

EXARC year report 2007

As presented at the AGM, February 10th, 2008

For an overview over EXARC's goals and history, we refer to the website www.exarc.eu. EXARC is the association of archaeological open air museums in Europe. In 2007, the number of members raised with 9. With 1 member leaving the organisation (Pajauta from Lithuania), the total number of members was by the end of the year 48.

Board

The board of 2007 existed of 10 people: *Björn Jakobsen* (SE) chairman, *Wolfgang Lobisser* (AT) vice chairman, *Roeland Paardekooper* (NL) secretary, *Ulrike Braun* (DE) treasurer and 6 members: *Kjersti Jacobsen* (NO), *Ilaria Pulini* (IT), *Peter Vemming* (DK), *Geir Sør Reime* (NO), *Gunter Schöbel* (DE) & *Arwo Pajusi* (SE). There have been 3 board meetings at all consecutive *liveARCH* conferences.

There have been 48 emails when the secretary informed the board or sent out a query. In 2006, this happened 30 times. EXARC (not just the board) is growing and needs to adjust its ways of communication and structure to this.

The secretary spends averagely about 5 hours per week on EXARC. This is including direct contact with the members, keeping the website up to date as well as processing orders of EuroREA. In order to develop EXARC, a secretariat would be operational at about 8 – 10 hours per week.

Constitution Committee

At the Annual General Meeting (AGM) in Scotland, a committee was installed to look into improving the EXARC constitution. This should enable EXARC to grow in the years to follow and offer solutions to matters of defining 'our kind of museums' as well as being able to assess if our (prospective and current) members fall within such a definition. Maybe in the future, not only will we be able to state if an organisation fits our definitions or not, but will we be able to offer tools for self assessment and individual improvements. The committee convened in September in Denmark and advised the board accordingly.

EU

The Delphi Project – officially ended in June 2005 – continued with a website, hosted by EXARC. The project is run by Unteruhldingen, the web space and the such is paid by EXARC. The Delphi website had 75 visits per day in 2007 (57 in 2006, 30 in 2005).

The *liveARCH* project had a good first year, with meetings in the Netherlands, Scotland and Sweden. In both latter cases, EXARC members were invited but not many attended. This is point of attention for the future.

Surveys 2001 – 2007

In previous years, a lot of information was gathered from the members, mainly of the archaeological open air museums. This has now been combined into one large overview. Plan is to summarise it to one single page per member, have it nicely designed and present it to new and existing members.

liveARCH has developed a standard visitor survey, which all of their 8 partners will execute simultaneously in 2008. Data will be collected and summarised locally, but the results will be collected by the Scottish Crannog Centre who will process them. Any EXARC member who likes, were invited in Winter 2007 to join this small project within *liveARCH*, being able to compare to other archaeological open air museums across Europe.

Contacts with EXAR

We have established direct contact with the board of our sister organisation. Different propositions have been exchanged to come to an official cooperation, possibly but not necessarily leading to a merge of the two associations. The EXAR board members are on the EXARC mailing list and receive our journal EuroREA and the same counts the other way around. The EXARC board has suggested EXAR in 2007 to extend this to all members of both associations receiving both journals. A proposition is awaited for those organisations who are member of both associations (double subscriptions). As a step into the right direction, EXARC is already since December 2007 adding subtitles in German to its news mails, which is explained further on in this report. Plans are being developed for a joint conference in Autumn 2009.

Communication

Our most important channels of communication are the website and our journal EuroREA. Main target groups are our colleague archaeological open air museums and their fans / professionals.

Internal communication – News mails

EXARC communicates with its members and affiliates by email. In 2007, this happened 23 times. By using a mass-mailing e-mail programme, members can be better served with the right information. Late in 2007, the decision was taken to have all news mails bilingual. Although English remains the official language, German versions of the news mails are since made as well.

The website

The old EXARC website had been on line for 3 years when in 2007, it was decided to prepare a new one. Not only did the graphic design need work, we needed to profile EXARC better. The website should first and foremost inform about the association and its members, and on the second place be a starting point – a portal – for colleagues and others professionally interested in archaeological open air museums. The new website meant an investment of about 100 hours by our web designer Magda Zielinska, who does so as volunteer work. The board is very thankful for this fantastic work. She keeps maintaining the site with an average of 1 hour work per week.

Every members should link to EXARC homepage www.exarc.eu. Although attempts have been made to persuade members, this does not work.

The EXARC website had 102 visits per day in 2007 (57 in 2006, 46 in 2005). The most popular pages on the EXARC website are shown in the table below. In *italic* the pages which are not anymore directly available in 2008:

	2007	2006	2005	
1. (1) <i>Calendar of events</i>	3.378	2.313	1.945	46%
2. (2) EU projects	3.201	2.208	2.741	45%
3. (4) Members' presentation	2.368	1.808	1.631	31%
4. (5) EuroREA	2.103	1.536	668	37%
5. (6) Meeting	1.955	1.404	1.482	39%
6. (3) <i>Bibliography</i>	1.815	1.956	1.235	-7%
7. (7) <i>Links</i>	769	924	1.272	-17%
	15.589	12.149	10.974	28%

EuroREA

As reported by J.K. Dvorakova, Editor in Chief EuroREA

Year 2007 saw preparation of the 4th volume of the Journal 'EuroREA'. It was published in the autumn bringing together 15 articles from authors from 11 different countries. The volume was easily filled with many of the authors of the articles approaching us with their work. Because the number of pages was cut from 100 to 72 to keep the overall weight below 250g and thus significantly cut the international postage from the Netherlands, two articles have been retained for volume 5. Another measure intended to keep articles short, the content of the journal varied and at the same time not to compromise publication of more complex pieces, was the introduction of dual journal/internet publication of chosen articles. In 2007 the move affected three of the contributions. During the preparation we contacted the remaining authors of contributions to the ESF workshop in Århus in 1987 and gained permissions for those papers which have not been published or lost topicality. The launch of the new website brought the possibility to subscribe which has already been used, mostly by institutions. Overall, in 2007 we have sold 564 copies, 174 directly and 390 for resale. In terms of direct sale that is nearly three times as many by comparison to the years 2005/2006 together. The roles of the EuroREA team have spread more with Karola Müller taking responsibility for gaining adverts and Camille Daval for wholesale.

In 2008 we would like to add two more pages of adverts to raise more money and hopefully gain a healthy budget which would allow us to eventually switching to two numbers a year. At the moment we are working on volume 5 to be published in early autumn. At the end of 2007 volume two had sold out and we are considering the possibility of selling single articles.

Attachment 1
Finances 2007

As reported by *Ulrike Braun*, treasurer EXARC

Biggest challenges of 2007 were the transfer of finances from Unteruhldingen (DE) to Hitzacker (DE) and the implementation of EuroREA in the books.

The balance of our account at January 1st 2007 was € **1.922,62**. On December 31st, 2007 this was € **2.567,68**. In 2007, we had an income of membership fees € **1.235,00** and EuroREA fees of € **4.304,16 (+€ 800,00 Advertisements)** and total expenses of € **5.759,10**.

The finances were examined by *Marlise Wunderli* and *Eddie Wills*. The results are in a separate declaration.

Income and Expenses EXARC

	2005	2006	2007
Income			
Account Unteruhldingen 2006			1.914,62 €
Account Paardekooper			23,00 €
Membership fees 2005	1.350,00 €	15,00 €	50,00 €
Membership fees 2006		1.505,00 €	215,00 €
Membership fees 2007		50,00 €	780,00 €
Membership fees 2008			240,00 €
interest income		15,52 €	1,10 €
total income		1.585,52 €	3.223,72 €

Expenses			
secretarial costs	100,00 €	150,00 €	
costs for signboards		255,78 €	
postage and packing	167,52 €	106,72 €	82,73 €
cost for website	209,44 €	262,18 €	219,90 €
Traveling Aid K. D.		39,40 €	103,23 €
costs for bank account	1,47 €	4,95 €	4,95 €
total expenses	478,43 €	819,03 €	410,81 €
Balance	1.171,13 €	1.937,62 €	2.812,91 €

Income and Expenses EuroREA

			2007
Income			
sales			4.180,87 €
sales UK			123,29 €
Advertisements			800,00 €
total income			5.104,16 €
Expenses			
Design & Printing			4.611,25 €
Costs for bank account			29,00 €
Postage and packing			700,64 €
ISBN costs			7,50 €
Total expenses			5.348,39 €
Balance			-244,13 €

Income and Expenses Great Britain

	income	expenses	
EuroREA	€ 698,16	€ 575,68	
EXARC	€ -	€ 8,55	
TOTAL	€ 698,16	€ 584,23	€ 113,93
Transferred to EXARC			€ 123,29
Overpaid			€ 9,36

EXARC account 2007

Balance 01.01.2007	1.914,62 €
Balance 31.12.2007	2.567,68 €
Earnings	653,06 €

Balance 01.01.2006	1.171,13 €
Balance 31.12.2006	1.937,62 €
	766,49 €