Advocacy and outreach at the SLAC National Accelerator Laboratory
Archives and History Office

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Advocacy and Outreach for Archives

• What I will cover today:
  – General philosophy / approach to advocacy
  – Understanding the SLAC corporate culture
  – Advocacy and Outreach tools we have used
  – Conclusions
Advocacy & Outreach Philosophy

• Understand the culture of your organization
• Sustain your efforts
• Use a portfolio of many different tools
Understand the Organizational Culture

• 47-year old laboratory, 20-year old archives
• Was single purpose → now multi-purpose
• US Government contractor
And
• Department of a private university
• Highly
  – Creative
  – decentralized
Understand the Organizational Culture

Archives and History Office

• Began as Director’s Office project
• Initially supported by
  – American Institute of Physics (AIP) Center for the History of Physics
  – Stanford University (loaned archivist)
  – SLAC Director’s Office
Understand the Organizational Culture

Archives and History Office

- Support fluctuates
  - Reorganized to lower level in organization
  - Staff reductions:
    - Key staff depart
    - Unstaffed for 1 year (1995-1996)

Robin Chandler (l) 2nd Archivist, and Roxanne “Rocky” Nilan, 1st SLAC Archivist
Advocacy Tools

• Chandler Report
  – Requested by top management
  – Analyzed program needs:
    • Long-range planning process
    • Advisory committee
    • Clear staff reporting lines and evaluation procedures
    • Full-time, professional archivist
    • At least half-time permanent assistant
Advocacy Tools

• Chandler Report (continued)
  – Additional program needs:
    • Adequate and proper storage
      – Temperature & humidity controls
      – Appropriate security
    • Adequate annual funding support
  – Ongoing institutional support for staff
    • Release time for professional activities
    • Travel funds
Advocacy Tools

• Chandler Report – **Results!**
  – 1.5 permanent staff **added**
  – Storage space **improvements**
Advocacy Tools: Program Review

- “Leith Innovation” / “coin of the realm”
- Accepted part of culture
- Legitimizes goals
- Sets priorities for funding
- Protects resources
Advocacy Tools: Program Review

- Committee web site established
  (http://www.slac.stanford.edu/history/progrev.shtml)
- Committee charge written:
  - Review current program
  - Evaluate
    - near-term needs
    - longer-term needs (8-10 years)
  - Review mission, goals, policies, activities
  - Prepare report
Advocacy Tools: Program Review

- Committee Members recruited
  - Selected by Archivist
  - Represent major constituencies
    - Internal
    - External
  - Subject matter experts
    - Archives of science
    - History of science
    - Archives of government laboratories
Advocacy Tools: Program Review

First 4 meetings – **Results!**

- Developed statistics handout
- Invited outside speakers
- Established Ex Officio members
  - American Institute of Physics
  - Stanford University Archivist
  - National Archives and Records Administration (gov’t.)
Committee Reports – Results!

• Resources protected
• Value demonstrated
• New Advocates / Ambassadors
• Support for new projects
• New
  – “Cheerleaders”
  – “Scouts”
Advocacy Tools: Program Review

Committee Reports – Results!

• **Funding - internal**
  – Stabilized
  – Support for short-term projects

• **Funding - external**
  – Grants for processing
  – Grant for research on Electronic archiving
## Advocacy Tools: Projects

<table>
<thead>
<tr>
<th>SLAC AHO Project Funding Growth 1998-2009 (K$)</th>
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<tbody>
<tr>
<td>Grants (Outside Funding)</td>
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<tr>
<td>AIP - processing support</td>
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<tr>
<td>NARA / NSF with SDSC - Persistent Archives Testbed (PAT) Project</td>
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<tr>
<td>Grant TOTALS</td>
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<td>SLAC-funded Projects</td>
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<tr>
<td>Storage improvements</td>
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<tr>
<td>Photo microfilming</td>
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<tr>
<td>&quot;First Web&quot; collection processing &amp; online exhibit</td>
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<tr>
<td>Backlog processing project</td>
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<tr>
<td>SLAC numbered publications microfilming project</td>
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<tr>
<td>Directors' papers processing</td>
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<tr>
<td>SLAC Employee newsletter scanning/filming</td>
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<tr>
<td>SLAC 40th Anniversary photo book project</td>
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<tr>
<td>SLAC-funded Project TOTALS</td>
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<tr>
<td>Project + Grant TOTALS</td>
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</tbody>
</table>
Other Advocacy Tools: PROJECTS

- Budget requests every year
- Short-term
- Visible result
  - Microfilming early publications
  - “First Web” online exhibit
  - 40th anniversary photo book and online exhibit
- Raise awareness of needs
- Past success = continued support
Advocacy Tools: EXTERNAL FUNDING

- $100K in 12 years
- Limited
  - sources
  - Assistance from Stanford/SLAC
- Enhances reputation
  - Within SLAC
  - Within field
Advocacy Tools: INTERNAL ADVOCACY

• SLAC Office of Communications
  – Historical articles and reference / research
• Human Resources Department
  – New employee orientation
  – “SLACspeak”
  – Pencils
Advocacy Tools: INTERNAL ADVOCACY

- Departmental Associates
- Archival exit interviews
- Archival “FAQ’s” – Frequently Asked Questions – on website
  - Short Features
  - Online exhibits
  - Photo thumbnails

*Paleoparadoxia* discovered on site
(Short Feature)
Advocacy Tools: EXTERNAL ADVOCACY

• Professional activities
  – Publishing
  – Speaking
  – Serving
  – Networking with colleagues
  – Academy of Certified Archivists certification
Advocacy: OUTCOMES

• Funding and Resources
  – + .5 Full-time equivalent staff
  – 12% increase in square footage of storage
  – In year of cutbacks
    • Increased staff (temporary)
    • New support for backlog project
  – Project funding trend is good
Advocacy: OUTCOMES

• Favorable Policies
  – Human Resources
    • New employee training / orientation
    • Separating employee procedures
  – Archives Professional staff
    • Travel
    • Memberships
Advocacy: OUTCOMES

• Relationships and Influence
  – Change
  – Loss
  …but …

• New status as
  – Mentors
  – Experts
Advocacy and Outreach: CONCLUSIONS

• Change is the only constant

Members Talk About Economy’s Effect on the Workplace
HELEN M. JANOUSEK, SAA Editorial and Production Assistant

In February to determine if, and how, the economic downturn is affecting the workplace environment of archivists, curators, and records managers.

Demonstrating Value
At Weyerhaeuser’s corporate offices just south of Seattle, Archivist Megan Moholt says demand for products and services is down in one area and up in another. There has been a significant reduction in requests from within the company for reference and research. “This is a result of the sale of two major business lines, downsizing of corporate region staff functions, and a decrease in discretionary projects and spending.”

But the closures, downsizing, and reorganization in 2008 mean more records were transferred from branch locations to the Federal Way headquarters. That’s where the increase in demand for services comes in—the archives are providing options for displays and celebrations, such as retirements.
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• This presentation: