

## MAC Fall Council Meeting Minutes Virtual Meeting 1 of 3 Friday, October 9, 2020 2:00–4:00 PM (Central)

*In attendance: Erik Moore, Jennie Thomas, Jennifer Ho, Daria Labinsky,  
Jerice Barrios, Michelle Sweetser, Sammie Morris, Tara Laver, Katie Blank*

### Welcome and Introductions; Review of Online Procedures (Moore)

*Action item: Agenda was unanimously approved by Council. All members voting.*

### Update on Spring Meeting (Moore/Sweetser)

#### Contract status, new dates

A graceful departure was negotiated from the original contract with the Madison Concourse Hotel for the Spring Annual Meeting in April 2021. There would have been a \$72,000 penalty if MAC cancelled the reservation, but the hotel finally agreed to scrap the 2021 plans and restart negotiations for 2022 with no penalty on either side, keeping in mind that no one knows what 2022 will look like. Proposed dates for 2022 are May 4–7.

Labinsky has a document that Society of Georgia Archivists did of an assessment of online conference platforms that she will share with Council in regard to 2021 planning.

*Action item: Spring Meeting dates of May 4–7, 2022, were unanimously approved by Council. All members voting.*

### Check-ins with PC, LAC, and Education Committee

Planned speakers for the 2020 Annual Meeting were encouraged to resubmit or make papers/presentations available through Iowa State site.

LAC cochairs are ready to get back to work for 2022, but some members may not be able to participate any longer.

The Education Committee has a proposal for live quarterly webinars on topics that came out of the summer's survey. The 2020 workshop on digital preservation will potentially be done as a live webinar, instead. There are two Speakers Bureau events still planned in 2020/2021.

Council asked the PC for a virtual event proposal for spring 2021; not much structure was provided, the

proposal is to be based on their available commitment and time; the first meeting for which was held last week. A primary concern of Council is ways to bring out the social aspect of MAC because people are so burned out from Zoom and other virtual presentation formats — don't forget the people-part of it all. Moore mentioned the gamification-style of the platform used by Archive-It for a workshop earlier in the week as promising. Sweetser et al. will try to get as much as possible clarified over the next two weeks.

Need to go back to spring 2022 Chicago proposal to ask if they want to resubmit for 2023. Fall 2021 Kansas City is still up in the air. There are fewer issues with canceling in-person, as this is an on-campus proposal. Could be a hybrid of in-person local presenters and remote. Laver and Sweetser will meet on this further.

### Nominating Committee Report

*Action item: The Nominating Committee slate was unanimously approved by Council. All members voting.*

### MAC Strategic Plan 2020–2025 (Moore)

Moore reviewed the previous strategic plan, which focused on five major functional areas of MAC with objectives for each: membership, education, publications, marketing and outreach, and administration. Membership work involved a member census, for which the resulting data was difficult to understand and parse. It is hoped that A-Census II will fill the void. Education work included the elevation of the Speakers Bureau. No formal task force was created to explore alternative ways to make educational opportunities available. Publications work involved the redesign of *Archival Issues* and update to author agreements. A digital version of the *MAC Newsletter* did not occur, however. Marketing/outreach included the “Got *Archival Issues*?” ad campaign and the website redesign. Masters program outreach to students did not happen. Administrative work included updates to the Constitution and bylaws, an evaluation of symposia, and some work done on records retention, though it's

unclear how it's followed. The relationship with AMC remains productive, but is difficult to assess in terms of return on investment. MAC now operates at a level where it cannot provide these services and possibly others on its own, however is MAC making the most of its relationship with AMC?

Discussion around a redesign of the strategic plan revolved around brainstorming for *three to five* core principles/values/themes that can guide work going forward for the next five years, rather than the former functional approach. Terms that were mentioned included: Welcoming, Accessibility, Diversity, Inclusivity (why do BIPOC see themselves in SAA but not MAC?), Friendship, Equity, Affordable, Valuable, Connections, Community, Financially solvent, Mentoring, Networking, Opportunities, Belonging, Advocacy, Encouraging, Sharing, Collegiality, Receptive, Available information, Affinity,

Common ground, Down to earth, Stronger together, Approachable, Practical and practicable, Concrete results/outcomes, Leadership in the profession, Fun. The need for a vision statement so MAC knows where it's going in addition to how it will get there was discussed. Thomas will set up a Trello board for Council to continue grouping terms to determine the three to five themes that will drive the 2020–2025 strategic plan.

Council's next meeting will be Tuesday, October 20, focusing on officer reports.

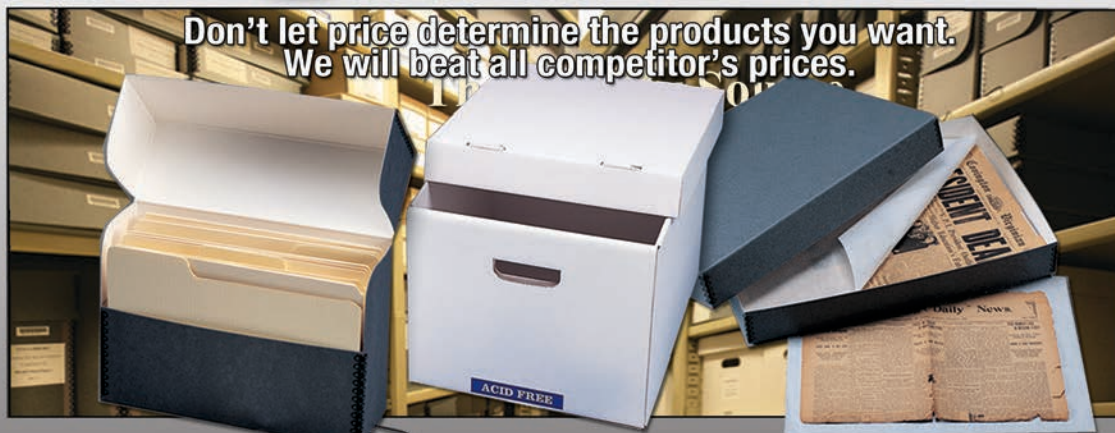
**Meeting adjourned**

Respectfully submitted,  
Jennie Thomas  
Secretary



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## MAC Fall Council Meeting Minutes Virtual Meeting 2 of 3 Tuesday, October 20, 2020 2:00–4:00 PM (Central)

*In attendance: Erik Moore, Michelle Sweetser, Jerice Barrios, Jennie Thomas, Katie Blank, Jennifer Ho, Daria Labinsky, Tara Laver, Sammie Morris*

### Welcome and Introductions; Review of Online Procedures (Moore)

*Action item: Council unanimously approved the meeting agenda. Daria Labinsky was not present to vote.*

### Vice President's Report (Sweetser)

#### Annual Meeting, Spring 2021, Virtual

Cochairs want to go for very straightforward formatting (keynote, regular sessions, breaks—possibly social, dependent on software platform), Thursday–Friday with shortened days to accommodate time zone differences. Program Committee wants to rethink the theme to better suit the times. Sweetser has a call set up with AMC to discuss their experience with virtual conferencing. December call, January deadline for proposals. What are expectations for income and attendance (30%)?

Discussion: Since there are no physical boundaries to attendance, could get more attendance than usual, but have to keep in mind some platforms have limits on attendance. A shorter and condensed schedule makes more sense for people's schedules; maybe even condense it further? Is there a way to incorporate vendors (How do we pitch it? What do we charge? How are others handling this?) Can we provide content available afterward for a reduced fee like SAA is doing; if, so how (speaker agreement form would have to include release; have participant video off)? Tiered pricing (SGA: If you're a member, the meeting is free).

*Action item: Council unanimously approved the Spring 2021 Annual Meeting as a virtual conference. All members voting.*

#### Kansas City Fall 2021 Symposium

Newly proposed dates November 4–5, 2021. Decision on whether this would be a virtual conference to be made in March. Laver has only heard from two of the eight presenters about whether they would be willing to participate virtually. The hotel that was in discussion (the meeting would be held at UMKC) has since closed,

but there may be other options, and we'll lean on Debbie at AMC for those answers.

*Action item: Council unanimously approved the Fall 2021 Symposium proposal for Kansas City. Tara Laver abstaining.*

*Action item: Council unanimously approved Lindy Smith and Amy Moorman as LAC cochairs and Tara Laver as program chair for the Fall 2021 Symposium in Kansas City. Tara Laver abstaining.*

#### Indianapolis Fall 2022 Symposium with SIA

Presenters are now on board whether in-person or virtual. SIA wants us to formalize the arrangement before they revise their proposal.

*Action item: Council unanimously approved the Fall 2022 Symposium in Indianapolis, hosted in conjunction with SIA. All members voting.*

#### Madison Spring 2022 Annual Meeting

No new information, but will need new committee chairs. Council to send Sweetser ideas offline for potential volunteers, possible members from 2020 Annual Meeting committees?

#### Chicago Spring 2023 Annual Meeting

*Action item: Council unanimously approved LAC cochairs Mike Bullington and Doug Bicknese for a Spring 2023 Annual Meeting in Chicago.*

#### Annual Meeting Manual and Timeline

*Big thanks to Joshua Ranger and Daria Labinsky on the edits.*

*Action item: Council unanimously approved the updated Annual Meeting Manual. All members voting.*

*Action item: Council unanimously approved the updated Annual Meeting Timeline. All members voting.*

*Sweetser will have updates to the Symposium Manual and Timeline for the next Council meeting. She will also ensure that virtual conferencing documentation is created for future use.*

### Code of Conduct Working Group

Sweetser will create a charge and suggestion of membership for vote at Friday's Council meeting.

### Treasurer Report's (Barrios)

We are in good financial shape considering we had to cancel our 2020 meetings; we have a credit with Sched from 2020 Annual Meeting cancellation. Membership and publication income is on par with that of 2019 thus far. If 2020 is similar to 2019, most of the current deficit we have (\$9,623.74) should be offset by end-of-year membership renewals and subscription income. Will need to determine how to continue to fund the Greene Award, as it is not currently large enough to endow. Still waiting for Barrios to be added as a signatory on the Bank of America account, though they have the necessary paperwork. Barrios, as Rademaker before her, noted she would like to see better reporting to the treasurer from AMC on sources of incoming funds.

The Financial Task Force has begun its work. Council will look at that report at its next meeting on Friday.

**Action item:** *Unanimous approval of the proposed 2021 budget. All members voting.*

### Secretary's Report (Thomas)

Bank of America has the paperwork it needs to update signatories to the account. MAC's Google Drive was updated for new MAC leadership members, and a couple of new working folders were created for committees as requested. Between-meeting Council actions were listed.

Council's next meeting will be Friday, October 23, 2:00–4:00 PM (Central), and will include the President's Report, committee and chair reports, and follow up on MAC's 2020–2025 strategic plan.

### Meeting adjourned

Respectfully submitted,  
Jennie Thomas  
Secretary

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**MAC Fall Council Meeting Minutes**  
**Virtual Meeting 3 of 3**  
**Friday, October 23, 2020**  
**2:00 – 4:00 pm (Central)**

*In attendance: Erik Moore, Michelle Sweetser, Jerice Barrios, Jennie Thomas, Katie Blank, Jennifer Ho, Daria Labinsky, Tara Laver*  
*Not Present: Sammie Morris*

**Welcome and Introductions;**  
**Review of Online Procedures (Moore)**

*Action item: Council unanimously approved the meeting agenda.*

*Action item: Council unanimously approved the minutes from the second Fall Council meeting on October 20, 2020.*

**President's Report (Moore)**

**Negotiations with Madison Conference Hotel**

Council has already discussed the negotiations in regard to the Madison conference hotel, but where things stand right now is that MAC has a proposed contract from the hotel with MAC's proposed dates; the room block is currently the same as the original contract, but Moore would like to bring that number down, which could affect costs of food and beverage, rooms rates, etc., and likely result in further negotiation. There are a lot of other choices in Madison for hotels, however, if members don't like the final cost of the hotel or available amenities. Moore is comfortable with the cancellation clauses in the current contract.

**Social Response Committee**

Moore would like a process and committee that allows Council to determine whether MAC will make a response to issues or events that affect membership as archivists and as members of communities, and, if Council chooses to make a response, to help craft that more quickly and efficiently. The Nominating Committee may need to consider the needs of these committee liaison roles in Council member nominations in the future.

*Action item: Council unanimously approved the establishment of a to-be-named committee related to MAC's social response and advocacy needs that will consist of the president, secretary, one appointed Council member who would serve as chair / liaison during their term of service, and two MAC members, one of whom will be a student member. The role of the committee will be to*

*set parameters and a process for these types of responses to evaluate when a response is appropriate and to respond to issues that affect us as archivists and as members of our communities. Issues of concern may be raised by members of the committee or directed to the committee.*

**Proposed Council Volunteer Coordinator**

Is there a way to track member history of service to help better inform some of this work going forward?

*Action item: Council unanimously approved the creation of a Council liaison position of volunteer coordinator, who will be appointed by the president, and whose charge is to respond to members who submit MAC's volunteer application form, to connect volunteers to open positions on existing committees, to work with chairs of committees and Council liaisons (e.g., Publications and Education Committees) to recruit members to serve in open positions or soon to be vacant positions, and to assist the vice president in recruiting members for Local Arrangements and Program Committees.*

**Code of Conduct (Sweetser)**

Discussions on a MAC Code of Conduct began in 2015, and Sweetser brought it back to Council's attention in 2018. It is an expectation now of both our members and Annual Meeting and Symposium committees that we enact a Code of Conduct for the organization. Thomas remembered that a roadblock to approving the code in 2018 had been questions regarding enforcement of such a code and peer organization examples of enforcement.

*Action item: Council unanimously approved the establishment of a Code of Conduct Working Group consisting of the vice president, one member of Council (Jennifer Ho), and one MAC member appointed by the president. The working group will review the 2018 draft of the Code of Conduct brought before Council, respond to previously documented concerns represented in the draft, and prepare an updated draft for Council consideration. The group may seek input from members and review the work of other organizations, as appropriate. The working*

*group will present its findings to Council for consideration no later than the Spring 2021 Annual Meeting. Katie Blank not voting.*

**Committee and Chair Reports (Moore)**

*(no action requested)*

**Archival Issues** *(no action requested)*

**Bowen Scholarship** *(no action requested)*

**Development Coordinator** *(no action requested)*

**Education Committee** *(webinar proposal discussion)*

Would an April/May webinar coinciding with the 2021 Annual Meeting make more sense? Sweetser was wondering what platform the Education Committee is planning to use for these offerings, and if that changes the timeline for obtaining a platform for the MAC Annual Meeting, because something may be needed earlier or throughout 2021 by the Education Committee? Blank will follow up with the committee on the proposed schedule and additional questions.

**Financial Task Force** *(discussion, no action requested)*

The task force is still very much in the information-gathering stage. They plan to meet with Lincoln Financial in the second week in January 2021. There will likely be a recommendation to change the fiscal year.

**Greene Award** *(discussion, no action requested)*

For a virtual meeting, the committee is recommending to offer the award to a first-time attendee to cover registration fees up to the maximum \$500 amount.

**Membership** *(discussion, no action requested)*

Current membership is 740, a 5% increase from April 24. Most of that growth has happened in individual memberships. The 2021 membership campaign starts November 2.

**Motley Scholarship** *(no action requested)*

**Newsletter** *(discussion, no action requested)*

Alison Stankrauff is starting with the Detroit Police Academy beginning Monday, but she has agreed to continue as *MAC Newsletter* editor through April 2021. An apprentice to the editor has been identified, Adriana Harmeyer from Purdue University, to work with Stankrauff through April 2021.

Moore and Sweetser will work on a news blast with the PIO and Program Committee to go out across our social channels earlier than the January newsletter to announce that the 2021 Annual Meeting will be virtual and ask membership for feedback on virtual conferences they've been to, good and otherwise. What things mean the most to membership, and do they have thoughts as to how MAC might carry out those things in a virtual environment?

**PIO** *(no action requested)*

**Publications Coordinator** *(discussion, no action requested)*

Labinsky wondered whether now would be the right time to move in the direction of completely digital publications. Moore would like to see a proposal of the benefits to MAC and to subscribers from the publication editors.

**Vendor Coordinator** *(discussion, no action requested)*

How might MAC attract vendors to attend/sponsor a virtual MAC meeting? What happens to donations from 2020 that were to carry over, since we are not having an in-person meeting in 2021? Moore to recommend the vendor coordinator create a gmail account that can be passed onto future coordinators to solve communication issues with vendors.

**Webmaster** *(no action requested)*

**MAC Strategic Planning (Moore)**

*Council to review the MAC Council Trello Board and Statement of Values to continue work on the strategic plan between now and a January meeting.*

*Upcoming Meetings: January 2021, continuation of strategic planning discussions*

**Meeting Adjourned**

Respectfully submitted,  
Jennie Thomas  
Secretary

## Calling all MAC Members!

### Have You Renewed for 2021?

MAC membership is based on the calendar year, so to maximize your benefits and ensure eligibility to vote in the 2021 MAC election be sure to renew before January 31. Membership comes with benefits that keep you in touch with colleagues across the Midwest through the *MAC Newsletter*, abreast of current trends in the field with *Archival Issues*, and ahead of the class with educational opportunities and other services.

Renewing online is easy. Simply go to [midwestarchives.org](http://midwestarchives.org), and select the Membership Renewal Form located under the Membership dropdown menu. Log in with your username and password to complete the form, making sure your contact information is up to date. From there, you can pay online or with a check in the mail.

## Treasurer's Report

*Submitted by Jerice Barrios for Fall 2020 Council Meeting*

### 2020 Budget Update

- We are in good financial shape considering we had to cancel all meetings for 2020. Income from memberships is on par with fall 2019, and income from publications (subscriptions and royalties) is meeting expectations.
- An unusually high \$10,867 scholarship expense included a \$3,000 donation to the SAA Archival Workers Emergency Fund and a transfer of \$5,617 in earmarked donations to establish the Mark A. Greene Emeritus Scholarship Fund.
- So far in 2020, expenses have outpaced income by \$18,240.74, but as noted above, \$8,617.00 of that is accounted for by the SAA AWE donation and the Mark Greene Fund transfer. This leaves a deficit of \$9,623.74. If 2020 proves similar to previous years, then end-of-year membership renewals and subscription income will offset that deficit to some extent.

### 2021 Budget

- Conference income and expenses for 2021 are difficult to predict at this time because of the COVID-19 pandemic.
- The Financial Task Force has begun its work of analyzing our current financial practices and looking for ways to streamline bookkeeping and improve stewardship of invested funds.