

**Archives Week Committee Report
Society of North Carolina Archivists
April 2013**

Members of the Archives Week Committee, 2012-2013

Liz Cook
Craig Fansler
Rebecca Petersen, chair
Rachel Trent
Barbara Tysinger
Ashley Yandle (until April 2012)

The Archives Week Committee had our most successful year yet promoting archives across the state. Ashley Yandle, a long-time member of the Archives Week Committee, stepped down from her role on the committee, but organized her replacement from the State Archives in the form of Rachel Trent. Rachel proved to be an invaluable and impressive addition to the committee. In addition to Rachel, the committee enlisted the help of Craig Fansler, SNCA Member-At-Large, to work with us in the design and execution of promotional materials as well as provide another voice to the committee. The Archives Week Committee benefitted tremendously from both the new membership of Rachel and Craig as well as the continued service and insight provided by Barbara Tysinger and Liz Cook.

This year, the Archives Week Committee met virtually and discussed issues via email. The committee began discussing the theme of Archives Week in March of 2012. As a committee, we decided that the theme for 2012 would be “Journeys to Justice: Civil Rights in North Carolina” based upon anniversaries of integration in universities across North Carolina and the issues of equal rights within the LGBTQ community with the vote on North Carolina’s Amendment One. We hoped that this theme would open a discussion in archives across the state and encourage archival institutions to highlight their varied collections in these areas.

We chose October 22-28th, 2013 as Archives Week with the intent of Home Movie Day to serve as a “kickoff” event on October 20th. Craig, with the help of the committee and with images solicited from North Carolina institutions, designed our first-ever color poster as well as bookmarks. Rachel Trent used her expertise in WordPress to migrate all of the Archives Week materials from the old SNCA website and brand it like the other materials on the new site. In addition, the committee decided that the need for our own Archives Week blog (<http://ncarchivesweek.wordpress.com/>) was redundant and began using the SNCA site (ncarchivists.org) as the primary destination for publicity, information, and calendar events. The committee leveraged Facebook and Twitter to publicize Archives Week with much success. Liz continued publicity by sending Archives Week reminders to listservs, “*Carolina Comments*”, and the SNCA Newsletter.

With a budget of \$500, the committee printed and sent out 1,300 bookmarks and 90 posters to 28 institutions that requested materials. The committee maintained a calendar to

promote Archives Week events, updated the planning and media guides, and used social media heavily to promote events. It is notable to say that Archives Week 2012 had more participation in both materials requests as well as planned events. The SNCA Archives Week calendar advertised nine events across the state. We followed up on this by submitting all of the events for publicity on the Society of American Archivists “American Archives Month” page (<http://www.statearchivists.org/archivesmonth/AAM-directory.htm#nc>).

The Archives Week Committee will begin meeting soon to plan for Archives Week 2013. We anticipate this year to be even more successful than 2012.

Respectfully Submitted,

Rebecca Petersen
Archives Week Chair