

Archives Week Committee Report
Society of North Carolina Archivists Annual Meeting
March 2011

Members of the Archives Week Committee, 2010 – 2011

Jennie Clements (April 2010 – February 2011)
Liz Cook
Rebecca Petersen
Sarah Rice Scott (before 2010 – October 2010)
Ashley Yandle
Audra Eagle Yun, Chair

The Archives Week Committee Chair joined the committee in March 2010 and began with a review of past Archives Week activities and the role of each committee member. The committee conducted business via email and in-person meetings, both in Raleigh and Winston-Salem. Notable accomplishments of the committee were the successful design and mailing of posters and bookmarks in 2010 and creation of a feedback survey to improve the activities and resources for future Archives Week committees.

After selecting a theme and tentative publicity plan in May 2010, the committee worked on creating a budget for publications and mailings created for participating institutions. The budget approved by the Board was \$400 for printing and shipping. The theme for 2010 was genealogy and the bookmark and poster were created *pro bono* by professional photographer Geoff Wood and graphic designer Bliss Alexander-Smith, thanks to the efforts of committee member Sarah Rice Scott. The committee selected archival materials and state archives staff to be featured in the publications. Publicity materials (100 black and white posters and 1200 full color bookmarks) were mailed upon request by institutions after a request form was emailed to the SNCA listserv in September 2010.

In collaboration with the Electronic Resources Chair, the Archives Committee implemented a Twitter and Facebook account for SNCA and assisted in promoting archives-related events, resources, and activities through these social media tools. In addition, committee member Ashley Yandle updated web content for the Archives Week pages on the SNCA website and committee member Liz Cook submitted a PDF of the poster and a caption to "*Carolina Comments*," published quarterly by the North Carolina Office of Archives and History.

As we close the 2010-2011 year, the committee is working with the Electronic Resources Chair to investigate an update to the SNCA website design and recently sent a survey to the SNCA membership requesting feedback about how to improve Archives Week. The committee met in March 2011 to discuss the theme for 2011, which will be the 150th anniversary of the Civil War in North Carolina.

Respectfully submitted,

Audra Eagle Yun
Archives Week Chair