

THE ARCHIVES **SPEAKEASY** APPROACH TO BROADENING AND BUILDING COMMUNITY

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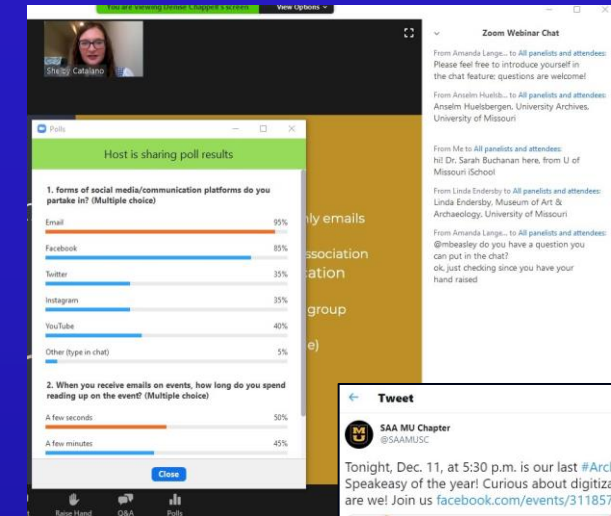
STUDENTS ENGAGING STUDENTS

In taking stock of our existing infrastructure, we decided a monthly newsletter (*below*) could best meet our professional

development goals and get the word out about us and our programs. They showcase our ideas and, in concert with our communication tools and partners, place messages “three times” before the reader, activating their curiosity, recognition, and decision (H Krugman 1965 www.jstor.org/stable/2746936, and *right*).

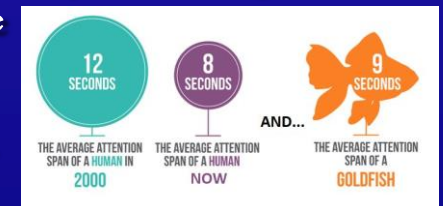
The ability to gather together in a room for conversation, space visits, advising, and interviewing evaporated quickly in spring 2020. We decided to meet the moment and avail ourselves of the new tools not around during the last pandemic. Here are some ways we applied the principle of shared effort for shared gain to cultivate fellowship and momentum while making the virtual transition.

our website: <https://saamusc.github.io/>



NEW TOOLS ?!

We dusted off some passwords after students said email and FB get their precious seconds of attention (*above*). Officers contributed content builders and connected with speakers to reignite our member community. We met the challenges of virtual-only and so little time by deploying all our resources thoughtfully, promoting Archival Studies, and staying on the path together. A nod to the Roaring '20s when passwords for entering a speakeasy establishment were shared person-to-person, we find our Speakeasy approach (*middle*) draws in curious newbies and encourages responsible cohort-building.



Courtesy <https://twitter.com/leveleven/status/1092499767475736582>



2021 Annual Meeting
May 13-14
Virtual

MAC midwest archives conference