



**Saskatchewan Council
For Archives and Archivists**

Annual General Meeting 2013

Agenda Package

**Friday, June 21, 2013
2:15 p.m. Registration
2:30 p.m. Annual General Meeting**

**Moose Jaw Public Library
461 Langdon Crescent Moose Jaw, Saskatchewan**



**Saskatchewan
LOTTERIES**



**Canadian Council of Archives
Conseil canadien des archives**

Saskatchewan Council for Archives and Archivists
Annual General Meeting

Friday, June 21, 2013 2:30 p.m.

Moose Jaw Public Library
461 Langdon Crescent,
Moose Jaw, Saskatchewan

Proposed Agenda

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Following adjournment, there will be a member forum – an informal opportunity to share ideas, ask questions, seek advice, and generally discuss issues of concern.

**Saskatchewan Council for Archives and Archivists
June 23, 2012 - Annual General Meeting
Clayton McLain Memorial Museum
Cut Knife, Saskatchewan
Minutes**

Present:

Mark Vajcner (University of Regina Archives and Special Collections)
Crista Bradley, (University of Regina Archives and Special Collections)
Bruce Dawson, (Sask. Parks, Culture and Sport (Regina))
Christine Charmbury (Saskatchewan Archives Board (Saskatoon))
Jeff O'Brien (City of Saskatoon Archives)
Tammy Donahue-Buziak (City of North Battleford Historic Archives)
Cameron Hart (Saskatchewan Council for Archives and Archivists, Saskatoon)
Ailsa Leftwich (Esterhazy Museum)
Lenora Toth; (Saskatchewan Archives Board (Regina))
Leola Macdonald (North Battleford)
Donald Duncan (Lloydminster Regional Archives)
Barb Sealy (North Battleford)
Jamie Benson (Prince Albert)
Ken Dahl (City of Saskatoon Archives)
Lorna McLean (North Battleford)
Krista Liggett (Saskatchewan Archives Board (Regina))
Audrey Price, Executive Director, SCAA (Regina)

1. Call to Order

Mark Vajcner (chair) called the meeting to order at 9:20 a.m. and welcomed everyone to the meeting.

2. Approval of Agenda

Motion: That the agenda be approved as presented.

Moved: Lenora Toth; Seconded: Crista Bradley

Carried

3. Approval of the June 11, 2011 Annual General Meeting Minutes

Motion: That the minutes of the June 11, 2011 SCAA Annual General Meeting be approved with the following corrections:

Secretary's Report, page 4: "Ailsa will allow her name to stand for the position of Member-at-Large and will assume the role of Secretary for the remaining one year of the term."

Election of Executive Committee, page 6: Because of maternity leave Ailsa Hedley-Leftwich has resigned her final year as Secretary and has put forward her name for the Member-at-Large position. Christine Charmbury has completed her one year term as Member-at-Large and agreed to assume the role of Treasurer to replace Ailsa for the remaining year of her two-year term.

Moved: Jeff O'Brien; Seconded: Ailsa Hedley-Leftwich

Carried

4. Approval of September 29, 2011 Special General Meeting Minutes

Motion: That the minutes of the September 29, 2011 SCAA Special General Meeting be approved as presented.

Moved: Jeff O'Brien; Seconded: Ailsa Hedley-Leftwich

Carried

5. Executive Reports

President's Report (circulated)

Mark Vajcner presented his report and spoke to two highlights for the year. The new three-year strategic plan was adopted at the Special General Meeting in September in Regina with the chief priorities being working toward development of a Code of Ethics; Undertaking a trial Mentorship program in 2012-13; Implementation of the new Executive and Executive Director Procedure Manual.

Mark extended his appreciation to the Executive, Committees and Staff for their support throughout the year.

Motion: That the President's Report be approved as presented.

Moved: Mark Vajcner; Seconded: Lenora Toth

Carried

Treasurer's Report (circulated)

Bruce Dawson reported that it was a good year financially for SCAA with revenues up over 2010-11. Additionally, expenses were near or less than budgeted leaving a surplus of just over \$5,000.00.

Financial policies underwent revisions necessary to ensure they aligned with the constitution and bylaws and reflect the association management handling day-to-day financial management of the organization.

Key items highlighted in the Audited Financial Statements were:

- The revenue and costs of the 2011 Calendars left only a minor profit and when combined with the significant time necessary to manage the project, the Public Awareness Chair and Executive agreed that no calendar project would be undertaken in 2012.
- Council funding increased from Saskatchewan Lotteries Trust Fund through SaskCulture increased by \$9,930 as a result of cost of living increase on the annual grant as well as from a one-time additional grant supplement of \$6,300 from SaskCulture. Additionally, a Capacity Building Grant was secured to facilitate the strategic planning and governance work.
- Expenses remained constant in the last two years.

Motion: To receive the Treasurer's Report as presented.

Moved: Bruce Dawson; Seconded: Donald Duncan

Carried

Motion: To receive the 2011-12 Audited Financial Statements.
Moved: Bruce Dawson; Seconded: Cameron Hart Carried

Motion: To appoint Marcia Herback, CA as Auditor for the 2012-13 year.
Moved: Bruce Dawson; Seconded: Jeff O'Brien Carried

Motion: To approve the 2012-13 Budget with a correction of the inadvertent reversal of the headings "Communications and Professional Development" as compared to the budgeted amounts, in the Archives Advisor Service Expense category.
Moved: Bruce Dawson; Seconded: Jamie Benson Carried

Financial Motions:

Whereas the Executive Committee has approved amendments to the Procedures for Financial control, originally approved by the 2008 AGM & last Revised at the 2009 AGM:

Motion: That the Amendments to the Procedures for Financial Control be approved: That the policy may continue to be amended by the Executive Committee, with such amendments to be ratified at the following AGM.
Moved: Bruce Dawson; Seconded: Tammy Donahue-Buziak Carried

Item #10 of the Agenda, Policy Revisions, was brought forward to this point in the meeting.

The Treasurer discussed the Travel Policy, last revised at the June, 2006 AGM, as well as the proposed changes, circulated in advance of the AGM.

Motion: That the Revisions to the Travel Policy be approved: That future revisions and updates will require approval by the Executive Committee; that the last sentence in point #7, have inclusion of the word 'the' Executive.
Moved: Bruce Dawson; Seconded: Tammy Donahue-Buziak Carried

Secretary's Report (circulated)

Christine Charmbury reported on her second year serving on the Executive and thanked her colleagues and the office staff for their hard work.

Her report included the 2011-12 membership report, indicating the levels remained stable with 25 Individual Members and 58 Institutional Members and no one in the "General" Membership category.

Motion: To approve the Secretary's Report as presented.
Moved: Christine Charmbury; Seconded: Ailsa Hedley-Leftwich Carried

7. Executive Director Report (circulated)

The Executive Director reviewed the highlights of the past year and discussed the impact to the upcoming year that will result from loss of the NADP Grant program. She also thanked the Executive and staff for their support throughout the year.

Motion: To accept the Executive Director Report as circulated.

Moved: Bruce Dawson; Seconded: Ailsa Hedley-Leftwich

Carried

8. Archives Advisor Report

The Archives Advisor highlighted workshops presented and member visits completed in 2011-12.

Motion: To accept the Archives Advisor Report as circulated.

Moved: Jeff O'Brien; Seconded: Lenora Toth

Carried

9. Constitutional Amendments

The President summarized the Governance Review process that was undertaken by SCAA in 2011-12 and the resultant changes to the Constitution which were circulated prior to the AGM.

Motion: To adopt the Constitutional Amendments as presented.

Moved: Mark Vajcner; Seconded: Jamie Benson

Carried

10. Policy Revision

Item reported on in Treasurer's Report under item number 5.

11. Election of Executive Committee

Mark thanked Jeff for preparing the Nominations Committee Report. He advised the positions open for election, and called three times for nominations from the floor. There being none, he presented the slate of nominees as:

President (2012-14): No candidate

Vice-President (2012-13): Mark Vajcner, University of Regina Archives, completing Jeff O'Brien's term

Treasurer (2011-13): Bruce Dawson, continuing

Secretary (2012-14): Donald Johnson, University of Regina

Institutional Member-at-Large (2011-13): Lenora Toth, SAB, continuing

Individual member-at-large (2012-14): Jeremy Mohr, SAB

Member-at-Large (2012-13): Rachel Wormsbecher, Swift Current Museum and Archives

Member-at-Large (2012-14): Ken Dahl, City of Saskatoon

Motion: That the 2012-13 Slate be acclaimed.

Moved: Jamie Benson; Seconded: Jeff O'Brien

Carried

Signing Officers:

The following are proposed as signing officers:

Mark Vajcner, Vice-President
Bruce Dawson, Treasurer
Audrey Price, Executive Director,

Motion: That signing officers for the Saskatchewan Council for Archives and Archivists be accepted as presented. That any two be authorized to sign on behalf of Council.

Moved: J. O'Brien; Seconded: Jamie Benson

Carried

12. Other Business

Mark thanked the Clayton McLain Memorial Museum for hosting the 2012 SCAA Annual General Meeting.

13. Adjournment

Motion: To adjourn.

Moved: J. O'Brien;

The Meeting adjourned at 12:15 p.m.

President's Report, 2012-13

This year was an unexpected term as President for me. As many of you will recall, at our 2012 Annual General Meeting at Cut Knife, I was elected Vice-President. However since we failed to elect a President at that meeting, I stepped back into the role at the request of the Executive Committee.

Since that time the Executive and I have had an eventful year. You will be hearing all about that in the executive, staff, and committee reports that follow. I would simply like to touch on a few highlights.

First, I would like to extend a thank you to all those who made Archives Week 2013 a success. This year events were held in ten communities across the province. Regina recorded its most successful Archives Week ever with a highly popular event, *The Rise and Fall of Prohibition* at Bushwakker Brew Pub.

A significant priority this year was the Archives Week Enhancement Project. After a competitive process, *Look Matters*, a Regina public relations firm, was engaged to review the organization and delivery of Archives Week and to provide recommendations on ways SCAA could increase public participation, organize its public relations around Archives Week more effectively, and otherwise build its capacity to deliver this program. The final report was delivered in March and has been attached for your information. I believe there are many worthwhile recommendations in the report provided by a group of people with a strong expertise in organizing and holding public events. The report is now in the hands of our Public Awareness Committee to review and implement. I look forward to seeing where we will go.

Archives Week has been an excellent opportunity to advance on the priorities defined in our Strategic Plan. Both the Enhancement Project and our collaboration with Bushwakker in Regina or the Roxy Theatre in Saskatoon, advance in developing "partnerships with organizations that... can support our initiatives and reduce our costs" (Strategic Plan 2012-15, p. ii).

Another strategic priority was the development of an SCAA Code of Ethics. Executive members recently considered such a code. Key principles underlying the Code are that archivists are engaged and involved and that the archival community remains cooperative, supportive and collegial. That Code will be up for discussion later in the meeting.

I again, encourage everyone to take a look at our strategic plan, this document guides our organization and guides the work of our Executive. You can view the plan at http://scaa.usask.ca/about_us/strategic_plan.html please share any ideas you have on working toward our established goals with the Executive and staff.

We are now deep into the three-year cycle of our current Strategic Plan, I would encourage the next Executive to continue the implementation of the plan's recommendations. I firmly believe that we need to think and act strategically in all of our endeavors. We have outgrown the good ol'days when programs could be developed and implemented on the fly. As a recognized Provincial Cultural Organization (PCO) we must be methodical and deliberative. To that end the

Strategic Plan formed the basis of our three-year funding application to SaskCulture this past October. Having a considered and consultative plan considerably strengthen our application and put a certain weight behind our asks. SaskCulture was impressed by our process and an increase in funding was the result. I hope that future Executives will continue the process of developing a strong three-year Strategic Plan and using it to support a strong three-year funding application to SaskCulture.

This, of course, is a culture shift for SCAA. But since our first annual meeting back at the University of Regina in October 2000 we have seen a few significant shifts. It has been a privilege to take part in these, and I look forward to what the future will bring. As I complete my unexpected term, I want to end with a thank you to the members of Executive, to our staff, and to you all. It has truly been an exciting year.

Mark Vajčner
SCAA President *pro tem*, 2012-2013

Treasurer's Report, 2012-13

This was a very good year financially for the SCAA. Revenues were up for the second year in a row in most categories, notably in memberships and workshop registrations. Expenses were generally up over last year and above budget, with a notable exception being expenses related to executive and committee expenses and AGM expenses, which were significantly less than budgeted. We were also the beneficiary of some 'found' money as we were scheduled to repay over \$4200 to the Canadian Council of Archives and Archivists for unexpended Professional Development funds granted to the SCAA through the National Archival Development Program (NADP) in 2011-12. However, despite attempts to make good on our debt, the transactions could not be completed before the NADP accounts were closed. As a result, we ended up with a surplus of nearly \$14,000. This surplus will be used to build the organizations funding reserve, a direction called for in the new governance policies.

It was also a year in which we made some changes to our financial statements so as to better group some expenses together, such as grants and human resource expenses related to the Archives Advisor. We also updated the chart of accounts to remove several unused codes from the books, thus making it easier to code and post transactions and to read the financial statements.

A few observations from the Audited Financial Statements:

From the Statement of Operations:

Revenue:

The small revenue from calendar sales represents some funds collected by members for the sale of the 2012 calendars which was not submitted to the office before the end of the last fiscal year.

The \$6163 increase in funding under the Saskatchewan Lotteries Trust Fund was a result of our expected cost of living increase on our annual grant.

The \$7500 grant received from SaskCulture was from the Capacity Building Grant program and was used to support the Archives Week Enhancement Study undertaken this past year.

Expenses:

General Administration Expenses were mostly up by a small percentage, reflecting cost of living increases during the past year and were generally consistent with the budget. There were two exceptions to this trend. Expenses for Office Supplies, Courier and Postage were significantly more than last year due to a couple of one-time purchases to facilitate better organization of the office files, the inclusion of some postage expenses related to the distribution of Archives Week materials which was not coded to that account, and to purchase new computer, projector and software for use by the Archives Advisor. On the advice of the Auditor, these items were classified as Office Supplies. The decrease in expenses, to zero, for the Annual General

Meeting was as a result of no costs being incurred for facilities, food or travel in association with the meeting.

Travel and Meeting Expenses decreased significantly this year as there were no strategic planning sessions as there was in 2011-12, nor many committee meetings staged for which expenses were incurred.

Program and Project Expenses were down in 2012-13 as fewer projects were undertaken by the SCAA due to the cancellation of NADP funding, such as conservation services and book projects. Professional development expenses were down largely due to the use of more local instructors than in past years and the small use made by members of the SCAA travel subsidies. Archives Week and Public Awareness spending was up significantly due to the cost of the contract with Look Matters to undertake the aforementioned Archives Week Study.

From the Statement of Financial Position Document:

Our cash position is noticeably higher because we received our initial 2013-14 payment from The Saskatchewan Lotteries Trust Fund prior to March 31st. This fact also explains why we also have a significant amount of deferred revenue noted under Liabilities as these funds will not be recorded as income until the 2013-14 operating year.

From the 2013-14 Proposed Budget

In the Revenue Section, the most notable change over this past year is the nearly \$20,000 increase in our grant from Saskatchewan Lotteries. This increase reflects the success of our request to SaskCulture in our annual grant submission last fall to increase our core funding to help offset the loss of NADP. As no additional grants are anticipated next year, and other revenue streams are anticipated to stay similar to this past year, the increase to total revenue is modest.

All Human Resource, General Administration and Travel & Meeting expenses are expected to be similar to recent years with nominal cost of living increases. Executive and Committee meeting costs are anticipated to be higher since those standing for election this year are from a range of communities across the province.

The budgets for Program and Projects and Professional Development will remain similar to past years less the funds allocated last year for the Archives Week Enhancement Study. Institutional Grant funding is increased as per our request to SaskCulture while Travel Subsidy budgets are reduced to totals closer to the actual usage over the past couple of years.

The budget for the Archives Advisor travel and communications has been set at a total more reflective of actual travel costs during the past couple of years. These increases reflect both the rising costs of transportation, accommodations and communications in the province as well as the request by the Council for the Advisor to visit more member sites during the year. The

Archives Advisor now follows a regularized schedule in hopes of visiting each member institution at least once every three years.

Looking forward to this current year and beyond, we are fortunate to have strong and stable support from SaskCulture for our programming. However, as core operating expenses continue to rise, it will be increasingly important to seek and secure new and additional partners and sources of funding so as to maintain current programming as well as take on any new initiatives the Council may wish to pursue.

As my current work is outside of the archival community, I have decided not to seek re-election to the SCAA Executive. As such, this concludes my second and final year as Treasurer. I have greatly enjoyed my time on the Executive and had many wonderful memories and learning experiences to take away from my two years on the Board. I would like to thank Audrey Price and Lovella Jones from B-creative for their day to day work maintaining the finances of the organization as well as their assistance to me in completing the required reporting for meetings and grant applications. I would also like to thank May Chan and Jeremy Mohr for donating their time and expertise to serve on the 2013 Audit Committee. Last but not least, thank you to Mark Vajcner and the rest of the Executive for their support and sharing of wisdom during the past year. It has been an invaluable experience serving on the Executive in this role and I wish the best of luck to my successor.

Respectfully submitted
Bruce Dawson, Treasurer
June 2013

Secretary's Report, 2012-2013

It was a pleasure to serve the first year in my two-year term as Secretary on the SCAA Executive.

I hope that my fellow members are as pleased with my participation as I am with theirs. Our collective efforts have continued to prove membership in the SCAA to be valuable and relevant to archives in Saskatchewan.

I have confirmed that the minutes of all 2012-2013 Executive council meetings up to today, the 27th of May, 2013, have been recorded and are accessible on the SCAA Intranet. I will ensure that the minutes for today's meeting and the Annual General Meeting are also recorded and accessible as well.

The SCAA 2012-2013 membership numbers are as follows:

- 32 Individual Members (7 more than from 2011-2012)
- 50 Institutional Members (8 less than in 2011-2012)

A list of institutional members is available online at

<http://sain.scaa.sk.ca/collections/index.php;repository/browse>

Note that there may be some in this list who are no longer active.

I'd like to thank our council staff Audrey Price, Lovella Jones, and Cameron Hart for their ongoing work this year!

Respectfully Submitted,

Donald Johnson
Secretary, SCAA
2012-2013 Executive

Communications Committee Report, 2012-2013

The 2012-2013 Communications Committee is comprised of:

- Donald Johnson, Saskatchewan Archives Board: Regina (Chair)
- Ailsa Hedley Leftwich, Esterhazy Community Museum
- Christine Charmbury, Saskatchewan Archives Board: Saskatoon

We had the best of intentions, but family and work commitments of the members, and a change in position for the chair prevented us from producing a newsletter issue last fall. However slowly, progress is being made. Additionally, the committee chair was also the Regina Archives Week Working Group chair, the planning for which requires considerable time and effort most of the fall.

The *Look Matters* report identified logistical and management resourcing as a challenge to the production of successful Archives Week events. Thus it was not too surprising that resourcing was also a problem for Communications Committee work. Though, the recommendations of the report also have some applicability to the committee work.

Independent of the *Look Matters* research, the committee researched the publications of other provincial archival associations. This research was valuable in the development of a new newsletter template and workflow.

The existing *Outside the Box* newsletter template is a *Corel Draw* document. None of the committee members has access to a copy of *Corel Draw*, so another application was chosen for the template. *Scribus*, an open-source application with a published document format specification was chosen. The designed graphic template created in 2010-2011 was reformatted for *Scribus*. This new template will be able to survive changes in council membership, duties, and technology.

As part of the new template, a workflow is being developed which will better separate editorial and production work. This separation will also aid in transitioning through succession.

A second draft of the *Spring 2013* issue will be ready soon. The issue will be published before the Annual General Meeting.

Cameron Hart has been producing excellent monthly *e-updates* which have stood in for some of the member communications of the newsletter. These have been produced in timely fashion and have been used in the preparation of the revised newsletter template.

The *e-updates* and a *Look Matters* report recommendation both suggest the consideration of memorable and consistent messages. In the coming year, it is to be the underlying goal of our communication efforts to send such messages to our members.

I would like to thank my fellow committee members Ailsa and Christine, as well as council staff Audrey Price, Lovella Jones, and Cameron Hart. We will continue to work to produce the newsletter and to provide our members with valuable and interesting information.

Respectfully Submitted,

Donald Johnson
Chair of the Communications Committee, SCAA
2012-2013 Executive

Grants Committee Report, 2012-13

This year the SCAA Grants Committee consisted of Cheryl Avery, Bonnie Dahl, and Lenora Toth (chair). Cam Hart, SCAA Archives Advisor, participated in the committee meetings in an advisory capacity. The committee met several times to adjudicate applications for the Institutional Grants Program.

The first project proposal call went out in September, 2012. The maximum amount allowed per grant was set at \$2000.00. The funding amount for the year was not yet known but to move the process forward it was agreed that the grant adjudication would be based on the same grant fund that was available the previous year (\$22,000) and would be approved 'pending funding from Sask Culture'.

As a result of the 1st round 8 grants from: Ranch Ehrlo Society; Lloydminster Regional Archives; Saskatchewan Archives board; Métis Nation; Watrous Manitou Beach Heritage Centre; Archives of Humboldt & District Museum and Gallery; Melfort & District Museum; and Saskatoon Public Library – Local History Room, were approved for a total allocation of \$15,485.

SCAA requested an increase for the IGP from Sask Culture for the 2013-2014 year and succeeded in doubling the grant to \$44,000. A second round of grants was held. The available funds for the 2nd round were \$28,515. As with the first round the maximum amount allowed per grant was set at \$2000.00.

9 grant applications were approved as a result of this round and \$16,745. was allocated to: Lloydminster Regional Archives; Saskatchewan Archives Board (2 applications); City of Saskatoon (2 applications); Swift Current Museum Archives; Moose Jaw Public Library; Humboldt & District Museum & Gallery and the Saskatoon Public Library.

An applicant from the 1st round was not able to undertake their proposed project and declined their grant. This left the fund with a surplus of \$13,770.

A 3rd call for grant applications was issued with applications due by May 31st. The applications received from this round will be adjudicated in early June.

Given the increase in the grant allocation from Sask Culture it would likely be a good idea to increase the allowable amount per grant. This is something the grants committee might wish to examine prior to the 2014-2015 grant cycle.

Respectfully submitted by

Lenora Toth
Chair, Grants Committee

Public Awareness Committee Report, 2012-13

Members:

Cheryl Avery (University of Saskatchewan Archives)

Nadine Charabin (Saskatchewan Archives Board)

Bonnie Dahl (Saskatchewan Archives Board)

Jeff O'Brien (City of Saskatoon Archives)

Activities

Archives Week

Much like previous Archives Weeks (AW), Archives Week 2013 was a good effort overall. In Regina, they had a very good response to their Prohibition-themed reader event that was held at Bushwackers Brew Pub. In Saskatoon, the Saskatoon Heritage Festival occurring at the WDM and the Reader Event which was held in the auditorium at the Frances Morrison Branch of the Saskatoon Public Library, were both strong events. I think that it is safe to say that for both Reader Events, attendance was up from previous years. It should be noted that the Regina event showed a marked improvement from previous years. This year the organizing group in Saskatoon decided not to hold a Film Night as part of its AW activities. Its absence was noted and commented on, by those who had attended the event in the past. It has yet to be determined if there is to be a Film Event in 2014.

In an attempt to increase the impact of AW, the SCAA hired a consultant (Look Matters from Regina) to study our AW efforts. The hope is that with some advice and guidance from those with marketing experience, we can increase our exposure and the attendance at our events. The consultant did note that the idea of holding a more informal archival event at a licensed or eating establishment did seem to be a good pairing. The hope is that this type of more casual environment, with an interesting or popular topic, might bring out those people who are not entirely sure about attending an event hosted by archivists. This report has been reviewed by the SCAA Executive as well as by many of those involved in AW planning. It was felt that the consultant did raise some important points and noted certain areas and partnerships that we might explore in an effort to raise the awareness of archives in the province and Archives Week itself.

- The PAC will be working with the Communications Committee in an effort to implement those recommendations that are deemed appropriate from the report.

Heritage Fairs

Unfortunately I am not all that familiar with the Saskatchewan Youth Heritage Fairs, in terms of their history and how they have been administered. It appears that for 2013 the number of Heritage Fairs held throughout the province was less than in years past. This is somewhat worrisome. However, I believe that Heritage Saskatchewan is now going to take over the administration of this event, and hopefully with their expertise and support, the SYHF can regain its lost ground. It is my understanding that SCAA support of Heritage Fairs has been somewhat neutral in the past, and this might be an area where the Council could beef up its presence in the hopes of increasing outreach in general. Having said this, I do want to point out that the SCAA Archives Advisor, Cameron Hart has been involved with the SYHF for a number of years, and his strong efforts should not go unnoticed.

Archives Week Grants

The SCAA's Archives Week grants program was, once again, well received and this should continue on next year.

Miscellaneous Outreach Initiatives and Events

- **Culture Days** – the idea to hold numerous events around the province all on the same weekend does make some sense, but as was seen in the past, the audience for all these events is not large enough to populate all of the events. As a result, the SCAA did not take part in any Culture Days events or activities in 2013.
- **Newspaper Publications** – in Saskatoon, there are a couple of instances in which the archival community has been able to take advantage of the local media to get its message out there. The “Vintage Saskatoon” piece that has been running in the *Saskatoon Express* for almost two years now, as well as City of Saskatoon Archivist Jeff O'Brien's column in the *Saskatoon StarPhoenix* have done well to show the general public exactly what type of material and information is available at the archives. In general the feedback from the public has been very good, particularly for Jeff O'Brien's column in the *StarPhoenix*.
- **“Saskatoon Stories”** City of Saskatoon archivist Jeff O'Brien, along with CFQC anchor Rob McDonald, host a weekly segment during the 6:00 News hour that takes a look back at certain historical events or themes in Saskatoon.
- **Videos and Publications**
 - o a number of years ago now, the SCAA put together a series of videos entitled **“Lives and Letters”**. These videos used archival documents along with narration and even some actors to bring to life various documents that are found in a number of archival collections. This project has had to overcome a number of obstacles, the main one being copyright issues with the background music. But we are nearing the point where we should be able to show these videos in an on-line setting (ie. YouTube, etc.) in the near future.
 - o members of the Council (Cheryl Avery of the U of S Archives lead this project) also worked at putting together a book entitled **“Wish You Were Here”**. This is a postcard book that contains images found in various archives throughout the province. To date, the introduction and the captions have been written. It has gone to a publisher, and while interest on their part was good, higher than expected publishing costs have delayed the project for the time being.
 - With the possible addition of Cheryl Avery to next year's Executive, this might give this project an extra “boost” in terms of coming up with some plan to get this book published.

Respectfully submitted,
Ken Dahl
Chair, 2012-2013 Public Awareness Committee

Education Committee Report, 2012-13

Committee Members

Jeremy Mohr (Saskatchewan Archives Board) Chair
Joe LeClair (Saskatchewan Archives Board) Member
Amanda Oliver (Moose Jaw Public Library) Member

The 2012-13 year saw several new workshops offered and some new educational directions for the SCAA. The year kicked off with a workshop on Social Media offered during the SCAA AGM. Next a joint workshop was held with the Saskatchewan Museum Association. The Canadian Conservation Institute presented their workshop Care of Photographic Materials. The year was rounded out with two other workshops. Project members from the Saskatchewan Digital Alliance planned on leading a workshop on “Digitizing Saskatchewan: Strategies and Best Practices for Digitizing Cultural Heritage Content” in Saskatoon. However, due to blizzard like conditions the workshop was cancelled and rescheduled. Christina Stewart presented “An Introduction to Media Collections” in Regina in late March. The participants greatly appreciated her guidance on working with audio/video records. The committee also continued to provide assistance to the Archives Advisor for the “Introduction to Basic Archives” courses offered in several locations last year.

For the coming year we are investigating several workshop possibilities. The “Digitizing Saskatchewan” workshop in Saskatoon was rescheduled for May 31st, and a half day version will be offered at the June 21st AGM in Moose Jaw. As well, another joint workshop with the Saskatchewan Museum Association is being investigated. We have tentatively committed to offering the Canadian Conservation Institute workshop on “Modern Information Carriers” in the fall in Moose Jaw. The Committee is also looking into possible courses on copyright, and the online and physical display of archival materials.

The committee also spent some time discussing the travel grant submission requirements and guidelines. The committee recommended that the guideline information be modified so it was clear that non-archival courses could potentially be approved. To facilitate this applicants are asked to provide a brief statement explaining how the course will be applicable to their archives/archival knowledge. As well, the committee recommended that fees for online courses (for non-credit) and webinars be allowable under the grant. Finally, the committee recommended that the maximum \$800 reimbursement for individuals be waived if funds remained near the end of the year. Applicants previously approved and whose travel claims were not fully covered under the previous claim will be invited to resubmit to have the remaining funds reimbursed. We hope these changes will encourage more of you to take advantage of these funds to assist with your professional development.

Going forward the committee has two major tasks to address based on the SCAA Strategic Plan. One goal was to develop a formalized certificate program. However, after review the committee is recommending we abandon this goal. Other provincial programs who have had certificate programs in place, most notably the Archives Association of Ontario, have abandoned those programs. They are difficult to administer, and offer few direct benefits to the association or members. Instead the committee has recommend that certificates of attendance be offered to

workshop participants, and that more effort be put into planning workshop schedules for future years. The second major task is the development of online workshops. The committee will begin planning for this in the upcoming year, with budgeted funds for a pilot available for the 2014-15 year.

Jeremy Mohr
Chair Education Committee

Executive Director Report, 2012-13

Our fourth year providing association management services to SCAA experienced minor internal changes. Audrey Price began mentoring Lovella Jones to take on a more senior role and assume more responsibilities with the SCAA Executive and membership.

The office continues to provide administrative support, support for membership renewal, ongoing communication support as well as fielding questions from the general public as they look for advice in using the archival services within the province. We provide administrative support to the Education Committee in delivery of workshops by preparing registration, managing attendance, on-site support and completion of the final accounting.

2012 was a year of change with our funder, SaskCulture. They introduced new criteria and application forms which came into effect in the fall, 2012 funding cycle. The Global Funding Application process changed significantly and is now assessed on how an organization responds to the AGF criteria of Cultural Impact, Participation through Access and Service and Organizational Effectiveness.

Timing of this new SaskCulture cycle has meant the Council's Long Term Planning process now coincides with their schedule.

We had the opportunity to be included in the review of Archives Week conducted by Look Matters, a professional consulting firm based out of Regina that specializes in providing a full suite of marketing services to their clients all across Saskatchewan. It was important to understand the process and share our experiences prior to and during Archives Week.

Congratulations to Audrey Price, who successfully completed the final Module of the Canadian Society of Association Executives, Certified Association Manager program. Audrey will attend the National Conference in September to be officially recognized as completing the program.

Lovella Jones is currently working on the second Module of the Canadian Society of Association Executives, Certified Association Manager program.

We have very much enjoyed this past year working with the entire Executive under the leadership and support of Council President, Mark Vajcner. We look forward to the opportunities presented to us and personal growth in the coming year.

Respectfully submitted by
Audrey Price & Lovella Jones

Archives Advisor Report, 2012-13

The past year has been a tough one. Beginning with the cancellation of the National Archival Development Program (NADP), which saw the loss of the funding overall for the national archives community, as well as the dissolution of the Provincial and Territorial Archives Advisor Working Group. However, the SCAA has been very lucky to have a funder like SaskCulture that has stepped forward to help supplement this loss and work towards expanding the knowledge, the purpose and necessity of archives throughout the Cultural Community of Saskatchewan.

As a piece of this, your Archives Advisor (AA) has created new relationships, continued to expand others with members that have been established and is attempting to re-vitalized those that have been languishing.

In this effort and working towards the “Key Success Measure” of 100% of Institutional members receiving a site visit outlined in the SCAA’s *Strategic Plan, 2012-15*, the AA made **18** site visits across the province.

A site visit is defined as “where an advisor attends in person at a location regardless of the amount of time spent at the site”. (Definition agreed upon by the CCA Advisors Working Group at their October 2007 meeting.)

These visits were made to long-time members, others that are newer and those just starting out. In the past year we have seen the addition of three institutional members, the **Ukrainian Museum of Canada in Saskatoon**, the **Ranch Ehrlo Society in Regina** and **Watrous Maitou Beach Heritage Centre in Watrous**.

Additional Site visits to these institutions were also:

- Archives of the **Humboldt** and District Museum and Gallery
- The **Melfort** and District Museum
- The **Prince Albert** Historical Society
- The **Saskatoon** Public Library’s Local History Room
- The City of **Saskatoon** Archives
- The City of **North Battleford** Historic Archives
- The Allan Sapp Gallery Archives in **North Battleford**
- **Lloydminster** Regional Archives
- The WDM Curatorial Centre’s – George Shepard Library
- The **Rosetown** and District Archives
- **Moose Jaw** Public Library Archives
- University of **Regina** Archives and Special Collection
- Roman Catholic Archdiocese of **Regina** Archives
- **Swift Current** Museum Archives
- Stone Church and Cemetery Committee of **Wishart** (potential member)
- St. Paul’s Hospital Nursing School Alumni Archives in **Saskatoon**

Note: Some institutions may have received multiple visits.

The AA is not only responsible for the inquiries of members and the Executive but also those of non-members. During the past year, **5455** inquiries were made in 2012-13, up from **4711** made in the 2011-12 year.

A query is to be “every single point of contact,” therefore each call or follow-up email message will be counted as a query. (Agreed upon by the CCA Advisors Working Group.)

Archives Week (AW) events in early February were especially beneficial for contact. A larger volume in April was mainly due to the helping of members who applied for NADP funds then the large number in May was due to concerns regarding the NADP cancellation.

Month	Inquiries	Member	Non-Member
April 2012	633	514	119
May 2012	733	593	150
June 2012	463	354	109
July 2012	352	162	190
August 2012	225	143	82
September 2012	401	226	175
October 2012	342	229	113
November 2012	422	352	70
December 2012	385	323	62
January 2013	502	408	94
February 2013	505	248	257
March 2013	492	331	161
Totals	5455	3883	1582

2011 -12 Totals were Total = 4711; Members = 3464; Non-Members = 1247

The Advisor’s activities also included attending and presenting exhibits or workshops as well as marketing the SCAA generally and its’ members specifically to the public. These activities included:

1. Updating the SCAA’s Facebook “page” and the SCAA’s AW “events group” on Facebook
2. Compiling information for monthly E-updates,
3. Learning to use the program Mail Chimp to give the E-update a more professional look and institute a “friends list” to update the general public on archival activities in their community
4. Participating in organizations in the archival field or allied fields such as the Friends of the Saskatchewan Archives (FOSA), the Museums Association of Saskatchewan (MAS) and the Advocacy Committee of Heritage Saskatchewan.
5. Helping organize monthly Saskatoon Area Archives Group (SAAG) lunches
6. Attending the Saskatoon Youth Heritage Fairs (SYHF) (Judged and awarded SCAA prizes)
7. Helped organize and MC’d the SAAG presentation “Lets Go For a Beer” at a local Saskatoon pub
8. Attending and participating in the Revitalizing History Workshops in Saskatoon and Regina
9. Attending and participating in the Association of Canadian Archivists’ (ACA) Conference in Yellowknife.
10. Exhibiting at the Youth Heritage Fair Showcase, held at Moose Jaw Western Development Museum
11. Presenting at the Prince Albert and Area Teachers Association
12. Helping organize promotion and funding of Archives Week Events

13. Attending the Saskatchewan Urban Municipalities Association (SUMA) with allied organizations
14. Presented two “**Basic Archives for Volunteers**” workshops were presented. One in September in Lloydminster and the other in October in Regina. A third was planned for March in Rosetown; however, due to weather it had to be postponed. 16 members and non-members attended the two.
15. The AA also attended the SCAA workshops
 1. “Social Media” with Braden Cannon (North Battleford)
 2. “Handling of photos” with Greg Hill of CCI (Saskatoon)
 3. “Intro to media collections” with Christina Stewart (Regina)

With the implementation of the open-source software of ICA-AtoM, the provincial database (SAIN), the AA has taken on more administration of SAIN, though IT assistance is still needed in several aspects. As ICA-AtoM was launched the potential of new descriptions and associated digital objects grew greatly. As newer versions are added this potential only is increased.

As members become more familiar with the process of contributing to SAIN with the new ICA-AtoM platform, in many cases the AA will work individually with members to help them. The following institutions have had access or were recently given the ability to be able to contribute and edit their own entries on SAIN.

- a. North Battleford Historical Archives
- b. Allen Sapp Gallery Archives
- c. Swift Current Museum Archives
- d. Lloydminster Regional Archives
- e. Moose Jaw Public Library Archives
- f. Archives of the Humboldt and District Museum and Gallery
- g. Melfort & District Museum Archives
- h. Rosetown and District Archives
- i. St. Paul’s Hospital Nursing Alumni Archives

They join SAB and The University of Saskatchewan Archives with that ability.

In addition to Facebook the SCAA has been using YouTube. Flickr is being used, but is restricted to specific SCAA projects The AA, with the help of Shaw Cable, edited video recordings of the 2012 Saskatoon Archives Week “Spotlight on the Past” event and are viewable on the SCAA’s YouTube channel.

The General Facebook “Page, has reached 182 “likes” up from 90 at this time last year, and in conjunction with YouTube and other tools, has brought archives to the attention of the public.

So, in the new-year your AA plans to continue to expand those relations already established and create new ones to benefit the SCAA and members. Site-visits to current members will continue and potential members will be visited as identified. Plans to expand partnerships with like-minded groups such as the SYHFs are in the works as are possible presentations to SUMA and SARM.

Submitted on May 27, 2013

By

Cameron Hart

CODE OF ETHICS

FOR Members of the Saskatchewan Council of Archives and Archivists

Preamble

The Code of Ethics for the SCAA establishes standards of conduct for its members. The Code is not intended to provide solutions to specific problems; rather it provides a high level ethical framework to guide council members.

Purpose

The Code of Ethics promotes institutional and professional observance of sound and ethical archival principles and standards.

Professional Relationships

SCAA members respect the collecting mandate of all Saskatchewan Archival institutions and do not knowingly compete for or solicit the records of an institution that has an established archive or an established relationship with another Saskatchewan Archive. Members co-operate to ensure the preservation of materials in repositories where they will be adequately processed and effectively utilized.

Judgments

Members exercise professional judgment in acquiring, appraising and processing records. They protect the integrity of archival material and protect the authenticity of the records during appraisal and acquisition, arrangement and description and preservation and use. Members value impartiality in relation to archival decisions and do not allow personal beliefs or viewpoints to guide their decisions.

Trust

Members respect the special trust they have been given and do not use their position or the knowledge they have acquired through their professional activities to unfairly benefit themselves or others.

Negotiations with donors are conducted fairly and fully consider the authority to transfer, donate, or sell; financial arrangements and benefits; copyright; plans for processing; and conditions of access.

Authenticity and Integrity

Members maintain the integrity of the records in their care and custody. They appraise, select and maintain archival material in its historical, legal and administrative context, thus retaining the principles of provenance, preserving and making evident the original relationships of documents.

Members do not alter, manipulate, or destroy records to conceal facts or distort evidence.

Access

In accordance with legal requirements and institutional policies, members endeavor to provide equitable access to records in their care. Lengthy and/or unreasonable restrictions on access are discouraged. However, clearly stated restrictions of defined duration are often a condition of acquisition and archivists occasionally suggest such restrictions to protect privacy. All arrangements made at time of acquisition are faithfully observed.

Security/Protection

Members protect the records in their custody to the best of their ability and take precautions as necessary to guard them from physical damage, deterioration and theft.

PROFESSIONAL DEVELOPMENT AND TRAVEL SUBSIDY FUND GUIDELINES, 2013 - 2014

The Saskatchewan Council for Archives and Archivists (SCAA) operates a Professional Development and Travel Subsidy Fund. This fund is intended to help defray a portion of costs incurred by members through their participation in professional development opportunities. Any individual SCAA member in good standing or a single designated representative of any institutional SCAA member in good standing is eligible to receive funding. Applications for funding must be made to the Education Committee of the SCAA on the accompanying form and must meet the terms, conditions and program criteria established by the Canadian Council of Archives, as well as those established by the Saskatchewan Council for Archives and Archivists.

Funding applications must include the Professional Development and Travel Claim Subsidy Form; a copy of the course/workshop description. For topics that are not directly related to archives or that do not make direct mention of archives in the course description, a brief (max. one page) statement from the applicant indicating how this training will benefit their archives, archival practices, and/or archival knowledge must also be included.

Funding recipients must submit a letter of acknowledgement to SaskCulture, with copies to the Provincial Minister of Culture, Youth and Recreation, their member of the Saskatchewan Legislative Assembly, and the SCAA. Sample letters with current names and contact information will be made available by the SCAA.

ELIGIBLE EXPENSES

- Attendance at workshops, seminars and post-appointment training opportunities in archival topics, both in Saskatchewan and outside the province, are eligible for funding. Other projects in professional development and training in related fields to archives will be considered for funding by the Education Committee of the SCAA, and must be accompanied by a statement from the applicant explaining their relevance to archives.
- Applicants may be reimbursed for travel costs, accommodation, and meals for attendance at eligible training opportunities. Registration fees for eligible workshops may also be reimbursed, with the exception of registration fees for SCAA-sponsored workshops. Travel costs remain an eligible expense when a workshop is held in conjunction with a conference. (See Non-Eligibility, below)
- Airfare to eligible workshops may be paid in full. Fares for bus or train transportation may also be paid in full. Members are reimbursed all or part of their actual costs or \$0.41 per kilometer¹ when they use their own cars. Members are urged to choose the most economical form of transportation that is practical.
- Only expenditures for which receipts are submitted will be reimbursed, with the exception of claims for automobile travel and meals. However, where available, receipts for meals would be appreciated (primarily to allow the Council to include those expenses in its GST rebate

¹ Mileage rates and per diem rates based on 2013-14 Provincial Government travel rates. Please see <http://www.psc.gov.sk.ca/travel>

application). Please note a maximum per diem of \$41 for in province travel and \$51 for out of province travel may be claimed for meals.

NON-ELIGIBILITY

- When a workshop, seminar, or post-appointment training opportunity is held in conjunction with a conference, accommodation, meal costs and other expenses related to the conference attendance apart from the workshop are not eligible.
- Attendance at archival courses offered by Universities or Colleges for credit are not eligible.
- Applicants may not be reimbursed from the fund for registration fees for SCAA sponsored workshops.
- No applicant may be funded more than once to attend the same workshop.

FUNDING LIMITATIONS:

- Disbursements from the fund are limited to \$800.00 per application.
- Disbursements from the fund for non-SCAA workshops are limited to \$800.00 per member per year, except that if there is any surplus in the fund at the end of the fiscal year, applicants may apply for reimbursement of their expenditures over \$800.00 during that fiscal year.
- In order to be fair to all SCAA workshop participants, applications for "prior approval" to SCAA-sponsored workshops must be received 3 weeks before the professional development opportunity takes place. Due to limited funding, disbursements may be pro-rated depending upon the number of applications received, total amount requested and the available funds.
- Members may also request "prior approval" of funding for non-SCAA sponsored professional development opportunities before the expenses are incurred; applications must be received 3 weeks prior to the opportunity. However, no funds will be disbursed until receipts are received.
- Expenses for accommodation and meals are limited to \$100.00 per day per individual, unless there are extenuating circumstances, which must be explained. For the Yukon, Northwest Territories, and Nunavut the limit is \$125.00 per day.

We gratefully acknowledge the financial support of the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation through SaskCulture Inc.; and of the Government of Canada through Library and Archives Canada and the Canadian Council of Archives.

Nominations Report, 2013

The following is the nominations slate for the 2013 AGM:

- **President (1 year term)** - Cheryl Avery has agreed to let her name stand
- **Vice-President (2 year term)** – Ken Dahl has agreed to let his name stand
- **Treasurer (2 year term)** – Jeremy Mohr has agreed to let his name stand
- **Institutional Member-at-Large (2 year term)** – Jamie Benson (Prince Albert) has agreed to let his name stand
- **Individual Member-at-Large (1 year term)** - Norlayne Scott-Gaare has agreed to let her name stand
- **Members-at-large** - Heather Wickstrom (Jasper Centre, Maple Creek), Alan Porter (Melfort Museum), Kristina Rissling (Saskatchewan Teacher's Federation) have agreed to let their names stand

Norlayne Scott-Gaare will be unable to attend the nominations portion of the AGM. All other nominees have committed to being there.

Nominations will also be accepted from the floor

B. Appointment of Signing Officers:

Submitted by,
Rachel Wormsbecher
Chair, 2013 Nominations Committee

Appendix List of Past SCAA Annual General Meetings

Year	Date	Location	Host Institution
2012	June 23	Cut Knife	Clayton McLain Memorial Museum
2011	June 11	Wilcox	Archives/Museum Athol Murray College of Notre Dame
2010	June 18	La Ronge	Northern Saskatchewan Archives Pahkisimon Nuye?ah Library
2009	June 20	Saskatoon	City of Saskatoon Archives
2008	May 23	Regina	Archives & Special Collections University of Regina
2007	May 12	North Battleford	North Battleford Historical Archives Don Ross Centre
2006	June 17	Craik	Craik Eco Centre
2005	June 8	Saskatoon	University of Saskatchewan Archives
2004	June 19	Regina	Archives & Special Collections University of Regina
2003	June 27	Saskatoon	Diefenbaker Centre University of Saskatchewan
2002	May 11	Regina	Archives & Special Collections University of Regina
2001	May 12	Saskatoon	University of Saskatchewan Archives
2000	October 21	Regina	University of Regina Archives

**Look Matters Recommendations for
Saskatchewan Council
for Archives and Archivists**

Archives Week Enhancement Project

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Overview and Goals:

Organizational Background:

The Saskatchewan Council for Archives and Archivists, (SCAA) mission is to foster the development, cooperation, and advancement of Saskatchewan's archives and archivists. The Council is supported through federal and provincial funding and a membership base.

Membership consists of two levels: institution and individual. There are currently 50 - 60 institutional members who are granted access to a professional archivist and services such as funding opportunities and workshops. Individual membership connects you to other members in the province and allows access to information. There are currently approximately 25 individual members. This lower number is in part due to the practice of giving one representative from each institutional member the benefits of individual membership.

The organization has a number of partners and stakeholders including: The Museums Association of Saskatchewan, Heritage Saskatchewan, Architectural Heritage, Libraries, Genealogical Society, and the Youth Heritage Fair.

Core funding partners include: SaskCulture, Archives Canada, Saskatchewan Lotteries, and the Canadian Council of Archivists.

Archives Week Background:

Archives Week is a province-wide initiative established to increase public awareness and a basic fundamental understanding of archives and archive services in Saskatchewan. The Week has a variety of events throughout the province including: displays, exhibits, lectures, readings, film nights, and open houses. The Week is now entering its eighth year and organizers have seen a flat line in attendance, with multiple repeat attendees, and a lack of "fresh faces".

Regina and Saskatoon each have a larger event that requires significant management and organization, requiring five to nine volunteers to execute each event. Smaller rural centers that wish to participate in Archives Week can obtain a \$200 grant from SCAA that can be used to help facilitate an Archives Week event (ex: coffee and treats, free admission). The smaller events require, on average, two to three volunteers to execute their event. In the past, an "Archives Week action plan" was provided to members organizing an event, but that practice has been abandoned in the past few years. The council assists in the promotion of the Week by sending out posters and postcards to all participating communities, promoting the event on the SCAA website and Facebook, as well as handling earned media opportunities in the larger city centers.

Challenges:

There are two main challenges when organizing Archives Week:

- The management and logistical organization of the event, and
- Uncertainty of the awareness and attendance of the event based on lack of “base-line” figures.

There are only two staff members that oversee the “big picture” of the Week; exclusively volunteers organize the individual events. There has been some difficulty involving smaller communities due to a decline in volunteers and a lack of funding compared to what larger city centers have. There is a concern in the sustainability of organizing a province-wide event of this size and the risk for burnout for both staff and volunteers.

Although traditionally there has been a high “pick-up” in earned media, there has been no tracking as to how that publicity transfers into attendance numbers. A challenge is finding a way to translate the earned media the event receives into new attendance, and tracking that appropriately.

The perceived lack of public interest, plus the continued strain on volunteers and organizers, has prompted SCAA to look for more efficient and effective ways of executing and delivering Archives Week.

Goals:

To address the key challenges of Archives Week, SCAA should focus on the following goals:

1. Increase the awareness of Saskatchewan Archives Week and Saskatchewan Archives in general to help sustain the organization and build a valuable service for both the funders to invest in and for citizens of Saskatchewan to utilize.
2. Streamline the management, preparation, and publicity of the event to create a long-term, sustainable plan that can be executed by a number of individuals throughout the years.

Increased awareness hinges on a clearer understanding of what archives are, what services the SCAA has to offer, and how individual members can utilize them. On a basic level, a main communication goal would be to clarify the differences between museums, libraries, and archives.

Streamlining the management process is important to preserve the current knowledge of how the event functions and to build a succession plan for the future of the event.

Currently there are 100 tasks related to Archives Week and a limited number of volunteers (ex. five and nine people organize events in Regina and Saskatoon respectively). The majority of tasks are handled by three to five people, including outsourcing management to B.Creative.

Metrics:

Metrics are key to ensure that the goals set out are achieved in a timely manner.

1. Establish baseline metrics of the awareness of archives and Archives Week. Investing in public polling will indicate a baseline figure of the awareness of archives and Archives Week, as well as identify any “gaps” in public perception that can then be filled by future awareness events. This tool would also be valuable to use for funding requests.
2. Establish a formal system for media and event attendance tracking that can be used yearly to re-establish the goals of each Archives Week.

Audiences:

The key audiences to focus on for Archives Week include:

1. Participants - Members

With increased attendance and public awareness key concerns, directing marketing efforts towards participants is key. The majority of participants are in the older demographics range – aged 55 and up, with a fair split between male and female, although slightly leaning towards female. Currently a number of the participants are members and there are a lot of repeat attendees.

2. Participants – General Public

Increasing the attendance of the general public is needed to sustain the efforts of the Public Awareness Committee, providing opportunity to “sign-up” as an individual member at these events would create an additional metric that could assist in grant applications and member morale.

3. Volunteers

Volunteers are a key audience, as they play a big part in assisting with the execution of the event. Board and executive members do much of the work, and the smaller centers have a few dedicated volunteers that assist. The current pool of volunteers is at a high-risk of “burn out”, so a key point in building public awareness is to attract a new generation of volunteers.

4. Funders

Being able to show increased success and engagement in initiatives such as Archives Week, it is important to keep the funders in mind as a key audience to please.

Event Research and Observance:

Celebrated annually during the first week of February, Archives Week has become as important to the fabric of Saskatchewan history as the archives themselves. Film screenings, public readings, and radio phone-in shows have all been featured as past events and Archives Week 2013 yielded a high amount of public awareness and general success.

Look Matters was able to attend two Archives Week events:

1. "The Rise and Fall of Prohibition": Wednesday, February 6th, 2013 7-9pm, at Bushwakker Brew Pub (Regina).
2. Celebrity Readings from Archives in Saskatchewan at the Frances Morrison Library on Thursday, February 7th at 7 pm (Saskatoon).

Through personal discussions with patrons, online tracking and standard survey procedures, this analysis will showcase some of the key factors and strong points that contributed to this success. Both events, although very different, were considered successful.

Bushwakker Brew Pub Night:

Voted one of the 'Top Brew Pubs in Canada' and steeped with local tradition and history, Bushwakkers Brew Pub seemed to be the perfect venue for the Rise & Fall of Prohibition Archives Week event held on the evening of Wednesday, February 6, 2013.

Hosted by CBC Saskatchewan's Costa Maragos, this event also featured readings by Ken Leyton-Brown (speaking on a 1900s court case), Jean Freeman (speaking on the Women's Christian Temperance Union pamphlets), Gord Goddard *in full attire of the times* (reading from the Biographies Regina book "Regina's Warehouse District - Bricks and Mortar - Pride and Passion"), Bill Brennan (speaking on the topic of the murder of Paul Matoff), and Bushwakkers Bar Manager, Grant Frew.

Media inclusion in this event also contributed to more exposure on print/radio/television, along with an increase in online activity (most notably on Twitter). A hashtag for the event was created, photos were shared/re-tweeted, and the activities of the evening were continuously shared as they happened.

Independent Polling:

This event had a large attendance; the majority of ages were 55+ and this event had a high turnout of "new faces". Unofficial polling of attendees attributed the following successful awareness methods:

1. Earned media: Media attention on both the CBC and local newspaper.
2. The Prairie Dog was noted as where attendees had heard of the event.

3. Word of mouth: Word of mouth was very popular with members, or past attendees, bringing “friends” to the event.
4. Bushwakkер promotion: Being a popular restaurant in the city, many attendees were brought in through the publicity efforts of Bushwakkерs Brew Pub including: posters in the restaurant and the “Wakker Weekly”- a weekly e-newsletter that patrons can subscribe to.

Survey Consensus:

The majority of patrons at this event knew about it thanks to a general familiarity with the SCAA. The second most common source of awareness for this event was the traditional marketing approach of hanging posters throughout the city.

Many patrons enjoyed the event itself and a large number of people considered it to be very well organized and entertaining. Some constructive feedback received included shortening speaker time to maintain listener interest and the excessive noise levels (patrons noted that they understood it was a pub and this was to be expected). This event was a first-time experience for many patrons who had never attended other Archives Week events in the past. A majority of these patrons were also eager to learn more about the SCAA and upcoming events. It may be a worthwhile venture to start highlighting more upcoming events at the events in question.

Some event ideas shared in the survey results included a “behind the scenes” look at the SCAA, the selling of reprints of archives photo(s), a live recording podcast of the event, and more events geared towards architectural history.

The majority of patrons were female. Age demographic was equally shared between 30-54 year olds and 55-69 year olds. Occupations of patrons ranged from IT consultants to veterinarians, novelists, and restaurateurs.

It is important to note the theme of prohibition was also a big draw for the new attendees, reinforcing the idea that a specific theme that is easy to grasp is an effective way to market to a new audience.

The benefits of having an event in a location like Bushwakkерs is that it provides a low threshold to draw people in to something new, by having the added incentive of enjoying a night out at a restaurant.

The drawback is that the active location provides ample opportunity for distraction and the noise could be an issue.

Celebrity Readings:

An exciting approach taken for this night was to have celebrity speakers read personal stories at the Spotlight on the Past Archives Week event held on the evening of Thursday, February 7, 2013.

While the Frances Morrison Library was in the midst of being the home of a local protest and did draw a largely older demographic, the inclusion of notable speakers such as Saskatoon Star Phoenix columnist, Jeff O' Brien did help elevate the events exposure through the general public.

Having the speakers provide a more personal story seemed to have a stronger impact on audience engagement and holding the event at a venue that had a dedicated audience as opposed to a brew pub or restaurant proved, to be beneficial.

Independent Polling:

This event was also very well attended, but had a larger number of members and "familiar faces" with the majority of ages being 65+. Unofficial polling of attendees attributed the following successful awareness methods:

1. Archives pavilion at the Saskatoon Heritage Festival at the Western Development Museum was a strong draw to this event. This is positive, as it indicates that the value received from the WDM event was worth perusing again.
2. Earned media: A smaller component than the Regina event, the media earned in Saskatoon proved less effective than traditional tactics such as presence at the Heritage Fair.

Survey Consensus:

The involvement of Saskatoon media helped draw a larger crowd for this event. According to the feedback received, a very small amount of patrons were already familiar with the SCAA and had heard about this event thanks to the Archives Week poster and radio/print/TV exposure.

There was unanimous feedback that the event was enjoyable and educational. Some constructive feedback included providing an intermission between speakers to help the evening flow smoother and potentially shorter stories. Many patrons had attended other SCAA events such as the WDM Heritage Festival and over the years have attended an average of 1-2 other events. For future SCAA/Archives Week events suggestions were made to include more youth activities and bring back film nights.

The demographic was largely female with the age demographic being 55-69 followed by 70-79. Many attendees were retired and had careers in education and farming.

General Event Observations:

The benefits of the theatre-style seating at the event, like the one in Saskatoon, is that it creates a “hot medium”. The lights on stage and the dimmed house lights, encourages maximum attention and concentration to the readings.

The drawback is the opposite of the benefit of hosting at a restaurant or pub. Committing to a staged show about a topic you are not readily familiar with is a larger commitment. The location choice of the library also opposed a challenge with the ongoing labour dispute, and could have been a deterrent for new attendees.

As a contrast, you are much more likely to get new faces at an event that has the threshold of “come out, have a few drinks, and learn about a topic you may not know about” rather than; “come to the library for a theatre reading of a topic you may not know about.”

The variety of attendance you get at each event would make it unwise to abandon either format, whereas it would be much more beneficial to create a yearlong awareness program that has a mixture of both styles of events to gain new attendees and appease long-time members.

Both events could benefit from “intermission” style breaks in between the first three and last two readings. This allows the audience to have a quick mental break to re-energize concentration for the final readings. The door prize could also be drawn at this time instead of at the end of the programming.

Survey Analysis: Member Survey

General Feedback

In mid-February a Saskatchewan Archives Member Survey that was sent out by SCAA to all of its members. In total, 12 members completed the survey with roughly 90% of the questions being answered. The goal of the survey was to receive feedback following the success of Archives Week 2013.

Key Notes

The success of Archives Week built confidence amongst everyone involved and helped bring more public awareness to the goals and achievements of the SCAA. Strong speakers, community involvement and general enjoyment all contributed to its success.

A concern seems to be the timing of Archives Week, which is very close to Heritage Week. There also seems to be a concern with the amount of planning that has to happen in a small window of time.

Public awareness, media involvement, broader support and the increase of interest towards the SCAA have all been important elevating factors for members who have dedicated a lot of hard work and time towards these events. Including social outings and community as a part of the week has been the strongest and most agreed upon approach to this success.

There is mixed feelings towards the dates of the events – some appreciate the consistent dates year after year while some would prefer the event in the spring for both ease of travelling and increased activity within communities.

Future Goals

Moving forward changes to be considered include:

- firm advanced dates time and locations for all upcoming events;
- increased time for planning;
- increased media awareness and involvement prior to events;
- increased community awareness; and,
- support and new, fresh and fun approaches to showcasing the SCAA and its events.

Recommendations

1. Consistent messaging for SCAA and Archives Week

Establishing a core message for both the SCAA and Archives Week should work together to help increase awareness and understanding of Saskatchewan Archives. A defined core message will assist in the consistency of the message and can be repurposed for all communications material including: website, social media, and news releases. A defined core message can also be used as talking points for any earned media opportunities that may arise in both Saskatoon and Regina, providing consistency across the province.

2. Media and members-only event / launch

For the beginning of Archives Week, we recommend having one large media event in both Regina and Saskatoon. Having it in a dining establishment would ease the pressure on volunteers by having the restaurant staff provide the food and service.

Some ideas include:

- Specific invites to media contacts;
- Specific invites to members;
- Small selection readings (a recommendation of one to three readings, a full program isn't as necessary, as this would just be a sample to the media); and,
- Question and Answer session or "What are the Archives" panel.

The idea is to have a scaled-back version of the Bushwakker event with concentrated outreach to your members (champions of the cause) and the media (the carriers of the cause). A venue such as Crave in Regina provides all the services of a restaurant, but with the privacy of the private room, which allows for fewer distractions opposed to a place such as Bushwakker.

These media events would then act as a kick-off to the smaller events that can continue to happen around the province. If the volunteer base is there, Regina and Saskatoon could each have one more event that would be “public”.

Along this line, a good practice going forward for the events held in Regina and Saskatoon is to have events in establishments that provide table service or a catering option (ex. restaurants and pubs). Having volunteer-run receptions is a significant extra amount of work and exposes the organizations to liabilities of food handling. Another benefit of having events in more mainstream venues is the additional promotion and support that venue can provide through its own marketing efforts.

3. Readings Series events

To assist with the ongoing awareness of Saskatchewan Archives, a quarterly series of readings in Regina and Saskatoon could assist in the ongoing awareness of archives and create a larger following.

Three readings and a host could be sufficient to fill an event. The smaller amount of readings will assist in the ability to create a marketable theme for each event.

4. Special events for co-op opportunities

Opportunities such as Culture Days and the Heritage Festival are valuable platforms to reach an engaged audience. These are also opportunities to have more creative events opposed to a tradeshow booth or readings.

Suggestions would be to look at the opportunities from two angles: entertainment opportunities and educational opportunities.

Entertaining opportunities could include such themes as:

- *“Dueling Stories”* – Have two personalities tell stories of the same theme and have the crowd vote on the more entertaining story.
- *“Archives Roadshow”* - A revisit of the program the SCAA put on in the past

Educational opportunities could include:

- *"Storytelling Workshops"*- Panel-style discussion with archivists on how to craft a memorable story.
- *"The Original Google"* – Informative lecture on what archives are and why they are important to preserving information and history.
- *"Behind the Scenes"* – A suggestion from the survey feedback of the 2013 event, a behind the scenes look could be created as a presentation, or be integrated into a social media strategy as a series of photos, videos, etc.

Planning your events with the strategy of "educational" and "entertainment" allows for the opportunity to have true "awareness" events, that create the platform to answer the questions of "what are the archives?" and "why do the archives matter" in accessible way. Building this strategy into a year long plan creates a saliency that should attract return visitors.

5. Public Polling / Further Market Research

In order to create a strong marketing plan for Saskatchewan Archives, it is important to gather information on the public awareness of the organization, specifically what people know and think about archives in general, events, and what SCAA does and means to the community. Currently there are very few metrics to measure the success or failure of any marketing and communications that Saskatchewan Archives currently initiates.

We suggest that Saskatchewan Archives commit to doing market research within Saskatchewan. It will not only establish a starting point for metrics but will also build the credibility of the organization and accountability of your current members and stakeholders. This credibility will create a baseline of information to assist with further funding, grant requests, and support.

The questions should focus on public awareness of archives in general (what are they, what do they mean to you, do you have any interest in archives), the organization (who you are and what you do), and what would get the public more engaged in archives. These answers will help establish goals for the program and provide clear direction for creating more awareness of the organization and its events. We suggest conducting initial polling to establish baseline metrics and then polling annually with the same or similar, questions to gauge the success of marketing Archives Week and where the focus needs to be from year to year.

Option 1 – Omnibus Polling

This is inclusive of other organizations and occurs on a monthly basis. All questions need to be written and approved by the first Friday of the month with a detailed table delivered by the second Friday. It is a very cost effective way of polling if there are only a few questions to be asked. The cost per question is \$750 for closed ended or \$900 for partial open and \$1200 for open-ended. Grid questions are charged at \$750 for the first and \$150 for each on the same grid. The rising scale per question is related to the cleaning and coding required to conduct analysis on partial open and open questions. While this can be a more cost effective way to conduct public opinion polling, you will not be aware of the other questions in the survey therefore there is no way to predict how the other questions will guide the opinion of the person taking the survey when they answer your questions.

Option 2 – Exclusive Polling

This polling would be exclusive to Saskatchewan Archives and can be done at any time and would be online or by phone. We recommend online as the response is greater and more honest than in telephone interviews. It is also more cost-effective and can reach a wider range of individuals. The cost of this would be between \$10,000 - \$12,000 depending on the quantity and type (open ended vs. closed) of questions. Exclusive polling is recommended because the survey is completely controlled by the organization.

6. Date Move

Through survey feedback, we recommend moving the date of Archives Week to a spring or summer month. The benefits of such a move include:

- increased participation from a larger group of individuals,
- increased participation of smaller communities which have cultural organizations (such as museums) that are only open during peak tourist season, and
- increased participation from out-of-town individuals.

Although moving the date is a large change, supported by consistency of yearlong events (such as a reading series), it would be an investment that could pay off in the increased attendance from the general public.

7. Strategic and Corporate Partnerships

Building partnerships within the community will help your message be carried by additional platforms to a wider variety of audiences.

Working with corporate sponsors to supply them with history and stories of their organizations would be an excellent way to raise awareness to a different audience.

Example: If you have archives on football in Saskatchewan, reaching out the Saskatchewan Roughriders could provide you with a platform to an audience that you traditionally may not have access to.

There could be consideration into “pooling resources” with similar organizations to create a larger-scale awareness campaign about the history of Saskatchewan and the importance of organizations such as the SCAA

Another partnership to consider would be through paid advertising with a high-frequency medium such as radio.

One suggestion would be for the SCAA to focus their media efforts into creating a media partnership with Rawlco Radio, designed to encourage people to attend the Archives Week events in their local area. Rawlco is the ideal partner as they have radio stations that cover all corners of the province, and are well listened to. In effect, you could create a ‘Broadcast Title Sponsor’ for Archives Week.

Rawlco radio has stations in Regina, Saskatoon, North Battleford, Meadow Lake and Prince Albert. The two News Talk stations (CJME – Regina and CKOM – Saskatoon) and their repeaters reach all 4 corners of our province.

Note, this does not mean that you’ll be ‘cut-off’ from any other media who choose to create stories about Archives Week, nor does it preclude you from sending out media releases in regards to the events in the communities. It does mean you would not be able to advertise on any other radio stations for Archives Week.

At this stage, ‘value’ Rawlco would provide to the SCAA is unknown. However, opportunities to generate content (i.e. on-air interviews, feature segments on the radio stations, live broadcasts, etc.) could be created in conjunction with your broadcast partner.

Expanding SCAA’s network of potential partners and sponsors opens up access and awareness to a greater audience that will in turn assist in the goal of greater general awareness and acceptance of SCAA.

Message

Creating an overall message and theme for Archives Week will help in the consistency and saliency of the overall awareness of Archives by providing a catchy, easy to remember message that can be used across all platforms. Creating a generic theme would allow for all communities to take part in some way, examples could include:

“Building Saskatchewan” – Stories about building in Saskatchewan, whether it is railroad, homesteads, farms, etc.

“Sincerely, Saskatchewan” – Exclusively letters and correspondence pieces from the different archives

These are just examples of generic themes that could be used through the province to enable SCAA to market Archives Week in a more cohesive manner.

Recommended Tools:

1. Social Media Strategy

The SCAA utilized Facebook for the first time in 2013 to promote Archives Week. The results are encouraging and provide a good direction for moving forward in the promotion of SCAA events.

After reviewing the Facebook page there are a few key points that should be noted: presence is consistent and content is interesting, feedback and comments are recognized and responded to, and there is an obvious attempt to follow the ‘educate. inform. entertain’ social media approach.

It is great to see activity and discussion on the Facebook page as it shows general interest in the SCAA. The SCAA has decades upon decades of information to share so it may be of interest to look deeper into unique and creative ways to organize and share all of this content.

Statistics: Facebook page results for SCAA

Daily People Talking About This (likes, comments, shares, etc.) – An average of 5-8 people, and spiked to 19 on February 7, 2013 the day after the Archives Week event in Regina.

Weekly & monthly people talking about this – A weekly average of 30, and spiked to 49 the week of the Archives Event in Regina. A monthly average of 75-80 spiked to 97 during the month of Archives Week.

Number of stories created about your page – Daily, weekly, and a total of 28 days these numbers were at their all-time highest during Archives Week.

Daily & weekly engaged users – Spiked to an all-time high during Archives Week.

Daily & weekly total reach – Spiked to all-time high during Archives Week. Weekly number of people who have seen any content associated with your page went from 377 to 1,056.

Daily & 28 days total & organic reach – Spiked to all-time highs during Archives Week. 28 Days Total went to 1,800 from the original 905, and Daily Organic Reach went from 11 people to 88.

Daily & weekly viral reach – Spiked to an all-time high during Archives Week. Daily Viral Reach went from 4 to 171 while Weekly Viral reach went from 293 to 980.

Daily total impressions – Spiked to an all-time high during Archives Week, increasing from 38 to 1,589.

Daily & weekly logged-in page views – Spiked to an all-time highs during Archives Week. Daily logged-in page views went from 2 to 23 and weekly logged-in page views went from 62 to 97.

Consensus

The Facebook page saw drastically high numbers during peak times centered around an exciting and successful week. While this kind of spike is always celebratory and great to see, the numbers did slowly decline shortly after the events concluded.

Future Goals

Moving forward, there needs to be a stronger focus dedicated to maintaining the momentum that occurs during Archives Week. If focus is dedicated to fresh, enjoyable, educational, and informative content, it will help keep visitors' interest.

There should also be consideration to new approaches for sharing content and utilizing social media tools to their best capacity, some examples include:

Facebook: Creating themed photo albums, new and exciting Facebook Timeline cover photos every week that focus on a specific topic or story can help keep the page fresh, while sharing contest and marketing campaigns on this platform is another way to start to begin building an online network.

YouTube: With the SCAA already in possession of video content, it is a natural step to continue the promotion of these videos. Ensuring that they are up-to-date and accessible on a YouTube page allows for easy ability to share through other social media channels such as Facebook and Twitter.

Pinterest: An image-sharing platform, Pinterest would be a great way to promote the different “themes” of the events by “pinning” images of different eras or even sharing any digital photos from the archives that you may have.

Twitter: Twitter is another great resource to promote a theme, and the 140-character limit is ideal for small “facts” or bits of information that can increase awareness of what archives is and the valuable information it provides.

Social Media is a highly effective tool for non-profit organizations, however it is recommended that a policy and strategy be set in place before fully implementing it into your awareness strategy. A consideration could be to invest a larger portion of the marketing budget into social media, opposed to more traditional media and marketing resources. Social Media also requires a dedicated resource to remain consistent and effective, if the capacity is not available through staff or volunteer resources, the management can be outsourced in monthly or event-specific capacity, with costs ranging from \$300 - \$700 / month.

2. Earned Media Strategy

Earned media has been one of the most successful marketing tools that the Archives Week has employed, and should continue to build relationships with media contacts.

Creating a media-only event, and continuously including media invites to all events, are great ways to establish relationships to assist in the promotion of Archives Week. There are also a number of free listings that Archives events can be submitted to. Once contacts and sign-up forms are established, it is a matter of following the routine of submitting the pertinent information of each event (5W's).

3. Media Buys

After consideration, a paid media strategy based on 'traditional' mediums (radio, print, etc) is probably not required. Based on the geographical requirements of Archives Week, there is more value in focusing in on your social and earned media efforts. Also, instead of promoting just the week itself, it would be of great benefit to the SCAA to use social media channels all year long. This way, you build 51 weeks of awareness, culminating in a large push during Archives Week.

To fully promote the locations where the events are taking place, we would also recommend signage to be placed in the month leading up to the event at event location. By following this sort of strategy, you can better direct your 'paid' advertising dollars to work in a more cost-effective manner for you.

4. Website

Updating the current websites design and functionality would be an asset in the promotion of Archives Week, and as a more user-friendly member recruitment tool. This would also include continuing to do a monthly e-update that would keep people updated on events/happenings across the province, but also direct traffic to the website and social media channels which would have content that would carry the core message.

5. Posters

Through the event surveys, the event posters are a very successful way to attract a larger crowd to events. Creating a high-quality poster can also work the same way as the postcards currently do. Elevating the promotion poster to a "collectible" item could also make it a door-raffle item or give away.

Creating a consistent brand for all Archives events would help with consistency and brand recognition. In Regina, you can outsource the distribution of posters, which would help cut back in using volunteer resources.

6. Alternate revenue opportunities

There is an opportunity to create a "high-impact" marketing tool that can be sold as an alternate revenue stream. In the past, calendars have been made but they date quickly. One suggestion that would tie into current marketing efforts, is creating a book of all the postcards that have been given out during Archives Week. With proper planning, this would be an excellent project to aim for and launch at the 10th Anniversary of Archives week in 2015.

Conclusion:

Having an official “Archives Week” is beneficial for the awareness and brand of Saskatchewan Archives. To further increase that awareness, supplementary efforts should take place year-round to encourage consistent recognition of the Archives.

Ways this can be accomplished is through:

- Strategic partnerships in the community, including corporate and media partnerships;
- Creative participation in province-wide events such as Culture Days and Heritage Week; and,
- Smaller supplementary events, such as a “reading series” to sustain momentum throughout the year.

To ease strain on volunteers and staff, all city events should take place in mainstream establishments that provide food and beverage service as well as potential cross-promotion benefits.

Promotion of all awareness activities should be more focused on:

- Greater social media usage, including exploring options of creating a strategy and outsourcing management;
- Further development in the relationships of media through specific event invites to help increase the earned media the SCAA and Archives Week receives;
- Explore the option of “elevating” the quality of the current website and poster design; and,
- Usage of a common “theme” to assist in the consistency of marketing and the message.

In addition, to gain clarity going forward, establishing a core message and baseline metrics through polling will give greater direction to all stakeholders involved.

Look Matters has greatly enjoyed working on this project with SCAA and would welcome the opportunity to work with SCAA further.

SASKATCHEWAN COUNCIL FOR ARCHIVES AND ARCHIVISTS INC.
FINANCIAL STATEMENTS
MARCH 31, 2013

MARCIA HERBACK
Chartered Accountant
Professional Corporation

MANAGEMENT'S RESPONSIBILITY FOR FINANCIAL REPORTING

To the Members of
Saskatchewan Council for Archives and Archivists Inc.

Management has responsibility for preparing the accompanying financial statements and ensuring that all information on any related reports is consistent with the financial statements. This responsibility includes selecting appropriate accounting policies and making objective judgements and estimates in accordance with Canadian accounting standards for not-for-profit organizations.

In discharging its responsibilities for the integrity and fairness of the financial statements and for the accounting systems from which they are derived, management maintains the necessary system of internal controls designed to provide assurance that transactions are authorized, assets are safeguarded, and proper records maintained.

Ultimate responsibility for financial statements to members lies with the Board of Directors.

Independent auditors appointed by the members audit the financial statements. The independent auditors report directly to the members and their report follows. The independent auditors have full and free access to the Board and management to discuss their audit findings as to the integrity of the organization's financial reporting and the adequacy of the system of internal controls.



President



Treasurer

May 30, 2013
Regina, Saskatchewan

◆

INDEPENDENT AUDITOR'S REPORT

To the Members of
Saskatchewan Council for Archives and Archivists Inc.

I have audited the accompanying financial statements of Saskatchewan Council for Archives and Archivists Inc., which comprise the statement of financial position as at March 31, 2013 and March 31, 2012, and the statements of operation and cumulative surplus and cash flow statement for the years then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audits. I conducted my audits in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Basis for a qualified opinion

In common with many non-profit organizations, Saskatchewan Council for Archives and Archivists Inc. derives part of its revenue from the general public, the completeness and classification of which are not susceptible to satisfactory audit verification. Accordingly, my verification of these transactions was limited to accounting for the amounts recorded in the records of the organization and I was not able to determine whether any adjustments might be necessary to the donation revenue, excess of revenues over expenses, assets and net assets.

Qualified opinion

In my opinion, except for the effects, if any, of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of Saskatchewan Council for Archives and Archivists Inc. as at March 31, 2013 and March 31, 2012 and its financial performance and its cash flows for the years then ended in accordance with Canadian accounting standards for not-for-profit organizations.



SASKATCHEWAN COUNCIL FOR ARCHIVES AND ARCHIVISTS INC.
STATEMENT OF FINANCIAL POSITION
AS AT MARCH 31, 2013
(with comparative figures for 2012)

	2013	2012
ASSETS		
Current assets		
Cash and cash equivalents (Note 3)	\$ 121,060	\$ 101,997
Accounts receivable	10,174	7,728
GST receivable	<u>1,478</u>	<u>2,264</u>
	<u>\$ 132,712</u>	<u>\$ 111,989</u>
LIABILITIES		
Current liabilities		
Accounts payable and accrued liabilities	\$ 13,745	\$ 15,302
Deferred revenue	<u>78,500</u>	<u>70,052</u>
	92,245	85,354
NET ASSETS		
Unrestricted funds	<u>40,467</u>	<u>26,635</u>
	<u>\$ 132,712</u>	<u>\$ 111,989</u>

See accompanying notes

Approved on Behalf of the Executive Committee

M. Vojner Director
F. Dan Director

SASKATCHEWAN COUNCIL FOR ARCHIVES AND ARCHIVISTS INC.
STATEMENT OF OPERATIONS AND NET ASSETS
FOR THE YEAR ENDED MARCH 31, 2013
(with comparative figures for 2012)

	2013	2012
Revenue		
Sale of calendars and directories	\$ 114	\$ 4,772
Membership fees	5,180	5,015
Workshop registration fees	2,299	1,875
Donations	645	1,092
Grants and contributions:		
- Saskatchewan Lotteries Trust Fund	137,093	130,930
- Canadian Council of Archives - Government of Canada	4,254	26,712
- Sask Culture	7,500	4,750
Interest and other income	403	216
	<u>157,488</u>	<u>175,362</u>
Expenses		
Association Management Contract	<u>29,628</u>	<u>29,507</u>
General Administration		
Accounting and legal	2,590	2,043
Advertising and promotion/planning	226	223
Annual general meeting	-	1,755
Bank charges	133	257
Communications support	-	50
Membership	200	250
Newsletter	-	134
Office supplies, courier and postage	4,045	700
Printing and photocopying	144	-
Rent	3,557	3,075
Telephone	1,586	1,316
	<u>12,481</u>	<u>9,803</u>
Travel and Meetings		
Executive and committees	462	2,941
Executive director	246	496
	<u>708</u>	<u>3,437</u>
Programs and Projects		
Archives week and public awareness (Schedule 1)	18,043	10,110
Conservation contract services	-	16,382
Professional Development (Schedule 1)	4,290	13,409
Archives Advisor	55,358	53,311
Conference sponsorship	-	500
Governance	-	4,623
Institution funding	23,148	21,534
Strategic planning	-	1,553
Truth is in there project	-	6,129
	<u>100,839</u>	<u>127,551</u>
	<u>143,656</u>	<u>170,298</u>
Excess of revenues over expenses (deficiency)	13,832	5,064
Net assets, beginning of year	<u>26,635</u>	<u>21,571</u>
Net assets, end of year	<u>\$ 40,467</u>	<u>\$ 26,635</u>

See accompanying notes

MARCIA HERBACK
Chartered Accountant
Professional Corporation

SASKATCHEWAN COUNCIL FOR ARCHIVES AND ARCHIVISTS INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED MARCH 31, 2013
(with comparative figures for 2012)

	2013	2012
Operating activities		
Excess of revenues over expenses (deficit)	\$ 13,832	\$ 5,064
Net change in non-cash operating working capital balances		
Accounts receivable	(2,446)	6,364
GST receivable	786	(852)
Accounts payable and accrued liabilities	(1,557)	10,580
Deferred revenue	8,448	65,477
Increase in cash	19,063	86,633
Cash position, beginning of year	101,997	15,364
Cash position, end of year	\$ 121,060	\$ 101,997

See accompanying notes

SASKATCHEWAN COUNCIL FOR ARCHIVES AND ARCHIVISTS INC.
NOTES TO THE FINANCIAL STATEMENTS
MARCH 31, 2013

1. Status and nature of activities

Saskatchewan Council for Archives and Archivists Inc. is a non-profit organization funded primarily by governmental and other grants providing archival education, consultation and grant adjudication services for its members and coordinating the ongoing development of the archival system in Saskatchewan.

The organization was incorporated under the Non-profit Corporations Act, 1995 of Saskatchewan on January 29, 2001.

2. Summary of significant accounting policies

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies:

Revenue recognition

Saskatchewan Council for Archives and Archivists Inc. follows the deferral method of accounting for grants. Grants are recognized as revenue in the year in which the related expenses are incurred. Membership fees are recognized as revenue in the year that they relate to. Donations are recognized as revenue when they are received.

Tangible Capital Assets

Tangible capital assets are recorded as an expense in the year of purchase.

Fund accounting

The accounts of the organization are maintained in accordance with principles of fund accounting. For financial reporting purposes, accounts with similar characteristics have been combined in the General fund (unrestricted). The general fund reflects the primary operation of the organization. The revenues consist of membership fees, grants and donations. The grants are used to provide a specific service. Expenses are for administration activities and for the delivery of specific services.

Financial instruments

The Saskatchewan Council for Archives and Archivists Inc. initially measures its financial assets and financial liabilities at fair value. It subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets subsequently measured at amortized cost include cash and accounts receivable. Financial liabilities subsequently measured at amortized cost include accounts payable.

3. Cash and cash equivalents

Included in cash and cash equivalents is \$16,773.30 (2012 - \$36,648) held in a Royal Bank GIC earning interest at 0.8% (2012 - 0.75% to 0.95%).

4. Deferred revenue

The following receipts have been deferred and will be recognized as revenue in the year the related program or event occurs.

	2013	2012
Saskatchewan Lotteries	\$ 78,500	\$ 68,547
Membership fees	-	1,505
	\$ 78,500	\$ 70,052

5. Economic dependence

The organization is dependent upon the ongoing grant funding from the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation and the Government of Canada and its agencies.

MARCIA HERBACK
Chartered Accountant
Professional Corporation

SASKATCHEWAN COUNCIL FOR ARCHIVES AND ARCHIVISTS INC.
NOTES TO THE FINANCIAL STATEMENTS
MARCH 31, 2013

6. Financial instruments

Saskatchewan Council for Archives and Archivists Inc. is exposed to various risks through its financial instruments. The following analysis provides a measure of the Saskatchewan Council for Archives and Archivists Inc.'s exposure and concentrations at March 31, 2013:

Credit risk

Credit risk arises from the potential that a party may default on their financial obligations, or if there is a concentration of financial obligations which have similar economic characteristics that could be similarly affected by changes in economic conditions, such that the Organization could incur a financial loss. The Organization is exposed to credit risk with respect to cash and accounts receivable. The Organization manages its credit risk by placing cash with major financial institutions. Credit risk for accounts receivable is managed by the credit quality and diverse debtor base and creating an allowance for bad debts where applicable. There has been no change from credit risk exposure from 2011.

Liquidity risk

Liquidity risk is the risk that the Organization may not be able to meet a demand for cash or fund its obligations as they come due or not being able to liquidate assets in a timely manner at a reasonable price. The Organization is exposed to liquidity risk with respect to its accounts payable but manages its liquidity risk by holding assets that can be readily converted into cash. There has been no change from liquidity risk exposure from 2011.

Interest rate risk

Interest rate risk is a type of market risk that refers to the risk that the fair value of financial instruments or future cash flows associated with the instruments will fluctuate due to changes in market interest rates. The Organization is exposed to interest rate risk with respect to its cash and cash equivalents and its effect on interest income. Fluctuations in interest rates do not have a significant effect on cash due to the fact that interest income is not a major percentage of total revenue. There has been no change from interest risk exposure from 2011.

7. Adoption of Canadian accounting standards for not-for-profit organizations

Effective April 1, 2012, the Organization adopted Canadian accounting standards for not-for-profit organizations. These are the Organization's first financial statements prepared in accordance with these accounting standards and the transitional provisions of Section 1501, First time adoption by not-for-profit organizations, have been applied. Section 1501 requires retrospective application of the accounting standards with certain elective exemptions and limited retrospective exceptions. The accounting policies set out in the significant accounting policy have been applied in preparing the financial statements for the year ended March 31, 2013 and the comparative information presented in these financial statements for March 31, 2012. The Organization issued financial statements for the year ended March 31, 2012 using generally accepted accounting principles prescribed by the pre-changeover standards of the CICA Handbook - Accounting. The adoption of accounting standards for not-for-profit organizations had no impact on the previously reported assets, liabilities and surplus of the Organization and accordingly, no adjustments have been recorded in the comparative statements of financial position and the statements of operations and cumulative surplus. In addition, as no changes were required, an opening statement of financial position at April 1, 2011, the Organization's date of transition, has not been presented.

8. Comparative figures

Certain comparative figures have been reclassified to conform with current year's presentation.

SASKATCHEWAN COUNCIL FOR ARCHIVES AND ARCHIVISTS INC.
SCHEDULES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2013
 (with comparative figures for 2012)

	Schedule 1	
	2013	2012
Archives week and public awareness		
Advertising and media	\$ 1,341	\$ 1,050
Archives calendar	-	4,287
Events - promotion	3,008	1,422
Events - other costs	1,330	1,606
General promotional products	-	945
Institutional funding	371	800
Other AW and public awareness	11,993	-
	\$ 18,043	\$ 10,110
Professional development		
Facilities rental	\$ 135	\$ 949
Instructor	1,050	4,795
Instructor travel and expense	1,387	2,368
Other PD costs	315	937
Travel subsidies general	393	2,944
Travel subsidies SCAA events	1,010	1,416
	\$ 4,290	\$ 13,409

MARCIA HERBACK
Chartered Accountant
Professional Corporation

SASKATCHEWAN COUNCIL FOR ARCHIVES AND ARCHIVISTS

Proposed Budget 2013-14

	<u>2012-13 Budget</u> <u>approved at</u> <u>AGM</u>	<u>2012-13 Budget</u> <u>REVISED 09-12</u>	<u>2012-13</u> <u>Actual</u>	<u>2013-14</u> <u>Budget</u> <u>Proposed</u>
REVENUE				
Archives Calender Sales	0	0.00	114.28	0.00
Membership Fees	5,000.00	5,000.00	5,180.00	5,000.00
Workshop Registration Fees	1,000.00	1,000.00	2,299.00	2,000.00
Donations - Corporate	3,000.00	3,000.00	645.00	1,000.00
Saskatchewan Lotteries	137,093.00	137,093.00	137,093.00	157,000.00
Nat. Arch. Devel. Prog. - Prof. Devel.	0.00	0.00	4,254.00	0.00
Other Grants	7,900.00	7,900.00	7,500.00	0.00
Interest and Other Income	200.00	200.00	403.00	200.00
Total Revenue	154,193.00	154,193.00	157,488.28	165,200.00
EXPENSES				
General Operations				
Human Resources				
Archives Advisor Salary	45,590.00	45,590.00	43,697.04	47,431.00
Archives Advisor Professional Development	1,200.00	1,200.00	1,520.34	1,224.00
Association Management Contract	30,572.00	30,572.00	29,627.64	31,200.00
Administrative Centre Services	130.00	130.00	253.80	130.00
Archives Advisor Employee Benefits	4,627.00	4,627.00	4,706.40	4,982.00
Total Human Resource Expenses	82,119.00	82,119.00	79,805.22	84,967.00
General Administration				
Accounting & Legal	2,500.00	2,500.00	2,590.00	2,550.00
Bank Charges	250.00	250.00	132.77	250.00
Memberships	250.00	250.00	200.00	250.00
Advertising & Promotion	0.00	0.00	0.00	0.00
Communications Support & Translation	100.00	100.00	0.00	110.00
Newsletter & Member Communication	0.00	0.00	0.00	0.00
Business Fees & Licences	20.00	20.00	0.00	20.00
Courier & Postage	100.00	100.00	890.13	500.00
IT Support				
Office Supplies and Software	300.00	300.00	3,154.87	500.00
Printing/Photocopying	100.00	100.00	143.64	110.00
Rent	3,555.00	3,555.00	3,556.78	3,626.00
Telephone & Internet	1,400.00	1,400.00	1,586.34	1,430.00
Repairs & Maintenance				
AGM expenses	100.00	3,000.00	0.00	3,000.00
Miscellaneous / Contingency/ACA Conference	500.00	500.00	25.80	500.00
Strategic Planning			200.00	
Total General Administration	9,175.00	12,075.00	12,480.33	12,846.00
Travel & Meetings				
Executive & Committees	1,500.00	1,500.00	461.72	1,500.00
Executive Director	500.00	500.00	245.59	510.00
Sub-Total Staff and Executive Travel Expenses	2,000.00	2,000.00	707.31	2,010.00
Other Travel				
Sub-Total Other Travel	0.00	0.00	0.00	0.00
Total Travel	2,000.00	2,000.00	707.31	2,010.00
Total General Operations	93,294.00	96,194.00	92,992.86	99,823.00

Programs and Projects

Archives Week & Public Awareness	0.00	0.00	0.00	0.00
AW Events - promotion and printing	1,600.00	1,600.00	3,008.44	2,000.00
AW Events - Venues & Food	1,000.00	3,200.00	1,329.59	2,000.00
AW Events - Advertising and media	2,200.00	2,800.00	1,340.70	2,500.00
Other AW costs	5,800.00	5,800.00	371.36	0.00
Sask Youth Heritage Fairs	0.00	0.00	0.00	250.00
Other Public Awareness Costs	200.00	200.00	11,992.73	2,000.00
AW & PA sub-total	10,800.00	13,600.00	18,042.82	8,750.00

Professional Development

PD Instructors	1,750.00	1,750.00	1,050.00	1,500.00
PD Instructors - travel & expenses	1,350.00	1,350.00	1,386.67	1,377.00
PD facilities rental	300.00	300.00	134.68	310.00
Other PD costs	100.00	100.00	314.52	110.00
Professional Development sub-total	3,500.00	3,500.00	2,885.87	3,297.00

Institutional Funding

Institutional Grants	21,900.00	25,000.00	22,504.05	44,000.00
Archives Week Grants	1,000.00	1,200.00	644.29	1,200.00
Travel Subsidies - SCAA Events	2,000.00	2,000.00	1,009.53	1,500.00
Travel Subsidies - Non-SCAA events	2,000.00	2,000.00	392.83	1,500.00
Insttutional Funding sub-total	26,900.00	30,200.00	24,550.70	48,200.00

Archives Advisor Services

Archives Advisor Travel	2,500.00	3,500.00	3,639.71	3,500.00
Archives Advisor Communications	600.00	600.00	1,540.65	1,500.00
Archives Advisory Service sub-total	3,100.00	4,100.00	5,180.36	5,000.00

Total Programs and Projects	44,300.00	51,400.00	50,659.75	65,247.00
Total Expenses	137,594.00	147,594.00	143,652.61	165,070.00
Surplus or (Defecit)	16,599.00	6,599.00	13,835.67	130.00