Committee on Public Awareness
2020–2021 Work Plan

I. Goals

A. Inform, excite, and engage SAA members about public awareness.
B. Generate content for ArchivesAWARE! blog with the goal of refreshing content monthly
C. Amplify SAA outreach efforts to national media about archives and archivists.
D. Plan and develop COPA activities for the 2021 SAA Annual Meeting.

II. Objectives

A. Encourage and enable SAA members to undertake outreach work.
B. Collect and/or develop stories about archives and archivists.
C. Plan for press releases, media interviews, and other activities on current events relating to archives.
D. Create and/or coordinate outreach-related programming, toolkits and resources for membership use.

III. Strategies

A. Encourage and enable outreach to the public by SAA members in 2020–2021.

1. Evaluate #AskAnArchivist Day event (October) and possibly retool for next year.
2. Review and enhance COPA content on SAA website:
   b. Refresh as needed existing American Archives Month content.
3. Assess member needs for a proposed Public Awareness toolkit and Public Policy toolkit:
   a. Develop and conduct survey via Survey Monkey
   b. Analyze survey results
   c. Draft and implement plan
4. Develop Speakers Bureau
   a. Confirm participation of those on proposed list
   b. Provide training and resources for speakers
   c. Publish list of archives spokespersons with expertise in a variety of archives-related topics.
5. Assess webinar survey results and outreach-related opportunities
   a. Identify opportunities
   b. Propose budget
   c. Draft and implement programming plan for coming year
6. Request the SAA Council to add media training to the public awareness/advocacy budget (March).