

# International Council on Archives

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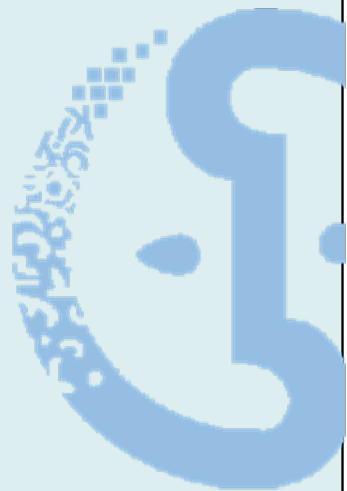
## ICA as an Advocate for Records and Archives Management

The ICA logo is a stylized blue emblem on the left side of the slide. It features a circular design with a grid of dots on the left and a large, bold, stylized letter 'G' on the right.

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David Leitch  
ICA Secretary General

IACE Seminar, Republic of Korea, 1 June 2010



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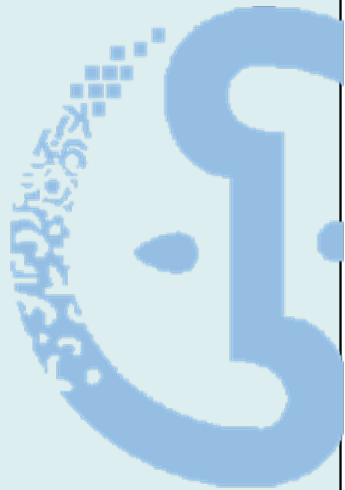
# ICA: Advocacy

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- Introduction to ICA
- Current Achievements
- The impact of globalization and other major changes
- Reforms in ICA governance, strategic planning, professional program, membership services
- Advocacy: key messages and increased membership

# What is ICA?

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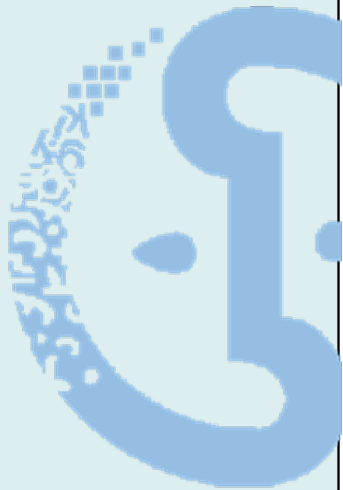


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*ICA is the international body that represents the cause of archives and archivists on the world stage. It is the global voice of archive institutions and professionals.*

# ICA- Introduction

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- Founded as an international NGO at UNESCO in 1948
- Today it has over 1,400 members, institutions and individuals
- Its members are based in over 190 countries and territories
- Funded almost entirely by membership dues
- Works in partnership with UNESCO and many other bodies

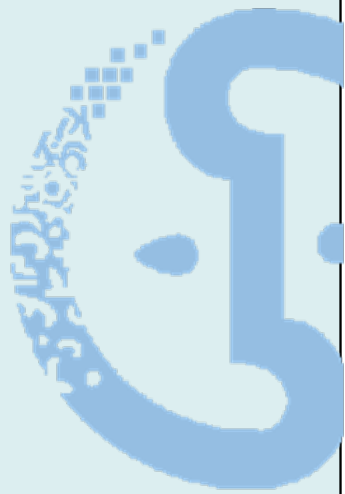
# ICA – Global Network

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- **Executive Board:** led by elected President and Vice-Presidents
- **13 Regional Branches** spanning the globe, including EASTICA
- **13 Specialist Sections** based on a common professional interest
- **Project Teams & Working Groups**
- **Secretariat:** 6 staff based in Paris
- **An army of volunteers throughout the world**



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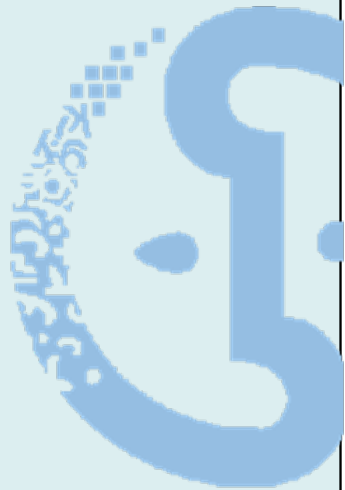
# ICA- Successes

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- Provided a forum for professional discussion across political divides
- Produced many important publications, often with UNESCO
- Plays a leading role in the development of standards
- Has stimulated the development of professional training
- Organizes annual conferences and major Congresses every four years

# Performance Review-1

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- Many successes but overall impact on profession and society not clear
- Need for better co-ordination and use of scarce resources
- Some national archives seek a better 'return on investment' for their dues
- Demand for more material in languages other than English or French
- Need to do more for developing countries and to be less 'Eurocentric'

# Performance Review-2

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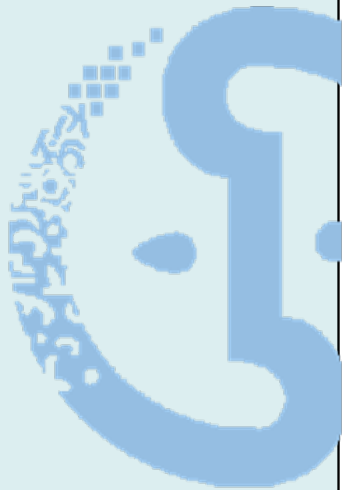
- Supply of expert volunteers is drying up
- Language barrier is high for those do not have English or French language
- ICA has not attracted much external funding and remains too dependent on membership dues
- Need to develop vigorous marketing and promotion, based on the powerful ICA brand



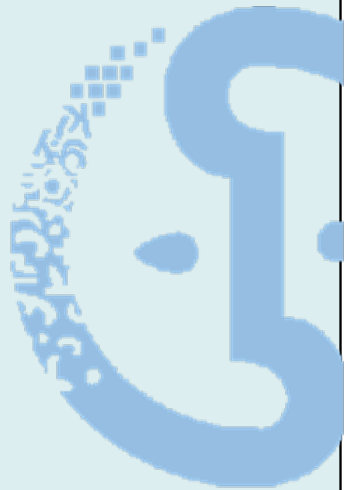
# Globalisation and other Major Changes

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- Better transport and communications: one global market place for information
- Rapid growth of population in many parts of the world
- Increasing scarcity of resources
- Climate change means that archives are more vulnerable



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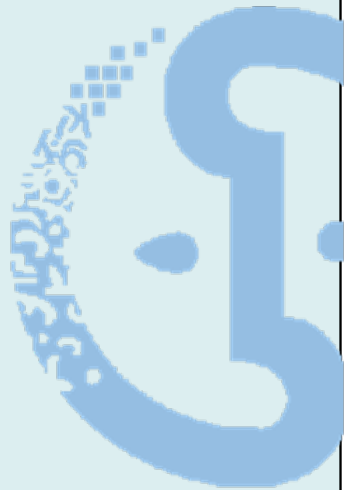


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# Advances in Technology

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- Advent of the internet, digital records, e-mails, text messages
- Need to manage data for long periods of time
- Need to appraise material in vast accumulations of electronic data
- Challenge of preserving records on media that rapidly deteriorate

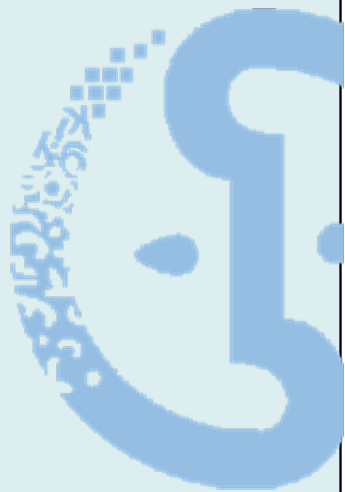


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# Political Developments

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- World Bank and IMF have a major impact on developing countries
- Increasing power of regional organizations (EU, ASEAN, Mercosur)
- In western countries many are joining civil society organizations
- In developing countries there is an emphasis on nation building

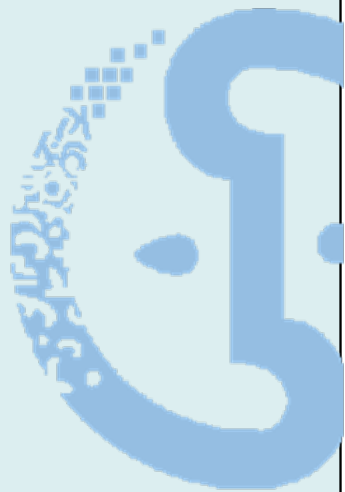


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# Social Trends

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- Public appetite for information, for example family history sources
- Demand for swifter, easier access to information online
- Archivists have to respond to these demands or risk being marginalized
- Need to bridge the 'digital divide' within and between societies

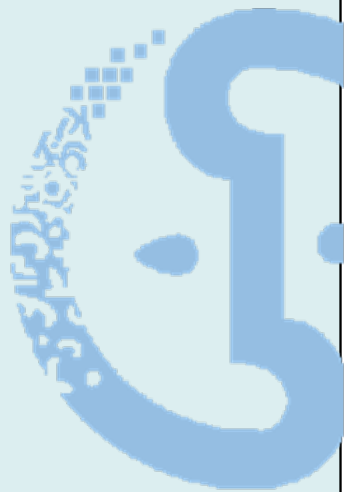


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# ICA's response

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- More accountability: more elected posts and a shorter governance cycle
- Clearer mission, vision and strategic objectives
- Professional programme relevant to today's archives professional
- Better internal and external communications
- Advocacy of archives based on increased membership and effective partnerships

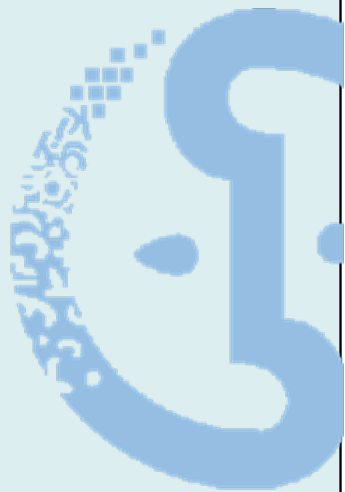


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## ICA's New Vision

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*ICA aspires to convince key decision-makers and the general public that effective archives management is an essential precondition for good governance, the rule of law, administrative transparency, the preservation of mankind's collective memory and access to information by citizens*



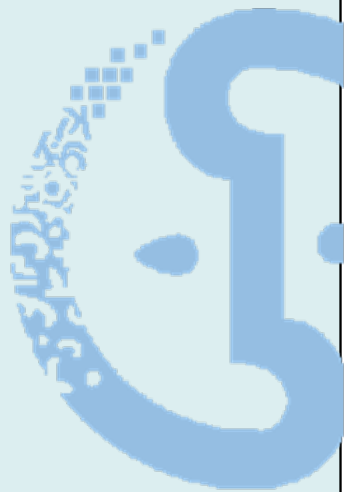
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## Mission - 1

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*ICA promotes the central role of record-keeping and archives in protecting the rights of individuals and states, and in supporting democracy and good governance.*

*ICA strives to build a better understanding across societies through fostering international cooperation, while respecting linguistic and cultural diversity.*



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## Mission-2

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*ICA provides opportunities for professional contact, for information exchanges, and for research and education. It takes a leadership role in developing best practices and standards. It acts as an information hub on archives for society.*



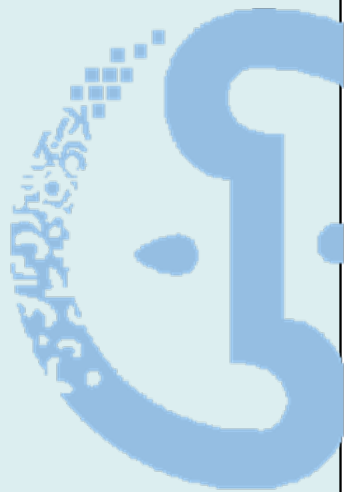
# Strategic Objective 1: To Raise Awareness

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- Make key decision-makers aware that archives matter for good governance and accountability
- Underline the importance of archives as an information asset
- Persuade the public that if archives are not preserved, there will be a loss of collective memory
- Encourage the wider public to be more aware of archives and to use them



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## Strategic Objective 2: To Harness New Technology

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- Support efforts to manage enormous quantity of electronic data
- Help archivists to have an increased influence on administrative processes
- Stimulate solutions to the problem of digital preservation
- Exploit opportunities to make archives available on the Internet to larger audiences

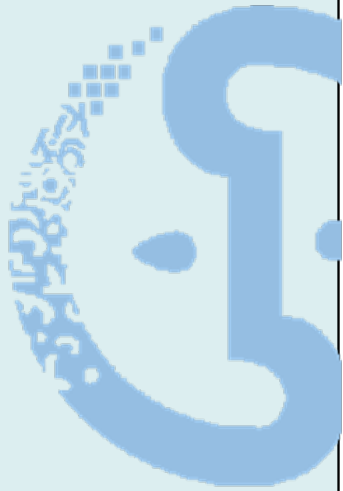
## Strategic Objective 3: To Develop Capacity in the Profession

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- Produce best practices/standards on legal matters, records management, appraisal, preservation, public services
- Stimulate education and training opportunities, especially in countries where these are few, through workshops and online resources
- Develop a range of publications online and in hard copy



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## Strategic Objective 4 : To strengthen the network

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- Construct a new programme that based on professional solidarity
- Ensure that developing countries are not overlooked
- Organize conferences that focus on cutting edge developments
- Improve direct communications between ICA bodies
- Improve services to members in order to increase recruitment

## Strategic Objective 5: To improve ICA's performance

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- To ensure that ICA's decision-making processes are transparent
- To introduce a business planning framework
- To have a regular work programme of vigorous audit activity
- To use web services and other technologies for efficiency gains
- To practice what we preach!



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# Strategic Objective 6: Building Partnerships

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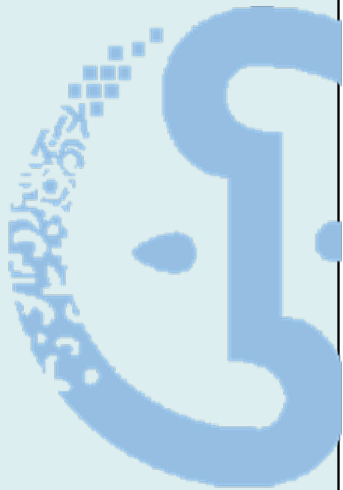


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- More joint initiative with other NGOs, including IFLA, ICOM, and ICOMOS
- Example of the Blue Shield for the protection of cultural property
- Closer links with national development agencies and regional organisations
- Build on strong relationship with UNESCO and cultivate other UN bodies
- More co-operation with other professions (auditors, lawyers) that use records

# Improving Communications

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- Enhance new ICA website so that it becomes an information hub
- Explain what ICA is and does in a clear guide – without acronyms!
- Identify key messages and main stakeholders
- Ask members with proven communications skills to act as ICA Ambassadors – here the regional branches could play a major role

# Raising the Public Profile of Archives

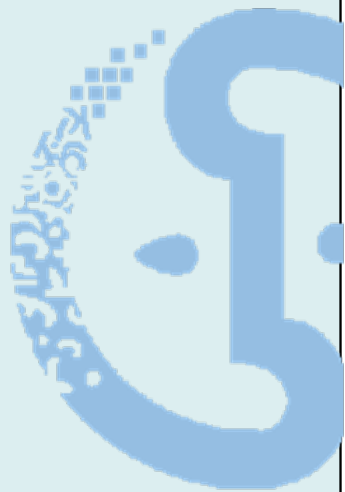
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- International Archives Day (9 June) celebrated in Japan and many other countries
- ICA's efforts must be complemented by national publicity campaigns throughout the year
- Universal Declaration on Archives, explaining why archives are important for everyone
- Development of a Standard on Access to Archives, setting out key principles



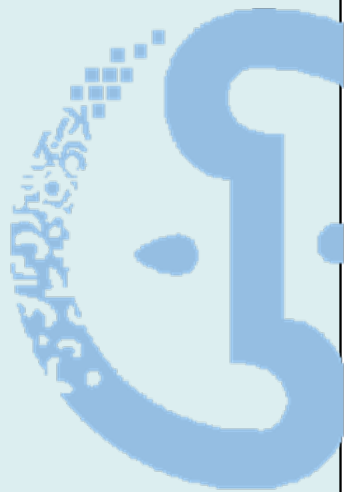


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# Key Messages about Archives

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- Good governance depends on effective records management
- Without archives, societies will lose their history, memory and identity
- Citizens' rights are based on evidence found in records and archives
- Archival culture is the hallmark of a civilized society

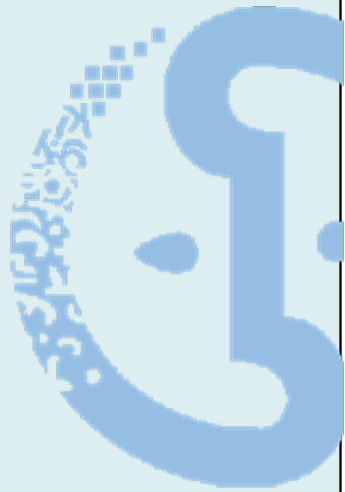


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# Reasons for joining ICA

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- ICA will offer more products and services via the new website
- ICA can enable archivists in different cultures to tackle common problems
- ICA provides the opportunity to help colleagues working in more difficult conditions – professional solidarity
- ICA offers prospects for continued professional development through participation in its activities



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## The Virtuous Circle

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- Increased membership gives ICA more influence
- Major IGOs adopt policies that reflect ICA priorities
- ICA gains more partnership funding for specific projects
- ICA builds reputation for timely delivery of products
- More archivists wish to join ICA

# Contact Details

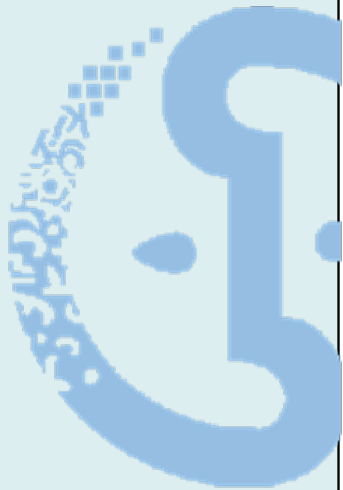
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