



STICHTING
EXPATRIATE ARCHIVE CENTRE
ANNUAL REPORT 2013



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1. Management Summary

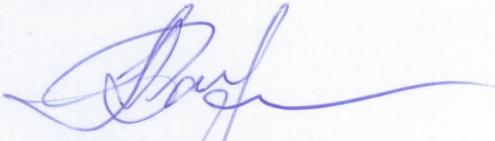
Here are the EAC highlights of 2013:

- The Archive continued to expand rapidly: ten new donations acquired, bringing the total number of collections to 133 (family archive), 12 (workshop), 13 (research/internships), 1 (history of the archive), 1 (Outpost), 1 (Radio Nederland Wereldomroep), 1 (library), 1 (documentation), 1 (newsletters), 1 (international schools);
- The first Academic Symposium organised by the EAC;
- Total number of volunteers has reached 49, with an average of 19 volunteers engaged at the same time;
- Successful replacement of the EAC director.



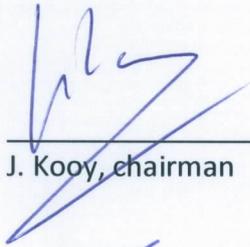
STICHTING EXPATRIATE ARCHIVE CENTRE

The Director:

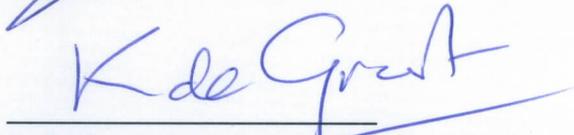


K. Racina

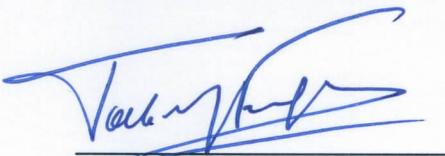
The Board:



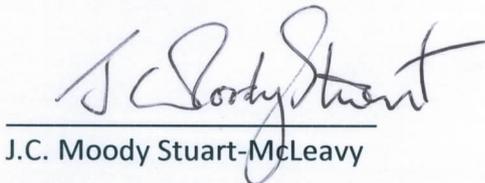
J. Kooy, chairman



K. de Groot, treasurer



T. Hadjitofi-Georgiou



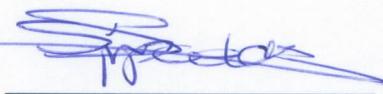
J.C. Moody Stuart-McLeavy



M. Huisman



I. Franklin



S. Spoelder

The Hague, 30 June 2014

2. Report on Activities

2.1 Promotion

2.1.1 Events

The highlight of 2013 was the Academic Symposium that took place on 11 April. This Symposium was generally considered a great success. The topics, the diversity of the content and the scientific approach were found to be most interesting. However, more time for discussions and interactions would have been appreciated. The staff, as well as volunteers involved in the organisation of this event did an amazing job. The EAC will stay in touch with participants by updating them on developments at the EAC. The recognition of the value of this Symposium helps to expand the EAC academic network beyond the existing group of participants.

During 2013 the EAC staff attended a number of fairs and events in order to further promote the work of the EAC. Usually the reactions are positive and people are curious to learn more about the EAC. The PR activities are focused on three major groups and they are meant to acquire new collections, to attract more researchers and volunteers. The EAC also offers tailor-made presentations to interested groups, as well as companies. In 2013 such specific presentations were given to the staff of ICTY¹, members of the IWC², students of the Leiden University College and participants of the FAWCO³ regional meeting. These presentations have led to the acquisitions of new collections. This approach not only lets the EAC reach out to its target groups, but also optimizes the use of the EAC staff members' time.

The EAC held three information mornings at the EAC which were well visited by a maximum number of 12 attendants per session. As a result we received some donations and new volunteers were recruited.

Throughout the year 2013, all staff - as well as a number of volunteers – further attended events, meetings, gatherings, etc., where the work and mission of the EAC could be promoted.

The PR activities targeted different audiences and could be divided into the following categories:

- Fairs targeting the expatriate community:
 - Feel at Home in The Hague Fair (The Hague, September);
 - International School Fair (The Hague, September);
 - Expatica fair - I Am Not a Tourist (Amsterdam, November).

¹ International Criminal Tribunal for the former Yugoslavia;

² International Women's Contact The Hague;

³ Federation of the American Women's Clubs Overseas.

- Events organised by national and regional archives and/or archival organisations:
 - KVAN⁴ days (Amsterdam, June);
 - BRAIN⁵ meetings (Delft, July);
 - International Council on Archives Annual Conference (Brussels, November);
 - Award Ceremony Competition “*Stuk van het Jaar*” (Amsterdam, October);
 - Opening of “*Het Geheugen Paleis*” exhibition at the National Archives of the Netherlands (The Hague, October).
- Events organised by universities:
 - Erasmus University "Master Thesis Market" (Rotterdam, October);
 - Webster University Career Fair (Leiden, November).
- Presentations/events organised by the EAC itself:
 - For staff of the ICTY (The Hague, October);
 - For members of the IWC (The Hague, December);
 - For participants of the FAWCO regional meeting (Rotterdam, October);
 - For students of Leiden University College (The Hague, November).
- Other events:
 - Debate and information stand at The Flying Dutchman (The Hague, April);
 - Global Connection Anniversary (Amsterdam, May);
 - Shell Outpost Information morning (The Hague, September);
 - Rwanda Celebration of Independence (The Hague, July);
 - Anniversary of International Women’s Contact (The Hague, October).

2.1.2 Website and Social Media Statistics

Website

- 4,638 users (down from 4,742 in 2012);
- 22,481 page views (up from 15,329 in 2012);
- 64.8% new visitors, 35.2% returning (returning visitors up from 22%);
- 57.3% from the Netherlands, 12.7% US, 6.3% UK;
- Most popular pages (after homepage) - About Us, Research, Symposium, News;
- Known traffic sources: 12% search, 11% direct, 9% referral, 5% social, 1% email;
- Top referrers: ACCESS, Wikipedia, denhaag.nl, Expatica, lamExpat, OnsDNA.

⁴ Koninklijke Vereniging van Archivarissen in Nederland - Royal Association of Archivists in the Netherlands;

⁵ Branchevereniging Archiefinstellingen Nederland – Branch Association of Archival Institutions in the Netherlands.

Facebook

Numbers: Increase in Likes from 350 to 529.

Engagement: “Reach” of posts varies through the year, but there is a steady stream of likes, comments and sharing. April’s symposium saw a spike in interactions with a reach of 653 people on one day alone (compared to a current average reach of 500 per week).

Twitter

Numbers: Follower count rose from approx. 1,300 to approx. 2,500.

Engagement: There is a constant and healthy level of re-tweets and interaction. We seem to attract quality follows from expats, archives, publications and expat-related organisations.

Other social media

LinkedIn: The EAC page and LinkedIn group have proved useful tools in spreading specific messages such as new website articles and volunteer vacancies. Reaching new people on LinkedIn remains a challenge.

Pinterest, Flickr and Tumblr: These channels did not lead to quality interactions so their usage has been reduced. Flickr and Pinterest were used to promote “*Stuk van het Jaar*” and may be useful in future for similar specific events.

Note: These statistics do not include the online catalogue at adlibweb.xpatarchive.com

2.2 Acquisition, Processing and Archiving of Collections

The marketing and PR efforts resulted in a record number of donations in 2013. We received 10 new collections and six additions to previously acquired collections. Most notably was the quality of the donations, which consistently seems to be good.

2.2.1 Acquisition

In 2013, the EAC acquired the following collections:

- digital archive of Radio Nederland Wereldomroep, including the broadcast website and children's website;
- three interesting additions to existing private collections;
- seven new private collections.

2.2.2 Processing

In the area of processing, the following was achieved:

- 160 collections were entered in the Adlib system;
- almost completed the transfer of collections from CALM to Adlib;
- added Library, Documentations, Workshops, Research/internships and History of the Archive sections to Adlib.

2.2.3 Archiving

During 2013, the following was achieved in the area of archiving:

- negotiations were started in September with Director Maarten Schenk regarding the EAC's use of the Municipal Archive of The Hague expertise and depot;
- following a successful meeting with Sheila Anderson of King's College London in June, agreement was reached to share with the EAC expertise in the area of digital archives;
- agreement reached in July with Philip Gale of the National Archives UK on sharing expertise in the area of private archives;
- agreement reached in August with Charlotte Eymael of the Royal Family Archive (Koninklijk Huisarchief) to share experience in using Adlib.

2.3 Research

In the year 2013, seven research requests were received and undertaken:

- Janneke Burks (Utrecht University) - Master Intercultural communication thesis research;
- Loes van de Beek (Maastricht University) - Bachelor Cultuurwetenschappen, oral history of transnational families;
- Mirjam van Burkhard (Erasmus university) - Master thesis literature research on expats and transnationalism;
- Esther Hovens (Royal Academy of Art The Hague) - photography project: "Legal Aliens: Home of the Expat";
- Jennifer Kelly (personal research) - researching oil drillers from Petrolia, Canada;
- Kalle Kuikkaniemi (Academy of Art and Design St. Joost) - photography project: "The feeling of disconnectedness as an expatriate";
- Ricardo den Brinker (University of Applied Sciences Rotterdam) - helping expat targets choose an energy supplier.

We also received 18 other enquiries from both local and international researchers requesting information regarding expatriate statistics, Shell history and expatriate history for expat club magazines and conferences. Many of these the EAC assisted with general information.

The Master Thesis Market of the Erasmus University (Rotterdam) in 2012 resulted in a research project and internship by Mara Sfountouri, an international master student. In 2013 she studied the impact of new communication technologies on the expressions of national identity and nostalgia in expatriate's letters, 1979-2009. Her supervisor was Dr Marijke Huisman, associate professor at the Erasmus University and an EAC Board member. Mara also played an important role in the organisation of the EAC Symposium.

In addition, the following universities were approached to attract academics and students for research and internships:

- University of Humanistics (Utrecht);
- Institute for Social Studies (The Hague);
- University of Applied Sciences (The Hague);
- Leiden University College (The Hague);
- Amsterdam Business School (Amsterdam);
- Webster University (Leiden).

2.4 Staff and Volunteers

In 2013 the EAC employed four people – Elske van Holk (Director; January-June), Kristine Racina (Director; June-December), Rosita Arnts (Archivist), Peta Chow (PR Manager) and Catherine Swindles (Office Manager).

Volunteer activities at the EAC were undertaken by 49 persons (compared to 29 in 2012). At any one time, there was an average of 19 volunteers working at the EAC. On average, 17 volunteers worked on archival activities and two assisted with PR and marketing activities. In September 2013, as in 2012, we started a waiting list due to overwhelming interest in volunteering at the EAC.

Compared to previous years, in 2013, the EAC attracted an increased number of volunteers with specific skill sets and backgrounds relevant to the EAC's work. For example eight of the 2013 volunteers had academic backgrounds in history, three had library/archival backgrounds and other volunteers had skills useful for the EAC such as graphic design, linguistics and marketing/communications.

In addition to volunteers, three interns assisted with the work of the EAC over 2013: Mara Sfountouri (Erasmus University Rotterdam) from February to April; Patrizio Luciani (University of Rome) from March to April; and Giulia de Rosa (University of Padua) during June. Interviews with three more interns from Erasmus University Rotterdam took place.

In April, the EAC also had three students on “maatschappelijke stage” (community related internship) from Gymnasium Novum (Voorburg) for one week.

In May, a volunteer survey took place. In response to its results the following actions were taken:

- the working hours of the EAC were extended to Monday-Thursday from 10 till 16 hrs;
- a volunteer attendance registration system was evaluated and improved;
- a volunteer afternoon get-together was instituted in addition to the usual EAC End of the Year party;
- the procedures for volunteers will be updated.