

EXARC year report 2011

To be presented at the AGM, April 14th, 2012

Members

The number of EXARC members raised in 2011 with 19. End of 2011, EXARC counted a total of 100 members, 34 of which were individuals. The past two years, we are growing faster than before, mainly with individual members (total growth, 2010: 16, 2009: 8; 2008: 11; 2007: 9; 2006: 8; 2005: 3).

There are good and bad events with our members. In February 2011, we lost our valued member, Jānis Apals from Latvia. He was not only important to experimental archaeology and archaeological open-air museums in Latvia, but his energy was vital for EXARC as well. We commemorated him at our AGM in Calafell, 2011.

June 2011, a large collection of prehistoric pile dwellings in the Alpine area were recognised by UNESCO as World Heritage. The designation 'UNESCO World Heritage' is getting more important especially in combination with museums which are perfect partners to interpret this importance to the public. In this case, the Lake Dwelling Museum in Unteruhldingen is playing an active and coordinating role.

Board

The EXARC Board of 2011 existed of 6 people: *Ilaria Pulini* (IT) Chair, *Peter Vemming* (DE) Vice Chair, *Steve Burrow* (NL) Secretary, *Jack Veldman* (NL) Treasurer and Board members *Geir Sør-Reime* (NO) & *Hans Reschreiter* (AT). 2011 marked the first year of the rotation scheme for Board members where each member is elected for three years, with a chance for re-election.

There have been 4 Board meetings in 2011: a teleconference in January and in April, and a meeting in person in July and October. In 2012, there have already been two teleconferences in 2012.

Secretariat

Roeland Paardekooper has left the Board and became EXARC's Director and head of the Secretariat. Further employees are *Katerina Dvoráková* (Chief Editor EXARC Journal), *Jodi Reeves Flores* (Editor EXARC Journal) and *Magdalena Zielińska* (book keeper and designer).

EU

EXARC helps setting up and running EU cooperation projects for and with their members.

The 2.5 million Euro project OpenArch had a slow start in 2011, with as most important result a sense of ownership among the 11 partners. Two partners needed to be exchanged for others. Here EXARC played a vital role. 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.

Both our learning Partnerships, Didarchtik & Zeitgeist, are coming to an end in 2012. The activities in 2011 went well (six meetings in six different countries) but in both projects some time and attention is needed to get the resulting products in order. EXARC's task is to coordinate and ensure transnational cooperation. Besides that, EXARC is responsible for several of the products, like the websites of the projects. We also spent much attention to these learning partnerships in our EXARC Journal.

ICOM

EXARC has the status of Affiliated Organisation of the International Council of Museums ICOM. It is a trial period of three years which ends by December 2012. There are several ways how EXARC members can contribute to the think tank ICOM and how they can be beneficial for us in reaching our goals. EXARC cooperates on ICOM with the Lead Partner of OpenArch, Calafell. The costs for membership of ICOM for our members are a point to look into.

EXARC meeting

We held our 17th EXARC Meeting in Calafell in March 2011, going along with the 6th international archaeology meeting there, a biannual conference, on (re)construction in situ, pro or contra. The papers were from a broad group of non-EXARC members which made it very interesting.

In early October, EXARC was invited to take part in the Borger Meeting in the Netherlands, a combination of the OpenArch and the Zeitgeist project. Basic theme were new ways to reach the public in archaeological open-air museums, from simply making a YouTube movie on the presentation of a skill in your museum to full range guided tours on smartphones or tablets.

PR & Communication

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.

EXARC is active on Facebook the AOAM group counted at the end of 2011 467 members (2010: 400, 2009: 250). The EA group counted at the end of 2011 1,328 members (2010: 1,275). On LinkedIn, our group on EA is growing rapidly since November, to 123 members by the end of 2011. On Twitter, we have 210 followers and so far have sent 1,044 tweets.

May 2011, EXARC was represented at a fair for young archaeologists in Germany – a good chance to try out how we can promote our members. A dozen members had sent us their promotional material, which we are still using at several occasions through the year. In the future, we could join cultural tourism fairs, provided that the people representing EXARC are from the country itself, and are not flown in from elsewhere.

The website

In 2007, we had remade the EXARC website for the last time. With the new EU projects, EXARC becomes ever more a portal site. May 2011 the 4th generation EXARC website was up and running: we used a CMS for the first time. A few months later, we changed the design and structure. Now the site is divided between EXARC (general), EXARC Members, EXARC Journal and EXARC Projects. Early 2012, the website is being expanded with material from Roeland's old website Public Archaeology and new content, produced by our EU projects is coming gradually online, like for example the glossary.

The website is being visited much better: 14,000+ in 2011 (2010: 10,000+, 2009: 8,000+). In 2012, with the first online Journal out in January, these numbers skyrocketed.

EXARC Journal

Between the end of 2010 and beginning of 2011 we received more than 100 pages of material for the 2011 volume of EuroREA, which at the end of 2010 was renamed EXARC Journal. The work on the journal was repeatedly postponed due a series of imposed changes. Finally, in the autumn 2011, a new format of the journal reflecting both the amount of material submitted and the financial restriction was decided on. The new journal will be published online three times a year. In addition to the online journal a Digest will be printed once a year containing the best articles. This new strategy led to the first Digest being published in November 2011, followed by the first online volume in January 2012. Most of our authors do not have problem with the change to electronic publishing (so far we have lost only one author), and the first volume presented most of the material submitted for the 2011 volume.

Two further volumes should be published in May and October 2012. There should also be a second volume of Digest. The plan is to have at least three articles in each of the reviewed sections and to add articles in the miscellaneous sections throughout the year to keep their actuality and the site fresh.

We are attempting to tailor the editing system to the current needs but this will be revised at the end of 2012.

Finances

In the beginning of 2011 Magda Zielinska took over the daily administrations from Ulrike Braun, former Treasurer. We started the year with 5 different accounts (in the Netherlands, Germany and United Kingdom) and over € 17,500 (of which more than € 10,000 from Didarchtik to spend), by the end of the year we closed all but the Dutch accounts (pay account and saving account) and PayPal with over € 33,500 (of which € 6,000 from Didarchtik to spend and over € 26,500 OpenArch). We have spent more than we had to (especially on PR), but that means that coming years we can spend less to meet the appointments.

Members

Over the year 2011 we have got almost all membership money in time, due to a very strict administration procedure and monthly reminders. We have also got some money from 2010. In total over € 6,000.

PR

In 2011 much has been invested in the Corporate Identity, the EXARC Journal Digest, the website and various products (almost € 10,000 own investment), next to it almost € 20,000 has been spent from EU money (Zeitgeist, Didarchtik and OpenArch) on websites.

EU Projects

A few partners from Didarchtik supported EXARC with a sum of € 500 for extra products (a total of € 3,000). It has been decided that some common costs of OpenArch will go through EXARC (website, hosting, community manager et cetera). Late October 2011 € 36,900 has been transferred to EXARC from Calafell (the OpenArch lead partner), with that the decision has been taken to start working on the OpenArch website. We are however still waiting for the € 7,500 to cover all costs connected with making websites, hosting, and € 10,000 to pay for Community manager (the work has started a year ago).

Journal

The EXARC Journal Digest was printed in October, 500 copies for € 2,250, editors got extra money this year (€ 1,200 instead of € 500 of last year). We did not sell that many Journals in 2011, as it was decided to give old euroREA away as much as possible, and to not sell the new Digest. But with all the advertisements and EU support the Journal has covered itself.

Board & Administration

The EXARC Director got € 800 for 2011, instead of the € 500 in previous years. The Bookkeeper got € 500 (new post).

We got donations for the travel to US in October 2010, the money from 3 members arrived in the first few months of 2011.