



The **Archivists Round Table**
of Metropolitan New York, Inc.

Monthly Board Report May 6, 2019

Present:

Cristina Vignone
Karen Trivette
Deidre Dinnigan
Sarah Bellet
Ashley Levine
J.E. Molly Seegers
Ostap Kin
Amye McCarther
Margot Note

Absent:

Marcos Sueiro Bal
Philip Pappas
Jennifer Neal

President

Open Issues and Discussion Items:

- Board Elections Reminder
 - Testimonials!
 - Resolution concerning job advertising on our website
 - Capital One Records
 - ART Jobs email
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Past President

Open Issues and Discussion Items:

- Submitted testimonial
 - Volunteered for Awards Ceremony committee
 - Considering other committee work
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Vice President

Open Issues and Discussion Items:

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Programming

Open Issues and Discussion Items:

- May - Workshop on Accessibility, possible alternatives
 - June - Annual Business Meeting
 - Keynote: Fobazi Ettarh on Vocational Awe
 - Confirming venue/date this week - ask re: Advocacy event
 - Election: 2 candidates for Programming Committee Dir.
 - Demographic survey: recap and send to members (from President?)
 - Will work on articles catch up in June
 - APEX
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Secretary

Open Issues and Discussion Items:

- Outgoing board testimonials
 - Received Treasurer
 - Employment submission forms
 - In progress
 - Will need language from Board's statement/resolution
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Treasurer

Open Issues and Discussion Items:

- Financial reporting
 - Taxes
 - Money saving/earning ideas for next fiscal year
 - Reminder to think about budget for next fiscal year
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Advocacy

Open Issues and Discussion Items:

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Communications

Open Issues and Discussion Items:

- Instagram Business Profile switch going well. Text formatting is much improved, though a tad tricky to implement. Analytics are still being processed, but already seeing some interesting stats such as....
- Our recent DHS advocacy letter is outperforming other recent posts.
- Highest engagement post this year was for the upcoming Speed Mentoring event.



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- Greatest audience by far is NYC (43%) but also seeing followers in Los Angeles, Boston, Athens and Ithaca.
 - After the USA (82%) we have 2% followers each in Sweden, Canada and the UK.
 - Age range of IG followers is mostly 25-34, followed closely by 35-44.
 - 81% of IG followers are women, vs. 19% men.
 - Best posting time seems to be 3PM weekdays (esp. Tues-Fri), with 12 noon (when I've mostly been posting) and 6 PM close behind.
 - Finally (had to compute this manually, oddly enough): Instagram now at 173 followers, up from 157.
 - Facebook: 666 followers, impressively up from 572 one month ago.
 - By far, most popular FB post was 4/25 job posting for Time, Inc. Asst. Archivist at NY Historical Society. Geomapping event post also quite popular.
 - Facebook Group: 595 members (flat; +1/-1)
 - LinkedIn: 892 members (picked up a couple new members this month)
 - Twitter: 3802 (9 new members in last month).
 - Over 19,000 Twitter impressions in last month; top tweet w/1000 impressions was one about The Internet Archive accepting 78s, CDs and Books.
 - Twitter followers are 69% Female/31% Male
 - 76% are in the USA (most, 28% are in NY State)
 - 65% majority view Twitter on iOS devices vs. 27% on Androids.
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Membership

Open Issues and Discussion Items:

- We finally have over 400 members again! - 402 members as of 5/6/2018
 - Speed Mentoring event occurring on 5/21/2019
 - Still need 3 mentors - last time I was one of them because we were 2 short. I think it is better if there is a moderator so I'm not running the event and participating in it because it involves cutting people off mid conversation.
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Education

Open Issues and Discussion Items:

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Outreach

Open Issues and Discussion Items:

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Publications

Open Issues and Discussion Items:

- Three reviewers uploaded since the last meeting
- Three drafts received (two reviews and one article)
- Received review copies from Facet Publishing and American Library Association
- Call circulated for the Facet copies through our listserv
 - Part of copies already assigned and sent to reviewers
- Circulated call for contributions on April 8