

**Records management surveys as
tools for marketing records services
in the public sector: The case of
Zimbabwe**

Introduction

-the rate of records generation need monitoring to ensure proper records disposal

-records mgt-main NAZ activity through RCs who conduct rec mgt surveys in the public sector dpts

-records mgt staff need to raise awareness (Parker 1999) & one way of doing this is through rec mgt surveys

Defn: Rec Mgt Survey is a systematic procedure used by archivists and records managers to gather info about records not in their custody (Fleckner 1997; Bradsher 1988) about quantity, physical form and type, location, physical condition, storage facilities, rate of accumulation, use and disposal (Charman 1984; Millar 1997)

Methods of conducting a Rec Mgt Survey:

a) Questionnaire

b) Physical form

archivist interviews head of organisation and key staff

Marketing-a social & managerial process involving the activities necessary to enable individuals & organisations to obtain what they need & want through creating and exchanging with others & to develop ongoing exchange relationships (Kotler and Armstrong 2006; Walker and Larreche 1995)

NAZ has 6 Records Centres
mandated to inspect & examine
records of all public sector dpts, and
“carrying out a records survey at
every registry at least once during
every 4 years” (NAZ Act 1986; NAZ
Mission Statement)

-the perceived underutilization of RCs by gvt dpts, parastatals, L.As

-the authors' experience in the NAZ

-the no.& variety of possible users is enormous(Roe 1988), archival institutions have no proper budget for neither marketing nor marketing plans(Ngulube 1999) RCs may use Rec Mgt Surveys as a marketing tool for records services

Statement of the Problem

To what extent are the NAZ RCs utilizing Records Surveys to market their records mgt services to the public sector?

The public sector dpts are not making effective use of RC services bcoz of lack of mktng strategies.

May be RCs aren't providing effective services to users

Methodology

-data were gathered through questionnaires, interviews, literature review, desk research, professional consultation & authors' experience.

Findings and Discussions

a) frequency of surveys-during the period under study Records Surveys were inconsistent

-some dpts were not surveyed and those surveyed had made requests or were close to RCs

-few records surveys done due to unavailability of vehicles.

-Harare & Bulawayo RCs were overwhelmed

b) Awareness of the RC services

some heads of gvt dpts were unaware of the existence of NAZ or RCs in their provinces or the services offered

-some thought NAZ was the Museum

c)Funding

NAZ RCs are underfunded & this has been echoed in other studies (Mazikana 1993; Millar 2004; Kemoni and Ngulube 2007)

-funds required to complete the Masvingo RC, commence work on Gweru RC whose stand has since been acquired(2001)

-funding ;key for records &archival services(Ngulube & Tafor 2006)

***d) Compliance with survey
recommendations by RC staff***

some dpts do not comply with
survey recommendations because of
weak penalties imposed by the NAZ;
no follow up by RC staff; nothing
happens to noncomplying dept

Recommendations

- a) establish purpose built RCs in each province i.e brings services closer to the market
- b) every RC to have its own vehicle
- c) marketing of NAZ records mgt services should start with heads of public sector dpts.
- d) Gvt to implement the new proposed structure

Thank You