ADVOCATING FOR ARCHIVES

2015 SFA Pre-conference Workshop
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Workshop Objectives

- Define advocacy
- Learn to outline institutional goals
- Learn to identify audience(s) and messenger(s)
- Develop an advocacy message and determine delivery methods
- Apply workshop tools to build your own advocacy plan
What is Advocacy?
Advocacy according to the Internet …

- The office, position, or function of an advocate (in various senses). Also: the action or an act of advocating something. – Oxford English Dictionary

- Advocacy is a calling for action. – Matthew Felling, journalist

- Advocacy is vouching for something because you believe in it. Advocacy is earned by cultivating relationships, reputations, and trust. – Lisa Grimm, public relations expert

- The act or process of supporting a cause or proposal: the act or process of advocating something. – Merriam-Webster.com
Advocacy according to SAA …

Archivists promote the use and understanding of the historical record. They serve as advocates for their own archival programs and institutional needs. They also advocate for the application of archival values in a variety of settings including, to the extent consistent with their institutional responsibilities, the political arena. Archivists seek to contribute to the formation of public policy related to archival and recordkeeping concerns and to ensure that their expertise is used in the public interest.

- http://www2.archivists.org/statements/saa-core-values-statement-and-code-of-ethics
What is Advocacy?

Advocacy is giving a focused, purposeful message to a targeted audience to effect a positive change for your cause.
What are Goals?

Goals are specific needs or actions targeted at specific audiences with specific outcomes that will produce specific benefits.
Activity 1: Identify the issue and goal

(1) Select a scenario
(2) Assess institutional need
(3) Outline a goal statement to support advocacy efforts

Sample goal statement:

The *Preserving the American Historical Record Act* (PAHR) will increase federal support for state and local archival records held by government agencies, historical societies, libraries, and related organizations. This initiative would provide $50 million in formula-based funding to support pass-through grants to preserve and provide access to historical records in each state and territory.
Activity 1: Identify the issue and goal

What do you want to change and why?
Activity 2: Identify the audience and messenger(s)

Using the same scenario, identify the primary audience and potential messenger(s).
Activity 2: Identify the audience and messenger(s)

Step 1: Who talks to whom?

Step 2: Who can make or break your desired change?

Step 3: Who will carry your message?

Step 4: How will the audience and messengers connect?
Activity 3: Determine advocacy message strength

Some messages are unchangeable; others always change.

**Unchangeable**: Core message

**Always changing**: Appealing to self-interest
Activity 3: Determine advocacy message strength

“Professional archivists care for more than 44 billion items in archival repositories.”

VS.

“Archivists help nourish the intellectual appetites of students and other learners at all levels of society.”
Activity 3: Determine advocacy message strength

Do these messages demonstrate the value of archives?

Who might they influence?

How could they be more effective?

What’s the long-term goal?
Advocating Successfully

- Make it human
- Pack your bags
- Consider your approach
- Gather your resources
- Be persistent, agile and timely
Activity 4: Build YOUR Advocacy Plan

Wrap-up:
Apply what you’ve learned to your own situation.
THANK YOU!
ENJOY THE
SFA ANNUAL MEETING

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