

## 02. EXARC year report 2012

To be presented at the AGM, April 26, 2013

### Board

The 2012 EXARC Board existed of eight people: *Steve Burrow* (UK) Chair, *Björn M Buttler Jakobsen* (SE) Vice Chair, *Geir Sør-Reime* (NO) Secretary, *Jack Veldman* (NL) Treasurer and Board members *Ilaria Pulini* (IT), *Peter Vemming* (DK), *Hans Reschreiter* (AT) & *Javier Baena Preysler* (ES).

There have been four Board meetings in 2012: two teleconferences in January and March, and two meetings in person in May (Denmark) and September (Sweden). In 2013 there already has been one Board meeting in person in January in Cardiff (UK).

### Members

EXARC's number of members grew spectacularly to 137 by the end of 2012. This is a great challenge and opportunity.

|       | Inst. | Ind. | TOT | Tot+ | Tot- | growth |
|-------|-------|------|-----|------|------|--------|
| 2012: | 84    | 53   | 137 | 35   |      | 34%    |
| 2011: | 68    | 34   | 102 | 19   | 5    | 23%    |
| 2010: | 63    | 19   | 82  | 16   |      | 24%    |
| 2009: | 59    | 8    | 67  | 08   |      | 14%    |
| 2008: | 53    | 6    | 59  | 11   | 1    | 23%    |
| 2007: | 43    | 5    | 48  | 09   | 1    | 22%    |
| 2006: | 37    | 4    | 41  | 08   |      | 24%    |
| 2005: | 30    | 4    | 34  | 03   |      | 10%    |
| 2004: | 27    | 3    | 30  | 07   |      | 30%    |
| 2003: | 20    | 3    | 23  | 10   | 1    | 77%    |
| 2002: | 10    | 3    | 13  | -    | -    | -      |
| 2001: | 10    | 3    | 13  | -    | -    | -      |

### Staff

*Roeland Paardekooper* is EXARC's Director and head of the Secretariat. Also in the Secretariat are *Katerina Dvoráková* (Chief Editor EXARC Journal), *Jodi Reeves Flores* (Editor EXARC Journal) and *Magdalena Zielińska* (Financial Manager and Graphic Designer). For the Marketplace project we have two volunteers working with us until end of April 2013. We have contracts with all staff. All staff keeps a time registration, counting hours per month. Their hour totals:

Director: 1,250 hrs.

Financial Manager: 340 hrs.

Chief Editor: 260 hrs.

Editor: 138 hrs.

Marketplace: 218 hrs.

The volunteers working for the EXARC Journal and Marketplace got paid; the Director and Bookkeeper refrained from their volunteer's payment for 2012. Of the Graphic and Website work (215 hrs.) 50% was paid for.

### EXARC meeting

We held our 18<sup>th</sup> EXARC Meeting in Modena in April 2012, coinciding with the OpenArch conference / workshop on the dialogue with skills. Part of the success was the diversity of approaches to skills in archaeological open-air museums.

In September 2012 EXARC joined in Höllviken, Sweden with OpenArch and IMTAL for a successful conference on live interpretation and the dialogue with visitors in archaeological open-air museums.

### ICOM

EXARC has the status of Affiliated Organisation of the International Council of Museums ICOM. The trial period of three years ended by December 2012; we expect to hear early 2013 if we remain affiliated.

We attended the so called June meeting at ICOM Headquarters in Paris this year, with representatives from many countries and committees. EXARC takes an active role, given its small size.

In the shoulder of OpenArch conferences we met with both the Chair of CECA (the ICOM International Committee on Education) and the Chair of ICMAH (The ICOM International Committee on Museums for Archaeology and History). We are in the process of defining our joint interests.

## EU

EXARC helps setting up and running EU cooperation projects for and with their members. In 2012 the choice was to bring our Grundtvig partnerships to a good end rather than starting anything new.

Both Grundtvig projects Didarchtik and Zeitgeist are wrapping up nicely. They have taken up 550 hours from our secretariat in 28 months, of which 150 coordination hours. We printed a few copies of one of the Didarchtik manuals as promotion material. EXARC hired two people to develop the Online Marketplace, with 97 adverts by the end of 2012.

The 2.5 million Euro project OpenArch which took off in 2010 still has not come to full speed. EXARC is one of the 11 partners in this project and assumes many tasks. Most important are our role in PR (website, EXARC Journal and more) and in contact with ICOM. The administrative workload was high.

EXARC applied for a so called Operational Grant, a substantial amount of money to run EXARC for the year 2013 (€30,000). Most of this money would have been for activities and to change our volunteer work into paid jobs. By mid-February 2013 we heard we unfortunately did not make it.

## **PR & Communication**

We sent 10 email newsletters to our members this year. With a new corporate identity developed in 2012, we had made new flyers, member passes, member shields (for institutional members), banners to present ourselves at fairs et cetera. Many members send us their promotional material, which we are still using at several occasions through the year. Thanks to its Italian members, EXARC has been present at a fair in Ferrara in November 2012.

## EXARC Journal

By the end of 2012, we had 95 articles online of which 83 new ones (76 about 2012, 7 about 2013). The 95 articles include:

- 12 old EuroREA articles
- 53 new Mixed Matters articles (of which 7 for 2013)
- 30 EA & AOAM articles (including a republished book on bronze experiments)

With 36 pages, the Digest 2012 contained 9 articles; 3 about museums, 2 about experiments and 4 mixed matters. We signed a contract with EBSCO, making EuroREA and the EXARC Journal online available to a large number of universities.

### Online presence

EXARCs online presence is divided between EXARC (general), EXARC Members, EXARC Journal and EXARC Projects. We also have OpenArchaeology.info which is a portal for interested colleagues and public, with 330 venues, 10,000 literature references and numerous events. Early 2012, the website was expanded with material from Roeland's old website and with new content, produced by our EU projects is coming gradually online, like for example the glossary. With new online content every few days (Journal articles, news, events, adverts et cetera) and with help of the OpenArch Community Manager, visits increased spectacularly. If we get 200 visits on our website, that is a good day, but when we for example tweeted about the Bronze Proceedings republished, we got 270 hits.

In our events calendar, we had 63 events for public and 22 events for professionals.

#### Visitors

2012: 49,000 (+452%)

2011: 11,000 (+036%)

2010: 08,000 (+026%)

2009: 06,000

We had on-going problems with the capacity of our website so we eventually moved from VPS to a Dedicated Server.

Our presence on social media is growing substantially, especially on LinkedIn.

| <b>Twitter</b> | Followers | Following | Tweets |
|----------------|-----------|-----------|--------|
| 1-1-2012       | 210       | 174       | 1.044  |
| 1-1-2013       | 414       | 471       | 1.734  |
|                | 97%       | 171%      | 66%    |

  

| <b>LinkedIn</b> | EXARC | AOAM | EA   |
|-----------------|-------|------|------|
| 1-1-2012        | 0     | 46   | 123  |
| 1-1-2013        | 15    | 150  | 856  |
|                 |       | 226% | 596% |

  

| <b>Facebook</b> | EXARC | AOAM | EA group |
|-----------------|-------|------|----------|
| 1-1-2010        |       | 250  |          |
| 1-1-2011        | 0     | 400  | 1.275    |
| 1-1-2012        | 53    | 467  | 1.328    |
| 1-1-2013        | 340   | 648  | 1.722    |
|                 | 542%  | 39%  | 30%      |