

EXARC.net

SINCE 2001

... Where

Archaeological Open-Air Museums

▪ **Experimental Archaeology** ▪

Ancient Technology ▪ **Interpretation**

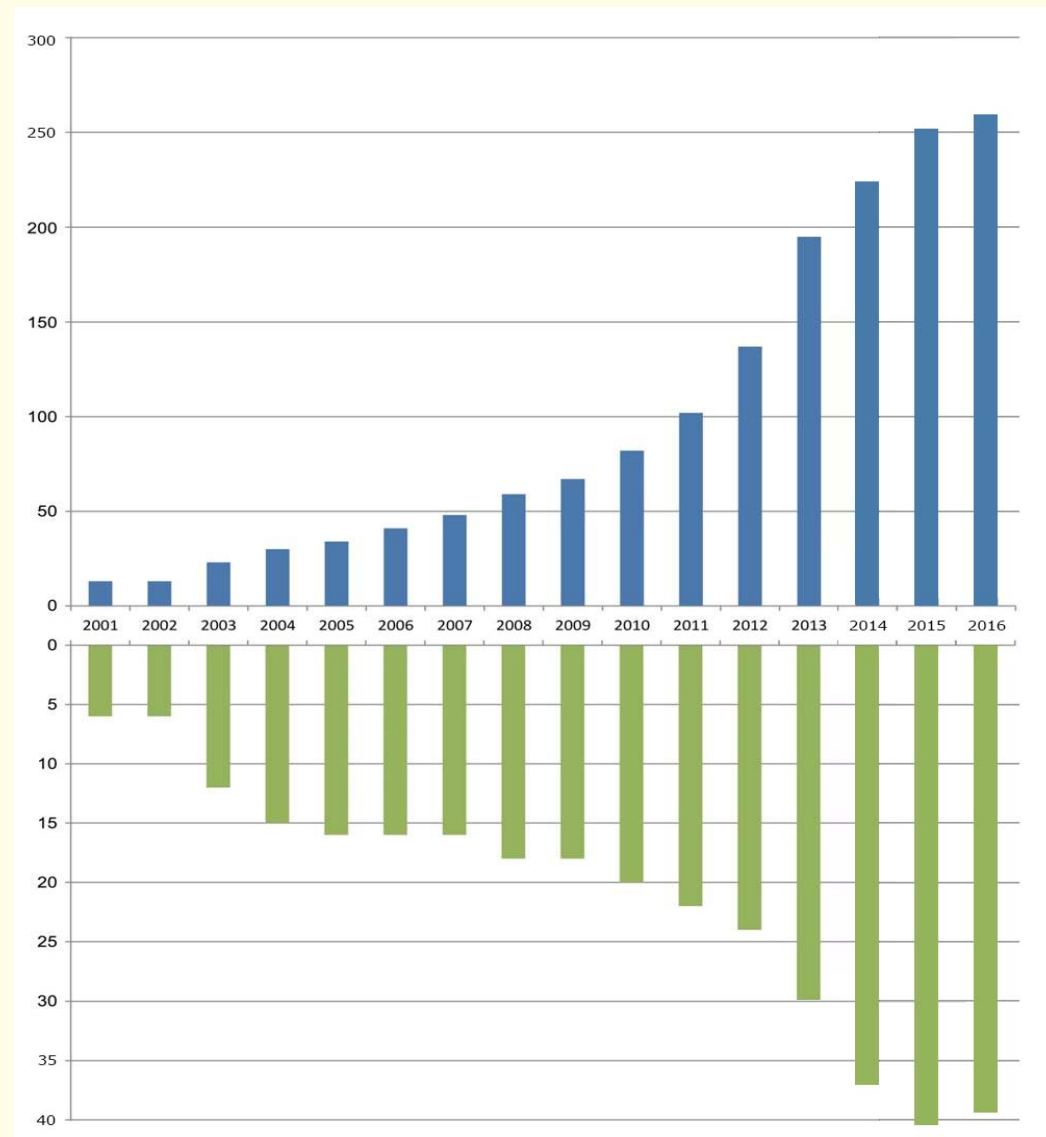
Meet ...

EXARC

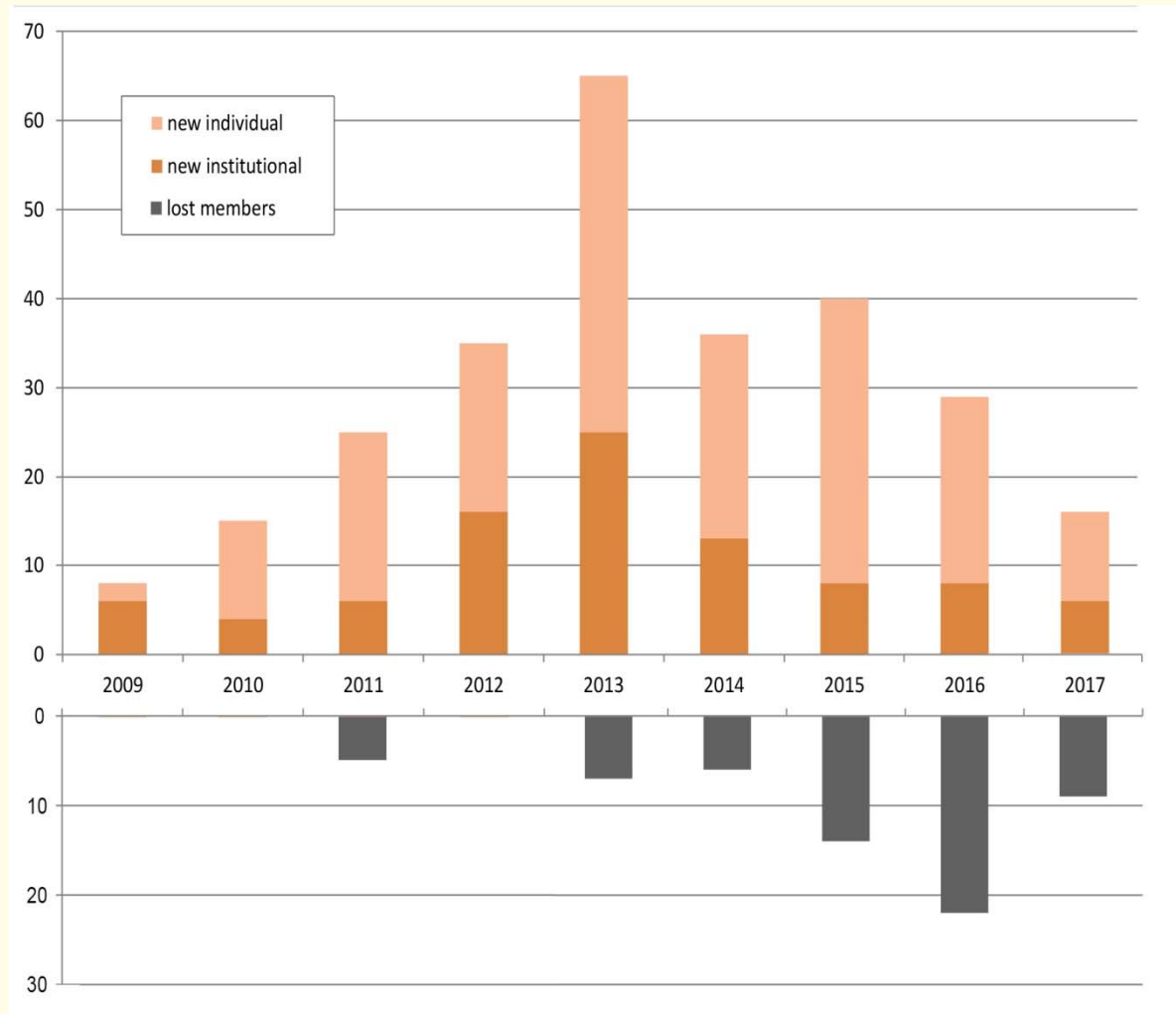
EXARC 2016 Report

NUMBERS AND STATISTICS

- ✓ The number of EXARC members rose last year from **251 to 258**.
- ✓ At the end of 2016 we had members in **39 countries**.

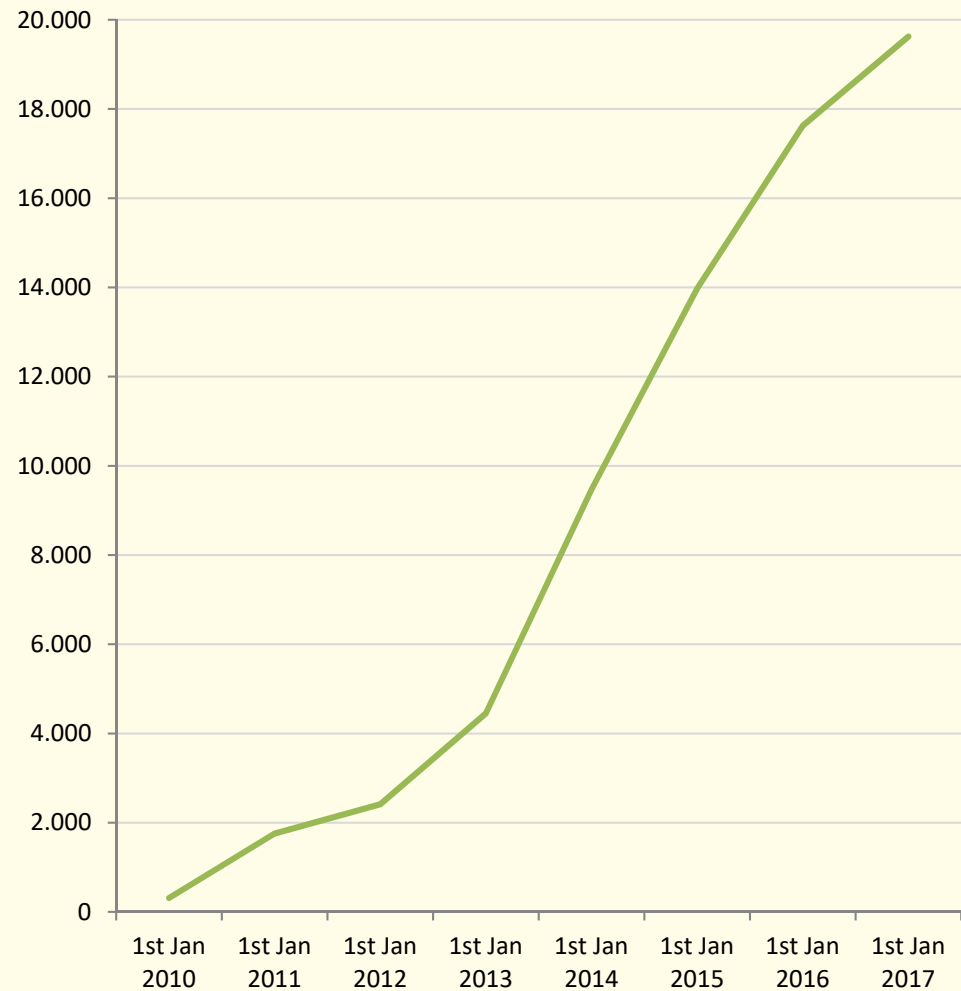


- ✓ Although we are growing – **29 new members** – we also lost **22 members** in 2016.
- ✓ **9 members** so far also told us they will stop in **2017**.
- ✓ We got **16 new members** till 01 April 2017.



- ✓ Unpaid invoices by the end of 2016 accounted for **€ 385 from 5 members**, and € 95 from 2 new members who joined in December.
- ✓ Our growth is the same as last 5 year: **25-30 members a year** (with exception of 2013 – 65 new members).
- ✓ We lost **22 members**, mainly individuals and students, members say it is due to unemployment, or reorganization at the work floor.
- ✓ We offered **3-year Journal subscriptions to SPT members**, with discount (12 did).

- ✓ On Social Media we reach an audience of almost **20,000 people**, spread over different groups and pages. We grew **11%** within a year.
- ✓ We had an increase in website visitors with **12% to over 100.000.** per year. The stream of visitors from the US increased from **20% to 29%.**



PR & PRODUCTS

- ✓ 2 Printed EXARC Journal Digests
- ✓ 4 EXARC Journals online
- ✓ Work on websites



- ✓ **Two Printed EXARC Journal Digests in 2016 (May & November)**
- ✓ **22 articles from 1 to 5 pages**

Note: We recruited seven new editors and now have nine.

The screenshot displays four issue summaries for the year 2016, arranged in a 2x2 grid. Each entry includes a cover image, the issue title, copyright information, ISSN, a brief description of the issue's content, and a 'Read more' link.

- Issue 2016/4:** Fourth online issue of the 2016 EXARC Journal contains 9 articles divided over three sections. 5 articles are open access (Mixed Matters), 4 are for EXARC Members only.
- Issue 2016/3:** Third online issue of the 2016 EXARC Journal contains 10 articles divided over two sections. 4 articles are open access (Mixed Matters), 6 are for EXARC Members only.
- Issue 2016/2:** Second online issue of the 2016 EXARC Journal contains 14 articles divided over two sections. 8 articles are open access (Mixed Matters), 6 are for EXARC Members only.
- Issue 2016/1:** First online issue of the 2016 EXARC Journal contains 9 articles divided over two sections. 4 articles are open access (Mixed Matters), 5 are for EXARC Members only.

- ✓ **Four online EXARC Journal Issues (February, May, August and November) 42 new articles were added.**
- ✓ **Online Issues from 2014 went open access (22 articles).**

- NAVIGATION
- JOURNAL Sections
 - Archaeological Open-Air Museum
 - Experimental Archaeology
 - Ancient Technology
 - Interpretation
 - Mixed Matters



- ✓ In November 2015 we started a campaign to raise funds for a new website. We had a special **Crowdfunding website**.
- ✓ From January 2016 we also have an **Auction**, where we sold the EXARC journal, books and events of the members.



- ✓ **Reinventing EXARC** - we collected **€ 2.782**
- ✓ From **OpenArch partners** we got **€ 4.800** to keep the OpenArch websites safely online till 2021

What we did (1st Phase):

- ✓ April - July: **we moved the Bibliography to tDAR.** It needed to be cleaned first, and also cut from the other content.
experimentalarchaeology.net

The screenshot shows a web browser window with the URL experimentalarchaeology.net. The page features the tDAR logo (The Digital Archaeological Record, A SERVICE OF DIGITAL ANTIQUITY) and navigation links for News, About, Using tDAR, Why tDAR?, and an UPLOAD button. A search bar is also present. Below the navigation, there are buttons for Search, Browse, Explore, SIGN UP, and LOG IN. The main content area is titled "EXARC Experimental Archaeology Collection" and includes a welcome message, a description of the collection, and a list of other and temporal keywords. The "Other Keywords" list includes: archaeological open-air museum, construction of building, Ethnoarchaeology, Ceramic, Education, stone, boat or ship, Iron, Experiment, Textile. The "Temporal Keywords" list includes: Iron Age, Neolithic, Newest Era, Palaeolithic, Bronze Age, Chalcolithic, Mesolithic, Early Middle Ages, Roman Era, Late Middle Ages. On the right side, there is a large "EXARC" logo and a "View Options" section with "List" and "List (Full)" options.

What we did (1st Phase):

- ✓ July - October: we worked on splitting the EXARC online portal, making all EU websites separate websites, which could one-by-one be cleaned and updated. **We have now five EU websites: openarch.eu, openarchaeology.info, didarchtik.exarc.org, zeitgeist.exarc.org and livearch.exarc.org.**



All is ready for the 2nd Phase: redoing the EXARC website

Extra work done on the websites in 2016:

- ✓ we added 15 new venues to the worldwide listing of AOAMs. The total number was 487 by the end of 2016.
- ✓ We are collecting information from members and adding Events.
- ✓ We sent 12 newsletters to our members.
- ✓ We are cleaning the site and cutting costs were possible.

CONFERENCES

- ✓ March - Small EXARC conference (NL)
- ✓ July - ICOM conference Milan (IT)
- ✓ September - EAA conference Vilnius (LV)
- ✓ November - EXARC & REARC conference (US)

Small EXARC conference, Leiden (NL), March 2016

- ✓ About 25 members convened in Leiden (NL) for a **two-day meeting revolving around a discussion on EXARC's future.**
- ✓ 11 March our host was the **Faculty of Archaeology, University of Leiden** in the person of Prof. van Gijn.
- ✓ Introducing **The Great Human Race** by Dr Bill Schindler
- ✓ 12 March we held our **AGM.**



ICOM conference, “Museums and Cultural Landscapes”, Milan (IT), July 2016

- ✓ EXARC co-organized a session: “The Roman Frontier along the River Rhine.”
- ✓ Our OpenArch WP6 Manual about AOAMs and Museums was presented.
- ✓ About 3,000 museum professionals present.



EAA conference, Vilnius (LV), September 2016

- ✓ About a dozen EXARC members attended, witnessing among others papers about archaeological tourism, visualisation, experiment and reconstruction.
- ✓ About 1,500 participants were present.
- ✓ We visited **Kernave**, EXARC member, and discussed the possibility for **2018 conference**.



EXARC & REARC conference, Colonial Williamsburg (USA), November 2016

- ✓ About 90 people participated, of which about 40 students.
- ✓ A delegation of the EXARC Board had a meeting with the REARC Board.



EU GRANT

- ✓ March – Discussion with Board Members (NL)
- ✓ May – Meeting with several Board members at the ATC (UK)
- ✓ October – writing the proposal
- ✓ November – submitting the application

EU GRANT

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- ✓ March 2017 – news from Brussels:
we missed the Grant by 2 points...

EU GRANT = EXARC plan

- ✓ Migration of people and artefacts incl. educational programs and experiments.
- ✓ Food workshops on prehistoric menu, a new look at what we could cook at AOAMs.
- ✓ Support for members, students & universities.

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**To keep our standards high EXARC must look for other income.
Possibilities are with Sponsors, Foundations and Enterprises.**

FINANCES 2016

EXPENDITURE	2015	2016
Staff	€ 4.487	€ 4.604
Conference and Seminars	€ -	€ 60
PR Products	€ 693	€ 6.172
PR Website		€ 8.994
Postage	€ 2.215	€ 2.757
*reduced FLAT FEE OPENARCH	-€ 539	
Office costs	€ 154	€ 255
Accountant	€ 1.529	€ 1.390
Travels / external contacts	€ 2.111	€ 3.051
Costs Bank	€ 317	€ 273
SUBTOTAL GENERAL EXPENSES	€ 10.968	€ 27.556
49,8% OF OPENARCH COSTS (OWN)	€ 3.517	
OPENARCH COMMON COSTS	€ 17.824	
TOTAL EXPENDITURE EXARC	€ 32.309	€ 27.556

INCOME	2015	2016
Donations	€ 216	€ 2.582
Contributions	€ 17.150	€ 17.736
Adverts	€ 700	€ 500
Sales	€ 1.353	€ 6.313
Conference and Seminars	€ -	€ -
Income Bank	€ 347	€ 377
TOTAL INCOME	€ 19.767	€ 27.508
OPENARCH COMMON COSTS	€ 17.824	
NET TURNOVER EXARC	€ 37.590	€ 27.508
BALANCE	€ 5.281	-€ 48
ACCUMULATED RESERVES TILL END OF THE PREVIOUS YEAR	€ 6.156	€ 11.437
TOTAL RESERVES	€ 11.437	€ 11.389
OF WHICH TO RECEIVE BACK FROM OPENARCH	€ 4.632	€ 4.632

1. Over the years 2011-2015 **our reserves grew to almost € 11,500**. We managed to keep it intact, with a balance of just **- € 48** (and still did all as promised).
2. We were able to **save some costs**: webhosting, staff, postage and at the same time **generated more income** with sales and donations.
3. We are still waiting for 22% of the Grant from the OpenArch project: **€ 4.632**.
Last news is that one invoice was not accepted of **€ 382**
(Note: total amount spent by EXARC was over € 144.000).

	director	admin	graphic	editors	biblio
2016	1023,00 h	404,75 h	209,25 h	313,50 h	43,00 h

- ✓ Editors hours **do not** include the hours made by all the reviewers and editors (abt. 20 people), just the chief editor.
- ✓ Director, Administrator, Chief Editor and Biblio manager are paid a **Volunteer Fee up to € 1.500 a year.**
- ✓ Some hours of graphic / web designer are **paid per job.**
- ✓ The hours of the secretariat form **1 FTE.**

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▪ **Experimental Archaeology** ▪

Ancient Technology ▪ **Interpretation**

Meet ...

EXARC

EXARC

2017 Prospects

PR & PUBLICATIONS

- ✓ We plan to publish two **Printed EXARC Journal Digest**. Both about 36-40 pages. One in April, the other around November.
- ✓ **Four online EXARC Journal Issues** are planned: February, May, August and November. We aim to publish between 40 and 50 articles.
- ✓ **New folders and banners** have been printed.

PR & PUBLICATIONS

We will start with **redoing the EXARC website** - Make a website which can present EXARC on a high level till (at least) **2021**.

New Website - Possible improvements are:

- ✓ Upgrade to higher version & Responsive Design, **New theme** based on a feel of the old one
- ✓ Make the **members' profiles** much larger and more interactive, also the individual profiles. Including improved search on members and their skills, let people edit their own profiles
- ✓ **Newsletters in other languages**

PR & PUBLICATIONS

New Website - Possible improvements are:

- ✓ Prioritize aspects which we are good at like the **Journal**, **Open Access** for the full EXARC Journal
- ✓ Present **Events** better (direct advantage for the public)
- ✓ Better **Embed Social Media**,
- ✓ Upgrade the **Venues** (Public website) to current standards
- ✓ Online **Club Admin Software**

CONFERENCES

- ✓ April: 10th Experimental Archaeology Conference
- ✓ May: Session at the International Congress on Medieval Studies in Kalamazoo, USA
- ✓ June: representation at Times & Epochs Moscow, Russia
- ✓ September: Sessions at EAA in Maastricht, the Netherlands

EXARC PLAN

- ✓ **Migration of people and artefacts** incl educational programs and experiments.
- ✓ **Food workshops on prehistoric menu**, a new look at what we could cook at AOAMs.
- ✓ **Support for individual members, students & universities.**
- ✓ **Make the website more a network platform.**

EXARC PLAN

- ✓ We are going to finalise the vision within weeks.
- ✓ We will submit requests for funding at different **Sponsors, Foundations and Enterprises.**
- ✓ We will start with **Twinning of Members** in 2019.

FINANCES 2017-2018

EXPENDITURE	2016	2017	2018
Staff	€ 4.604	€ 5.500	€ 4.500
Conference and Seminars	€ 60	€ 9.250	€ -
PR Products	€ 6.172	€ 6.400	€ 6.650
PR Website	€ 8.994	€ 8.200	€ 7.180
Postage	€ 2.757	€ 2.600	€ 3.200
Office costs	€ 255	€ 250	€ 250
Accountant	€ 1.390	€ 1.530	€ 1.530
Travels / external contacts	€ 3.051	€ 2.750	€ 2.750
Costs Bank	€ 273	€ 350	€ 350
TOTAL EXPENDITURE EXARC	€ 27.556	€ 36.830	€ 26.410

INCOME	2016	2017	2018
Donations	€ 2.582	€ 25	€ 25
Contributions	€ 17.736	€ 18.600	€ 23.200*
Adverts	€ 500	€ 800	€ 500
Sales	€ 6.313	€ 400	€ 250
Conference and Seminars	€ -	€ 10.250	€ -
Income Bank	€ 377	€ 400	€ 300
NET TURNOVER EXARC	€ 27.508	€ 30.475	€ 24.275
BALANCE	-€ 48	-€ 6.355	-€ 2.135
ACCUMULATED RESERVES	€ 11.437	€ 11.389	€ 5.134
TOTAL RESERVES	€ 11.389	€ 5.134	€ 2.899

* With Membership Fee raise

RAISING FEE

- ✓ Since 2012, our costs have increased because a lot of things got more expensive.
- ✓ With more individual members than ever before, the balance between richer and poorer members changed significantly: in 2011: 2:1; in 2016 it was 1:1.
- ✓ With the new website coming up (the current one is from 2012), we increase our offer again.
- ✓ From 2018-2019 we will offer extra activities to our members.

RAISING FEE

	2017	2018	2017	2018
	Category 1	Category 1	Category 2	Category 2
Institutional Members	€ 125	€ 150	€ 50	€ 60
Individual Members (Europe)	€ 60	€ 70	€ 35	€ 40
Individual Members (Non-Europe)	€ 40	€ 50 *	€ 40	€ 40
Student Members	€ 35	€ 40	€ 35	€ 40

Our system is based upon the Gross Domestic Product (GDP) of countries. The bar is set at the “average EU-28”: Category 1 > average EU; Category 2 < average EU

* Our intention is to slowly merge the categories 'individual membership' Europe & Non-Europe -> every year € 5, so by 2022 they are both the same.

	2013	2014		2015		2016		2017		2018		2019	
		Expenditure	Income	Expenditure	Income	Expenditure	Income	Expenditure	Income	Expenditure	Income	Expenditure	Income
total		€ 19.878	€ 21.271	€ 14.486	€ 19.766	€ 27.556	€ 27.508	€ 36.830	€ 30.475	€ 26.410	€ 24.275	€ 23.905	€ 25.350
balance			€ 1.393		€ 5.281		- € 48		- € 6.355		- € 2.135		€ 2.898
reserves end of the year	€ 4.763		€ 6.156		€ 11.437		€ 11.389		€ 5.134		€ 2.899		€ 4.343
EU OA common costs	€ 5.628	€ 6.596	€ 968	€ 17.824	€ 17.824								
EU OA grant	€ 2.452	€ 4.703	€ 1.173	€ 3.554	€ 4.632								

- ✓ Our long term budget shows that our reserves will grow again from 2019 onward.
- ✓ The numbers are conservative, do not include the possible extra income from VAEE or sources of funding.
- ✓ 2018-2019 based on the higher fees and getting extra 45 members between 2016 and 2019.

THANK YOU