

MAC Council Strategic Planning, March 25–26, 2006

By Elisabeth Wittman, President

It would be hard to summarize all that happened in the two-day meeting of 18 members from MAC Council, ex officio Council, and Council members-elect. The point of the planning meeting was to review both what works well and what needs to be changed within the organization. Participants intended to come away from the meeting with an “action plan” for MAC in the upcoming years.

After much discussion, we found the four top priorities for MAC leadership are *recruitment and retention of members, education and meetings, technology infrastructure, and governance*. These four areas will be explored below.

Individual Council members were asked to handle oversight for the four areas, and where possible deadlines were set for deliverables. I will keep track of the deadlines and make progress reports in each issue of the newsletter. We may also, from time to time, put out a call for volunteers connected with the work and projects. Input on these initiatives is welcome now or at any time during this process. See the MAC Web site for more details, including minutes from the planning meetings.

Recruitment and Retention of Members— Strategic oversight: Marvin Huggins

1. **Student chapters.** Increase outreach to SAA student chapters, work on means for students to attend MAC meetings, and add more targeted events when schools are close to the meeting venue.
2. **Career table.** “Ask an Archivist.” Staffed by both seasoned archivists and those recently hired. Coordinated by vendor coordinator as part of Vendor Fair. Successfully implemented MAC Annual Meeting, 2006.
3. **Web site redesign.** Design should consider students and new members. Provide library schools and SAA student chapters with access to quality content at MAC site. Also, special section for students on site with contact and mentor information. Implementation: spring 2007.
4. **Meeting Manual.** Add section on working with students.
5. **Coordinate with student chapters.** Make contact through informational letters and other means. Membership Committee initiative.
6. **Recruitment poster.** Design contest begins July 1, see details on page 9. Membership Committee initiative.
7. **Mentoring.** Collaborate with SAA Membership Committee. Pending.
8. **New Members’ Dinner.** Continue successful program.
9. **New member involvement.** Assist new members in joining committees. Possibly incorporate student and/or new member interns on committees. Announced at Members’ Meeting 2006, more to come.
10. **Student and volunteer coordinators.** Create new positions and assign to Membership Committee members. December 2006.
11. **Retention.** Retain seasoned archivists. Involve in mentoring, “Ask an Archivist,” etc.
12. **All of the above.** Update fall 2006.

Education and Meetings—Strategic oversight: Ellen Swain

1. **Meeting papers and symposium presentations.** Mount on MAC Web site following events. Implemented fall 2005.
2. **Workshop development.** Beginning with the five fundamental workshops, create an on-line listing of all MAC workshops. Note opportunities for additional topics and local groups’ interests. Consider increasing fees for workshops.
3. **“MAC on the Road.”** Survey local activities to see overlap/collaboration and determine how to promote, ascertain target audiences, and decide on fees. Coordinated by Education Committee. Spring 2007 report.
4. **Archival educator forum:** Includes dinner hosted by MAC president. Fall 2006 update. Spring 2007 implementation.
5. **Meeting Coordinating Committee.** Members appointed and briefed. Spring 2006.
6. **Symposium Task Force.** Members appointed and briefed. Spring 2007.
7. **A*CENSUS.** Obtain data related to workshop needs in MAC region. Spring 2006.

Technology Infrastructure—Strategic oversight: Mark Shelstad

1. **Web site redesign.** Pursue limited redesign in 2006, to include, if possible, development of content management system and membership database to enable authenticated access. Reassess possibilities of using SAA system as it is fully implemented. Spring 2007.
2. **Membership survey on Web content.** Implement survey, appoint task force to examine results, and create plan. Implemented on-line survey, May 1–19. Review of data by task force. Organize fall 2006.
3. **Capitalize on quality content.** Incorporate above survey suggestions as they become available. Possible content includes FAQ for students, volunteer form with emphasis that students can be involved, members able to update their portions of the Web site, list of committee members' names, coordinated advertising space. December 2006.

Governance—Strategic oversight: Daardi Sizemore

1. **Contracted administrative staffing.** Brenda Burk, Shari Christy, and Craig Wright created list of duties to include in a position description. RFP to be distributed soon. Spring 2006.
2. **Functional oversight.** Implement Council member assignments for oversight for functional areas of MAC (see "Functional Oversight Considerations" below). Council briefly reviewed at the spring council meeting. Council to review as activities continue. Reports as appropriate.
3. **Bylaws and Constitution review.** Should a task force be appointed to review?
4. **Apprenticeship/Assistant Chairs.** Implement for complex positions such as journal editor, newsletter editor, and secretary. May impact term length. Re-examine term limits. New *Archival Issues* Editor, Amy Cooper Cary, will have one year with former Chair Todd Daniels-Howell continuing on the board. Review remaining positions by fall 2006.
5. **Guidelines review.** All ex officio Council members should review their guidelines.
6. **Student interns.** Explore possibilities for committees.
7. **Development program.** Brenda Burk as new DC will explore assigning an IUPUI School of Philanthropy student intern to create a development plan for MAC. If not, someone else in the field of philanthropy will be contracted for this work. Begin fall 2006.

8. **Election ballot.** Assess need for redesign.
9. **Member dues.** Review possible increase and examine inflationary rate adjustment and student membership rate. Spring 2006.
10. **Vice President's role.** Conduct review. Create a separate position of meeting coordinator? Should president stay on one year after end of term for continuity? President will consult with long-time members and former officers. Fall 2006 report.

Functional Oversight Considerations

President: oversees governance

Secretary: oversees records

Vice President: oversees events

Treasurer: oversees finances

Education

Publication

Outreach

Membership (volunteer coordinator, mentorship, career table)

Technology (Web functionality, management of membership directory, databases)

Sharpen Your Crayons: Poster Contest Announced

Do you enjoy graphic design? Then here is an opportunity for you! MAC wants a recruitment poster to promote the advantages of membership in MAC. Students in graduate programs of history and library/archival science will be the primary target. Designs can be four-color (CMYK) and include photographs. Approximate size of the finished product should be 11 x 17 inches. The winning poster will be announced at the MAC Fall Symposium, 2006, and the designer will receive a free registration to the MAC Annual Meeting, 2007, next spring in Columbus, Ohio. The contest is open to MAC members only. Submit design ideas on CD to Membership Chair Wes Wilson by August 31. (Complete contact information for MAC officers is located in the back of each *MAC Newsletter*.)