



SOUTH AFRICAN SOCIETY OF ARCHIVISTS



the dcsr

Department of
Culture, Sport & Recreation
Mpumalanga Province



SASA Pre-Conference Workshop

Advocacy and Communication Strategies for Archives and Records Management

Venue: Mpumalanga Provincial Archives, Mbombela, South Africa

Date: 09 July 2014

Time: 08:30 – 16:00

Workshop objectives

A lack of management commitment and the absence of change management and communications are two of the main reasons often cited for lack of successful records and archives programmes in organisations. This workshop is designed to assist delegates in creating and implementing a communications plan that is perfectly aligned to the objectives of the organisation. The following will be covered during the workshop:

- Analyse a typical set of strategic statements.
- Identify the stakeholders for archives and records management (internal and external).
- Determine the various benefits/value that records and archives management would deliver in our organisations.
- Develop a set of communications statements, aligning records and archives to the organisational strategic direction.
- Create a matrix documenting who in the organisations should be the voice(s) of the communications.
- Channels of communication and methods of disseminating the information would be discussed, taking into account the audiences.
- Developing a communications plan for archives and records management.

Delegates will derive the most value if they come to the workshop equipped with a copy of their organisational mission, vision, objectives or values.

Preliminary agenda:

08:30 – 09:00 Tea and Registration

09:00 – 09:30 Introduction

PARALLEL SESSIONS

| VENUE A | | VENUE B | |
|----------------------|--|----------------------|---|
| 09:30 – 10:30 | Extracting the organisational objectives and stakeholders by Paul Mullon | 09:30 – 10:30 | Oral history and historical research in South Africa by Sekibakiba Lekgoathi |
| 10:30 – 11:00 | Tea | 10:30 – 11:00 | Tea |
| 11:00 – 12:30 | Translating records and archives activities into real benefits, and creation of meaningful benefit statements. Paul Mullon | 11:00 – 12:30 | Practical activity on ethical considerations in oral history research by Sekibakiba Lekgoathi |
| 12:30 – 13:30 | Lunch | 12:30 – 13:30 | Lunch |
| 13:30 – 14:45 | Creating the advocacy and | 13:30 – 14:45 | Truth and reliability in oral history: dealing with situation of trauma by |

communications plan for your
organisation by Paul Mullan

14:45 – 15:00 Wrap-up

15:00 – 15:15 Tea

15:15 – 16:00 Closing

Radikobo Ntsimane

14:45 – 15:00 Wrap-up