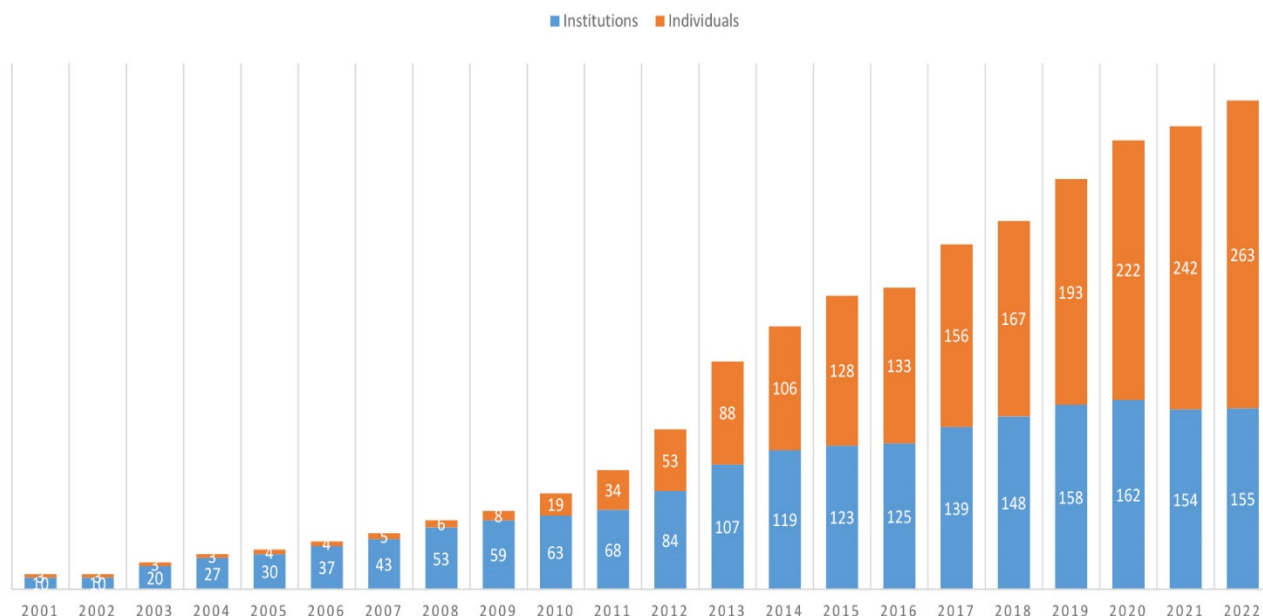


# EXARC Summing up 2022:

## EXARC MEMBERS

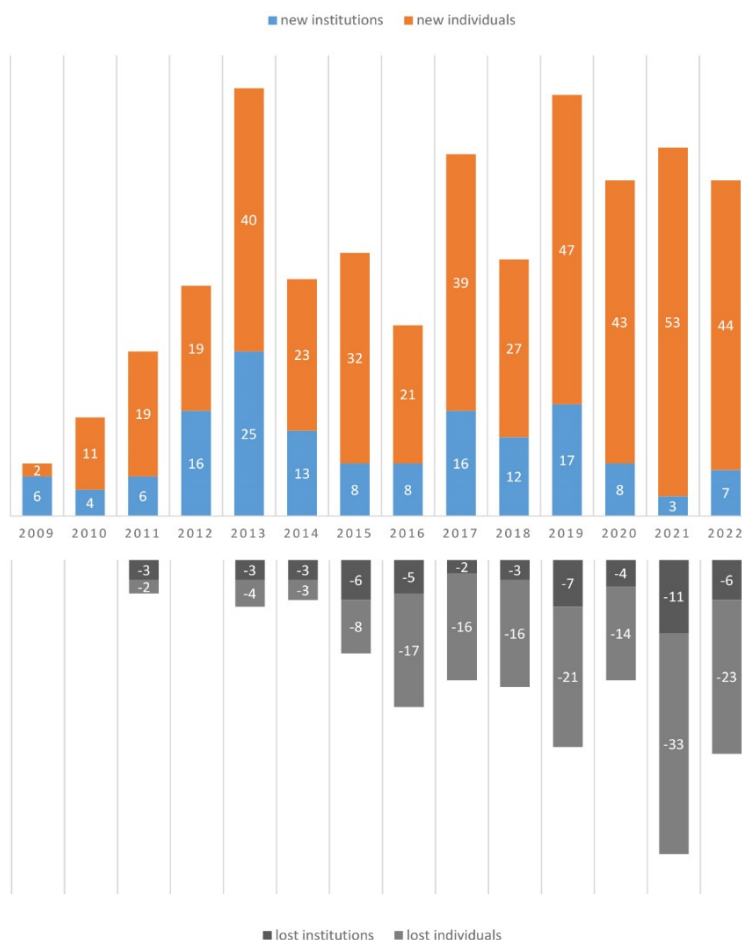


### Members

EXARC got **51 new members** (7 institutional and 44 individual). We **lost 29 members**. By the end of 2022, EXARC had **418 members**. As for the past 10 years, we gained more individual members than institutional.

We expect that in 2023 we will lose more members who did not pay the fee for 2022, but got extra time to do it due to administrative changes within EXARC end of 2022. There are **30 members whose fees are due**, and as of March 1<sup>st</sup>, 2023, only 5 of them paid for 2022. The rest will receive a credit note and will be removed from the list. We hope by the end to keep the amount of members still above 400, with 40 most likely leaving us, and 50 joining.

Our average yearly growth is between 20 and 25 members, which is not as fast as we would like, but looking at how difficult the last 3 years were (2020-2023) it is very understandable. Changes at the secretariat in the years 2021-2022 had influence on the numbers as well.



### Income / Expenses

Of the 2022 revenues, **€ 32,505 was paid. Still open was € 3,125** (from the 30 members mentioned above) and **€ 450** (for adverts and EAC13, both paid in January 2023). We sent invoices in January, reminders in April, and again in September and November. Almost 55% of the fees was paid by the end of February (and it has been like that for some years now), by the end of June we received another 20%. The last 25% are the most difficult to get.

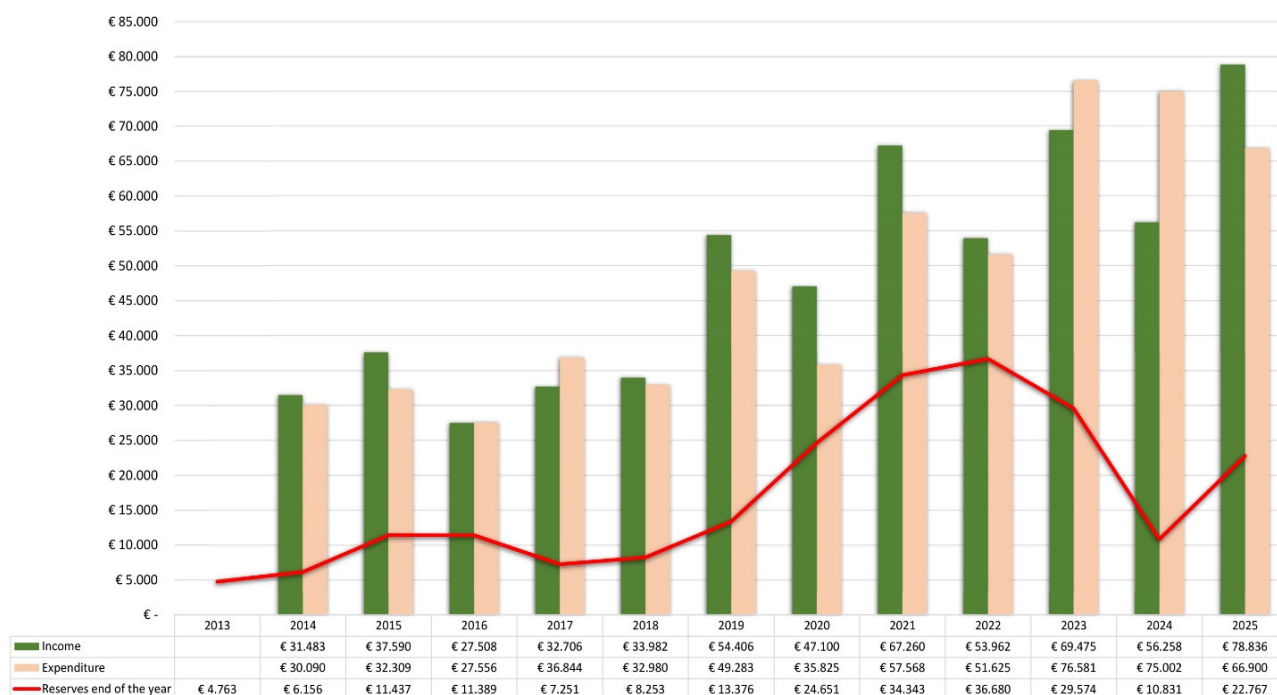
2022 was the second year we fully worked on both the **RETOLD** project (an EU project with 6 partners, EXARC is lead partner of), and a Dutch Research Council NWO project with University of Leiden (**Putting Life into Late Neolithic Houses**). Both projects brought in respectively **€ 12,500** and **€ 3,200**. Which has been used for the hours, travels and products delivered.

Another source of income was **A Sustainable Revolution, Session at ICOM Prague**. Which was fully online, partly through ICOM channels, partly through EXARC's YouTube. As with the EAC12 in 2021 we looked for sponsors for the broadcast hours, and we got all six hours paid (**€ 1,500**). The income was used for the volunteers and staff involved. Our original plan was to have a conference at Butser Ancient Farm (UK) in May 2022, however due to financial insecurity on both sides we decided to move our speakers to the ICOM meeting, as the theme was very similar.

In general, many annual expenses went up by 10-20% due to inflation / war in Ukraine. That counts for our accountant as well as our printer. The office costs are also higher.

We closed 2022 with a **positive balance of € 2,337**. **Our reserves grew to € 36,680**. That is more than anticipated, but due to circumstances in 2022 we saved money on travels and staff, which will be paid in the later years. Our reserves will remain stable in 2023. However, in 2024 we will finish two projects and spend all what is required for that, thus using up much of our reserves. The last 30% of the project funds will first arrive in 2025. This means that in 2024 we will most likely finish with just **€ 10,000** reserves. That will increase again in 2025 with the last parts of the funds (both EU and NWO).

### EXARC RESERVES - INCOME - EXPENSES



### Cooperation

EXARC is partner in two cooperation projects: **RETOLD** is the project we are lead partner of, with 5 other members we work on documentation strategies for open-air museums. In 2021 due to Covid all communication was online, in 2022 we met in Barcelona, at the UAB. The project proceeded as planned, with small hick ups but nothing what we did not expect. The **NWO project (Putting Life into late Neolithic Houses)** is a bit more challenging, as the partners in the project are not so used to communicating with the public, so we are helping more than maybe intended. We invested much time in 2022 in making several videos and publishing them to bring more awareness about the projects and its questions.

The second winning pair of members of our **Twinning program** from 2019 have brought their project to a conclusion in 2022. The first pair finalized the twinning with an article published in 2021, they received money in 2020. The other pair published in 2022 and received their money. We will not start new twinning projects, as we have other award schemes.

In 2021 we introduced the **Experimental Archaeology Award**, sponsored by EXARC Member John Kiernan. Three winners each got € 500 to execute an experiment within the 12 months with articles in the EXARC Journal. In 2022 thanks again to John Kiernan we could continue with offering this special opportunity to two more archaeologists.

We participated in both **ICOM** and **NEMO** conferences. Both cooperation's are quite useful. This year, in Prague (ICOM) there were good sessions on things like LGBT, colonialism and other relevant subjects. A real milestone was that, we all approved a new museum definition. As for the NEMO conference in Portugal, the urgency of the climate crisis was taking a lot of attention there, but also the chaos caused by the Russian invasion of Ukraine, which led to problems in everybody's backyard.

In 2022 we got accepted as new members of the **European Heritage Alliance 3.0**. It's an informal European sectoral platform with over 50 members, like ICOM and NEMO. Their agenda includes items like support for Ukraine, the Heritage Movements for Climate Action. 2023 is called the European Year of Skills.

As in the previous years we were also involved with the **European Archaeology Days** which are coordinated by INRAP. Cooperation goes well, partly thanks to a dedicated volunteer who speaks both French and English, and a small team around her.

We also were linked to two organizations: **ALHFAM**, the Association of Living History, Farming and Agriculture Museums and another group called **AIMA**, which is the International Association of Agricultural Museums. We are discussing how our cooperation can improve in the next years.

EXARC has teamed up with the YEAR Centre (York Experimental Archaeological Research, UK) and Ukraine based ancient craft expert and EXARC member Yarema Ivantsiv - to create a **Support Ukraine Network (SUN)** which will provide mentorship and resources for open-air museums, experimental archaeologists, live interpreters and ancient craft experts. Because of Russia's invasion of Ukraine, heritage sites, including open-air museums, have struggled to maintain visitor numbers; however, in some regions, museums remain open.

## **Staff & Contracts**

In 2021 we employed Magda, a long-time volunteer, for three days a week. This was partly due to the European project RETOLD EXARC coordinates. After nine months Magda was replaced with Stefanie, as both Magda and the EXARC director moved to Denmark. At the end of 2022 Stefanie left EXARC, and Magda and Roeland both took again their role back of running EXARC. Our volunteers group stays stable, and we paid a volunteer fee (reimbursement, according to Dutch law) to 9 different volunteers in 2022, next to 3 days of Stefanie, who was employed by EXARC.

## **Conferences, Seminars**

In August 2022 we took part in the **ICOM conference** with a special session. Further we started early in 2022 with preparations for the #EAC13 taking place in 2023.

Our online initiatives in 2022 were mainly related to the **#FinallyFriday** shows where we produced 11 shows. All this works with freeware, open access and with many volunteers. The idea behind is to team two specialists in a certain field (preferably at least one EXARC member) and discuss with them the current state.

## **PR, Journal & Websites**

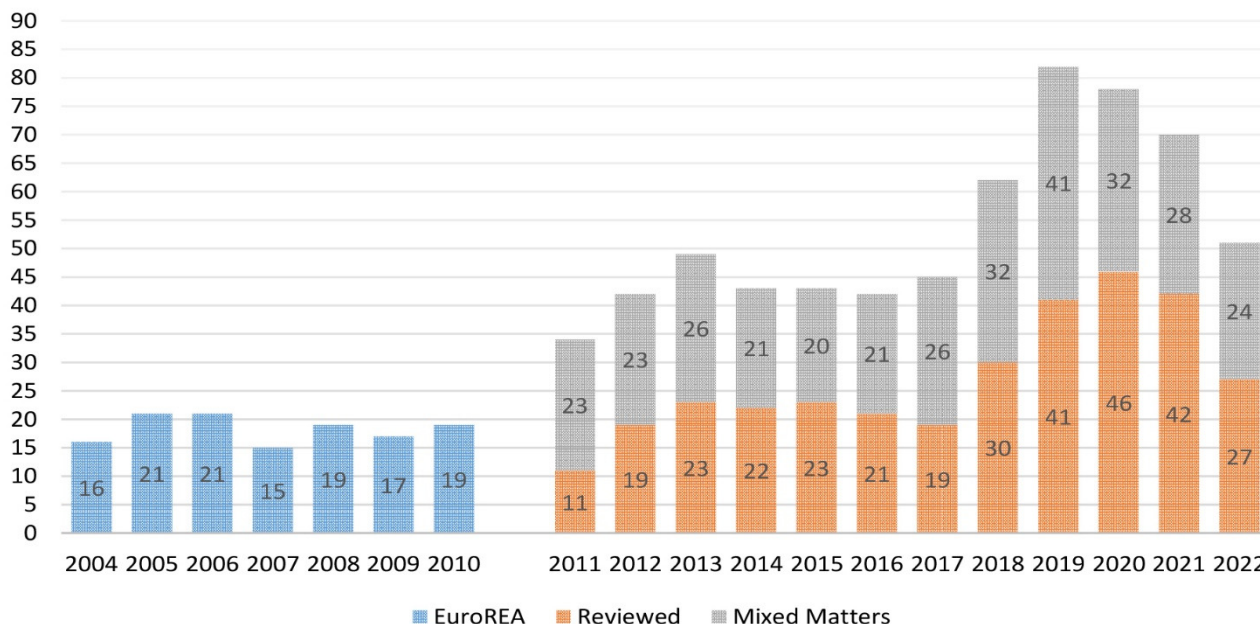
The number of visitors to our **website** decreased from 473,000 pageviews in 2021 to 435,000 in 2022, the first decrease since 2015. We got 16,000 less visitors from the United States, but they still form 1/3rd of our visitors. We had a stable 175,00 pageviews for the EXARC Journal only. We unfortunately did not have a possibility to redo parts of the website, as planned, due to extra work at different areas. The decrease could partly be because we promoted other channels like Podcast and YouTube, which "took over" many of our potential visitors.

We published a single **EXARC Journal Digest**, counting 112 pages, full colour, in a circulation of 750, with several paid adverts. The 2022 EXARC Journal Digest has a great variety in reviewed articles (**17 articles**), mixed with many book and conference reviews, as well as interviews and discussion (**15 articles**). We sent the journal to our members, but also use it at conferences and for PR. We also sent yearly member's card, together with the Journal. This time for the first time ever, it was made of cardboard, not plastic.

**The four online Journal issues featured 51 articles** (last year 70, before 78). The issues were published in February, May, August and November. The number of reviewed articles as well as mixed matters is going down over the past years. We think it is due to COVID, we are getting less Mixed Matter articles like events reviews, as many were cancelled, as well as not chasing enough new authors in 2021 / 2022 (the period when previous team running EXARC was less involved). We hope that 2023 will bring a difference.

With the help of our member Silje Bentsen, we made an effort to register the EXARC Journal in the **Web of Science** and received valuable feedback.

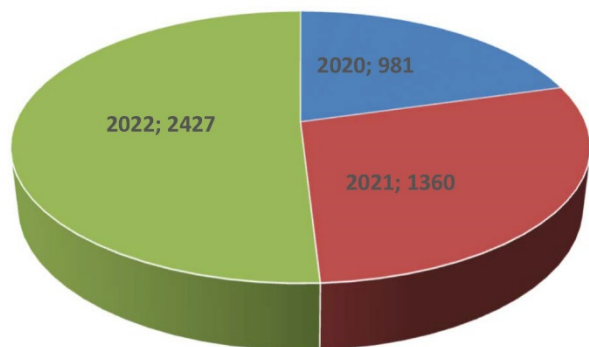
## EXARC EUROREA AND JOURNAL



EXARC also manages the experimental archaeology collection at **tDAR** (US), which mainly consists of 12,398 bibliographical entries. The number of users grew from 352,000 in 2017 to 830,790 in 2021.

We sent 13 e-mail newsletters to our members, informing them about our conferences, the EXARC Journals, news from members and what EXARC does in general. The Newsletters are all available online. On average over **44% of the newsletters are opened, where between 25% and 30% is normal.**

Podcast #FinallyFriday - downloads



### Social Media

**As for EXARC's social media, we were particularly more successful on YouTube, Twitter, and Instagram.** Overall, we have over 44,000 subscribers on our social media of which 28,000 on Facebook. The number of subscribers on YouTube grew from 1,600 to 2,100 and we had 43,000 views in 2022. Instagram grew with 400 followers to about 3,100. **Our Podcasts from #FinallyFriday shows grew to 2,427 downloads in 2022 compared to 1,360 in 2021 and 981 in 2020** (next to YouTube views in total 4,139 over 2020-2022)

### Office

The **office space** which we rented from early 2020 on was not used too much, but having an office has several other advantages. With new staff coming in, it is a good place to meet. The price is relatively cheap, and we keep our archive there.

In 2022 many hours were made by volunteers and staff. For our monthly podcasts, as well as the ICOM conference, and journal / website / PR. We have defined the tasks between different volunteers, and estimated the hours spent. The EXARC Journal key editors worked almost 380 hours, where the many reviewers and editors together made another 450 hours (we had less articles than in the previous years). The digital team, administration and PR spent over 4,000 hours throughout the year. Stefanie worked over 1,000 hours. Altogether, this equals 4 FTE.

The 2021 Year Report and the accountant's report were prepared by the Secretariat and the accountant, discussed with the EXARC Treasurer, and reviewed and approved by the EXARC auditors (Yvonne Lammers and Andrea Mariani). At the AGM, members unanimously agreed with the Year Report. The 2021 EXARC AGM took place by e-mail and took about four weeks.

There were no in-person EXARC Board meetings this year.