

**Michigan State Historical Records Advisory Board Meeting**  
**January 23, 2020**  
**Michigan History Center**  
**MHC Commission Room, 5th Floor**  
**10 a.m. to 12:00 p.m.**

Board members present: Mark Harvey, Cynthia Ghering, Katie Kelly, Lance Werner, Sandra Clark

Staff and visitors: Jessica Harden, Andrea Gietzen, Maggie Foley

**Call to order**

- Meeting was called to order at 10:11 a.m.
- Board members and staff introduced themselves.

**Approval of minutes from 9/26/2019**

- Cynthia motioned to approve; Katie seconded. Minutes were approved.

**Review 2020 meeting schedule**

- Members present confirmed that the 2020 meeting schedule works.

**Report on 2018-2019 board grant and final actions**

- Deliverables were 20 assessments, 2 pre-grant webinars, and 2 basics of archives workshops.
- The board achieved 18 assessments and 4 workshops.
- At the last meeting, the board discussed the effectiveness of the workshops. Online workshops were less effective. Marian made some suggestions about changing up the online content and creating shorter segments.
- Maggie and Meredith (SMH program student assistants) worked on some new content and the board received an extension to shoot shorter video segments.
- The board discussed not having found a marketing sweet spot yet. Mark reviewed previous marketing/communication efforts through partnerships with HSM and MAA.
- Previous iterations of Save Michigan History were discussed. Over the years, the board determined that training was needed for applicants to be able to produce quality applications. Applicants also tended to find the assessments to be the most valuable part of the program.
- Targeted volunteer training at interested institutions for future grant cycles was discussed.
- Lance suggested that the board needs to make clear to institutions why participating in SMH is important and how it helps them. He also agreed with the suggestion of breaking content into smaller chunks and suggested podcasts. Possible whys included alleviating stress and expense for record/collection custodians, helping agencies and institutions to comply with public records laws where applicable, and helping institutions serve their local communities.
- Mark asked Maggie and Meredith to review the website. Maggie reported on their work updating minutes and meeting times.
- Once the website has been redone, the board might be able to run paid ads in Michigan History Magazine, etc. Lance suggested marketing to library cooperatives.
- A suggestion was made to frame marketing content as questions (examples: Are you storing records you don't need? Are you complying with the law?).

- Final report for 2019 grant is due on February 15. [The final steps are putting together the pilot videos](#). Sandra expressed the importance of evaluation for the pilot videos. Mark should know later today about the final approval for the videographer contract from procurement.
- The board discussed whether Save Michigan History is still a viable concept and discussed the importance of an emotional connection to marketing/outreach audiences.
- Mark suggested that the first video be a “What is SMH and why is it important” intro. Videos will be adaptable so that SHRABs in other states can also use them.
- Katie suggested a partner program where local institutions with successful programs promote SMH to their peers.
- Social media is complicated because the board would need a dedicated person to keep it up. Sandra suggested using MHC’s existing social media to promote MSHRAB content. Creating content once a month is much easier than creating daily content. Katie suggested reserving the Save Michigan History handles regardless.

### Web update

- What changes need to be made? Maggie and Meredith will work with Cynthia to come up with a plan/outline.
  - Needs a new theme
  - First page needs a why
  - Entry should be SMH, not MSHRAB
  - Links at bottom could be videos, grants
  - Maybe have assessing archivists take photos/record videos to show what happens during an assessment. Have a representative from the institution talk about what the benefits are.
  - Minutes need to be there because of public meeting laws, don’t need to be on the homepage.
  - Grant application requirements should be a bigger section and in the top layer if possible.
  - Have a whole section about assessments. Have forms right on the website. (Jotform? Google forms?)
  - Audience includes historical societies, libraries, local governments, etc. Have a section for each type.
  - Add a section for how to support SMH?
- [The resources/templates that Cynthia created can be used to inspire website content. Maggie will share student assistant brainstorming on Basecamp. Cynthia, Meredith, and Maggie will set up a timeline and plan for web content.](#)
- [Lance offered to have KDL’s marketing person take a look at the website content plan.](#)

### Discussion of 2020 board grant

- Grant is for \$30,000; \$10,000 is available for re grants. Mark asked for clarification about specifics. Last year, there were three regrant recipients.
- Most of the institutions are small enough that the money could make a difference, but they don’t always have appropriate projects or know how to identify them.
- Mackinaw Public Library is likely interested in applying for a regrant in 2020.
- Grants can be for storage, processing, or inventory/cataloging projects. Projects are related to collection management.

- NHPRC grants are now on a calendar-year cycle so the timelines are off and need to be reset. The board needs to decide how to offer regrant opportunities this year.
  - Institutions that have previously completed assessments could apply and the board can reach out to them and propose or help identify viable projects.
  - Institutions will have six months to complete their projects with applications due June 1 for board review on June 11.
  - The board will also offer new assessment opportunities.
  - Use call-in times for grant applicants to ask for assistance instead of formal pre-grant webinars to make it easier on applicants.
  - Create messaging about what kinds of collections/projects SMH will fund (e.g, “Do you have...?”).
- [Action steps: Move forward on the above with a June 1 application deadline. Cynthia will draft a calendar and put it in Basecamp. Cultivate partnerships for regrants with institutions that have had assessments. Move forward with website and marketing materials. Reach out to library co-ops and local government organizations and do presentations. Have a booth at the Michigan History Conference in March.](#)
- [Partner with Lance to do an assessment with one of KDL’s local history rooms for outreach/word of mouth. Mark will follow up with Lance and suggested doing something similar with local governments \(townships rather than counties\).](#)
- The question of what grant projects the board would fund for local government agencies was discussed. Many local agencies need education/awareness more than regrants, but smaller counties/townships might need regrants for storage, etc.
- [The board will move forward with getting a logo design.](#) Print collateral was discussed, but finishing the website might change what print collateral is needed. Pull-up banners, brochures, bookmarks, stickers, and business cards were discussed.

#### **2021 grant application**

- Tabled until next meeting.

#### **New business**

- None.

#### **Adjourn**

- Lance moved to adjourn, Cynthia seconded. Meeting adjourned at 12:18.