

January 2020

To the MAC Community:

In 2008, MAC President Dennis Meissner recruited me as the new webmaster by saying MAC was “at an interesting juncture.” The plan was to reimagine MAC’s web presence and create an online space that served as a clearinghouse for MAC members. By collapsing an intranet and stand-alone meeting websites into a singular look and feel, the site would become a one-stop-shop for all of MAC’s business and news.

That approach went live in 2010. Today, the same layout and navigation are in place, but the new site is designed to be more accessible and responsive regardless of the type of device used to view it. It also officially debuts MAC’s new logo. While hinted at in the last newsletter, it is now found across MAC’s portfolio, including on the cover of *Archival Issues* and social media. Replacing the regional map, the new logo reflects a modernization of the “MAC” brand and is underlined by 13 squares representing MAC’s member states.

Now, as president, I say that MAC is at another interesting juncture.

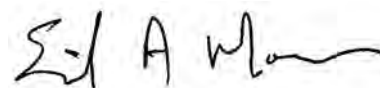
As an organization of stewards, we need to come to terms with the stewardship of our financial future. While adopting the proposed 2020 annual budget at the fall Council meeting, MAC leadership discussed the need to take a more holistic approach to daily budget management, investments, and fund-raising to achieve long-term financial health. To do so, MAC will establish a task force to make recommendations to Council regarding finance and stewardship needs.

As an organization of preservationists, it is time we take better care of ourselves. In October, the Care-giving Working Group presented its initial findings and recommendations to MAC Council. The first steps in implementation will be at our Des Moines meeting in 2020 (see the vice president’s column for more information). We will also take time to discuss our caregiving needs and their potential financial impact at our membership meeting.

As an organization of curators, we need to create our future. MAC is nearing the end of its current strategic plan. It is time for us to take stock in what we accomplished, review what still needs to be done, and identify the new challenges and opportunities that await us as MAC celebrates 50 years as a professional association. To position ourselves for the year 2025, I need to hear from you. To do so, MAC will prepare a way for members to provide input and share with leadership what you believe should be MAC’s priorities.

Finally, as an organization of people, we need you to take an active role. As we near the Annual Meeting, expect to see calls for open committee positions or to hear from MAC leaders directly. I hope you will consider volunteering or will answer the call to provide your time.

Sincerely,



Erik A. Moore
President, Midwest Archives Conference