

Marketing and Public Programming of the Services at National Archives of Zambia

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Introduction

- Despite Zambia having been classified as a lower middle income country last year, poverty levels very high
- Poverty levels means that citizens spend most of their time on looking for basic necessities like food , clothing shelter and health
- Archives critical as they treasure houses
- Critical therefore to market archives to citizens

Why Market archives?

- By knowing the past through Archives we are able to plan the future.
- Archives support accountability and transparency.
- Archives in whatever form inform the future generations of the actions taken today
- Marketing provides justification to funders as to why archives are there

Why Market archives?

- Create awareness among prospective users
- Help in resolving traditional conflicts

Background to NAZ

- Before the arrival of the BSAC the administration of the territories was in the hands of chiefs whose authority depended largely on personality and military strength. During this time, information was passed on from one authority to another orally and this went on from generation to generation

Background of NAZ

- NAZ is mandated by National Archives Act Chapter 175 of the Laws of Zambia, 1995 edition to manage archives.
- In 1891 the BSAC was granted a charter by the British Government that led to the formation of North-Eastern Rhodesia in South Central Africa

Background of NAZ

- The administration was created under the North-Eastern Rhodesia Order in Council of 1900 which formally placed the North-Eastern Rhodesia under the BSAC administration.
- the civil service was established under the Civil Service of North-Eastern Rhodesia Rules and Regulations by Government Notice 1 of 1901.

Background of NAZ

- North-Western Rhodesia in South Central Africa was formed and administered from 1891. In 1899, the North-Western Rhodesia Order in council was passed which formally established the administration and gave statutory rights to the Company.

Background of NAZ

- The BSAC amalgamated North-Western Rhodesia with North-Eastern Rhodesia to form Northern Rhodesia in 1911.
- The arrival of the BSAC administration was the imposition of direct rule over many areas that had been controlled by the traditional chiefs. It is at this stage that we see the beginning of written records which are kept at NAZ.

Statement of the Problem

- Low usage of Archives by users is a cause of worry as NAZ has valuable archives which should be known by all
- Only 120 registered users
- Low visitations to the institution

Objectives

- Is marketing done to users and prospective users?
- Find out challenges faced by National Archives of Zambia in marketing their services.
- Recommend ways in which National Archive can effectively market their services.

Methodology

- Qualitative (Interviews with members of staff)
- Questionnaires to staff as well as members
- Quantitative data was analysed using SPSS package and quantitative data was analysed using descriptive notes taken from open ended questions and interviews.

Findings: *How National Archives of Zambia were Marketing their Services*

- Limited methods of marketing (Annual Exhibitions Event as well as exhibition during library week)
- 90% staff felt more needed to be done to market archives
- More methods of marketing should be done e.g. education activities, conferences and workshop to educate the public

Findings: *How National Archives of Zambia were Marketing their Services*

- There is no marketing plan at NAZ
- Staff said there was low turnout of users

Findings: Awareness

- 67% of respondents said they were not aware of some services such as e-resources
- 65% understood the importance of archives

Findings: Challenges

- NAZ has limited budget
- Staff has had little or no training in marketing of services

Recommendations

- NAZ should train its employees in marketing of LIS
- NAZ to use multiple methods in marketing
- NAZ should mobilise more resources for the purpose of marketing.

THANK YOU