

Committee on Public Awareness 2020–2021 Work Plan

I. Goals

- A. Inform and engage SAA members about public awareness and COPA's activities
- B. Generate content for *ArchivesAWARE!* blog with the goal of refreshing content monthly
- C. Collaborate on awareness campaigns with COPP, I&A, and RAAC
- D. Plan COPA activities for the 2022 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:
 - a. Revisit COPA microsite and update.
 - b. Refresh as needed existing American Archives Month content.
 - 3. Collaborate with COPP, I&A, & RAAC to 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. Draft with COPP recommendations to SAA Council how we can better advocate for smaller organizations (based on NHPRC report)
 - 5. Propose webinar series to SAA Council
 - a. Identify opportunities
 - b. Request the SAA Council to add budget for webinars
 - c. Draft and implement programming plan for coming year