is prepared to assist.

Our DPP team offers education and support at every point in the process. From grant development and consulting services to a comprehensive selection of education and training courses, our specialists provide expert professional guidance to ensure that all your planning, development and preservation objectives are successfully met.

For more information on OCLC Western Digital and Preservation Programs, please contact **Gayle Palmer** or **Linda Stewart** at **1-800-854-5753**, or visit our website at **[www.oclc.org/western](http://www.oclc.org/western)** for a complete list of our services, seminars and classes.

**Are you considering a digital project? If so, check out one of our 2-hour webinars designed to familiarize you with the concepts.**

- Intro to Developing and Managing Digital Programs – January 22
- Digital Image Quality – February 11
- Intro to Funding for Digital Programs – February 19

For more information about these valuable webinars and to register, please visit **[www.oclc.org/western/training](http://www.oclc.org/western/training)**



*PRESIDENT'S MESSAGE**(continued from p. 2)***Committees Make the World Go 'Round**

Waverly B. Lowell

*Reprinted with the permission of Waverly B. Lowell.  
Originally published as The President's Report, SCA  
Newsletter, Number 64, February 1990.*

The success and growth of SCA is up to you the members. The Newsletter, the Fall and Spring Programs, the Repository Guide, Resource Directory, the Western Archives Institute (WAI) and Annual General Meeting (AGM) are all produced by volunteers on committees. All SCA administration and financial management are conducted by volunteers as well—there are no paid positions.

Fortunately, this is not thankless work. Archival, library and museum professionals, historians and the interested public regularly express appreciation for the quality of SCA programming, publications and activities. SCA is considered one of the outstanding regionals. As President, I receive requests for joint meetings, input on archival issues within the state, and requests for information in a variety of areas. The personal and professional rewards for active involvement in SCA are significant and remarkable.

There are at present, fourteen committees (see elsewhere for a complete listing) covering most of the topics relevant to our professional interests and concerns. Please review this list, call the chair of your choice and make your contribution of energy and ideas to the Society. Many of you check an area of interest on your membership forms. Now you must do more than be interested, you must be active. One committee chair contacted twenty-three individuals who expressed an interest in his committee and only three were willing to actually invest time. We all need to do better than this. OK, so I'm nagging a little, but someone's got to make you think about all the meetings and fun you're missing by not being more involved with SCA committees!

Council has been actively trying to encourage member's participation on committees and insure that committee input is included in the Society's' governance. In the past, each committee has had a single chair. Given the size of the state, Council has determined that appointing regional co-chairs will allow for more members to actively participate and therefore contribute to SCA. Furthermore, Council has established a formal system of committee liaisons to assure regular exchange of information and assistance between Council and committee chairs. As another step toward increasing communication between committee chairs and officers, I will be implementing annual breakfast meetings with committee chairs at the AGM.

I specifically chose this subject for my report because committee involvement is the heart of SCA. The current success and growth of SCA directly stems from present committee members facing the professional challenges provided by involvement and taking action. I encourage all of you to share in this adventure; you might like it!

**The Archivist as Activist: Outreach and Advocacy in the 90's**  
*Sue Hodson*

*Reprinted with the permission of Sarah Sue Hodson.  
Originally published as Message of the President, SCA Newsletter,  
Number 68, August 1991. Excerpted from the Presidential Address  
delivered to the Western Archives Institute on June 20, 1991.*

Four years ago a little-known Arkansas writer with the unlikely but real name of Crescent Dragonwagon, deep in the throes of wintertime cabin fever in the Ozarks, decided to relieve her isolation with a trip to the city of Fayetteville. Never one to miss an opportunity, Ms. Dragonwagon resolved to visit the library of the University of Arkansas bearing the accumulated drafts of her manuscripts. After all, as she remarked later, Special Collection "is always happy when I clean up." Later, having bestowed her treasures on the Special Collections Librarian, Ms. Dragonwagon felt compelled to let the world know of her archival experience. In her column in the Arkansas Times in January 1988, she wrote, "Archivists are easy to please. Like the genius-scientist-magus character in Robertson Davies' [novel] *The Rebel Angels*, who studies excrement, they find value beyond reckoning in what others discard."

As noted by David B. Gracy, who recounted this tale, the day in Fayetteville was a success for Crescent, but "for archival enterprise, a disaster." For fulfilling its mandate to identify and preserve the manuscripts and papers of one writer, the reward to Special Collections was the well-meaning but misguided labeling of archives as depositories for trash and for the ultimate refuse. While this story may sound unlikely or exaggerated, I believe it differs from other archival tales only in the vividness of the image employed by the creative Ms. Dragonwagon. It is simply the natural outgrowth, or "excessiveness," if you will, of the prevailing image of archives held by the public. Are we overly sensitive to feel chagrin (or worse) at the Dragonwagon portrait of archives? I think not. If Andy Warhol was indeed correct and Crescent's article was the archival world's fifteen minutes of fame in Fayetteville, practitioners in a profession of which we are justifiably proud,

*(continued on p. 13)*

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## AGM 2011: ABOUT SAN JOSE AND THE SANTA CLARA VALLEY

Situated in the southern region of the San Francisco Bay Area, the Santa Clara Valley is sheltered by mountains on all sides but the north, which faces the bay. Known once as the "Valley of Heart's Delight" during its heyday, the region was a productive center for agriculture, renowned for its Warm-Summer Mediterranean climate and rich valley soil. On average, the valley receives 300 sunny days each year and 14 inches of rainfall each year. In the center of the Santa Clara Valley lay the cities of San José and Santa Clara- two historic, economic and political centers of gravity for the region. Both cities were founded by the Spanish Empire in the year 1777: Pueblo San José to produce food for soldiers; Mission Santa Clara to win Catholic converts among the indigenous Ohlone people. From these origins the region evolved into a place of significant agricultural and technological booms, having made it known worldwide as a place of fertile soil and fertile minds. From the historic Peralta Adobe and quirky

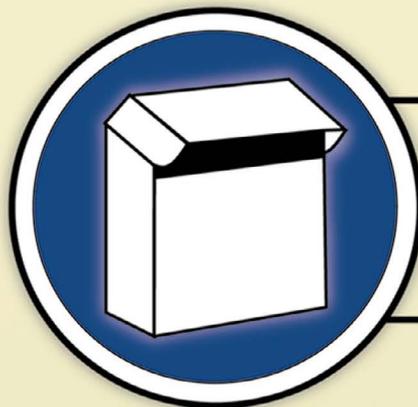
Winchester Mystery House to the storied collections of the Rosicrucian Egyptian Museum and the Tech Museum of Innovation; straight to the farmer at the weekly market in charming San Pedro Square to the urbane gastronomy and shopping of the European-style shopping center of Santana Row: San Jose is teeming with history, culture, and food. The same is true of the entire Santa Clara County, which covers 1,291 square miles and is home to 15 cities and towns. In the southern half of the county, the agricultural tradition continues, producing significant crops of nursery plants, mushrooms, wine; creating roughly 250 million dollars of produce a year. In the northern half of the county, giants of education and industry reside, here organizations like Stanford, Google, and Apple enrich the region and the world over.

Dan Jarvis

Local Arrangements Committee Member



*City of San Jose, California, 1875.* Gifford, Charles B. (active ca. 1858-ca. 1868), artist A.L. Bancroft & Company (active ca. 1872-ca. 1973), lithographer Gifford, W. C. (active ca. 1875), American, publisher. BANC PIC 1963.002:0848-E. From the Robert B. Honeyman Collection. Image courtesy of The Bancroft Library.



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*PRESIDENT'S MESSAGE**(continued from p. 9)*

the profession deserves better. You and I are well-trained yet ours is largely an invisible profession. I believe we must embark on a program of advocacy and outreach so that future representations of our profession, no matter in what medium or venue, will bring a smile of appreciation, not a grimace of pain, to our collective archival countenance...

With ever more competent and sophisticated archivists able to provide ever better access to the collections they administer, archives continue to languish, under-appreciated, under-funded, under-utilized, seemingly invisible to the public, to their constituents, to those in power, and to those with money. The next step in our archival evolution is to abandon the traditional role of passively waiting to be discovered or noticed by various constituent groups, and to reach out actively and aggressively to those groups. The time has come for all of us archivists to step out from behind those Hollinger boxes, brush off the dust, and become dynamic advocates on behalf of ourselves and our profession.

How are we to achieve this fundamental shift in orientation and behavior? The archival literature has set forth two strategies for success: 1) Redefine archivists' professional identity and role in society; and 2) Develop a clear vision for improving service to archival constituents. The notion of redefining archivists' professional identity is by no means a new one... But, the reality of the matter is that the way any group is perceived has a direct bearing on its ability to command attention and to wield influence. It is, therefore, dismaying to read the unvarnished truth in a 1984 report by Sidney Levy and Albert Robles entitled *The Image of Archivists: Resource Allocators' Perspectives*, which paints this picture of archivists: "We are well liked for our passivity; we are respected for our service, but service is by implication reward enough; we are admired for our curatorial ability, meaning we are quiet, pleasant and powerless." The archivist thus pictured reminds me of the great dictionary-maker Samuel Johnson's self-deprecating definition of a lexicographer—a harmless drudge.

Obviously, we need to abolish the image of the passive, powerless archivist. Kevin Flood, a member of the Society of American Archivists' Task Force on Archives and Society, has asserted that "we should stop thinking of ourselves as custodians...and think of ourselves as 'information processors with outreach and administrative responsibility.'" Flood further urges archivist "to enter into the information mainstream, to mold it to our need, and to be a part of the contemporary process instead of just a passive custodian of the past"...If we can attain this identity and role redefinition, we must also pursue the second strategy: developing a

clear vision for improving service to archival constituents. Central to this strategy is the need to draft and embark upon a strategic plan, or in other words, to take charge of our own destinies. Michael Gorman has pointed out that libraries are notoriously inattentive to planning. He observes that "Perhaps there is something about our experience and training that leads us to be reactive rather than to create the future that we want to inhabit." The persistent inability or disinclination to plan means that we are destined to become the victims of circumstances...Archivists must identify their purposes, examine the outside forces that affect them, and actively formulate agendas if they do not want to have agendas forced upon them from without...

Richard Dougherty, the President of the American Library Association, wrote in the June issue of *American Libraries* (and you may substitute the words "archives" and "archivists" for "libraries" and "librarians"), "Libraries are one of society's best bargains...Politicians ought to be saying, 'Save money: Fund libraries' instead of ignoring them." He goes on to assert, "...librarians have been too quiet, too modest, for much too long. We do have a message to communicate. We have to speak out; we simply have to make more noise. We've got to compete for our share of the media sound bites."... Do archivists have a crucial message to tell? The answer is yes, whether it be a message for politicians or institutional administrators, for current or potential constituents and donors, or for local or more distant members of the general public. The collections we administer contain much that is of vital, current import for all these groups, and we must ensure that we and our collections are fully valued by them. Let us make sure that, in the banquet of funding and influence, archivists not only share in the feast but sit at the head table. I invite all of you to join me in making the 90's the decade for activism in archival outreach and advocacy.

Don't forget! SCA ballots are due soon! Ballots must be postmarked by April 18, 2011 to be counted!



## ARCHIVES MONTH POSTER - CALL FOR IMAGES

The California Archives Month Statewide Coordinating Committee (CAMSCC) is soliciting images for the 2011 Archives Month poster. This year marks the 100th anniversary of the special election that gave women the right to vote in California. To commemorate the anniversary, which coincidentally is October 9, 2011 during Archives Month, the theme for this year's Archives Month poster is "Votes for Women!" CAMSCC is seeking images that show women in local communities advocating for the right to vote, voting, or other similar images or related documents, posters, etc.

CAMSCC will then select one or two images to use as the focus of the poster. From that, a tag line will be created based on what is finally selected. It is planned that images not selected for the poster will be displayed as an online exhibit on the new web site, <http://www.calarchivesmonth.org>.

Please submit your images to Stephanie Hamashin at [stephanie.hamashin@sos.ca.gov](mailto:stephanie.hamashin@sos.ca.gov). Submissions should be in JPEG or TIFF format at no more than 300 dpi. Higher resolution images may be requested after the selection process has been completed. The institution providing the photo or

other image should own the image and the rights to the image.

The deadline for submitting images is April 15th. We greatly encourage your participation again this year!

The California Archives Month Statewide Coordinating Committee is comprised of representatives of the Society of California Archivists, National Archives and Records Administration-Pacific Region, California Historical Records Advisory Board, and the California State Archives.

Please let me know if you have any questions or need further information, and we look forward in receiving your images and graphics! Again, the deadline is Friday, April 15th! So, don't be late! Let's all make this a super great poster again just like last year's, and thanks for your participation and support!

Nancy Zimmelman Lenoil  
State Archivist &  
Chief, Archives Division  
Office of the Secretary of State  
California State Archives

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# Calendar

April 1, 2011	Application Deadline for Western Archives Institute
April 28-30, 2011	SCA 40th Annual Meeting Sainte Claire Hotel; San Jose, CA
June 21-24, 2011	Rare Books and Manuscripts Section ALA Preconference Hilton Baton Rouge Capitol Center; Baton Rouge, LA
July 10-22, 2011	Western Archives Institute University of California, Berkeley; Berkeley, CA
August 22-27, 2011	SAA 75th Annual Meeting Hyatt Regency; Chicago, IL

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