Midwest Archives Conference 2016-2020 Strategic Plan

MAC Mission: “Connecting and educating professionals who preserve the records of the past and make them accessible for the future.”

1. Membership – Increase the number, diversity, and retention of members.
   1. Explore ways to increase diversity on MAC standing committees, task forces, and working groups. In addition to broadening member perspectives on committees, this will bring more diverse and experienced leaders to the attention of the Nominating Committee for future slates of candidates.
   2. Conduct a “Who are we?” census at regular intervals to better understand the makeup and needs of our membership.
   3. Conduct a campaign with the goal of increasing, and diversifying, and retaining membership.
2. Education – Explore alternative ways to make continuing education available and cost effective for archivists.
   1. Evaluate continuation of Speakers Bureau program once the Education Committee issues its report of the program at the spring 2016 Council Meeting.
   2. Explore ways to make the Annual Meeting content more accessible to MAC membership through student registration and non-student travel scholarships (via membership forms); recording Annual Meeting sessions via video, audio or streaming; and by displaying PowerPoint slides on the MAC web site.
   3. Establish a task force to explore alternative ways to make educational opportunities available. The task force will investigate offering internship stipends for students and new professionals, funding through grant sources and alternative means, the function and purpose of the program, sustainability of a program, and the benefit to MAC.
3. Publications – Explore ways to improve our educational resources.
   1. Redesign *Archival Issues* and assess the long-term goals of the journal: its audience, frequency, scope and content, and outreach to boost submissions. Consider the possibility of themed issues on topics such as advocacy.
   2. Review author agreement and explore sharing rights with authors as a non-exclusive activity.
   3. Make MAC Newsletter content entirely digital by 2020.
4. Marketing & Outreach – Promote the organization to new audiences and improve the marketing materials serving as the public interface with the organization.
   1. Establish a task force to determine the advocacy approach for the organization.
   2. Create a marketing plan for the organization to promote our outward facing products.
   3. Increase MAC’s presence on social media for marketing and sharing member information and news.
   4. Redesign the MAC web site to improve its backend functionality and user interface, in order to facilitate the dissemination of information to members.
   5. Create an outreach program targeting students in masters programs in our region as potential new members or future users and supporters of archives. This includes SAA student groups, and students in affiliated programs, such as museum studies, public history, humanities, and digital humanities. Connect with faculty of these programs.
5. Administration – Evaluate the governance and technical infrastructure of the systems that are the foundation of MAC's activities.
   1. Complete governance housekeeping with a review of the constitution and bylaws, and updates to the rules of parliamentary procedure.
   2. Create a records retention schedule for the organization.
   3. Evaluate MAC’s business relationships with third-party support services (MemberClicks, AMC). Determine if ongoing costs are reasonable and/or comparable to offerings by similar services in terms of support and amenities for MAC members.
   4. Evaluate MAC’s goals in regards to cost planning. As costs of Annual Meetings continue to rise, we need to address where organizational revenue will come from. Evaluate expectations of Annual Meetings and fund raising, and develop long-term plans for registration rates and member dues.
   5. Evaluate the Symposiums to determine if they meet expectations in regard to cost, locations, venues, effort, and serving member needs.
   6. Evaluate the committee structure of the organization, and identify whether it is possible to reduce duplication of responsibilities.

Timeline for Strategic Plan

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| 2016 | * Evaluate Speakers Bureau * Student registration scholarships * Governance housekeeping * Explore diversity on standing committees, standing committees, task forces, and working groups * Redesign *Archival Issues (AI)* * Start cost planning (2016-2018) * Start evaluation of MAC’s business relationships with third-party support services (2016-2018) * Start evaluation of Symposiums (2016-2018) |
| 2017 | * Advocacy task force * MAC records retention schedule established * Conduct *Who are we?* Census * Review author agreement |
| 2018 | * After results of third party support evaluation * Redesign MAC web site * Make meeting content more accessible online * Increased social media presence * After census completed * Evaluate committee structure * Marketing plan * Membership campaign * Travel scholarships * Evaluate the goals of *AI* |
| 2019 | * Task force to investigate support and educational opportunities for students/new professionals * Student outreach program |
| 2020 | * Newsletter or components thereof are online |