

BOARD OF DIRECTOR'S REPORT

VALLA MCLEAN, PRESIDENT



Speaking for myself and perhaps Rene and other Board members, I know I spent much of the year anticipating additional cuts to the Archives Society of Alberta budget. And, of course, trying to work and live through a pandemic. Although the Ministry of Culture, Multiculturalism, and Status of Women did not cut the ASA 2021-2022 budget, as Rene recently pointed out, our programs continue to be impacted by the significant reduction in our funding from the last two fiscal years.

Here is a summary of the activities of the Board for 2020-2021:

- Adoption of a contingency plan. In addition to monies held in an account to meet the demands of its yearly budget, the ASA also maintains funds to be held in long-term reserve. These funds are meant to address three possible eventualities: the need for office closure in the face of a total or near-total loss of government funding, supplement employee maternity, parental or compassionate care leave, and the need for financial elasticity.
- Approval of communications protocol. Created in 2015, the Board of Directors Manual is a well-crafted document intended to educate new Board members on the workings of the ASA Board. The manual is an evergreen document. This year, the Board updated its communication protocol clarifying the Board and Executive Director's role in communicating with funders and stakeholders.
- Approval of the renaming of the Outreach and Communications Committee. Members of the Outreach and Communications Committee recommended renaming the committee to the Advocacy and Outreach Committee. With the essential but difficult task of advocacy on the minds of many ASA members, the Board supports the change and hopes it will give committee members a new focus.
- Approval of the hiring of an advocacy consultant. The Advocacy and Outreach Committee sought feedback on a proposal to hire an advocacy consultant. This type of consultant could help the ASA identify critical people in the government to reach out to, provide templates for communication with government officials and provide guidance on registering as an organization lobbyist.

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BOARD OF DIRECTORS

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Vice President

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Secretary

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Marissa Fraser

Nominations and Awards

Philip Pype

Advocacy and Outreach

Angie Dilts

Alberta on Record

Vino Vipulanantharajah

NEWSLETTER

Advertising, Design and Layout

Ashwini Gadtoula

ASA STAFF

Executive Director/Archives Advisor

Rene Georgopolis

Administrative Assistant

Ashwini Gadtoula

Financial Coordinator

Sonia Phillips

Database Administrator

Maryna Chernyavska

Conference Coordinator

Ericka Chemko



The Archives Society of Alberta is supported in part by a grant from the Government of Alberta.

BOARD OF DIRECTOR'S REPORT (CONT)

VALLA MCLEAN, PRESIDENT

• Approval of the suspension of Fonds d' Archives. With only one but impactful issue published in 2017, the Board decided to stop publishing the open access scholarly journal. The ASA website lists Fonds d' Archives as currently on hiatus. There is a proposal in progress to keep our journal going with other Western Canadian archival associations.

• Approval of file naming conventions, shared portal, and board meeting procedures. To some, this may seem like an insignificant thing to do or report. However, this structure and these types of documents allow Board members to quickly find accurate and up-to-date information, helping them make informed decisions.

I want to extend my gratitude to Rene Georgopolis for her continued dedication to the ASA, especially in a year when like so many others, she tried to balance working from home while sharing her workspace with and taking care of a young child. I would also like to thank the other board members Erin Hoar (Vice-President), for her enthusiasm and willingness to attend meetings in my absence. Ashley Halko-Addley (Secretary) for embracing what I view as the tedious task of taking minutes and posting them promptly, Jordan Roy (Individual Member-at-Large) for his thoughtful contributions during meetings, Jason Nisenson (Treasurer) for his dedication to understanding financial matters, and Melissa McCarthy (Institutional Member-at-Large) for her no-nonsense approach to things. I would also like to thank Maryna Chernyavska and Erika Chemko for her dedication and contributions to the ASA for the last number of years.

And finally, to committee chairs (past and current) Lindsay Ballagray, Melissa McCarthy, Shamin Malmas, Charles Hunt, Vino Vipulanantharajah, and all the people who volunteer to sit on ASA committees - thank you, thank-you, thank-you!

EXECUTIVE DIRECTOR/ARCHIVES ADVISOR ANNUAL REPORT

RENE GEORGOPALIS, EXECUTIVE DIRECTOR/ARCHIVES ADVISOR

I am the only full-time staff member of the ASA and my role includes overseeing the daily administration of the Archives Society of Alberta which includes duties such as supporting and attending Board of Directors and committee meetings, distributing communications to members, financial and human resource management, grant applications and other general administrative activities. I offer advisory services to archives around the province regarding best practices and I assist organizations that are interested in developing new archival programs.



The following is a summary of the activities accomplished in 2020-2021.

ADVISORY SERVICES

In 2020-2021, site visits were heavily reduced due to safety and COVID-19. I conducted two non-member site visits including one at Métis Settlement General Council and the other at Edmonton Aboriginal Seniors Centre. I conducted one site visit at our member site Loyal Edmonton Regiment Museum. There are several sites who requested site visits which I plan to conduct once it is safe to do so.

In 2017, we were asked by two Indigenous communities to offer an introductory course on Indigenous Archives. Again in 2018-2019, we were asked by another community to offer this course. We are still seeking to secure funding to support Indigenous archives in our province.

Detailed advising statistics can be found below. I have also included membership statistics to my report this year since I was responsible for membership this year.

ADDITIONAL INITIATIVES

Many other services in addition to advising were conducted in 2020-2021, which include:

- Administering and teaching the Archives Institute in a new virtual format January to March 2021;
- Administering workshops - Social Media Training in November 2020 and ReOpening Strategies for Archives in October 2020;
- Attending and organizing meetings of the ASA's Board of Directors, including the Annual General Meeting, and meetings of ASA's various committees;
- Contributing to the ASA Newsletter as well as communicating to members through our website, e-mailout, list-serv, and social media (Facebook, Twitter, and new this year, LinkedIn) regarding ASA initiatives as well as happenings both at ASA and in the general archival community;
- Administering Archives Week;
- Other tasks included acquiring new committee members, surveying membership on their status with COVID-19, implementing a new membership database, moving into our new office, and other administrative duties.

For 2020-2021, we continued to provide advising services and professional development opportunities through our workshops and Archives Institute. I took on more administrative work due to staff loss from funding cuts in 2020-21. For the upcoming year, we continue to no longer offer project grants but we will be working on a fresh website and advocacy work. This fiscal year started with pandemic restrictions which is reflected in our statistics. Thank you to the ASA Board members, committee members, and staff who help make ASA's initiatives possible and who help me so much with my work.

EXECUTIVE DIRECTOR/ARCHIVES ADVISOR ANNUAL REPORT (CONT.)

RENE GEORGOPALIS, EXECUTIVE DIRECTOR/ARCHIVES ADVISOR

ADVISORY SERVICES STATISTICS

FISCAL YEAR	2018-2019	2019-2020	2020-2021
Total Inquiries	217	187	201
Member/Non Member	86/131	74/113	76/125
E-mail/Other Methods	151/66* *Note 3 from social media	128/59	158/43* *Note 3 from social media
SUBJECTS			
Appraisal and Acquisition	17	8	16
Archival Processing	9	15	9
Description	1	2	6
Preservation	13	12	16
Member Institutions	2	6	6
Contribution/Grant Applications	20	11	8
Membership	9	14	9
Technical Advice and Assistance	7	8	3
Digitization	7	7	4
Development of Policies/Procedures	9	6	25
Re-directed Search Questions	63	57	56
Professional Development	48	30	28
Contractors	8	7	9
Promotional Activities	4	0	3
TOTAL SITE VISITS	13	9	2
Member/Non-member	7/6	5/4	1/2
DURATION			
One hour or less	1	0	0
Between 1 to 2 hours	10	5	3
Between 2 hours and half a day	2	2	0
Full day	0	2	0

MEMBERSHIP STATISTICS

Member Type	2019-2020	2020-2021
Individual	102	88
Associate Institutional	9	9
Institutional	47	44
Honorary	13	13
TOTAL	171	154

DATABASE ADMINISTRATOR REPORT

MARYNA CHERNYAVSKA

As the Database Administrator, I am responsible for maintenance of Alberta on Record (AOR), communication with the developers, user support and training. I reviewed and published archival descriptions submitted by ASA institutional members, updated authority records, and assisted with description upload.

AtoM 2.6 was released in July 2020. This release included many new features, significant performance enhancements, and dependency upgrades. One of the most important new features of AtoM 2.6 is a new HTML5 media player that replaced the Flash-based media player which was discontinued in the end of 2020. AtoM 2.6 was followed by four security releases the most recent of which AtoM 2.6.4 was released in April 2021.

ASA members continued revising archival descriptions and authority records of their institutions in AOR, and contributed new descriptions to the database. There are currently: 180,510 archival descriptions (15,253 of them are top-level descriptions), 20,980 authority record descriptions, and 154,174 digital objects in the database. Together with the AOR Committee member, Jia Jia Yong, we have been cleaning authority records. Duplicate authority records are merged, records created by mistake on the fly are deleted, records that were created as a result of mapping inaccuracies during the transition from the old database to AOR are updated as necessary. This is an ongoing project which we hope to complete in the next year.

AOR Manual was recently updated and is also available from the ASA's website. AOR users can also access it by clicking on the Quick links ('i' sign in the horizontal menu). It will be useful to all institutional members using AOR, especially those who are new to it.

In the last few months, I assisted ASA's PAASH intern, Timothy Arthur, with his project of integrating the Provincial Archives of Alberta Subject Headings (PAASH) taxonomy into AOR. Thanks to Timothy's excellent work, this detailed taxonomy is now part of the database, and is also available to download as SKOS RDF/XML from ASA's website. It replaced the previous AOR subject taxonomy consisting of only 29 terms. Members can now use PAASH to assign subject headings to their archival descriptions, and thus enhance their access and discoverability. PAASH instructions are available on AOR under the Quick links.

Google Analytics feature for Alberta on Record allows generating usage statistics reports for individual institutions. Reports for 2020 were sent to institutional members. Reports can also be generated on demand for a specific period of time and/or a particular feature.

I would like to thank Rene Georgopolis and the AOR Committee members: Vino Vipulanantharajah, Cristian Udma, Jillian Staniec, Jia Jia Yong, and Jason Nisenson for their ongoing support. I look forward to another year of working with Alberta on Record, and serving the ASA members.

ALBERTA ON RECORD (AOR) COMMITTEE REPORT

VINO VIPULANANTHARAJAH, CHAIR

Thank you again to all our institutional members who have been using the AOR database. During a pandemic year with many closures and archives having to adjust how they operate, the use of online resources has become imperative for researchers. And the AOR database seems to have become one of these main resources, which was widely accessed over the last year.

Statistics for traffic on the AOR database were gathered from April 2020 to March 2021. Pageviews over this last year have risen tremendously. We had 412,908 individual pageviews on AOR, which is almost double from the year before. With nearly 12,000 more users as well, the people who are coming into AOR are also sticking around longer to view multiple pages, which is shown by a lower overall bounce rate this year. Thus, the content on AOR is being accessed more than ever before, which is a great sign that the materials on the database are reaching a wider audience. Thus, we encourage our institutional members to continue to put more materials on AOR, as there clearly is an increase in viewers interested in obtaining information from our archives. We saw about 1,000 new descriptions entered into the database over last year.

Alberta on Record web traffic statistics:

Month	Sessions	Pages/Session	Avg. session duration	Bounce rate	Pageviews	Users
April	6204	4.06	118.77	68.79%	25177	5462
May	7887	4.06	130.41	67.03%	32017	6857
Jun	9095	4.55	144.48	66.88%	41423	7717
Jul	8459	3.66	110.58	68.57%	30991	7323
Aug	8502	3.65	107.33	68.64%	31013	7349
Sep	8598	3.56	114.44	68.17%	30567	7299
Oct	8797	4	124.48	68.44%	35174	7693
Nov	8446	3.74	122.01	67.62%	31608	7354
Dec	7540	3.93	122.84	67.63%	29646	6556
Jan	9329	4.34	137.16	65.96%	40448	8003
Feb	9207	4.72	143.11	63.64%	43423	7781
Mar	9132	4.54	140.75	63.15%	41421	7760
Total/Average	101196	4.08	126.94	66.94%	412908	87154

The other major development over last year is the implementation of the Provincial Archives of Alberta Subject Headings (PAASH) system in AOR. The ASA hired Timothy Arthur, an intern through the Young Canada Works grant, to create a machine-readable version of PAASH. AOR has now fully implemented this system. AOR previously had only 29 broad subject terms. With the inclusion of PAASH, there are now just over 6000 headings. This system will now allow our institutional members to assign much more detailed subject access terms to their records. The machine-readable version of PAASH and instructions are also available on the ASA's website for any institutional members who would like to implement PAASH into their local database as well: <https://archivesalberta.org/membership/documents-for-members/>.

ALBERTA ON RECORD (AOR) COMMITTEE REPORT (CONT.)

VINO VIPULANANTHARAJAH, CHAIR

I would like to thank my fellow committee members, Cristian Udma, Jillian Staniec, Jia Jia Yong, Jason Nisenson, our Executive Director, Rene Georgopolis, and Database Administrator, Maryna Chernyavska. Special thank you to Timothy Arthur for all his work for implementing the PAASH system in AOR. We also want to thank Carson Murphy who was previously with us on the committee.

A reminder to all members that your institutional usage statistics on AOR through Google Analytics are available upon request with our database administrator.

To all our ASA members, please feel free to contact our committee if you have any comments, questions, or concerns, which will help us develop reference/help tools in the future. We would like to hear your feedback about PAASH and hope that it provides you a more detailed vocabulary to use.

Thank you to everyone who has helped make AOR one of the more accessed archival databases in Canada. We believe that the centralized location for Alberta's archives has had tremendous benefits for both access and exposure to our archives. We look forward to adding even more descriptions from our members so that we continue to grow our database.

ADVOCACY AND OUTREACH COMMITTEE (FORMERLY COMMUNICATION AND OUTREACH COMMITTEE) ANNUAL REPORT

For 2020-2021, the Advocacy and Outreach Committee (AOC) met several times to create and update tools to support institutional members across the province in their public outreach and promotional endeavors. With the anticipated threat of financial cuts to the ASA which in turn negatively impacts ASA members, the AOC recognizes it is more important now than ever to promote archives, our resources, and our professional value and relevance. The AOC is hopeful resources and ideas generated and shared with members provided some foundation and efficiency offering promotional and outreach opportunities.

AOC has been challenged to encourage facility-based promotion and outreach in the current pandemic scenario where traditional events, exhibits, learning, tours and facility closures have impacted the delivery of such public programming. With this in mind, AOC recommended sites consider if and how they may be able to implement the creative use of social media or increase their current social media presence. Social Media training offered by the ASA Education Committee in 2020 proved to be valuable in supporting this effort. In addition to the encouraged use of social media throughout the year, 2020 saw a social media campaign during Archives Week that encouraged documenting these unprecedented times and promoted record donation. Only about 5 institutional members participated in Archives Week in 2020. Social media initiatives related to "Ask an Archivist Day" (5 members participated) and World Day for Audiovisual Heritage were also promoted. We thank the few institutions for their participation during a difficult year.

Understanding that not all institutions are using social media, the committee also encouraged archives across the province to propose media stories related to their facilities, collections, users, and/or unique projects that they are undertaking. Archives Week provided the perfect opportunity for this spotlight. Tools to support the creation of compelling narratives and pitching a media story were shared with members. Several institutions responded to this call and were able to successfully generate media interest and were in turn featured on radio, in print, online and in television stories. The committee applauds these efforts and would like to encourage institutional members and professionals to continue to be mindful of opportunities that allow archives to communicate their value and relevance.

ADVOCACY AND OUTREACH COMMITTEE (FORMERLY COMMUNICATION AND OUTREACH COMMITTEE) ANNUAL REPORT (CONT.)

While trying to encourage archives to take centre stage and raise their profile in their communities and beyond, AOC was also undergoing some transition and trying to better understand their role. We identified that it is imperative that the ASA together with our members activate in a proactive and strategic way to garner public and political support advocating at various levels of government for increased and stabilized funding to support your good work operating facilities, supporting public access, preserving collections, and creating jobs. Results from a member survey that the AOC put out to the members in fall 2019 echoed this as a priority. With this in mind, the Committee brought forth to the board the suggestion that advocacy should be captured as a key outcome of this committees' work and that financial resources and expertise are needed for these efforts. From this, the Committee has now been renamed and an updated Terms of Reference and mandate will follow in 2021-22 reflecting this new focus.

With this exciting shift to include advocacy efforts, in early 2021, the newly termed Advocacy and Outreach Committee, sourced and sought proposals from several Alberta-based consultants who specialize in the strategic design and delivery of advocacy strategies and services. In the weeks ahead, the ASA board and the committee will be inviting select consultants to highlight their services and better define their costs and approaches for the ASA Board consideration.

We have recommended hiring a consultant for the following reasons: AOC members do not have experience navigating various levels of government to advocate for funding and the ability to work with a consultant will help effectively communicate the value of archives and propose projects that garner beneficial support, while ensuring our message is reaching key influencers and decision makers. An advocacy consultant has the ability to provide strategic direction to the ASA and its membership. AOC is committed to providing leadership to activate members to carry out such a plan that has the potential to yield positive results. Through this research, AOC also learned that comparable organizations to the ASA are already utilizing such services and seeing positive financial results and the development of new and strengthened relationships. It will be critical that collectively, archives professionals across the province come together to enact such a plan should this initiative move forward. Please stay tuned for an update related to the ASA's decision related to this consideration.

AOC would like to remind members that we are seeking expressions of interest to contribute to and lead this committee work. Additionally, looking ahead, we will be counting on all members to support initiatives to help us advocate for the needs of the profession. Together, with guidance, we can work together to advocate for what we need.

In closing, the former ASA Communications Committee, now the new ASA Advocacy and Outreach Committee would like to thank committee members Charles Hunt (former Chair), Angie Dilts (Interim Chair), Erin Hoar (Board Representative), Jaclyn Landry, Emily Guthrie-Plouffe, Andrew Chernevych (previous Board Representative) and Rene Georgopolis for their contributions this past year. We wish Andrew, Charles, Emily the best and thank them for their contributions and leadership.

ASA EDUCATION COMMITTEE REPORT

MARISSA FRASER, CHAIR

One of the objectives of the Archives Society of Alberta is "to encourage and develop archival skills among those engaged in archival work by holding seminars and workshops on archival principles and practices." In the past year, the ASA provided the following opportunities to support this objective. Due to COVID-19, all 2020-2021 offerings were provided virtually, Note, the Archives Institute was provided in the Winter of 2021 instead of Spring of 2020 due to COVID-19 and the switch to providing the institute virtually.

Special Events

Re-Opening Strategies and Archives Online Event

Date: October 8, 2020

Presenter: Rene Georgopolis

Panelists: Anna Gibson Hollow, Leslie Latta, and Vino Vipulanantharajah

Location: Videoconference on Zoom

Cost: Free, Members only event

Participants: 15 participants

Special Topic Workshops

Social Media Training Workshop

Date: November 27, 2020

Instructor: Beverley Theresa of Throwdown Social Media

Location: Videoconference on Zoom

Cost: \$50 member; \$75 non-member

Participants: 30 participants (full capacity)

Fundamental Archival Education

Archives Institute

Date: January 4, 2021 to March 19, 2021

Location: Virtual, Google Classroom used for video content

Instructor: Rene Georgopolis

Guest Instructors: Alison Freake, Dylan Bremner and Terry O'Riordan

Cost: \$800 member; \$850 non-member

Participants: 19 participants

The ASA would like to thank guest instructors and panelists.

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Individuals and institutions are encouraged to submit articles, reviews, reports, photographs or letters to the editor to the Archives Society of Alberta News, Issues #1, 2, and 3. Submissions are preferred in electronic format as Word files for textual submissions, or as JPG files for graphic submissions.

Please note:

Issue #4 is reserved for Annual Reports of the Society and its committees.

The views expressed in the Archives Society of Alberta Newsletter are not necessarily those of the Archives Society of Alberta or its Editor.



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ARCHIVES SOCIETY OF ALBERTA MEMBERSHIP APPLICATION 2021 – 2022

Name (Institution or Individual)

Address

City

Province

Postal Code

Telephone (_____) _____ - _____

Business Phone (_____) _____ - _____

Fax (_____) _____ - _____

E-mail _____

Voting Delegate (Associate)

Institutional Affiliation (Individual Members)

TYPE OF MEMBERSHIP

Please Check

- Archives Employee \$60.00
- Students, Volunteers, Seniors \$30.00
- Associate Institutional Member \$90.00
- Institutional Member (Please contact the ASA for further information)
- Yes, I would like to volunteer for an ASA Committee

Credit Card No. _____

Expiry _____ Visa MasterCard

Card holder name (please print) _____

Signature _____

Please make cheque or money order payable to the Archives Society of Alberta and mail to:

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Prince of Wales Armouries and Heritage Centre
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Edmonton AB T5H 3Z9
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