

Third Time's the Charm?: The Journey of I&A's Advocacy Toolkit

MARY RUBIN and WENDY HAGENMAIER

Abstract: The 2013-2014 Issues & Advocacy (I&A) Roundtable's leadership created the Advocacy Toolkit, a resource that was meant to be a jumping off point for advocacy. It was a great idea and a lot of work went into it, but it didn't set the archives world on fire. In fact, until recently, many weren't even aware that such a resource existed. After the 2014-2015 update, the current I&A leadership decided to try something different. We gave the Advocacy Toolkit a new home, took on an intern, and partnered up with the Regional Archival Associations Consortium for the third update. From surveys, content creation, schedule juggling, and outreach we'll discuss what worked, what didn't, and what we'd do differently for this all volunteer, cross-organizational project.

About the Authors:

Mary Rubin is the Senior Archivist at the University of Central Florida and is a member of the Regional Archival Association Consortium's Advocacy Subcommittee.

Wendy Hagenmaier is the Digital Collections Archivist at the Georgia Tech Library and is the chair of SAA's Issues & Advocacy (I&A) Roundtable.