

Advocacy and Outreach

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I. Section One: The Purpose of advocacy and outreach

A. First Chapter: Introduction

summary: This chapter will address the importance for archivists, archival organizations, archival community of becoming active in advocacy and raising awareness – within own institution, for legislative purposes, as well as undertaking outreach to raise general awareness of importance and value of archives.

1. **Section 1: Purpose of this volume: providing basic principles, practices, approaches to effective advocacy and outreach, energize archivists/institutions/community to advocate for, raise awareness of value and importance of archives**

2. **Section 2: Defining advocacy and outreach: provide definitions of advocacy, outreach, including related terms/concepts e.g. internal advocacy/awareness, external advocacy, lobbying, awareness, etc. [will SAA dictionary working group’s definitions be available—preferable to have aligned definitions?]**

3. **Section 3: Audience for this volume: archivists at all levels of practice: yes, this means you, not your boss; common excuses for why archivists don’t have time for advocacy and outreach....and why avoiding advocacy/outreach doesn’t wash anymore....**

B. Second Chapter: Why Archives?

Summary: This chapter will address the importance for archivists of answering the question “Why are archives important?”, why being able to express this is essential to effective advocacy and outreach efforts, and what those answers “look like”.

1. Section 1: Why this is the first question in this volume; answering that question is the foundation on which to build advocacy and outreach--without it, advocacy and outreach will lack effectiveness or impact. All advocacy and outreach efforts need to convey an underlying message of the value, importance, and impact of archives.

2. Section 2: Why archives matter for institutions, for researchers/users, for the public. Discussion and examples (or in next section) of each of the following: legal value; fiscal value; administrative continuity; accountability and transparency; truth and reconciliation; historical value; creating new knowledge; cultural heritage.

3. Section 3: Examples : Provide examples of how archives demonstrate the values identified in the section 2. (Maybe 2 or 3 per type, reflect different archival institutional settings: university/colleges, government archives, historical societies, business archives, etc.) Or should more extensive examples go into an appendix?

C. Third Chapter: History of Advocacy and Outreach/Public Programs

Summary: Development and notable activities/initiatives in advocacy and outreach beginning ca. 1900 (note, this is NOT a comprehensive history of efforts—that alone could be its own volume).

1. Section 1: Advocacy: Establishment of archival profession through advocacy in AHA; movement to establish state archives (beginning with AL, GA in early 1900s); establishment of National Archives; growth of private organizations (especially in tandem with social history movement in 1960s); legislative advocacy for history/archives (National Coordinating Committee for the Promotion of History), NARA independence efforts; Task Force on Archives and Society; regional advocacy efforts;

2. Section 2: Outreach/Public Programs: SAA Committee on the Wider Use of Archives; SAA Committee on Outreach; Development of outreach/public program activities in archives; Archives Week/Month; National History Day; publication programs; exhibits; working with students/teachers; promoting awareness; technology/internet/social media

II. Section Two: Doing advocacy and outreach: core concepts and principles

This section will focus on the core elements and practices of advocacy and outreach including: identifying the purpose/goals of advocacy and outreach; identifying the audience/key stakeholders; identifying the “message”, determining who/how to deliver the message; who should be involved in advocacy and outreach.

A. Chapter 1: Parameters for advocacy and outreach

1. Section 1: internal advocacy/awareness/outreach (within our own institution): why/when it may be needed; knowing structure within which to operate
2. Section 2: Legislative advocacy (local, state, federal, international): knowing your boundaries (what you can do legally as person or organization; knowing the structure within which to operate
3. Section: outreach/awareness with the general public

B. Chapter 2: Planning advocacy and outreach

1. Section 1: identifying the purposes and goals of advocacy and outreach: What are goals (and what are not goals....like “I need more staff”); Connecting goals to mission, strategic plans; defining clear, outcome-based goals (examples)
2. Section 2: Identifying audience/key stakeholders: Who/where are decisions made? What do you need to know about the audience/key stakeholders? how do you find it out? Role of key opinion leaders: who can get other people excited, invested, involved in supporting your effort.
3. Section 3: Developing the “message”: Determining what your message really is (relate to goal); relating message to audience(s): crafting a message that will address the understanding, concerns, interests of your audience
4. Section 4: Determining who/how to deliver the message

III. Section Three: The practice of advocacy and outreach

This section will focus on a range of methods and approaches to support advocacy and outreach efforts, including both how to gather the “evidence” and resources to be used in advocacy or outreach, as well as the range of approaches, “products” or methods for delivering advocacy/outreach efforts.

A. Chapter 1: Gathering the “evidence”

1. Section 1: “telling the story”: providing/presenting information from archival holdings in ways that have impact, connect with people, demonstrate the value and importance of archives
2. Section 2: getting others to reflect the importance and value of archives--e.g. user and constituent “testimonials” on why archives matter to them
3. Section 3: using statistics and data

4. Section 4: Storytelling techniques that can be effective with archival advocacy/awareness.

5. Section 5: traps to avoid: the ooh-aah approach; quirky bits and bytes; common stereotypes that don't help.

B. Chapter 2: Putting advocacy into practice

1. Section 1: Monitoring developments that may affect you/your institution/your profession: keeping track of budget cycles, legislative/regulatory developments; institutional strategic directions/planning; existing resources for information

2. Section 2: Identifying organizational factors (committees, key opinion leaders, traditions) that may define or affect efforts

3. Section 3: Techniques: action alerts; grass-roots campaigns; working with key influencers; etc. [examples here or in appendix]

4. Section 4: the realities of change: need for commitment of time to accomplish most change.

C. Chapter 3: Putting outreach into practice

1. Section 1: Media options and opportunities: challenges and approaches for working with the press

2. Section 2: Working with Key audiences: students/teachers at K-12 level; college students/professors; genealogists; historians; communities; cultural heritage groups; groups identifying by race, ethnicity, gender, sexual orientation, ability, etc)

3. Section 3: role of technology in supporting outreach: twitter, facebook, blogs, pinterest, etc. uses, challenges they pose.

D. Chapter 4: Extended examples/scenarios/case studies

1. 6-10 examples of well-developed, planned and executed advocacy or outreach efforts....cover range of institutional types, scope of effort, goals.

IV. Appendices

- Appendix 1: recommended readings
- Appendix 2: additional examples
- Appendix 3: insights from related professions (websites, training, guidebooks. etc)