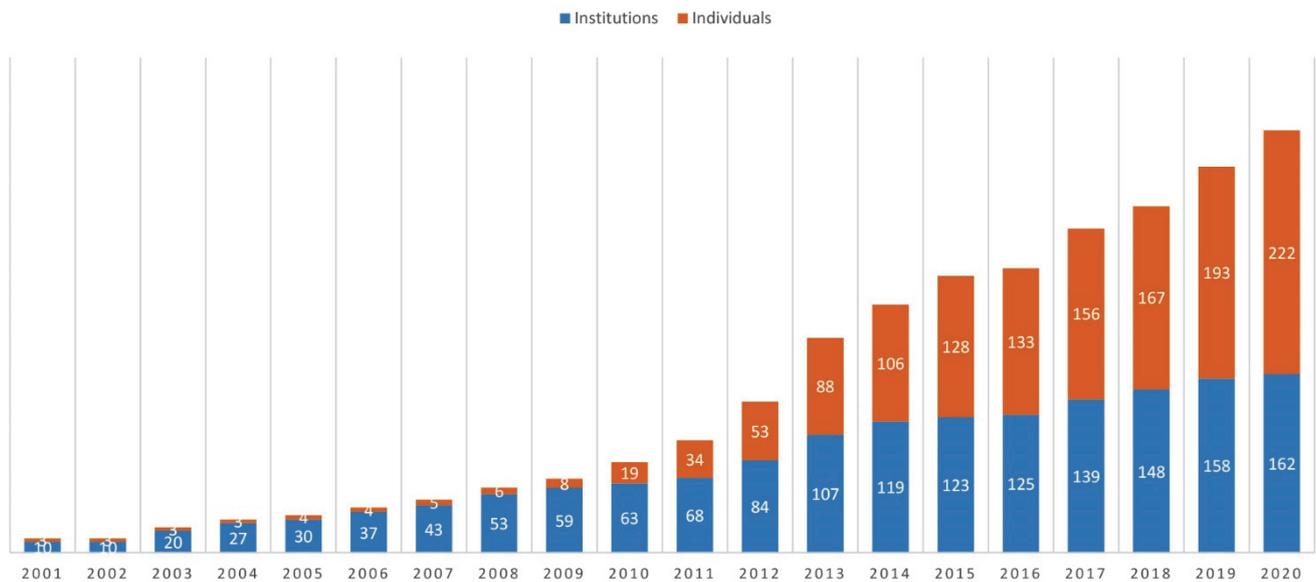


# Summing up EXARC in 2020

## EXARC MEMBERS



### Members

EXARC got **51 new members** (8 institutional and 43 individual) and lost 18. **By the end of 2020, we had 384 members.** In 2021 our growth will be slower due to COVID.

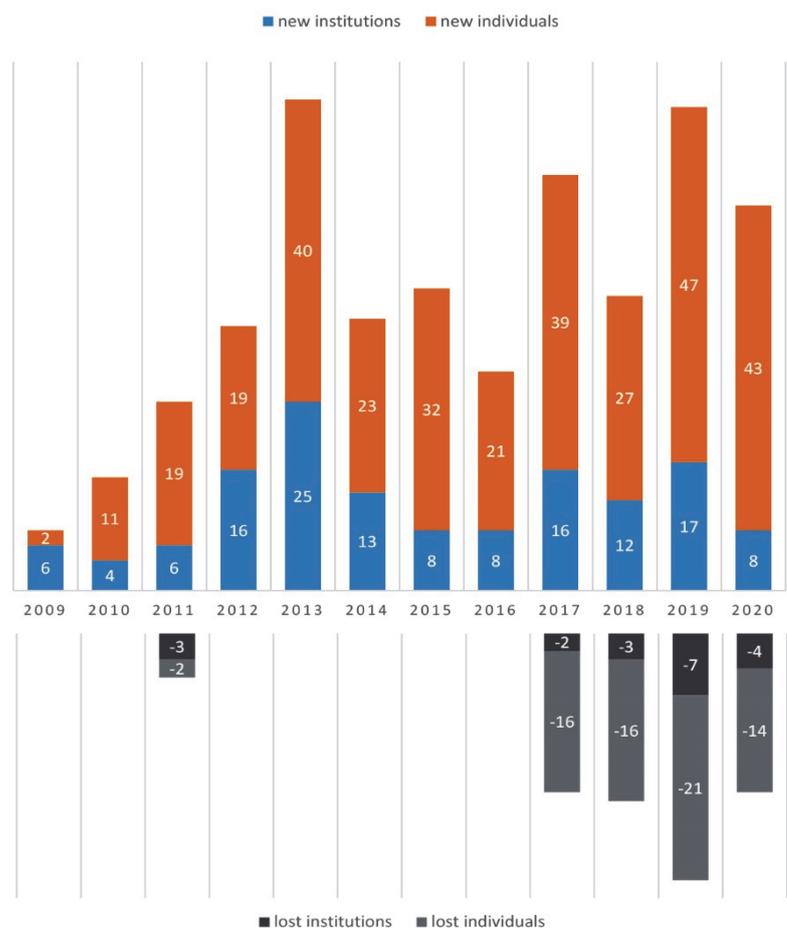
### Income / Expenses

**Of the 2020 revenues, € 29,185 was paid. Still unpaid was € 990.** We sent invoices in January, reminders in June, and again in September and November with the Journal.

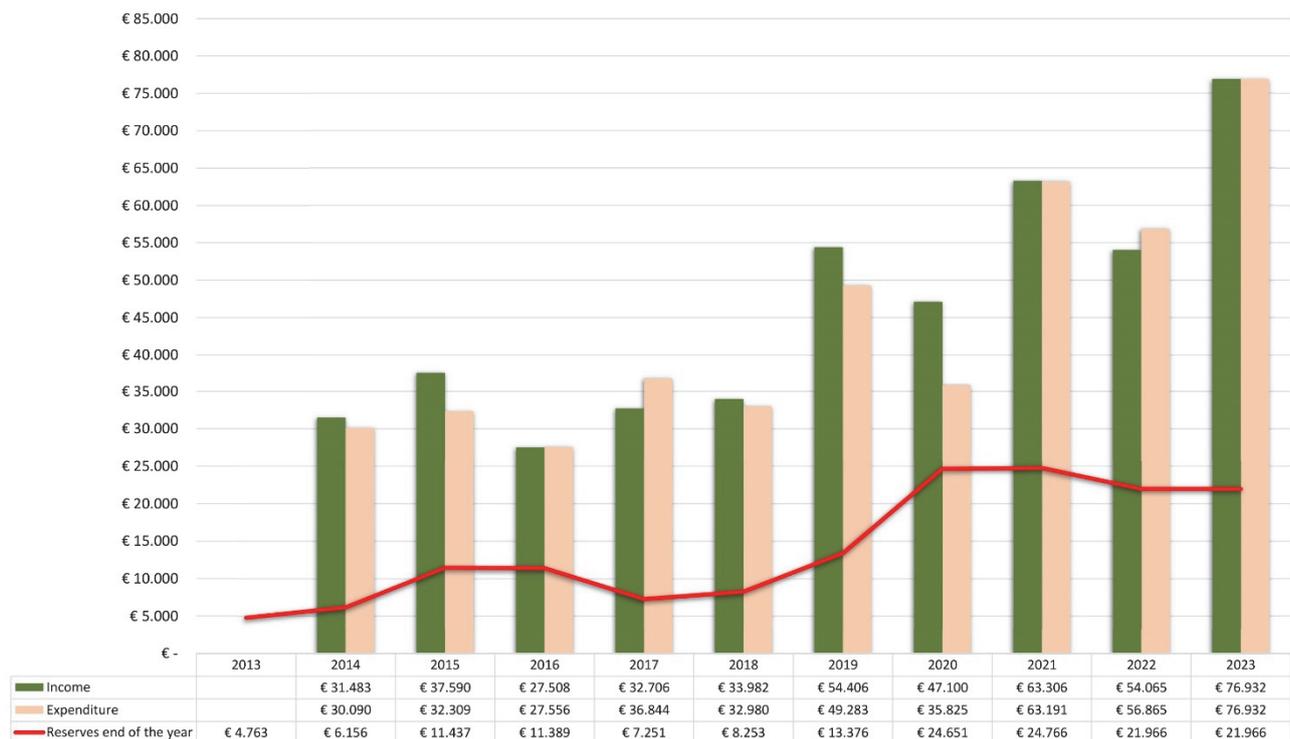
**Due to COVID we had to switch from a conference in Berlin to an online meeting.** EXARC staff incl. volunteers worked 400h to prepare the online presentations. We had less costs and all the participants were happy to donate their participation fee to EXARC, so we made **€ 1,650 profit.**

EXARC assisted later in some other digital conferences and earned **€ 5,275.** We reimbursed volunteers and EXARC staff for their effort. We also got funds to organize a Volunteer Day at Archeon (NL) (**€ 4,400**), with over 20 people in attendance.

We closed 2020 with a **positive balance of € 11,275. Our reserves grew to € 24,651.** That is more than anticipated, but due to the very unexpected circumstances in 2020 (COVID) we saved money on travels and staff, at the same time got some extra income from funds and online conferences.



## EXARC RESERVES - INCOME - EXPENSES



## Cooperation

EXARC is partner in several project applications, two of which were successful in 2020: **RETOLD** and **NWO**. RETOLD is a 4-year project where EXARC gets **€ 73,869**. This will start in full in January 2021. Secondly, a NWO project with Leiden University will start in 2021. This, too, is a 4-year project with a grant for EXARC of **€ 16,000**.

The 2019 **Colonial Williamsburg Foundation – EXARC Fellowship**, winner **Giovanna Fregni** had to postpone her one-month residency in Colonial Williamsburg to 2021 due to COVID. The 2020 call was deferred.

The winning members of our **Twinning program** from 2019 almost concluded their projects in 2020.

We set up a joint conference with **IMTAL-Europe** to take place in 2021.

We prepared a **NEMO workshop** to take place in the UK, but it was cancelled due to COVID.

The **European Archaeology Days** were only filled with online events.

## Conferences, Seminars

February: the EXARC Secretariat and EXARC Chair paid a visit to the **University of Exeter (UK)** and its nearby hotels, to discuss the upcoming #EAC12 conference, due in March 2021. This was our first and last travel in person of the year.

March: the **EXARC Conference** which we organised together with the Stadtmuseum Berlin was cancelled due to COVID at very short notice and turned into an online and open access event. This was the start of developing more online content and options to interact between EXARC members and like-minded colleagues.

May: we assisted our EXARC Member Kloster Lorsch (DE) with their hybrid **experimental archaeology days**. Later, we assisted them in an online event around textile weaving.

June: the **European Archaeology Days** were online only. EXARC supported this event with several of our members.

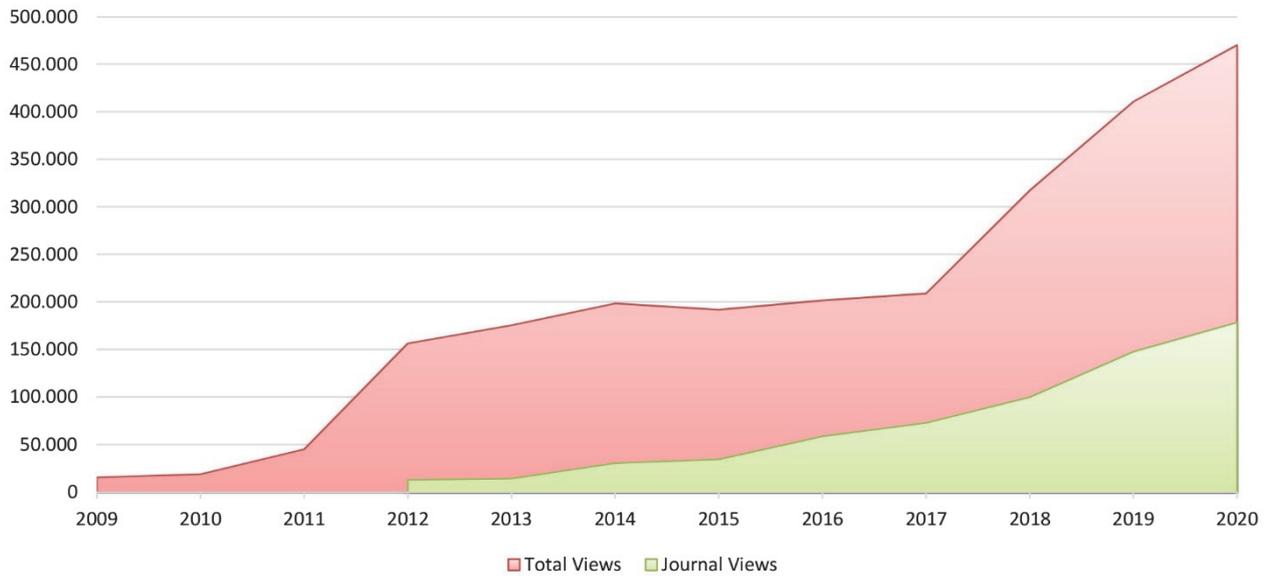
June: we organised a **training day** for the EXARC volunteers in the Netherlands. This was funded by the Fonds voor Cultuurparticipatie; about 20 people took part.

We prepared a **workshop weekend at Wilhelminaoord (NL)**, with several teachers. Over 40 participants had registered by the time we had to cancel it. We hope to be able to make it happen in 2021, all infrastructure, website and registration and PR are ready.

## PR, Journal & Websites

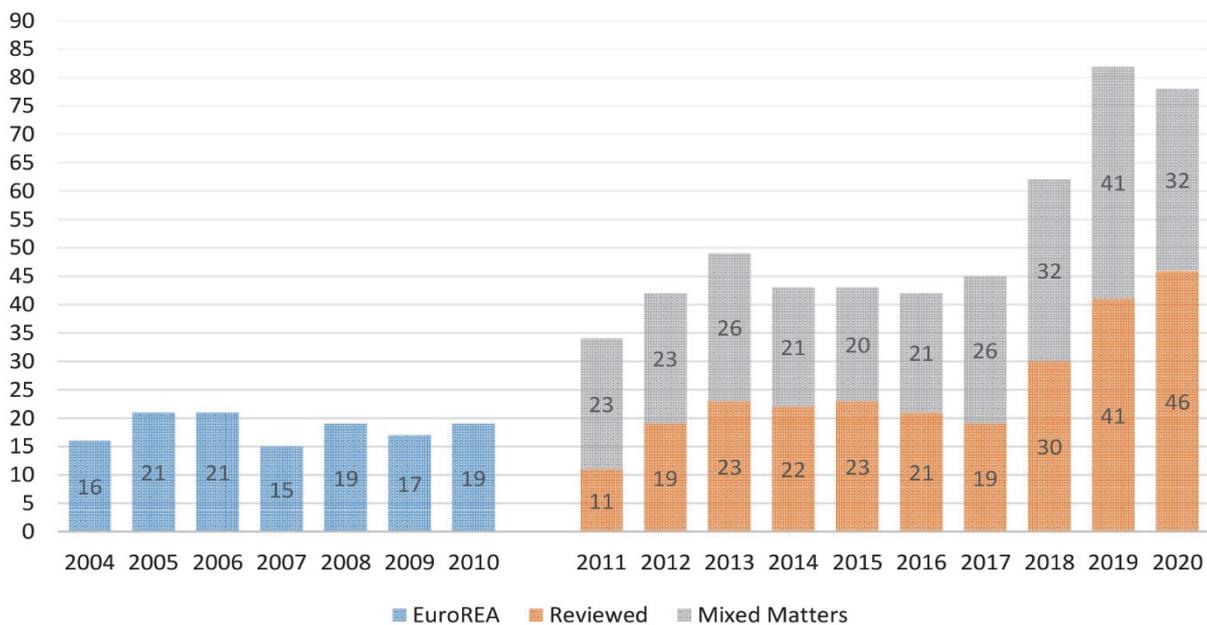
The number of page views on the EXARC website increased to 470,000 per year (+15% compared to 2019).

### Page Views on EXARC.net



The EXARC Journal featured **78 articles** and was published quarterly. It is the most popular part of the website. When in 2012 8% (13,000) of the page views were Journal related, it now gets **38% of all the online website visits**, 179,000 page views.

## EXARC EUROREA AND JOURNAL



EXARC also manages the **experimental archaeology collection at tDAR (US)**, which mainly consists of 11,500 bibliographical entries. The amount of views remained stable in between 2018 and 2020, between 250,000 and 350,000.

We decided to publish a single **EXARC Journal Digest** this year instead of two, counting 112 pages, full colour, in a circulation of 750. This was sent to our members and kept in stock for future PR.

## EXARC January - December 2020 report

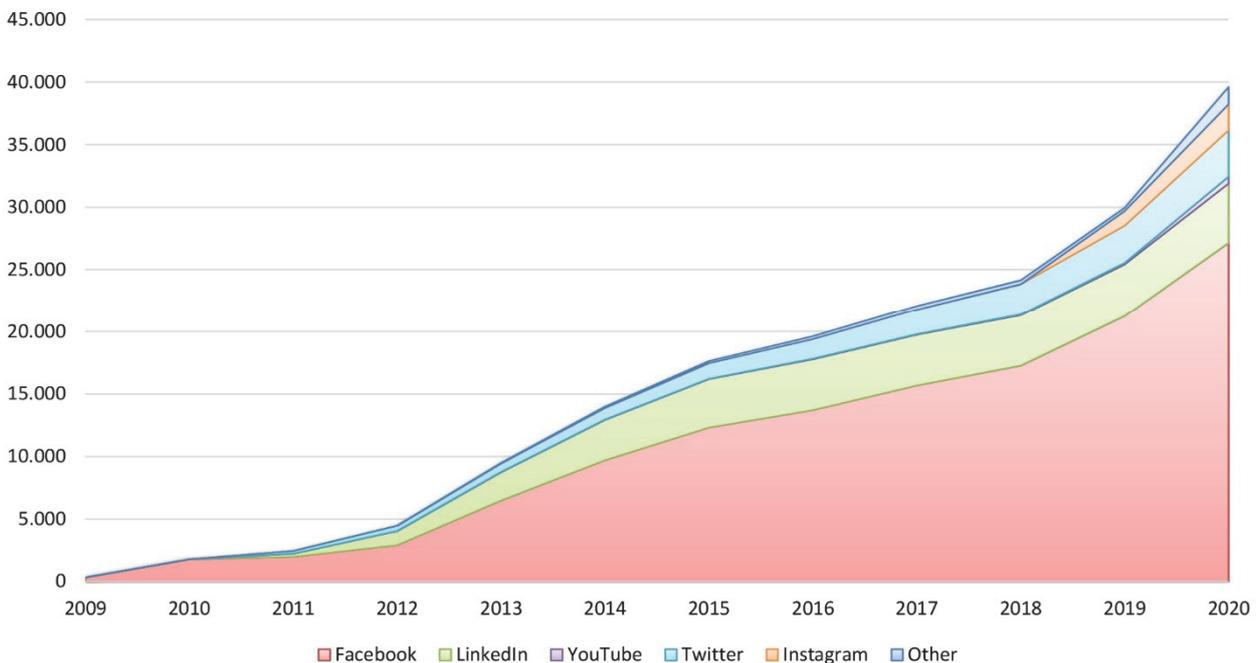
We sent monthly e-mail newsletters to our members, informing them about our conferences, EXARC Journals, news from members and what EXARC does in general. The Newsletters are all available online and also non-members can subscribe.

Our **#FinallyFriday** live shows, followed up by a monthly **Podcast** (1,000 downloads this year) and chats on a platform called **Discord**, are one of the most interesting initiatives of 2020. Not only do we reach a very interested public; we also gain training on doing more online events. All this works with freeware, with open access to all initiatives and with many volunteers. Some of these initiatives, like Young EXARC need a good bit of support.

This year, for the first time, we had a team member dedicated to fill the **Calendar of Events** on the EXARC website with relevant events by EXARC members. Where in 2018 we had 250 events listed, and in 2019 we had 300, in 2020 we managed to list 350. Unfortunately, about 50% of these were cancelled due to COVID. But for the events which did take place, having them online was important. We shared the events taking place on our Social Media channels as well.

**Our Social Media reach increased in 2020 by 30% to 40,000 subscribers.** Our YouTube is making a huge step forward thanks to the help of our volunteer team. Instagram is growing as well.

### Social Media



### Office, Staff & Contracts

We continued to **expand the EXARC team** of volunteers; in 2020 the team grew from 60 to over 100 people.

The **office space** which we rented early 2020 was not used much, but it has several advantages. EXARC received a discount on the rent for 6 months due to COVID.

In 2020, the Secretariat was managed by a freelance coordinator and the EXARC director. They spent together 2,973 hours. The Chief Editor of the Journal worked 404 volunteer hours. The rest of the volunteers spent about 3,232 hours and the Journal team about 1,200 hours. Our volunteers help with conferences and new projects like FinallyFriday and Podcast. All together this equals 4 FTE.

In 2020 EXARC paid a regular fee to our freelance staff member for 2 days a week of work.

The 2019 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 Caroline Jeffra). At the AGM, members unanimously agreed with the Year Report. The EXARC AGM took place by e-mail and took about four weeks.

There were no in-person board meetings this year.

We finalised the **EXARC Vision** for the coming years and will implement it in the near future.