FINAL

DATE: 9 APRIL 2025

LOCATION: OHIO SCHOOL BOARDS ASSOCIATION AND ONLINE WITH MICROSOFT TEAMS

ATTENDEES:

COMMITTEE MEMBERS:					
Chair:	Sara Clark	✔	**Vice Chair:**	Elise Kelly	✔
Secretary:	Marlys Bradshaw	✔	**Past Chair:**	Alyshia Benedict	N
State Archivist:	Fred Previts	✔			
Members:	Lealand Bachus	✔		Nathan Owens	✔
	Shelby Beatty	N		Tina Ratcliff	✔
	Zachary Eberlyn	✔		John Runion	✔
	Jacqueline Johnson	✔		Darren Shulman	✔
	Andrea Lavens	✔		Chris Wydman	✔
GUESTS:					
Brian Endicott – Director, Franklin County Document Imaging Center					

✔ = Present; N= Notified Absent; A = Absent;

1. **Future Officer Vacancy?**

   Chair Sara Clark called the meeting to order at 12:32 pm.

   o Secretary – term through December 31, 2026

   Marlys will let Sara know before July meeting.

2. **Approval of January 8, 2025 Minutes**

   Tina motioned to accept the minutes – Nate seconded – All ayes. The minutes were approved.

3. **Membership Committee Update**

   Sara told us that the University of Cincinnati Archivist is not interested in joining OhioERC as they have not replied to any emails.

   John welcomed Brian Endicott, Director of the Franklin County Document Imaging Center as a guest. Brian is interested in microfilm going obsolete and going to digital.

   Elise said that the Micrographics Specialist at the Geauga County Department of Archives and Records, Eleanor Zavada may be interested.

4. **Online Training Modules**

   o Social Media Module

   Sara reported that 815 people have registered for the training out of 2,000 spots available. She wants to send out the email promoting it again. She will ask Pari if we can save it if Ohio State pulls it down.

   o Update on Email Training Series

   Fred reported the following stats as of April 7, 2025:

   - Part 1: 903 views
   - Part 2: 570 views
   - Part 3: 472 views
   - Part 4: 497 views

   Nate had presentations that included the training QR code. Sara is drafting an email with training marketing pitch to send to local organizations. Chris said he will send through Mailchimp after updating the local organizations email list. They hoped to send out in next couple of weeks.

   o Naming Conventions

   Lealand is almost finished putting the training into Camtasia. He will demo it at the July meeting. Lealand said there were more functions in PowerPoint that weren't being used with Camtasia and it could have been easier to put together. Sara said that next time we will be more mindful and try to make it more interactive.

5. **Publications and Resources**

   o Blog Quarterly Posters and Reviewers

   - April-June = Sara and John

     Sara will come up with a blog post. John has some articles for ideas.

   - July survey to find out backgrounds of subscribers

     Chris will work on so we can review. Chris said we've been better about getting posts out and to let him know when we have a new one so he can push out on Mailchimp.

   o OhioERC Guidelines/Tip Sheets/Resources Review

   Elise did some formatting on Electronic Records Management, added Naming Conventions, and fixed links. Sara called for a vote. Darren motioned to approve – Chris seconded – All ayes. Chris will update website and put in Guidelines subfolder in Google Drive.

   Ohio Trustworthy Information Systems Handbook (2000) – Elise changed broken links. Needs review. Elise said there was a lot of legal information in it. Sara and Andrea will look at before next meeting. Nate suggested breaking it up into tip sheets.

   Social Media – Sara saw several components that may have duplication. She recommends boiling it down to three items. Sara wants to delete two tip sheets and incorporate them into other documents. She would like to keep and update the Social Media Engagement sample plan. Sara

would like to keep the Records Management Challenge as a Guideline. She would like to delete defining social media. She would keep and update the Guideline, Plan, and Texting Tip Sheet. Nate thought that texting might belong elsewhere. Sara will send for review and vote in July.

6. **Website Update**

   o Website and Broken Links

   Chris and Nate deleted red items. They still reside on Google Drive. Sara asked about the next step. Nate said they would build a drop down menu based on categories, and add introductions. Nate wondered about renaming Guidelines, possibly as Resources? Nate likes Resources by Topic.

   o **Website stats- 1st Quarter 2025**

   - 997 visitors
     - +309 compared to 4th Quarter 2024
     - +269 compared to same quarter last year

   - 1991 page views
     - +574 compared to 4th quarter 2024
     - +660 compared to same quarter last year

   - **Top Pages/ hits (1st Quarter 2025):**
     - Social Media guideline: 129
     - Trainings/Workshops: 127
     - Email Management guideline: 112
     - Tip Sheets: 91
     - Blog post- "Importance of File Formats": 90
     - Blog post- "Yes, Email can be an Official Record": 77
     - Digital Imaging guideline: 71
     - General ERM guideline: 61
     - Blog post- "Social Media and Live Video Broadcast Records": 61

7. **Additional Subcommittee Updates**

   o Subcommittee Assignments

   Sara asked for updates to the subcommittee chart. Marlys said she would add it to Google Drive and asked if we needed the additional categories columns. Sara said to streamline the spreadsheet and suggested adding names to documents.

   o Office 365 and Retention

   No updates. Nate said they need to schedule a meeting.

   o Long-term Digital Preservation Subcommittee

   Tina and the subcommittee met last month and discussed the blog posting. They have a good start for guidelines or a tip sheet. Lealand and Fred will expand to tip sheet. They are still working on formats. Brian said he is in a learning phase.

o   Other Subcommittee Updates

No updates.

8. **State Archives Update**

Fred said that they are transferring records from the Governor, Attorney General, Departments of Commerce and Agriculture, and the Ohio House.

State Archives staff have been filling in for Local Governments until a new person is hired. Ohio Statehood Day was celebrated on March 5, 2025.

Registration for the CoSA 2025 Annual Meeting has early bird rates through July 28, 2025.

OHRAB is offering professional development scholarships. Applications are due April 15, 2025. https://ohrab.org/professional-development-scholarships-9/

Work on Ohio Expo 2050 continues and has closed some streets. https://www.ohioexpocenter.com/p/about/street-closings

9. **New Business**

Pari and Sara are doing a presentation for the Library of Virginia on June 18, 2025.

John said that CARMA is also concerned about backing up vital long term records. Microfilm is going away. He would like to partner with CARMA to come up with file formats and standards.

Sara asked about next steps. John would like to meet with people from CARMA. Tina thinks we should combine subcommittees. Nate suggested looking at what the National Records and Records Administration (NARA) is doing.

Brian said people are all over the place in what they are talking about doing. He is hoping for guidance/best practices. Tina said that TIFF is the only secure file format. Andrea agreed that PDF is not secure.

Nate asked if we should sunset our hybrid microfilm documents. Andrea is having a hard time finding microfilm readers. Marlys, Lealand, and Chris said they all still have microfilm readers.

John would like to publish and give direction. Tina thinks that the Ohio Recorders' Association has the clout to get something put into law.

Nate has a records analyst job posting with the Attorney General's Office that closes on April 30, 2025.

10. **Public Comment**

Brian thanked the committee for letting him sit in.

11. **Review New Action Items**

Next meeting will be July 9 and will be hybrid. In person will be at the Ohio School Boards Association (8050 N. High Street, Columbus OH, 43235)

Sara ended the meeting at 2:39 pm.

ACTION ITEMS	
TASK	**MEMBER(S)**
• Keep tabs on electronic records legislation (focus on Ohio)	John, Sara, Marlys
• Hide Social Media module link on web page if over 2000 hits	Chris
• Track how many have used EMS module by next meeting	Fred
• Website subcommittee	Nate, Chris, Sara, Alyshia, Jacky, Marlys, John
• Update website and Google Drive – General Guidelines. Next step – build drop down menu based on categories	Nate, Chris
• Guidelines subcommittee	Sara, Alyshia, Marlys
• Resources review – Read assigned section and make proposal for updates before next meeting. Social Media – send for review. Vote in July.	All members, Sara
• Trustworthy – review legal and IT info before next meeting	Sara, Andrea
• Quarterly posters (2025)	Elise, Sara, Chris, Fred
• Quarterly reviewers (2025)	Jacky, John, Zach, Lealand
• Promote training modules on blog	Quarterly posters
• Add blog posts to LinkedIn	Darren
• Survey subscribers to find out backgrounds – July 2025	Alyshia, Sara, Chris
• Naming Conventions module –Lealand is putting into Camtasia	Chris, Nate, Alyshia, Lealand
• Office 365 subcommittee – discuss and research – schedule subcommittee meeting	Nate, Alyshia, John, Andrea
• Long-term Digital Preservation subcommittee – turn blog post into a tip sheet – working on formats (Fred, Lealand)	Tina, Elise, Fred, Lealand, John, Andrea, Zach
• Draft an email introducing the OhioERC and highlighting the social media and email trainings for Chris to distribute to government associations	Sara, Chris
• Update organization emails distribution list	Chris
• Send marketing pitch email through Mailchimp	Chris, Sara