

## **MINUTES OF THE FALL SEAC EXECUTIVE COMMITTEE MEETING, BATON ROUGE, LOUISIANA, WEDNESDAY, NOVEMBER 7, 2012**

Attending: President Ann Early, President-Elect T. R. Kidder, incoming President-elect Gregory Waselkov, Past President David Anderson, Secretary Penny Drooker, Secretary-elect Ann Cordell, Treasurer Karen Smith, incoming Treasurer-Elect Kandace Hollenbach, Executive Officer I Tanya Peres, Editor Thomas Pluckhahn, Associate Editor (Newsletter) Phillip Hodge, Associate Editor (Book Reviews) and incoming Executive Officer II Renee Walker, Investment and Finance Committee Chair Paul Welch, Student Affairs Committee Chair Jayur Mehta, Native Affairs Committee Chair Brett Riggs, Archives Committee Chair Patrick Livingood and committee member Patricia Galloway, Lifetime Achievement Award Committee Chair Ian Brown, Student Paper Competition Committee Chair Neill Wallis, SEAC 2012 Meeting Organizers Rich Weinstein and Rebecca Saunders, SEAC 2013 Meeting Organizers Nancy White and Lee Hutchinson, SEAC Meeting Proposers Victor Thompson and Jennifer Birch.

Early called the meeting to order at 6:35 pm.

### **OFFICERS' REPORTS**

#### **Secretary's Report (Penny Drooker)**

**2012 Elections.** Candidates for office in the 2012 SEAC election were: R. P. Stephen Davis, Jr., Sissel Schroeder, and Gregory A. Waselkov for President-Elect, Kandace D. Hollenbach for Treasurer-Elect, and Ashley A. Dumas, Jon Bernard Marcoux, John A. Turck, and Renee Walker for Executive Officer II.

412 members, or 48.8% of the 863 eligible voters, cast ballots. Successful candidates were Gregory Waselkov for President-Elect, Kandace Hollenbach for Treasurer-Elect, and Renee Walker for Executive Officer II. On behalf of the Executive Board, we wish to thank all of those who were willing to stand as candidates. We also wish to thank the members of the nominating committee (Sarah Sherwood, [Chair], Elizabeth Horton, and John O'Hear) and Edward González-Tennant, SEAC webmaster, who helped set up the official on-line election information. The proportion of eligible voters who cast ballots was up from last year's 45.1% (385 of 854 members).

All votes were cast electronically, although paper ballots were mailed to 23 people who could not be reached by email. This number was down from 46 paper ballots last year and 101 in 2010. Members have responded well to pleas in the *Newsletter* to keep their email addresses current. Again this year, Vote-Now handled electronic balloting, including 3 electronic reminders (one *gratis*), each of which resulted in voting rate increases. The election ran very smoothly, due to the helpful and efficient Vote-Now staff. Total cost of the election was \$1206.91.

9 of the 14 comments received about the voting process praised the electronic balloting system. Five praised the slate of candidates or a particular candidate. One suggested that all offices should have multiple candidates. Another asked for more representation from the CRM realm. Yet another requested that additional positions, such as members of some committees, be elected.

**Voting Process.** Last year, Vote-Now handled both electronic and paper ballots, including mailing ballots to SEAC members whose email addresses bounced. This year, a new process for paper ballots was instituted, with the ultimate aim being a switch to electronic balloting only. A concerted effort was made, through newsletter articles and other means, to obtain current email addresses for all possible SEAC members. Paper ballots were mailed only to the 23 SEAC members who have no email address. A printable ballot form, with mailing protocol, was posted on the SEAC web site for use by members who have email accounts but did not receive electronic ballots.

**Other Activities.** Besides handling minutes and general correspondence, I served as Executive Committee liaison and an active member of the Public Outreach Grant Committee and the Archives Committee.

It has been a privilege and pleasure to serve as SEAC secretary. My thanks to all the officers with whom I served, and a warm welcome to Ann Cordell, the incoming secretary.

**Treasurer’s Report (Karen Smith)**

I am happy to report that SEAC is in solid financial shape. Since Nov. 1, 2011, SEAC has received \$39,617.98 in revenue, mostly in membership dues, and has had \$37,958.75 in expenses, leaving a net GAIN of \$1,659.23 in the Merrill Lynch Money Account. JSTOR revenue sharing and annual meeting revenue continue to help offset expenses. At the close of the fiscal year, SEAC had \$39,244.97 in the Merrill Lynch Money Account. The Merrill Lynch Mutual Fund gained \$2,612.89 this fiscal year, closing at \$36,418.53 and leaving a net gain of \$4,272.12 in the Merrill Lynch accounts (Table 1, next page).

Three dues notices were sent this year, one in January, one in March, and the last one in June. Membership applications, as usual, picked up late in the year when registration for the meeting opened. I’d like to encourage everyone to renew early this year! Early renewals put less strain on those of us who handle the mailing lists for publications and the mailing of back issues to late renewals.

As of Oct. 31, 2012, membership stands at 953, which is only slightly down from last year (Table 2). This figure includes 132 new memberships (Table 3). Student membership remains strong with 203 student members, making up 21% percent of the membership.

**Table 2: Membership Totals**

<b>Membership Type</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Life	138	140	145	149	152	148
Life Family	31	32	32	32	32	32
Regular	509	541	421	413	448	446
Student	150	194	157	191	224	203
Family	46	34	25	25	32	28
Institution	87	90	79	77	73	72
Complimentary	24	24	24	24	24	24
<b>Total</b>	<b>985</b>	<b>1055</b>	<b>883</b>	<b>911</b>	<b>985</b>	<b>953</b>

**Table 1: Report for the Fiscal Year Ending October 31, 2012**

	FY2011	FY2010	Profit/Loss
<b>ASSETS</b>			
Operating Funds			
Merrill Lynch Money Account	\$39,244.97	\$37,585.74	\$1,659.23
Bank of Moundville Checking Account	\$371.53	\$866.21	(\$494.68)
Investments			
Merrill Lynch Mutual Fund	\$36,418.53	\$33,805.64	\$2,612.89
Vanguard Growth and Index Funds <sup>1</sup>	\$124,746.73	\$109,064.89	\$15,681.84
Vanguard Money Market Account <sup>1</sup>	\$10,299.44	\$10,295.48	\$3.96
Publication Inventory (at cost)	\$34,460.95	\$35,237.31	(\$776.36)
<b>TOTAL ASSETS</b>	<b>\$245,542.15</b>	<b>\$226,855.27</b>	<b>\$18,686.88</b>
<b>CONFERENCE ASSETS INCREASE (DECREASE)</b>			<b>\$18,686.88</b>
<sup>1</sup> SEAC Life Fund Investments			
<b>REVENUES, GAINS, AND OTHER SUPPORT</b>			
Dues			
SEAC Membership Dues 2012	\$25,814.50		
SEAC Membership Dues 2013	\$375.85		
SEAC Life Membership	\$500.00		
EMA Cash Account Dividends/Interest	\$17.40		
EBSCO Royalties	\$856.37		
JSTOR Revenue Sharing	\$3,109.96		
Annual Meeting Revenue	\$8,943.90		
Publication Sales	\$ -		
<b>TOTAL REVENUE</b>	<b>\$39,617.98</b>		
<b>EXPENSES</b>			
Publications			
<i>Southeastern Archaeology</i>	\$22,995.24		
Kaufman Editorial Services	\$3,717.00		
<i>SEAC Newsletter</i>	\$2,902.84		
EMA Banking Fees	\$182.40		
CPA Tax Filing	\$1,990.00		
Corporate Filing Fee	\$40.00		
Office Expenses	\$93.73		
Website Hosting	\$110.00		
Public Outreach Grant	\$2,000.00		
SEAC Award Plaques	\$170.43		
Electronic Ballot	\$1,206.91		
SEAC 2012 Meeting Start-Up Funds	\$2,000.00		
Vanguard Life Funds Transfer	\$500.00		
Uncategorized Expense	\$50.20		
<b>TOTAL EXPENSES</b>	<b>\$37,958.75</b>		
<b>NET REVENUE</b>	<b>\$1,659.23</b>		

**Table 3: New Members**

<b>Membership Type</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Regular	47	73	50	38	43	44
Student	53	83	49	87	111	85
Family	2	2	4	4	3	1
Institution	1	1	0	1	0	2
<b>Total</b>	<b>103</b>	<b>159</b>	<b>103</b>	<b>130</b>	<b>157</b>	<b>132</b>

Members who renewed or joined after July 16 will receive the 2012 summer issue of *Southeastern Archaeology* by the end of the year, but will receive the 2012 winter issue on time with the regular mailing.

Smith also presented a 2013 working budget, projected from 2012 (Table 4).

**Discussion:** Welch stated that he and Smith had just found a problem. Payments of life dues for 2008-2011, totaling \$5000, had been kept in the Working Fund rather than being sent to the Life Fund. They now need to be transferred. SEAC By-Laws require sending this revenue to the Life Fund, but do not say when. However, this situation means that SEAC has misstated its financial position for these years. Welch suggested checking with the SEAC accountant to see if the IRS needs to be notified. (SEAC files tax returns each year, although it does not owe taxes). [Note: It was determined after this meeting that there was no need to notify the IRS.] Smith will do the transfer, recording it accurately on a year-by-year basis. She will amend the budget to reflect this change, and circulate it to the Executive Committee via email. [Note: The Treasurer's Report printed above incorporates these revisions. They were approved via email as of 1/14/13.]

Pluckhahn moved, Cordell seconded, and it was unanimously agreed that Smith should proceed as stated above.

**Table 4: 2013 Working Budget**

	<b>Working Fund</b>
<b>REVENUE</b>	
Dues	\$28,000.00
Merrill Lynch EMA Interest	\$20.00
Royalties	\$500.00
Advertisements	\$500.00
JSTOR Revenue Sharing	\$2,800.00
Annual Meeting Revenue	\$200.00
<b>TOTAL REVENUE</b>	<b>\$32,020.00</b>
<b>EXPENSES</b>	
Publications	\$26,000.00
Merrill Lynch EMA Fees	\$100.00
Corporate Filing Fee	\$20.00
CPA Tax Filing	\$1,990.00
Office Expenses	\$150.00
Web Hosting	\$200.00
Public Outreach Grant	\$2,000.00
Annual Meeting Start-Up Fund	\$2,000.00
Electronic Ballot	\$1,300.00
Website Redesign	\$3,000.00
Vanguard Life Funds Transfer	\$5,000.00
SEAC Award Plaques	\$80.00
<b>TOTAL EXPENSES</b>	<b>\$41,840.00</b>
<b>NET REVENUE</b>	<b>(\$9,820.00)</b>

**Investment and Finance Committee (Paul Welch, Chair)**

The figures reported here are from close of business on Thursday, 31 Oct, and are the final figures for the end of the fiscal year. At the end of FY2012 the Life Fund portfolio was worth \$135,046.17, up from \$119,360.37 at the end of October, 2011 (Table 5). There were no new Life Members during the year so the very gratifying 13.1% gain is entirely from earnings on the assets. The markets, however, remain highly volatile, and the account valuation can shift several percentage points in just a couple days.

The Bylaws permit the Board of Directors in any given fiscal year to transfer from the Life Fund to the Working Fund no more than the Life Fund’s earnings in the past fiscal year. In FY13, therefore, the Board is limited to a transfer of no more than \$15,685.80.

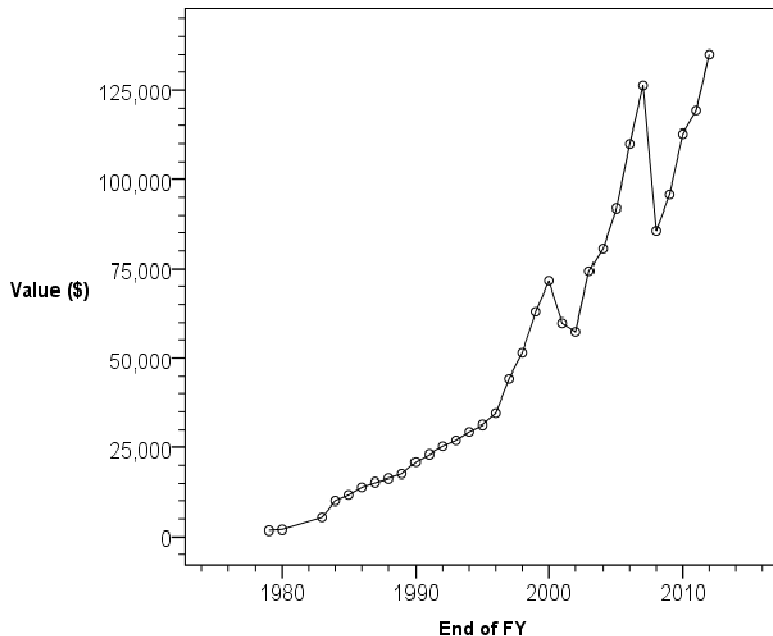
The table below shows our mutual fund positions relative to their target allocations. The actual allocations are all close to their targets, and no rebalancing is recommended (note: this is only Welch’s opinion; I have not consulted with the other members of the Investment and Finance Committee on this).

**Table 5: Life Fund**

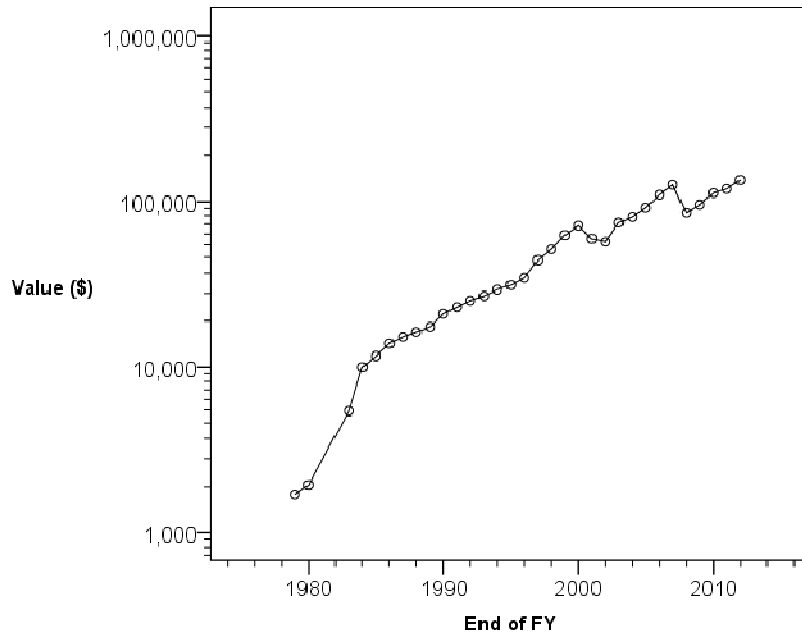
	Fund totals		
	(31 Oct 2012)	% of Inv	Target
Index500	\$78,916.77	63.30%	62.00%
IntlGrowth	12,327.17	9.90%	12.00%
SmCapIndex	15,009.69	12.00%	12.00%
HealthCare	10,615.09	8.50%	8.00%
REIT Index	7,878.01	6.30%	6.00%
	\$124,746.73	100.00%	
MoneyMkt	\$10,299.44		
	\$135,046.17		

Growth of the Life Fund since its inception in 1979 is shown in graphs overleaf.

**Linear scale** (constant rate of growth would be an upward-curving line)



**Semi-logarithmic scale** (constant rate of growth would be a straight line)



**Editor’s Report (Thomas Pluckhahn)**

There were several small changes to the format of the Summer 2012 issue, all informally vetted by the Board. In particular, author information has been moved to the title page of the respective articles, along with citation information. This reflects the fact that the journal will be increasingly accessed on-line through JSTOR.

The Winter 2012 issue is currently in press; the materials have been uploaded to our publisher, Allen Press, which will probably return formatted page proofs sometime late in November. My goal is to have this issue mailed in the same year it is officially published. This issue will include 5 articles, 3 reports, and 14 book reviews.

There have been 14 submissions since the start of the calendar year and 16 since the close of the last business meeting at SEAC in Jacksonville. By comparison, there were 25 submissions for the 2011 calendar year and as many as 40 at the apparent peak of submissions in 2002. Although a post-SEAC spike in submissions will probably help close the gap, it would appear that submissions remain down. Please consider submitting your research for possible publication, and encourage your colleagues to do the same. Also please note that, given the current low submission rate, I am amenable to thematic issues and sections.

Renee Walker, who has served as the Associate Editor for Book Reviews for nearly a decade (I think she started under Editor Lynne Sullivan in 2003), will be stepping down. Patrick Livingood has agreed to take over her position. Many thanks to Renee for her years of service to SEAC, and to Patrick for his commitment.

Eugene raises the issue of an operating budget for back issues. This position is technically under the Editor and the bylaws specify funding for the Editor for clerical assistance and the like, pending approval of the Board. I support Eugene's request for funds to support back issue sales. However, I also suggest the Board discuss ways of cutting costs, as I don't think a \$400-500 deficit is sustainable. For example, could we hold issues of those who are late paying their dues, for pickup at the conference? Or, alternatively, ask late-dues-payers to pay postage?

As with previous Editors, I occasionally receive inquiries about color figures. This spring the author of a prospective submission felt a color figure was critical to their presentation and offered to pay some subvention. This prompted me to check with Allen Press regarding the cost of a color figure. Based on our current print run, the cost would be \$250-300 for a single page of color (multiple figures on the same page will cost an additional \$30 or so per figure). This seems within the discretion of the Editor, with approval by President, Treasurer, and Secretary, as specified in bylaws. However, I'd like to have the full Board consider a policy of having SEAC cover up to one-half of the cost of a color page when: 1) the author(s) offer(s) to pay the remainder, 2) when the Editor and author(s) agree that color would greatly enhance the presentation of the data, and 3) when the President and Treasurer agree that the costs are reasonable and prudent.

Finally, I am attaching a formal proposal for the creation of a new elected Office of Webmaster [*included at end of minutes*], as well as proposed changes to the bylaws such a position would require. I look forward to a discussion of the proposal as time permits.

**Discussion:** With respect to color pages, Pluckhahn noted that the current submitters are willing to pay half. Cordell asked what other journals do; Pluckhahn will find out. Kidder observed that some publications provide color in pdf versions and black and white in the published journal. Pluckhahn suggested that color might be allowed as an option at the discretion of the Editor. Waselkov suggested that authors desiring color should pay the entire cost. Early noted that they might be able to get a mini-grant to cover this. Kidder stated that whatever policy is adopted should be articulated in the masthead. Drooker moved that, subject to peer review, authors can have color illustrations if they pay for them. Peres seconded, and the motion was passed.

With respect to the Webmaster proposal, Early noted that it will take a year to change the By-Laws. Mehta observed that social media are becoming more and more important; it will be important to have someone in charge of this. Early asked whether there will be a large enough pool of skilled, willing people for an elected position. Hodge stated that PowerServe could be used, as previously, to carry out technical tasks. Early recommended that the Executive Committee study this proposal, talk with other organizations, and come to a decision at the Spring meeting, followed by a membership vote. Pluckhahn noted that voting for a Webmaster then would not take place until 2014, and that SEAC involvement with Facebook also would be delayed. Early requested that Hodge and Kidder pursue this, and present their findings to the Executive Committee. Kidder so moved, Smith seconded, and the motion was approved.

#### **Associate Editor, Newsletter (Phillip Hodge)**

Hodge stated that both issues of the *Newsletter* were on time. He solicited discussion of his proposal for converting it to a digital publication [*included at end of minutes*], noting that this would save time, money, and trees.

**Discussion:** Brown suggested that the general membership should have a chance to comment. Another organization with which he is affiliated considered this same question, but many members did not want to change. Early suggested asking for comments at the Business Meeting. Kidder stated that of the 7 action items in the proposal summary, #5 should not be included in any vote due to its financial nature. Drooker made a motion for a vote on Items 1, 2, 3, 4, 6, and 7. Peres seconded this, and it was approved.

Pluckhahn will announce this decision at the Business Meeting. Digital distribution will begin with the April *Newsletter*.

**Associate Editor, Sales (from Eugene Futato; provided via email prior to the meeting)**

Attached are my report [*see below*] and the current inventory (Table 6). I would like to point out one area for consideration. This office has always been self-sustaining. The income from publication sales covered all expenses and the surplus was periodically turned in to the Treasurer. That is no longer the case. This year this office operated at a \$494.68 deficit, which was covered by the existing balance. Back issue sales have almost vanished, probably due to JSTOR. I don't think SEAC has lost any revenue. JSTOR pays us more than sales ever did. Most of the work involves mailing back issues to late dues payers and responding to claims. I sent out 215 this year. The cheapest way to send a typical back issue of Southeastern Archaeology is one pound media mail. That now costs \$2.23 (In 1979, it was 17 cents). In the near future, this office will probably need a small operating budget. The major expense is postage with a small amount for envelopes and labels.

**Table 6: Publication Sales Report, November 1, 2010 through October 31, 2011**

<b>ITEM</b>	<b>DATE</b>	<b>NET</b>	<b>NOTES</b>
FORWARD	11/1/2011	866.21	BALANCE AND INVENTORY FORWARD
SALES AT MEETING	11/3/2011	82	VARIOUS
WORTHINGTON	11/6/2011	40.5	SP4, SA28(1-2), 29(1-20)
USPS	12/2/2011	-30.81	POSTAGE FOR MAILOUTS
USPS	12/29/2011	-313	MAIL BACK ISSUES
USPS	12/30/2011	-267.44	MAIL BACK ISSUES
BANK OF MOUNDVILLE	1/27/2012	-0.5	JANUARY SERVICE CHARGE
USPS	1/30/2012	-18.56	MAIL BACK ISSUES
USPS	2/17/2012	-7.08	MAIL BACK ISSUES
BANK OF MOUNDVILLE	2/27/2012	-0.5	FEBRUARY SERVICE CHARGE
PROQUEST	3/22/2012	22.56	ROYALTY ON 2011 SALES
USPS	4/9/2012	-5.2	POSTAGE
BANK OF MOUNDVILLE	4/27/2012	-0.25	APRIL SERVICE CHARGE
MEREDITH	9/5/2012	8	BULL 52-2
USPS	9/18/2012	-4.15	POSTAGE
BANK OF MOUNDVILLE	9/27/2012	0.25	SEPTEMBER SERVICE CHARGE
<b>TOTAL</b>		<b>371.53</b>	



**Discussion:** Pluckhahn noted that there was no need for the Executive Committee to act on Futato's request for an operating budget. According to the By-Laws, he as Editor can provide this. He suggested that SEAC charge postage for back issues mailed to late dues payers. Smith suggested that people renewing after the first 6 months of the year might be charged an extra \$5. This will be considered further, along with how it might be implemented in connection with PayPal.

## **ANNUAL MEETINGS**

### **2012 Meeting, Baton Rouge, Louisiana (Rebecca Saunders and Richard Weinstein)**

Saunders reported that considering pre-conference registrations (495), it was possible that we will end up in the red this year. Early and Weinstein noted that if conference goes spend enough in the hotel, some charges will be discounted. Weinstein reported that six companies made donations. Publishers and others in the Book Room contribute to the Student Paper Prize in return for their tables. Weinstein noted that we could consider charging a monetary fee in future. Early suggested keeping the total contribution the same, but accepting part in cash. Weinstein noted that Pay Pal charges ate into the registration returns. Hutchinson suggested adding the Pay Pal fee to the registration amount. Saunders noted that she had added information to the registration form, hoping to make it easier for members, but there still were questions and problems. Hodge suggested that the web service could redo the web site and include meeting registration; he obtained a \$2000 estimate about two years ago for this.

### **2013 Meeting, Tampa, Florida (Nancy White and Lee Hutchinson)**

The Tampa meeting will be 6-10 November at the Westin Harbour Island Hotel, on the water downtown with a walkable/driveable bridge. SEAC will be the main activity; the hotel is big enough for us and little else; it was the 1989 SEAC hotel.

The Thursday night reception will be at the Tampa Bay History Center, within walking distance of the hotel (there will be vans too), with fancy but light appetizers and sangria (and cash bar) provided by the Columbia Restaurant, Tampa's oldest Spanish establishment (which controls all food in the museum and has fancy standards, so no kegs). The state of Florida is celebrating "Viva Florida" in 2013, the 500<sup>th</sup> anniversary of the Spanish entrada, so we will try to tie into that theme. The museum expects to have a special exhibit of early Florida/southeastern U.S. maps.

We are working with another museum for a Saturday night dinner and other places for field trips on Saturday afternoon, and also trying to find child care for members during the meeting. Finally, we are considering a public archaeology program at the hotel also on Sat. afternoon, for members and the public.

To make it all a good experience, we need members' opinions. So we made up a questionnaire asking what activities people would prefer (we promise to have fishing for the SEAC president!), how many might want child care, etc. Since the Veteran's Day Monday is a day off for many, perhaps we can attract members who would make a family holiday out of it, attending field trips

or visiting Florida “attractions” on the way down or back. The questionnaire will be in the registration packet at the Baton Rouge Meeting and people will be urged to fill it out and leave it in the red box at the registration desk or book room. In return, they can have a treat from a stash we’ll provide (a bribe) next to the box!

Given the problems this year with the online registration, we hope not only to get them all fixed but also to simplify the system (maybe just having people email their abstracts). We want to encourage more posters, maybe with some kind of prizes, and also want people’s opinions on changing to 15-minute papers (to have more time for other fun?).

### **2014 Meeting, Greenville, South Carolina**

Meeting organizer Charlie Cobb could not be present. Early reported that the contract has been agreed to and signed. Venue is the Hyatt Regency; dates are Nov. 11 to 15.

### **2015 and Other Future Meetings**

Kidder is in conversation with Kevin Smith about the possibility of Nashville for 2015. Victor Thompson and Jennifer Birch presented a proposal for SEAC 2016 in Athens, Georgia. The Classic Center has appropriate space for the conference, with two possible hotels, the Hilton Garden Inn and Hotel Indigo. The figures look similar to last year’s Jacksonville conference. There are lots of good things to do. The last weekend of October might be the favored date, considering football schedules.

## **OTHER COMMITTEE REPORTS**

### **Public Outreach Grant Committee (from Mary Kwas, Chair; provided via email prior to the meeting)**

Committee members: Mary Kwas, chair, Rita Elliott (ending 2012), Darlene Applegate (through 2013), Jayur Mehta (through 2014), Cassandra Rae Harper (through 2014), Penelope Drooker, board liaison (ending), Ann Cordell, board liaison (beginning).

Rita Elliott has completed her term with the 2012 Grant Cycle. Rita began her association in 2002 with the Public Outreach Grant Review Committee, then stayed on as a regular member of the Public Outreach Grant Committee, beginning with the 2005 Grant Cycle. She has been an excellent committee member, always participating fully in the process. Her contributions have been very valuable to the committee’s work, and I will greatly miss her participation in the forthcoming year.

New Member: Dr. Kelli Carmean, Eastern Kentucky University (term: Grant Cycle 2013-2015).

A request for appointment of a new member and information on a potential new member was distributed to the Board in October and approved the same month.

**2012 Grant Cycle.** The 2012 grant was awarded to “Archaeology of the Walled City of Charleston, SC,” submitted by Martha Zierden, Curator of Historical Archaeology, The Charleston Museum, South Carolina. The project was for the public interpretation of a redan in Charleston, deemed by the Grant Committee as a good example of community archaeology in action. A description of the project was presented to the Board at the Spring 2012 meeting.

Martha provided a mid-term update on the grant project, which was published in the October 2012 SEAC Newsletter. She has also provided an update for this report, which follows.

*2012 SEAC Public Outreach Grant Update, by Martha Zierden:*

Most of the exhibit has been completed, and outside review is underway. As a result of the reviewers’s recommendations, additional tasks are in the works. The two exhibit panels were installed on August 22, in time for a tour associated with the inaugural meeting of the Southeastern Conference on Historic Sites Archaeology, held August 24-26 at Charles Town Landing. Those on the tour with smart phones determined that the QR code works, and takes you directly to the web site for the Walled City project. Visitation at the site and use of the panels has been heavy. The exhibit was featured in the September newsletter of the South Carolina Federation of Museums.

The panel of outside reviewers (Hayden Smith, Elizabeth Garrett Ryan, and George Williams) met on September 7 to plan evaluation of the exhibit. Since that time, Mr. George Williams (resident on Tradd Street across from the exhibit) has recorded the number of visitors per hour and reported to the project staff. He regularly engages visitors in conversation, and reports their reactions. As an emeritus professor of English from Duke University, he has also served as a most useful proof-reader. At the recommendation of the panel, Katherine Saunders Pemberton has prepared an on-line survey for the Charleston Tour Guide Association and local Tour companies. The survey will be completed by the end of October, and results described in the final project report. The review panel made four recommendations for physical improvements to the display, and these are in progress.

Martha will also be presenting a paper on the project during the Baton Rouge meeting, which is scheduled in a General Session on Colonial archaeology on Friday afternoon. The link to the project web site is on one of the grant pages of the SEAC website. Martha anticipates completing the project and submitting the final report by the end of the year.

**2013 Grant Cycle.** The 2013 Grant Cycle is now open, and the committee is accepting applications until the December 1 deadline. Announcements have been sent to the SAA Public Archaeology Interest Group listserv, SEAC Public Archaeology Google Group, Southeast Network Coordinators, Southeast Museums Conference, National Association of Interpreters-SE Region, and various state societies in the southeast. An announcement of the grant also appears on the inside back cover of every issue of *Southeastern Archaeology*.

Information about the SEAC Public Outreach Grant is available on the SEAC web site and includes a grant description, requirements for recipients, history of the grant, grant application, essay on improving a grant application, and a list of past recipients with links to educational materials or web sites pertaining to the winning grant projects.

## **Student Affairs Committee (Jayur Mehta, Chair)**

The Student Affairs Committee of the Southeastern Archaeological Conference is hosting several events at the upcoming conference in Baton Rouge, LA. We will host a Student Luncheon, a Student's Workshop, and a Student's reception. The Student Affairs Committee is also holding elections after the November SEAC for the following positions - Chair-Elect, Webmaster, and one member-at-large. Several solicitations have been sent to the Student Affairs Committee listserv and we have received several responses. Elections will be held using the current SAC member as voting members and the voting will take place at the conference in Baton Rouge.

The SAC completed a Facebook proposal, sent it to the Exec Board for comments and has addressed their concerns in the final draft [*see end of minutes*]. We look forward to discussing it at the upcoming board meeting and implementing the Facebook page.

This year's workshop is entitled *Participatory Engagement in Archaeology: The Sustainable Empowerment of Multiple, Interested Voices* and an abstract is given below.

At a fundamental level, archaeologists seem to spend a significant amount of time navigating the relationship between their personal research interests and public engagement with their work. Engaging in this process pushes the archaeologist to understand how to turn these daunting interactions with the public, often fraught with misunderstanding, into meaningful and useful relationships. This workshop seeks to explore how archaeologists can navigate these relationships through various forms of public outreach and engagement. In particular, workshop participants will focus on how university-based field projects, museum work, and cultural resource management firms (CRM) engage with the public in a productive, educational, and sustainable way. And, building on the discussion of these projects participants will engage in a dialogue to address common problems associated with public perceptions of archaeology. Finally, participants will undertake a necessary exploration of solutions to these problems based on case studies and previous work that resulted in sustainable partnerships with the interested public.

This year's Student's Luncheon is entitled "Research Possibilities within a CRM Environment" and an abstract is given below.

Archaeological research happens in a variety of settings. Research opportunities can be found in CRM, government, academic, and non-profit environments. Our panelists are experienced researchers and will share their research experience outside of academia. Discussion topics will include drawing on gray literature in research, how to conduct research in a CRM environment, and disseminating research through outreach, collaborations, and publications.

**Discussion:** With respect to the Facebook proposal, Early asked why money-earning opportunities would not be posted. Mehta answered that this language was provided to him. Welch suggested that the language probably was from SAA policy, since SAA gains revenue from posting jobs elsewhere. In the section on site protection, Early wanted to be sure that

sensitive material would be withheld from everyone. Under “Objective,” SEAC bylaws” should be changed to “SAC bylaws.”

Peres moved that the Executive Committee accept the proposal with the suggested changes. Kidder seconded. He suggested that liaison for the first year be a member of the Executive Committee, and later be handled by the Webmaster. Galloway voiced concern about intellectual property issues. No one knows what Facebook will do with this. Peres noted that this sort of page normally is a news aggregator rather than producing new content. Early asked Galloway to read the report and let the Executive Committee know if she sees any red flags. Meanwhile, students can embark on this, and amend it later. The original motion was approved.

### **Native Affairs Liaison Committee (Brett Riggs, Chair)**

Riggs reported that this year the committee organized a Conference symposium, “Southeastern Indigenous Archaeology and Tribal Historic Preservation Offices in the 21<sup>st</sup> Century.”

*Discussion:* Early opened discussion to clarify the issue, dating back to around 1999, of complimentary SEAC memberships extended to historical Southeastern tribes, which were accepted by a number of them, but not all. Riggs said that he understood that this was to be continued; they receive the journal plus one complimentary registration for the Conference. Early suggested extending a follow-up invitation now, to reconnect through tribal Chairs and TIPOs. Riggs responded that he would anticipate a greater response this time. About 25 tribes received inquiries in 1999, and there are more now. Early suggested that Kidder pursue this with Riggs and the rest of the committee. Smith noted that these are institutional memberships, with incidental costs.

Riggs noted that tribal participants are interested in a future session dedicated to NAGPRA.

### **Student Paper Competition Committee (Neill Wallis, Chair)**

Wallis reported that this year there were 16 entries, a big jump from last year when there were only 7. Judith Knight, who had been Chair, resigned during the year, and Wallis took over. A new member will need to be appointed.

### **C. B. Moore Award (David Anderson)**

Anderson reported that an awardee had been chosen.

### **Lifetime Achievement Award Committee (Ian Brown, Chair)**

Members: Ian Brown, Gayle Fritz, Ramie Gougeon

The Lifetime Achievement Committee received two nominations for this award: Charles McNutt and John A. Walthall. After much deliberation, we would like to propose that both individuals be considered for this award...

We recommend:

- ⇒ that both John A. Walthall and Charles H. McNutt receive SEAC Lifetime Achievement Awards in 2012;
- ⇒ that they each receive a plaque so designated;
- ⇒ that their names be listed in the Conference Program with a paragraph as to their achievements[see *Business Meeting minutes*];
- ⇒ and that the Executive Board consider contributing \$100 (\$50 each) to cover the recipients' meals for celebratory dinners organized by the nominators.

**Discussion:** [Note: Because of the lead time needed to print the Conference Program, this report was circulated in late August to Executive Committee members, who approved the action items via email.] Brown thanked the committee. He noted that Fritz will be the next Chair, and that a new member needs to be appointed. A nomination is underway for 2013. Early observed that other organizations announce similar awards at mid-year, so as to make it a bigger event at the annual meeting. She suggested that the committee's report be provided earlier, so it could be considered at the spring meeting of the Executive Committee.

## OLD BUSINESS

### Archives Committee (Patrick Livingood, Chair)

Members: Patrick Livingood, Penny Drooker, Patricia Galloway, Joe Herbert, assisted by Bethany Anderson.

**Assignment.** In 2011 the SEAC Executive committee constituted the Archives committee and charged it with a few basic tasks.

- ⇒ Assess the current state of SEAC Archives
- ⇒ Evaluate potential alternative options to using the National Anthropological Archives as a repository for SEAC records
- ⇒ Make a report and recommendation to the board for the best practice moving forward
- ⇒ Develop recommendations and guidelines for board members to follow to ensure that records are archived properly in the future
- ⇒ In addition, the SEAC President, Ann Early, asked the following questions, which are addressed in the course of our discussion below.
- ⇒ Does SEAC generate paperwork that is worth saving for future historical importance?
- ⇒ Does the NAA have a collections policy that is compatible with SEAC collections?
- ⇒ What needs to be done to prepare SEAC records for NAA? Cost? Who would be tasked with that job?
- ⇒ Should we start fresh this year? Should we try to collect files from the 'missing years'?
- ⇒ What was sent previously to NAA?

In order to address these questions, members of the committee have contacted the National Anthropological Archives and we have gathered information from the original SEAC Archives committee about the previous archival work done on behalf of the conference. Most importantly, we worked with Bethany Anderson, a Masters student in Information Science at the University of Texas under Patricia Galloway, who researched the archival issues of SEAC as part of her

capstone project. Ms. Anderson was especially well qualified for this project since she has a BA in Anthropology and a Masters in Near Eastern Archaeology. As a part of her research Ms. Anderson conducted a survey of present and past SEAC officers to help identify outstanding records, help understand which records should be needed in the future, help understand the nature of the existing records collection, and help identify our archival needs. Ms. Anderson received responses from 50 current and past officers and prepared a report on her research [see attached]. Based on Ms. Anderson's report and the work of the committee we are prepared to answer the questions posed to our committee.

***History of SEAC Archives.*** Archives are not covered explicitly in SEAC by-laws. The only relevant language is found in the section enumerating the duties of the Secretary: "The Secretary shall maintain complete records of the Conference and attend to the ordinary correspondence of the Conference." SEAC archives were addressed by resolutions of the SEAC Executive Committee in 1991 and 1992. First, there was a resolution that officially designated the National Anthropological Archives, a branch of the Smithsonian, as the official archive of all of SEAC's noncurrent records. Another resolution was passed [see attached] spelling out the procedures for handling archives for SEAC. It states that all records generated by elected or appointed officers or committee members belong to SEAC and should be transmitted to Secretary at the end of their term in office (note that the minutes of the meeting at which the formal motion was approved state that records should first go to an officer's successor, who will provide them to the Secretary at the end of their term in office; this seems to be the process often followed informally). It states that non-current records should be inventoried by the Secretary and retired at regular intervals to the NAA. It also states that documents at the NAA should be available for scholarly use 10 years after the date of their creation, but that at the discretion of the Secretary longer embargos could be placed upon selected documents. A separate resolution was passed stating that editorial records associated with the review of articles for *Southeastern Archaeology* would be withheld from researchers for 50 years. Current officers of SEAC would have access to the NAA materials as needed pursuant to their duties. At the same meeting, President Vin Steponaitis named an Archives Committee consisting of Ian Brown, Mary Powell, and John Scarry (enlarged in later years to include Kathy Jones Garmil, Secretary Jeff Mitchem, and President Patricia Galloway) to search for documents held by previous officers that should be archived.

The resolutions summarized above became the basis for an agreement with the NAA, which formally accepted SEAC as a depositor in 1992. In that year, seven boxes of records formerly kept at the South Carolina Institute of Archaeology and Anthropology were delivered to NAA. The Archives Committee identified and transmitted material to the NAA in 1994 through 1999. As of 2011 the NAA is in possession of at least 36 boxes of records related to the conference. The NAA has provided us with a rough inventory of the current holdings [see attached]. These records take up 10 linear feet of space. Since 1999, no new records have been sent to the NAA and it seems apparent that the ideal of records management spelled out by the Executive Committee in 1992 has been neglected and that many officers in the interim have been unaware of the archival procedures of the conference.

It is clear from the survey of current and past officers that there are numerous records in possession of many former officers that are valuable to the conference and worthy of being archived. Most of these records span the period between 1995 and the present, but there are

some records that pertain to the earlier activities of the conference. Based on the survey, Ms. Anderson estimates that the conference has 18 linear feet of outstanding paper records. In addition, electronic records have grown to be a much more significant portion of the records now generated by the conference, and Ms. Anderson's survey indicates that there are 7.5 GB of born-digital records that are in need of archiving.

***Is the NAA the best Archive for SEAC?*** In the 1990s when the conference first began transmitting records to the NAA, there were no charges associated with the use of their services. Today, the NAA charges entities that donate material [see Bethany Anderson's report, Appendix A, for rates], including charges for processing and materials. Given these prices it is an open question whether the NAA is the best archive for SEAC to use going forward.

It is the opinion of this committee, based on the expertise of Patricia Galloway and Bethany Anderson, that the NAA remains the best option for SEAC. The National Anthropological Archives are likely to be the most stable over time as a repository. The major alternative to the NAA would be a University archives, but these can be disrupted when a prominent faculty member who supports the collection retires. Further, the costs to SEAC to use the NAA can be reduced significantly if we pre-process the records before donation.

Ms. Anderson estimates that the cost of using the NAA to process the backlog of SEAC paper records would be about \$317.50 in materials if we do the processing work and boxing work ourselves. If we send them sorted but unboxed records, Ms. Anderson estimates the cost would be \$1,504. If we send them completely unsorted and unboxed records, Ms. Anderson estimates the NAA would charge us \$1,954. In addition SEAC would incur a charge of \$187.50 to archive the 7.5 GB of digital records.

***Electronic Records.*** Bethany Anderson's report makes clear that the business of the conference is increasingly conducted in born-digital documents such as email, word processing documents, spreadsheets, databases, digital photographs, and the like. Any archival strategy must account for these records. Email, in particular, is the primary medium in which conference business is conducted and is in danger of being lost because of its decentralized and sometimes informal nature. Archival best-practices recommend that organizations create centralized listservs to help collect and store emails that pertain to official conference business. This has the potential to create an immediately useful tool for current and future officers, by providing a browseable and searchable record of past SEAC business, a living archive in effect. This will also solve the long-term archival needs of the organization. Such listservs have to take into consideration that there are multiple, different communities of discussion and must account for the sensitive nature of the records, but these are technical hurdles that can be addressed.

***Recommendations of the Archives Committee.*** The Archives committee makes the following recommendations:

- ⇒ We recommend that SEAC continue to use the NAA as the repository for SEAC records.
- ⇒ We recommend that the SEAC Executive committee revisit the 1992 resolution related to archival practices and reaffirm it in principle. We recommend that language be added to



explicitly cover electronic documents and to add a provision regarding the disposition of records during the succession of officers.

- The 3<sup>rd</sup> section of the original resolution states in full “SEAC’s non-current records shall be reviewed and inventoried by the Secretary and retired at regular intervals to the NAA. No current records shall be transmitted to the NAA.” In a world of electronic documents and email it is not clear what constitutes non-current records. We recommend changing this to “SEAC’s ~~non-current records~~ *non-current paper records and un-archived electronic records* shall be reviewed and inventoried by the Secretary and ~~retired~~ *archived* at regular intervals to the NAA. No current *paper* records shall be transmitted to the NAA.”
  - The 7<sup>th</sup> section of the original resolution states in full that “The NAA shall have the right to microfilm or otherwise duplicate the records for preservation or for reference and research purposes, in whole or in part and subject to the stated time restrictions; and such photocopies may be distributed by the NAA.” This would likely cover electronic duplication, but this should be made explicit. We recommend amending this to say: “The NAA shall have the right to ~~microfilm or otherwise~~ duplicate the *records in any medium, including electronic*, for preservation or for reference and research purposes, in whole or in part and subject to the stated time restrictions; and such ~~photocopies~~ *copies* may be distributed by the NAA.”
  - We think that the resolution should be amended to cover email. The original resolution treats the archival process as a post-hoc process: paper records are a by-product of the business of SEAC and a periodic post-hoc effort should be made to transmit non-current records to the NAA. The problem is that this approach is not optimal for email. The amended resolution should make the centralization and accumulation of emails related to SEAC business an official goal of the conference.
  - Finally, we think that the resolution should make explicit that it is the duty of outgoing officers to transmit to their successors the body of their papers. This is the crucial first step to making the archival process successful and greatly benefits the activities of SEAC.
- ⇒ In order to fulfill this function, we recommend that the SEAC Executive committee authorize the creation of an email listserv as a means of capturing emails related to SEAC business, making them available to current officers, and facilitating the archival goals of the conference. As a first step, we recommend that the executive committee direct the Archives committee, and in particular Pat Galloway, to work with the SEAC webmaster and the NAA to develop a technical recommendation for the Executive Committee to consider. The NAA has voiced an interest in SEAC’s developing such a plan as a model and possible pilot for other similar organizations to follow for eventual deposit at the NAA and is interested in working with SEAC in general, and Pat Galloway in particular, on this project.
- ⇒ We recommend that the SEAC executive committee direct the current Archives committee to work with the SEAC Secretary to collect current outstanding records, process and box the records according to NAA standards, and deposit them with the NAA.
- ⇒ We recommend that, with the authorization of the executive committee, the Archives committee propose guidelines and procedures for current and future SEAC officers regarding archival procedures, including how to organize, sort, and identify records for archiving and when the archival process should occur. These recommendations will be based on the report by Bethany Anderson. Ann Early has been working to collect basic instructions for new

officers, perhaps in the form of a binder with other important paperwork, and these guidelines could be a part of such a package.

⇒ We recommend that the Archives committee be maintained for the foreseeable future in order to assist the Secretary with the assembly, sorting, and archiving of records. We feel that the lack of such a committee was one of the contributing factors to the extended failure to adhere to archival policy. Having a standing committee can help remind incoming and outgoing officers of their responsibilities with regards to their records and assist new Secretaries with the archival process. Further, the Archives committee is expected to gain knowledge about how to sort and organize records to the NAA's specifications when they process the backlog of SEAC records, and by keeping the committee, this institutional knowledge can be maintained for a few archival cycles. It is likely that in the future, when the vast majority of SEAC's records are born-digital, that this process will be simple enough that an Archives committee will no longer be necessary, but until that time we think it is wise to maintain it.

**Discussion:** Galloway briefly discussed setting up a listserv for officers. Along with the SEAC web page and any Facebook presence, such electronic communications need to be perpetuated in digital form. The Smithsonian has hired someone to survey all electronic records and set up a system. It would be to both our advantages to work with them. The SEAC Webmaster likely would need to be involved. Smith asked how much such a listserv would cost. Early stated that it would need to be run through PowerServe; we could find out from them. Smith noted that we already have two separate email accounts, for the Editor and for the Treasurer.

Early suggested that the Executive Committee approve and move forward with all recommendations of the Archives Committee. This was moved by Peres, seconded by Smith, and approved unanimously.

### **SEAC ARTICLE AWARD PROPOSAL (Robbie Ethridge, Executive Officer II)**

Ethridge, who could not be present for the Executive Committee meeting, circulated the final draft of this proposal [*included at end of minutes*], to Committee members at the end of October.

Early suggested three possible amendments:

- ⇒ In #1, might SE articles in non-SE volumes be included?
- ⇒ In #7, it would be better to have a staggered committee membership, for continuity.
- ⇒ In #7, change "one month" to "two months."

After a general discussion about the article nomination process, Kidder suggested adding "and other sources" at the end of the last sentence.

Drooker made a motion in support of the proposal and requesting that Ethridge be asked to refine it per the above, after which it would go to the Executive Committee for an email vote. This was seconded by Cordell and unanimously approved. Early, for the Executive Committee, voiced thanks to Ethridge for conceiving and refining this new award.

## **Guidelines for Sharing Images of Archaeological Sites (Early)**

Early asked whether SEAC should formalize guidelines for showing images of archaeological sites, and passed around the Arkansas Archaeological Society guidelines for discussion.

## **NEW BUSINESS**

There was no additional new business.

## **ADJOURNMENT**

Peres moved to adjourn, Pluckhahn seconded, and the meeting was adjourned at 8:55 pm.

## **PROPOSAL FOR THE CREATION OF A NEW ELECTED OFFICER: WEBMASTER** (Thomas Pluckhahn; distributed to Executive Committee 10/31/12)

I would like to propose that the position of Webmaster be elevated to an elected Officer of SEAC. As you will recall from the SEAC bylaws, the webmaster is currently an Associate Editor. In theory, the webmaster is appointed by the Editor and serves a concurrent term. Realistically, the Editor is occupied with the journal, the web page is mainly managed independently, and the Webmaster serves indefinitely. If SEAC wishes to increase its web presence through the creation of a facebook or similar social network presence, as has been discussed and formally proposed at previous Board meetings, the position of Webmaster will become more important. Elevating the position will make it more attractive for service, facilitate the development of SEAC's presence in electronic media, and ensure timely and orderly succession to the position.

In support of the proposal, I propose the enclosed changes to the bylaws.

### **ARTICLE III - ORGANIZATION**

Section 1. The elected officers of the Conference shall consist of a President, a President-elect, a Secretary, a Treasurer, an Editor, a Webmaster, and two Executive Officers and (in such years as the offices are filled) a Secretary-elect, a Treasurer-elect, ~~and~~ an Editor-elect, and a Webmaster-elect.

Section 3. The President-elect shall be elected for a two year term, at the conclusion of which the President-elect will succeed to the Presidency to serve a two year term. The Secretary-elect, the Treasurer-elect, ~~and~~ the Editor-elect, and the Webmaster-elect shall be elected in that order in succeeding years for a one year term at the conclusion of which they shall succeed to the offices of Secretary, Treasurer, ~~and~~ Editor, and Webmaster respectively, to serve a three year term. The other two members of the Executive Committee shall be elected, one each year, for a term of two years.

Section 6. In the event of the absence, death, resignation, or incapacity of the President, Secretary, Treasurer, ~~or~~ Editor, or Webmaster, the duties of the office shall be assumed by the appropriate officer-elect if such position of officer-elect is filled at the time. In the event of a vacancy in any office, where no other officer is empowered to assume the duties of the office,

the Executive Committee shall have the power to make an interim appointment to the office. The office shall then be filled during the next regular election in the manner described in Article II, Section 3 of the Bylaws.

#### ARTICLE IV — DUTIES OF THE OFFICERS

Section 5. Editor — The Editor shall have full charge of all publications of the Conference under the direction of the Executive Committee. The Editor may make negotiations for publishing contracts in the name of the Conference and make minor adjustments in basic contracts relating to publications. The Editor may initiate agreements with individuals and institutions for financing publications. All such agreements must be approved by the Secretary, Treasurer and the President. All bills relating to publishing delegations shall be certified to the Treasurer by the Editor. The Editor shall render an annual report to the Executive Committee which, upon approval, shall be presented at the Annual Business Meeting and included in the published minutes. The Editor may, subject to review by the Executive Committee, appoint Associate and Assistant Editors. The Editor's representatives shall serve concurrently with, and under the direction of, the Editor, and shall be responsible to him/her. The Editor may, subject to authorization and budgetary provisions by the Executive Committee, employ clerical and editorial assistance.

Section 6. Webmaster --- The Webmaster shall have full charge of the online presence of the Conference, including any associated web pages and other social media, under the direction of the Executive Committee. The Webmaster may make negotiations for web services in the name of the Conference and make minor adjustments in basic contracts relating to web services. The Webmaster may initiate agreements with individuals and institutions in support of the Conferences online presence. All such agreements must be approved by the Secretary, Treasurer and the President. All bills relating to publishing delegations shall be certified to the Treasurer by the Webmaster. The Webmaster shall render an annual report to the Executive Committee which, upon approval, shall be presented at the Annual Business Meeting and included in the published minutes. The Webmaster may, subject to review by the Executive Committee, appoint Associate and Assistant Webmasters. The Webmaster's representatives shall serve concurrently with, and under the direction of, the Webmaster, and shall be responsible to him/her.

Section 67. The Executive Officers shall serve as at large representatives of the membership and serve on committees at the President's discretion.

Section 78. The elected officers of the Conference shall perform such other duties not inconsistent herewith as are required of them by the Executive Committee.

Section 89. Executive Committee — The Executive Committee is empowered to make investments of the....

#### **PROPOSAL FOR CONVERTING THE SEAC NEWSLETTER TO A DIGITAL PUBLICATION** (Phillip Hodge; distributed to Executive Committee by Editor Thomas Pluckhahn with his positive endorsement 11/2/12)

In the October 1951 issue of the SEAC Newsletter, Editor William G. Haag described the state of the Newsletter and remarked that "*Presently, postage is the most expensive operating cost.*" Not much has changed in the ensuing sixty-one years. The cost of postage, not to mention printing, remains significant and, until recently, these were costs SEAC could do little to control. However, with the ubiquity of high-quality, low-cost desktop-level digital publishing platforms

and distribution capabilities SEAC is now in a position to publish a digital Newsletter and thereby save an average of \$3000 per year. These savings, in addition to environmental concerns about resource conservation and sustainability, provide significant incentives to develop a digital Newsletter.

**Digital Platform.** Of all the digital publishing platforms available, PDF (portable document format) seems to be the most practical option from a production, distribution, and consumption standpoint. Adobe Acrobat or other PDF creators are widely available, inexpensive, and easy to use. PDFs are a stable file type and are the industry standard for static documents. For readers, PDF's are a familiar file type, are highly portable and, once downloaded and saved, can be read anytime with or without an internet connection, and they can also be accessed, saved, opened, and read on multiple devices, whether desktop computers, laptops, tablets, or smartphones. A PDF version of the Newsletter will also look just like the printed version that members are accustomed to; so readers preferring a printed copy can easily print a copy that will look exactly like the Newsletter has always looked. Granted it will not be bound, but they will gain the option to print a color copy! A final, but no less important, advantage is that the full Adobe Suite can produce ADA-friendly documents for visually impaired readers, either with on-board tools like tagging or zooming, or through read aloud functions.

Alternative platforms include "Flip Books" and blogs with magazine-style layouts, both of which are typically geared toward commercial magazines with professional editorial staff and original multi-media content. They would also involve an uncertain amount of start-up and operational costs related to software, design, training, and server-space. Some even run on proprietary platforms that require management by a third party. These options do not offer any significant advantages over PDFs, at least when compared to their costs and the Newsletter's current scope and intent.

**Production and Distribution.** The Newsletter is currently assembled in Microsoft Publisher, converted to a copy-ready PDF, and emailed to the printer, where it is printed, prepared for mailing, and mailed. This production process would remain the same, but instead of emailing it to a print vendor, it would be distributed to members by emailing them a one-click link (see attached example) to the Newsletter, which will be hosted, and ultimately archived, on the SEAC website. Distribution would also be integrated into any social media presence SEAC develops.

A digital Newsletter, distributed electronically, would allow SEAC to realize significant delivery gains. Deadlines for submitted content are currently scheduled for February 15 and August 1, which leaves between 45-60 days to organize, edit, lay out the content and get the copy-ready PDF to the printer. The schedule for this part of the production process will remain unchanged. At this point, the print Newsletter would then take an additional week or even a month to arrive, depending on the postage rate (i.e., First Class or Bulk). A digital Newsletter, however, would be distributed to the membership as soon as final proofing is complete and would be available to everyone in real-time.

**Cost.** The cost of going digital is minimal, if anything, since the Newsletter will be produced as a PDF and distributed through an existing process, not unlike how membership announcements or voting are handled. Regardless, the amount saved in printing and postage expenses alone will

easily offset any unanticipated costs. In fact, instead of being of line item expense, a digital Newsletter presents the opportunity to generate revenue through advertising that could be used to fund or contribute to other SEAC programs. University publishers, book editors or authors, employers, and providers of professional services, among others, routinely inquire about advertising opportunities in the Newsletter. These requests are generally denied because SEAC does not have an official advertising policy, rate structure, or process for managing advertisements. One would presumably need to be developed and voted on by the Executive Committee before advertisements could be accepted.

***Open Access?*** Open access is the practice of providing unrestricted access, through the internet, to information, publications, or other content historically restricted to print-mail or online subscribers. Providing unrestricted access to the Newsletter by posting the current issue on the SEAC homepage, or ideally through social media, or even by allowing anyone to “subscribe” to the Newsletter by providing an email address, has the potential to extend the reach of SEAC, increase membership, and ultimately help the Conference further accomplish its purpose as stated in Article II of the Bylaws. Some of our sister organizations, including the SAA and the SHA, already provide unrestricted access to their Newsletter. Whether this has any measurable effect on membership or SEAC’s overall mission remains to be seen. It is doubtful that anyone joins SEAC for the Newsletter, much to my dismay, so even if membership remains flat, nothing is lost by providing unrestricted access since there will be no printing or postage costs. If nothing else, the Newsletter will be seen by more people, especially if integrated into social media feeds where it can be shared and commented upon. Extending the reach of the Newsletter may also attract more attention from advertisers.

***Content.*** The Newsletter currently contains three kinds of content. Required content is that required by the Bylaws and includes the minutes of Executive Committee and general business meetings, information about the Annual Conference, and calls for officer nominations and make-up of the nominations committee. Submitted content is that which is not required by the Bylaws but regularly appears in the Newsletter. This includes things like the President’s letter, news and announcements, current research updates, public outreach grants and reports, editorials or obituaries. Finally, solicited content, at least since 2009, has primarily involved expanding and adapting research updates into feature articles.

A digital Newsletter, free of printing and postage expenses (not to mention the drawbacks of black and white printing!), provides the capability and flexibility to develop new content, like photo essays for example, that were neither feasible nor practicable in a print version due to the exorbitant cost of color printing. With color photos and graphics, file size can become an issue with PDFs, but it is one that is easily monitored and managed. It can also include links to external content on any number of social media outlets, to videos on YouTube, conference websites, project blogs, and so on. The length of the Newsletter will also no longer be an issue; it can be as short or as long as it needs to be.

***2013 and Beyond.*** When I took over as editor of the Newsletter in 2008, then SEAC President Ken Sassaman opined that the SEAC Newsletter needed an “extreme makeover.” Launching a digital Newsletter, with all the creative possibilities and efficiencies that come with it, is a significant first step. However, it still doesn’t get to the heart of the issue, which is what exactly does SEAC want out of its Newsletter today? In what ways should it be made over? Does it meet

the needs of the Conference? Virtually every editor of the Newsletter since Haag has asked some version of these questions. I reiterate them here as a means to start a discussion, among the Executive Committee and Conference at large, that will hopefully provide some answers. In this context, it's worth revisiting former Newsletter editor Hester Davis' comments on the subject as a closing thought. Writing in the June 1967 issue (Volume 11, Number 1), she observed that "*Newsletters never die...They may change format, time and place of publication, or be inconsistent. They may even fade away momentarily, but they always seem to reappear in one form or another – so the only conclusion can be that Newsletters serve a purpose.*" What, then, is the purpose of the SEAC Newsletter now and into the foreseeable future?

### **Summary and Recommendations.**

- ⇒ Launch a digital Newsletter with the April 2013 issue (Volume 55, Number 1)
- ⇒ Maintain the existing production process and distributions schedule.
- ⇒ Include current content; continue to solicit feature material and develop new content.
- ⇒ Distribute by email with a one-click link to a PDF hosted on the SEAC website; Integrate with SEAC social media (see below). Archive the Newsletter on the SEAC website.
- ⇒ Redirect, as necessary, funds allocated to printing and postage for FY-2013 to upgrading and updating the SEAC website and establishing a robust social media presence.
- ⇒ Accept advertising to generate revenue to contribute to other SEAC programs.
- ⇒ Provide "Open Access" to the Newsletter as a means to increase overall membership and further the purpose and mission of the Conference.

### **STUDENT AFFAIRS COMMITTEE FACEBOOK PROPOSAL** (distributed to Executive Committee 10/31/12)

*As prepared by the 2012 Student Affairs Committee:* Chair: Jayur Mehta, Tulane University; Chair-Elect: Andrea White, Louisiana State University; Web-Master: Duncan McKinnon, University of Arkansas; Member-at-Large: Sarah Baires - University of Illinois - Urbana-Champaign; Member-at-Large: Sarah Bennett - University of West Florida; Member-at-Large: David Markus - University of Florida.

**Proposed URL:** <http://www.facebook.com/SEACStudentAffairsCommittee>

**Proposed Page Name:** Southeastern Archaeological Conference Student Affairs Committee

**Proposed E-mail Account:** [seacsocialmedia@gmail.com](mailto:seacsocialmedia@gmail.com)

A non-personal e-mail account used to create the SAC Facebook page will enable the Committee to easily access various social media outlets (currently, the SAC webpage and the Facebook page) while also avoiding potential issues concerning the introduction and departure of new administrators as SAC officers rotate off the committee.

As SEAC introduces further social media initiatives (for example, Twitter Flickr, Blogspot, et cetera), a new committee relating to social media and technology may develop and will retain control of the e-mail account as well as social media accounts. The committee would include the SEAC webmaster, a board member, and a SAC officer and the proposed e-mail account would serve as the umbrella account for all social media endeavors.

**Objective:** To benefit interested parties, specifically students, sharing an interest in Southeastern archaeology through the dissemination of information relating to Southeastern Archaeological Conference (SEAC), the Student Affairs Committee (SAC) committee, archaeology in the Southeast and other related student interests.

In accordance with Article III, *Section 1* of the SEAC bylaws, the Facebook page may serve as an informal means of publication, may “affiliate with other organizations in the pursuit of common aims” (for example, The Society for Historical Archaeology, state or local chapters of archaeological organizations, universities or other academically oriented institutions, cultural resource management firms, et cetera), and, by posting content relating to SAC activities, will enable the committee members to promote the Conference. Furthermore, the page content reinforces Article II, *Section 1* of the SEAC bylaws. Creating a page enables SAC to promote and stimulate shared interests of students that relate to Southeastern archaeology through the communication of ideas, photos, information, and activities.

The proposed Facebook page aims to disseminate information about planned activities at SEAC, announce elections for SAC and encourage students to apply for the various positions (a recurring difficulty in the past), as well as post photos and other content relating to the conference for students already active within the organization. Immediate updates and a flexible means of communication will enhance student awareness of SAC and facilitate the promotion of events and activities planned during the conference. Additionally, the page aims to connect students throughout the Southeast by providing a forum for public discussions, interaction, and engagement relating to the conference, including ride shares, symposium ideas, or other conference suggestions, as well as information that extends beyond the annual SEAC meeting. The page will facilitate peer networking while also augmenting associations and interactions within the Southeastern archaeological community (e.g. organizations, institutional departments, museums, firms and other companies).

**Target audience:** The structure and content of the SAC Facebook page intends to directly appeal to both undergraduate and graduate archaeology students attending school within the Southeastern United States.

It is, however, the hope of SAC that the content presented will interest a peripheral audience, including younger students (e.g. high school students interested in archaeology and seeking information or other resources), students outside of the Southeast, professors and other faculty members both within and outside of the region, as well as organizations, institutions, societies, and groups active in archaeology, unique visitors and interested individuals who possess no specific, vested interest in archaeology.

**Imagery:** The Facebook page will display only the SEAC logo as its profile picture to maintain a consistent brand. A banner with Student Affairs Committee may accompany the logo with the board’s approval. The cover photo, however, may be changed and may depict archaeologically relevant content (e.g. an excavation, publication).

**Content:** In order to stimulate conversation, interaction, and engagement among the students involved in SEAC, SAC will utilize a variety of tactics and content types on the Facebook page.



SAC seeks to promote SEAC and Southeastern archaeology through engagement and to create a cohesive student presence throughout the entire year, not solely the time spent at the annual SEAC meeting. Ultimately, the committee's utilization of Facebook emerges from SEAC's Mission Statement. The Mission provides boundaries and creates manageable objectives for the production of content.

- ⇒ Proposed topics of posts, photos, and other content include:
- ⇒ Information about the annual meeting
  - Location
    - Hotels
    - Restaurants
    - To Do/Of Interest
    - Events
  - Student awards
  - Lunch sessions
  - Student Workshop
  - Student Reception
  - Student presentations
    - Potential to include information about the presenter or the presentation: e.g. a brief bio or a slide/photo from the presentation as a “sneak peek”
  - Room shares, carpooling, and other issues related to conference expenses
- ⇒ SAC Elections
  - Positions available
  - Reminders and encouragement to apply
  - Existing and new officers
    - A brief bio and picture posted online
- ⇒ Notice of the *Southeastern Archaeology* publication along with the theme (if applicable), authors, article titles, and other journal content to encourage membership, promote the journal, as well as foster student awareness
- ⇒ Archaeological events and opportunities in the Southeast (e.g. National Archaeology Day)
- ⇒ Photo competitions—users contribute photos AND “like” them to vote. For example,
  - Lab analysis
  - Local sites
  - Field work
- ⇒ Sharing personal work, blog posts (e.g. GradHacker) and other online content
  - Information (How to...)
    - Network
    - Present a paper
    - Dress for a conference
    - Write an abstract
    - Become involved in an organization
- ⇒ Articles pertaining to Southeastern Historical Archaeology
- ⇒ Field schools, undergraduate and graduate programs

- ⇒ Poll questions related to student oriented topics (For example: Voting for topics for future SAC luncheons and workshops or “What is your favorite software for writing?”)
- ⇒ Archaeologist interviews

SAC will not post internships, jobs, or grants on the page. Exceptions to this stipulation are as follows: grants pertaining to and provided by SEAC for student travel. SAC will avoid promoting specific jobs or internships, though the page may contain and post information about sites that may be used as resources for employment or internships. If a user contributes information regarding a specific job or internship, SAC will determine whether or not to remove the post on a case by case basis.

General policies regarding the content posted on the SAC Facebook page require SAC contributors to remain perpetually aware of the committee’s audience and the public nature of a Facebook page. Writings and photos must possess professional quality as the content of the page reflects directly upon the Student Affairs Committee and, more importantly, SEAC as a whole. Therefore, all aspects, including layout, photographs, and language must be of a suitable and professional caliber. This does not mean that your contributions cannot be creative or reflect your personal style. A suitable and professional caliber means that photos must be of a good quality, text should not contain typos, grammar must be used, all words must be spelled in their entirety, and so forth. Attention to content quality must continue indefinitely. Infusing personal style into posts is an effective way to attract users and attention to quality should in no way deter an SAC member’s ability to post on the page. To maintain a quality webpage, incorrect information may be deleted and reposted. If the error is not too grave or users have already interacted with the content, the post may remain untouched.

Try to incorporate photos into posts as frequently as possible (and practical). When posting photos, include only a sampling of the available images as photos of the same person, place, position, et cetera become repetitive and boring. Also, include a caption—brief or explanatory—for each photo. When using a photograph found elsewhere on the web, you must either get permission from the original copyright holder or use an image that is not encumbered by copyright, such as an image that is available under a creative commons license. Make sure images other than your own are properly credited, citing the source and photographer's name.

When including an URL in a post, delete the link after pasting it into the status box. The URL will remain imbedded in the post, but the link will no longer be visible. Doing so keeps the page cleaner. When quoting any other blog or publication, provide a link to the original and use quotation marks or block quotes (for longer texts). If no link is available, cite the title, author, publisher, and year of publication.

Finally, SAC officers must remember our audience when determining content to post. Avoid redundancy, include variety, and post information that interests you. Users on the page are also part of the archaeological community. As such, users also find this information stimulating.

***Image Posting or Sharing and Site Protection:*** SAC officers will adhere to the following guidelines in order to protect the integrity of known sites as well as maintain landowners’ right to privacy (when appropriate). Content posted on the SAC Facebook page will reflect sensitivity to

protecting archaeological sites, features, locations, the presence of remains, and specific information regarding land ownership.

The SAC officers responsible for the content of the SEAC SAC Facebook page will not post or share pictures of human remains nor will users of the SAC Facebook page be permitted to do so. These content specifications extend to other social media outlets that currently exist or may emerge in the future (e.g. other Facebook pages, YouTube, Twitter, Flickr, or other websites associated with either SEAC or the SAC).

Additionally, officers will not disclose the locations of sites or other features, whether directly or indirectly, through the use of iPhones or other devices capable of attaching GPS information to images. If a Facebook page user posts content with such information imbedded, the image will be removed from the page and the individual will be notified of the removal of content. If capable, the individual may re-post the information after removing sensitive information.

Furthermore, SAC officers will not post or share images or other information possessing the potential to reveal site location(s) or otherwise negatively impact a site. Exceptions to the policy include publicly known or protected sites. Similarly, site names, features, the names of landowners, and other details that could become detrimental to site safety (specifically by enabling looters to locate sites) will be withheld from public display in page posts, image names, and in image captions.

**Structure:** All Student Affairs Committee officers will have the shared responsibility of maintaining the page and adding content. If a member is unable or unwilling to contribute to the page during his or her term, the individual must notify the committee immediately. As new officers begin their terms, these individuals will then be responsible for the Facebook page. If the page becomes unstable or falls into disuse due to the changing administrators, SAC may reconsider the time frame for individuals involved with the page or invite a SEAC member or officer or a past SAC officer to contribute.

Though all SAC officers will share the responsibility of contributing to and maintaining the Facebook page, the Committee Chair will serve as SAC's primary contact in relation to the SEAC Board. He or she will facilitate communication between the SEAC Board and the Student Affairs Committee officers. SAC's primary contact will directly communicate with a Board liaison identified by the SEAC Board. It is possible that the structure of the relationship may change in the event that SEAC creates a Social Media/Technology Committee, which would likely be composed of a Board member, a SAC officer, and the SEAC webmaster.

Currently, SAC officers are responsible for posting content related to the aforementioned subjects and categories. To begin, SAC officers will aim to post on the page at least four times a week. Within the first year of the page's existence, officers will aim to post information at least once a day. The administrators, at the maximum, will post twice a day. Exceptions to this rule include time sensitive posts, especially those relating to events, reminders, and other information before, during, or immediately after the annual meeting.

Currently, the page will not have a scheduled time for posts nor will SAC officers have a designated day to contribute. Posting content will begin as voluntary and transition into a scheduled practice if needed. SAC officers, however, should review the page and communicate with one another about posts to avoid re-posting or posting too often within one day.

If the Facebook page falls into *disuse* (defined here as *no posts for three weeks*), the SEAC board may request the Student Affairs Committee to unpublish (a Facebook term-- page is hidden from the Facebook community and those who liked) the SAC page in order to reconsider the page's direction. If SAC, with the board's approval, determines to continue maintaining the page, it may again be published. If the problem persists, the board continues to note mismanagement, or SAC decides to terminate the page, it will be deleted.

***Negative Comments and Trolls:*** SAC officers will adhere to the policy outlined in Intel's Social Media Guidelines:

Follow these three principles: the Good, the Bad, but not the Ugly. If the content is positive or negative and in context to the conversation, then we approve the content, regardless of whether it's favorable or unfavorable to us; *however, if appropriate, those monitoring the page may respond to criticisms or negative content.* But if the content is ugly, offensive, denigrating and completely out of context, then we reject the content.

If SAC officers deem materials offensive, inappropriate, or contrary to SEAC's mission and the purpose of the Facebook page (e.g. spamming, derogatory remarks, foul language, promotion of unethical activities), such posts may be removed and, if necessary, specific users blocked. The first step, however, is to neither ignore nor delete such comments. Instead, SAC officers will assess the gravity of the situation, directly address the user, either on the page (if appropriate), through personal messaging on Facebook, or via e-mail, if it is available, to discuss the issue. SAC will also explain the offense, provide a warning to the user, and notify him or her that a second violation will result in the user being blocked from the page.

SAC officers will adhere to the guidelines established by the Air Force Public Affairs Agency (slightly modified) regarding trolls, a term employed in regards to page users who intentionally post content intended to elicit reactions from others:

If there is a troll making comments, kindly ask that person to refrain from unkind remarks, but refrain from engaging with the troll. Feel free to delete comments and lock or delete threads if necessary and ignore the troll. Without engagement, the user has less content to abuse or manipulate.

**PROPOSAL FOR A SEAC ARTICLE AWARD** (Robbie Ethridge; provided to Executive Committee on 10/29/12 and amended 11/2/12)

I would like to propose that SEAC award a yearly award for the best article or chapter in a book on Southeastern archaeology. To that end, below are some specifics as to how the award would be announced, judged, awarded, etc.

1. I propose that the award be given to the best article or chapter in an edited volume on Southeastern archaeology.
2. Such awards are usually named after a prominent scholar in the field. I would like to propose the James B. Griffin Award for Best Article in Southeastern Archaeology; although clearly other titles can be considered, or the award could simply not carry the title of a prominent archaeologist.
3. I propose that the award carry a monetary prize. I recommend 250 dollars, taken from the general coffers of SEAC.
4. I propose that the award be an annual award, given at the business meeting when the other SEAC awards are presented.
5. I propose that the process for nominations be as follows: All articles from *Southeastern Archaeology* for the nominating year are automatically nominated. The committee can also receive nominations from editors of other journals and publishers and editors of edited volumes.
6. I propose that the nominations be due by mid-July. The nominations must be sent to the secretary of SEAC and then forwarded to the chair of the article award committee. To be nominated, the person nominating an article must send a PDF of the article to the secretary.
7. I propose that the party responsible for deliberating the nominees and awarding the award be a committee, composed of three members, including a chair. The committee serves for one year. The president of SEAC will appoint the committee and the committee chair. The committee must render its decision no later than one month prior to the annual meeting so that the winner can be informed in case they wish to attend the meeting to receive their award.
8. I propose that once the committee has made its decision, the committee chair notifies the winner. However, the winner (as well as the committee) will be asked to keep the award confidential until the award is given in the business meeting. The award is announced by the committee chair who will also read a brief synopsis of the article, explaining why the piece won. After the public announcement, the committee chair will notify the journal editor or the publisher of the award.
9. I propose that the award be advertised in various ways. The award and the criteria should be posted on SEAC's website, along with the names of the committee members, information on how to nominate a piece, and to whom one sends any nominations. The website should also carry the author names and titles of previous winners. In addition, the chair of the committee should send out brief notices to the editors of relevant journals and to publishers of relevant presses that would be publishing edited volumes.
10. I propose that the article award be given for a calendar year and awarded at the following meeting. For example for the SEAC 2013 meetings, the award would cover work published between January 1, 2012 and December 31, 2012.