

SPA ICA

Section of Professional Associations

Section des Associations Professionnelles

QUADRENNIAL REPORT 2016-2020

Vilde Ronge, Chair

September 13, 2020



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1 Words from the Chair

I was a member of the SPA steering committee the previous term to the one covered in this report. When I accepted the challenge to chair from 2016 to 2020, I did not know what I got myself into, and perhaps I had not said yes if I had known. At the same time, it has been life changing, I'd put it as strongly as that. It seems like yesterday that I read the quadrennial report that the previous chair had written, and really, at the time, it didn't dawn on me how much time and effort I would have to put into the role of Chair of SPA. All that said, I would shout "yes" again, as loud as I could, because it has been such a fun, interesting and inspiring experience.

Mostly it has to do with the people, all the wonderful people that are part of the SPA steering committee. So different, so alike. So professional, so personal. So stubborn and strong headed, so flexible and humble and open. Together we have shared wonderful experiences, discussions, diversity and above all love and enthusiasm for our profession and for each other and our network. The result is all that is described in this report, which I think we can be proud of.

The first time we met in Oslo, as the new SPA steering committee, I was very much eager that we should rather do a few things great than lots of little things half-way. I think we can say "check" to that and that's all we could hope for, I think, being volunteers.

I regret that we never got to finish the directory project, and as we talked about in Chile last year, we would have loved to have more deliverables for our member associations. It's something to take a long on the way for the new Forum of Professional Associations steering committee!

I'm so sorry that we did not get the chance to meet face to face again, all of us. But I have you all in my heart and say thank you to you all for all you have done and a job well done!

2. Administration

2.1 Membership changes

As of August 10, 2020 the Section has 61 members. The number of members in September 2016 was 76. The decrease is mainly due to a member clean-up ICA did in the winter of 2018, removing all member associations who had not paid dues for the past three years.

2.2 Steering Committee meetings

The SPA Steering Committee has met seven times in person during the reporting period. Minutes from the meetings are available on the ICA/SPA website. In addition we've had some online meetings.

We've had committee meetings at the ICA Congress and conferences as follows:

Seoul, Korea (2016)

Mexico City, Mexico (2017)

Yaoundé, Cameroon (2018)

Adelaide, Australia (2019)

Our major meeting place has however been our annual spring (Northern Hemisphere) working meetings taking place in the following cities, all hosted in home countries of members of the steering committee:

Oslo, Norway (2017)

Berlin, Germany (2018)

Santiago, Chile (2019)

Our working meeting in May 2020 was supposed to take place in Beijing, China, but was cancelled due to the ongoing Covid-19 pandemic.

2.3 Steering Committee

The following representatives from SPA member associations formed the steering committee 2016-2020:

- **Vilde Ronge** (Norway), Chair
Norsk Arkivråd / Norwegian Society of Records Managers and Archivists
- **Becky Haglund Tousey** (USA), Vice-Chair
Society of American Archivists & Academy of Certified Archivists
- **Cristina Bianchi** (Switzerland), Secretary until her passing in October 2017
Association des Archivistes Suisses
- **Cédric Champagne** (Canada), Secretary from May 2018
Association des archivistes du Québec
- **Pierre-Frédéric Brau** (France), Executive member from 2016, Secretary from May 2018
Association des archivistes français
- **Bettina Joergens** (Germany), Newsletter Editor
Verband Deutscher Archivarinnen und Archivare
- **Joan Soler Jiménez** (Spain), Executive Member until 2017
Associació d'Arxivers-Gestors de Documents de Catalunya
- **Marta Munuera** (Spain), Webmaster from 2017
Associació d'Arxivers-Gestors de Documents de Catalunya
- **Piotr Zawilski** (Poland), Executive Member
Stowarzyszenie Archiwistów Polskich
- **Michal Henkin** (Israel), Executive Member
Israeli Archives and Information Association
- **Mei Du** (China), Executive Member
National Archives Administration of China
- **Bert de Vries** (Netherlands), Executive Member
Koninklijke vereniging van archivarissen in Nederland
- **Alassane Ndiath** (Senegal), Executive Member
Association senegalaise des bibliothécaires, archivistes et documentalistes
- **Eugenio Bustos Ruz** (Chile), Executive Member
Asociación de archiveros de Chile

2.4 Remembering Cristina Bianchi

In October 2017, ICA and the SPA steering committee got the devastating news of Cristina Bianchi's sudden passing. We wrote words of remembrance that were posted on the ICA website (appendix A) and Vilde Ronge participated in Cristina's funeral service in Lausanne, Switzerland November 1, 2017 on ICA and SPA's behalf.

2.5 Changes in the steering committee

During the term 2016-2020, there has been some small changes in the steering committee. The most drastic was following the passing of Cristina Bianchi in October 2017, when the Suisse association reported back to SPA that they were not able to nominate a new steering committee member for the remaining three years. The steering committee was very much eager to have another member since the major part of our term was remaining, and also it was desirable to strengthen the French-speaking delegation in the group. We were therefore thrilled that the Association des archivistes du Québec decided to nominate a candidate and in May

2018 Cédric Champagne joined us for our working meeting in Berlin. It has certainly added value to our work to have Canada and Cédric on board.

3. Activities Steering Committee

3.1 Seoul, Korea 2016 – ICA Congress



Back row, from left:
Bert de Vries, Fred van Kan, Vilde Ronge, Bernhard Post, Cristina Bianchi, Joan Soler Jiménez, Marta Munuera
Front row, from left:
Mei Du, Michal Henkin, Claude Roberto, Becky Haglund Tousey

We had a handover meeting with the old steering committee during the ICA Congress in Seoul in September 2016. Former chair Fred van Kan (Netherlands), former vice-chair Bernhard Post (Germany) and former executive member Claude Roberto participated in addition to the incoming steering committee members who were present in Korea.

3.2 Oslo, Norway 2017 – Working meeting



In front of the Royal Palace, from left:
Michal Henkin, Marta Munuera, Piotr Zawilski, Bettina Joergens, Bert de Vries, Vilde Ronge, Becky Haglund Tousey, Mei Du, Pierre-Frédéric Brau and Eugenio Bustos Ruz

The first working meeting for the new SPA steering committee was held in Oslo in April 2017. Alassane Ndiath (Senegal) and Cristina Bianchi (Switzerland) were the only two members who could not be present. We had our meetings mainly at the National Archives in Norway and during the working part of our week we met with the National Archives, the City Archives of Oslo, students and teachers at the archival program at the Oslo City College, in addition to several meetings with the board and secretariat of the Norwegian Society of Records Managers and Archivists, our host association while in Norway.

We also had a discussion with David Leitch, ICA Secretary General, via telephone.

Most important outcomes of the Oslo meeting:

- Business plan for SPA 2016-2020 (Appendix B) – Updated 2018 and 2019
- Working plan 2016-2020 – an internal working document for the steering committee
- SPA Website Clean-up – completed in November 2017
- Planning Elevator Pitch workshop at the ICA conference in Mexico City

3.3 Mexico City, Mexico 2017 – ICA conference



From left:

Eugenio Bustos Ruz, Bettina Joergens, Vilde Ronge, Becky Haglund Tousey, Michal Henkin, Bert de Vries, Pierre-Frédéric Brau and Joan Soler Jiménez

SPA held a workshop on Elevator Pitches at the ICA conference in Mexico City. It was part of the professional conference program and we got a good turn-up and good reviews. Robin Koning, one of the New Professionals at the conference, wrote an article about the workshop for the Flash Magazine (Appendix C).

Program for the workshop:

Perfecting your Elevator Pitch

Tuesday, November 28 2017

9:00 am until 1:00 pm

Summary:

A hands-on workshop about writing and presenting an Elevator Pitch: an essential step to communicate the essence of our jobs, the services we provide and the value we bring.

Objective:

Facilitators will present the elevator pitch concept and its value. Five different speakers will give a sample pitch based on their own experience. Participants will then break into small teams and be given a “real life” scenario; Each team will develop an elevator speech for that scenario and present the pitch to the full group. This format will be repeated with a second scenario. The workshop introduction will be given in English. But the team presentations may be given in English, French or Spanish.

Speakers:

- Vilde Ronge, Chair of SPA – English
- Marianne Hoiklev Tengs, Deputy Director General, The Norwegian Directorate of Health – English
- Bert de Vries, Director General, City Archives of Amsterdam, The Netherlands – English
- Joan Soler Jiménez, Director of Historical Archives of Terrassa, Barcelona - Spanish
- Becky Haglund Tousey, Consultant Archives and Content Management, USA – English
- Sylvie Clair, Heritage General Curator, Director of the Archives of Marseille, France – French

3.4 Berlin, Germany 2018 – Working meeting



In front of the Stasi Archives, from left:

Bert de Vries, Marta Munuera, Mei Du, Becky Tousey, Vilde Ronge, Bettina Joergens, Michal Henkin, Pierre-Frédéric Brau, Eugenio Bustos Ruz, Cédric Champagne, Piotr Zawilski and Alassane Ndiath

Our second working meeting took place in Berlin in May 2018 and the entire SPA Steering Committee was present! We met with students and teachers at the archival program at the University of Potsdam, we visited the Stasi Archives and we had good discussions with board members of our host association in Germany.

We also met with Anthea Seles via Skype, who had just started as ICA Secretary General, and talked to her about our expectations to ICA Paris and vice versa.

We had planned the working part of our steering committee meeting a little different than in Oslo, we divided the group into smaller break-out groups and made them responsible for working on specific tasks and then report back at the end. It worked very well and we got a lot done.

Most important outcomes of the meeting:

- Planning a workshop on association start-up and maintenance at the ICA conference in Yaoundé, Cameroon
- Planning the making of a toolkit on how to hold elevator pitch workshops. This work was completed in the fall of 2018 and the toolkit is now available in five languages on the ICA website: <https://www.ica.org/en/toolkit-on-holding-an-elevator-pitch-workshop> English, French, Spanish, Norwegian and German
- Work on the clean-up of our member register
- A plan for associations to blog throughout the year as part of network communications
- Moving the next SPA Film festival to Adelaide 2019 and start the planning of the festival
- Drafting and submitting a request that ICA consider changing category B member governance from a Section to a Forum as part of its upcoming constitutional review
- Updated Business plan for SPA 2016-2020 (Appendix D)

3.5 Yaoundé, Cameroon 2018 – ICA conference



From left:

Pierre-Frédéric Brau, Becky Tousey, Alassane Ndiath, Bettina Joergens, Vilde Ronge, Cédric Champagne and Bert de Vries

SPA had planned a workshop as part of the professional program at the Yaoundé conference.

Program for the workshop:

Association management and networking among professionals – feel welcome to participate!

Monday, November 26, 2018

14:00-17:15

Summary:

Having accountable, transparent, and efficient records and archives management is a challenging task. This task is not accomplished by one records professional alone or by one institution or organization alone. This requires many people and many institutions and organizations.

And that's what SPA's member associations are all about: Bringing archives and records management professionals together to learn, discuss, share, unite and be inspired. Working together gives us the knowledge and self-confidence to take a leadership role in dealing with relevant issues and provide solutions in our modern digital society.

Objective:

Our goal and wish for the SPA workshop in Yaoundé is to have good discussions on how to run an association. It could be for the purpose of reviving an already existing association, to create a new one, or just boost the co-operation of associations – enhance the importance and necessity of exchanging best practice across borders.

SPA has developed several guidelines on association management work, they're all available under the "professional resources" on the SPA Website. These would be the outline for our topics:

- Establishing a professional association
- Conducting elections
- Organizing conferences
- Organizing regional meetings
- Organizing training workshops and seminar
- Advocacy and lobbying

Unfortunately, due to logistical issues, the participants did not find their way to the room where the workshop was supposed to take place, and the workshop was canceled the same day it was supposed to take place.

During the conference, the present SPA members in Yaoundé got a chance to have a very fruitful meeting with members from the board of Association of Cameroonian Archivists.

3.6 Santiago, Chile 2019 – Working meeting



Back row, from left:
Piotr Zawilski, Pierre-Frédéric Brau and Eugenio Bustos Ruz
Middle row, from left:
Mei Du, Michal Henkin, Vilde Ronge, Cédric Champagne and Bert de Vries
Front row, from left:
Becky Haglund Tousey, Bettina Joergens and Marta Munuera

In May 2019 we met in Santiago, Chile. The only one who could not join us was Alassane Ndiath from Senegal. We had our meetings at two different locations of the National Archives of Chile. We met with several people from the Chilean association, the National Archivist herself and other representatives from the national archives. We also visited the Museum of Memory and Human Rights and met with the archivist there and got a chance to meet representatives from the board of the Uruguay association.

We met with Anthea Seles and Marianne Deraze via Skype from ICA Paris to discuss several issues including SPA members and development.

Earlier in the spring of 2019, we had had the call for entries for the SPA Film Festival taking place in Adelaide in October of 2019. The most important task during our working meeting in Santiago was therefore to watch all the entries and make a decision on the finalists and winners.

Most important outcomes of the meeting:

- Jury decision on finalists and winners of the SPA Film Festival 2019
- Planning the Film Festival in Adelaide
- Planning for the transition of SPA into a forum – Forum of Professional Associations (FPA)
- Updated Business plan for SPA 2016-2020 (Appendix E)

3.7 Adelaide, Australia – ICA conference



From left:
Becky Haglund Tousey, Pierre-Frédéric Brau, Vilde Ronge, Vicens Ruiz, Marta Munuera, Bettina Joergens and Michal Henkin

The SPA Film Festival was held during the ICA conference in Adelaide in October 2019. We had received 58 entries that met the criteria when the deadline was out. The filmmakers were from Asia, Europe and North America. Being the jury, the SPA Steering committee went through all entries during our meeting in May 2019 and decided on three nominated films in each of the following four categories:

Best Film explaining the relevance and importance of Archives and Records management.

The nominated films were:

- [The Fifth Branch Company of CCCC Second Harbour Engineering Co. Ltd.](#) (China)
- [Escuela Superior de Archivística y Gestión de Documentos](#) (Catalonia)
- [Scottish Council on Archives](#) (Scotland)

And the winner was: **Scottish Council on Archives** (Scotland).

Best Film portraying the relevance and importance of Archives and Records Management.

The nominated films were:

- [State Grid Sichuan Electric Power Company](#) (China)
- [Municipality of Bærum](#) (Norway)
- [Comune di Rovereto - Biblioteca civica "Tartarotti"](#) (Italy)

And the winner was: **Municipality of Bærum** (Norway).

Best Film using Humor to communicate about Archives or Records Management.

The nominated films were:

- [Archives départementales du Nord](#) (France)
- [Hessisches Landesarchiv](#) (Germany)
- [University of Alcalá](#) (Spain)

And the winner was: **Archives départementales du Nord** (France).

Best Film made by students.

The nominated films were:

- [Renmin University of China](#) (China)
- [Zhengzhou University](#) (China)
- [Art Studio Stepowska Agnieszka](#) (Poland)

And the winner was: **Art Studio Stepowska Agnieszka** (Poland).

People's award.

It was possible to vote online for the People's award from the nominated films were announced in mid August and until the day before the awards ceremony at the final day of the conference in Adelaide. The awards ceremony was part of the closing ceremony and when the online voting closed we had received a wowing 15 295 votes.

And the winner was: **State Grid Sichuan Electric Power Company** (China)

3.8 Deliverables 2016-2020

3.8.1 SPA Newsletter

During the reporting period SPA produced several Newsletters a year, edited by Bettina Joergens. The Newsletters have been sent out in three languages – English, French and Spanish and have been distributed by email to those members who have an email contact. We have also sent out emails to all members when there have been important issues to share in the network. Due to other activities the last newsletter was sent out during summer 2019, but there have been emails going out to the community with important information after that.

3.8.2 SPA Section on the ICA website

Although SPA over the years regularly has updates information on the Section pages on the ICA website, providing members with ready access to guidelines and information about SPA projects as well as governance documents, we have done a lot of work during the past term cleaning up the site, removing everything that was obsolete, moving the newest information to the top and tried to structure the information in a more intuitive way within the possibilities of the ICA technical platform. We've also maintained the goal of having all information available in English, French, and Spanish.

3.8.3 SPA Blog

In 2018 and 2019 most of the members of the steering committee have blogged about important and relevant information in their associations. The blogs have been part of the newsletters.

3.8.4 Toolkit

We have produced a toolkit for holding a successful elevator pitch workshop. The toolkit is available on the ICA website in five languages: <https://www.ica.org/en/toolkit-on-holding-an-elevator-pitch-workshop> - English, French, Spanish, Norwegian and German.

3.8.5 Workshops

We have held a workshop on elevator pitches during the ICA Conference in Mexico City and a (planned) workshop on association management during the ICA Conference in Yaoundé, Cameroon.

3.8.6 Position Statement about SPA

In June 2018 the steering committee sent a statement to ICA and Anthea Seles about our wish to change the organizational placement of associations in the ICA structure (Appendix F).

3.8.7 Draft of Terms of Reference for Forum of Professional Associations

During the ICA governance meetings that took place on the virtual platform Zoom in June 2020, we have a draft in place of the Terms of Reference (ToR) for the new forum (Appendix G). We are currently preparing for the general assembly in November where the final say in the transition will be decided on and where the election of the new FPA Steering Committee will take place.

4 Activities Chair

4.1 Governance meetings

The Chair of SPA is a member/ex officio member of several other ICA bodies:

Executive Board (EB)

Programme Commission (PCOM)

Enlarged Elected Officers Meeting (EOM)

Forum of National Archivists (FAN) Steering Committee

I have participated in governance meetings as follows:

Arusha, Tanzania – May 2017

Mexico City, Mexico – November 2017

Paris, France – April 2018

Yaoundé, Cameroon – November 2018

Abu Dhabi, United Arab Emirates – April 2019

Adelaide, Australia – October 2019

Via Zoom – June 2020

In addition, I've participated in several virtual meetings during the past four years, and in February 2020 I was in Paris for an EOM meeting.

4.2 Recruitment process New Secretary General

I was part of the recruitment team for ICA's new Secretary General in the fall of 2017 and participated in the interviews taking place in Kew, UK in September 2017.

4.3 PCOM Strategic Plan Working Group

During the PCOM meeting in Arusha in May 2017, I accepted to be part of a strategic working group. Jessica Squires was the chair. We handed in our report for discussion in Mexico City in November.

4.4 German Archives days

In September 2017 I gave a talk during the opening ceremony of the German Archives days in Wolfsburg, Germany.

4.5 Workshops in Abu Dhabi

During the governance meetings in Abu Dhabi in April 2019, I chaired a break-out group during the PCOM meeting where we were to discuss diversity in PCOM. I also chaired a table during the ICA strategic review workshop that took place as part of the EB/FAN meeting.

4.6 PCOM Working Group on Diversity

During the PCOM meeting in Adelaide, I was asked to chair a working group on diversity. We worked from December until February when we handed in our report to Normand Charbonneau, Vice President Programme.

During the PCOM meeting on Zoom in June 2020, Meg Phillips, another fellow working group member, and I presented the content of the report and headed the discussions. A unanimous PCOM voted in favor of the recommendations in the report.

4.7 Directory project

In the SPA steering committee, we have tried to figure out how to get an overview of all of our member associations, and all those who are not yet members. When we realized it was not possible for us to work on this on our own, I contacted Jeff James, the chair of FAN, who has mutual challenges, to see if we could do a project together. Unfortunately, it has not been possible to move forward on this issue during the current term.

4.8 New Professionals

During the spring of 2019, I have been part of the selection process team for picking out the New Professionals (NP) who would start out their NP year in the ICA Adelaide Conference.

4.9 Preparing the transition of SPA to FPA

Together with the SPA Vice-Chair, Becky Haglund Tousey, we have prepared the transition of SPA from a section to a forum. We have prepared for meetings, written drafts of the necessary documents, etc. Right now we are in the process of trying to get nominations for the new FPA Steering Committee that will be elected in the virtual general assembly that will take place in November 2020.

Becky Haglund Tousey will be the chair of the first FPA Steering Committee.

Appendix A - Remembering Cristina Bianchi

It was with great sorrow and disbelief we received the message that our dear colleague and friend, Cristina Bianchi, had passed away October 26, 2017. From one instance to another, at the blink of an eye, her life was over. Reminding the rest of us of how fragile we all are, how important it is to live life to its fullest. Cristina, who had turned 60 this year, was always full of life, she embraced it! She loved to travel, spoke several languages and had such a genuine interest in all that she encountered, be it people or places or food or culture. Cristina meant so much to so many people in our community within the International Council on Archives (ICA). Both as a professional, as an archivist, and as a person. She had such a beautiful ambience about her. She was knowledgeable, kind, caring, giving and also never afraid of speaking her mind. She was quite witty, the kind of quiet wit that needs to sink in and that you would chuckle when remembering hours later. She also had the best laugh and wasn't stingy about spreading it around. I first met Cristina when I joined the ICA Section of Professional Associations (SPA) in Brisbane in 2012. We were on the steering committee together for four years and had started on a new four-year term together in Seoul in 2016. Cristina representing Switzerland, I representing Norway. I was so happy that she continued on because of all her knowledge and experience, both within archives and records management, but also because of her language skills and her passion and drive as an ICA volunteer. Just two weeks ago we met via Skype discussing a workshop we were going to do together during the ICA conference in Mexico City late November. That I am now writing an obituary is so tragic, sad, and unreal. Cristina has left massive footprints in all of us who knew her. Not from stomping, but from walking humbly. And oozing of wisdom, kindness and joy. I will miss Cristina immensely, both as an archivist, a fellow ICA volunteer, a travel companion and as a friend. And I know that there are people in all corners of the world, feeling the same way. In China, Chile, Senegal, Poland, Spain, North America, the Netherlands, Germany, France and Israel. And many more. We send our thoughts to Cristina's family in this time of grief and promise that she will live on forever in our minds and happy memories. Rest in peace, Cristina Bianchi.

Vilde Ronge

Chair of ICA Section of Professional Associations

Oslo, October 2017

SPA Business Plan 2017-2020

Date of Business Plan

August 1, 2017

Introduction

The SPA Business Plan identifies and outlines the current business environment, objectives, priorities, major projects and challenges for ICA's Section of Professional Associations during the term 2016-2020.

During the ICA Seoul congress in September 2016, a new SPA steering committee was appointed and the SPA Business Plan has since been discussed and developed by the SPA steering committee both via email and during our spring meeting in Oslo in April 2017. It is intended that this Business Plan be reviewed on a regular basis and updated as needed until the next ICA Congress in Abu Dhabi in 2020.

Overall Goals for ICA¹

1. Raising Awareness

To establish and improve the integration of effective records and archives management in organizations to facilitate improved efficiency, transparency and accountability; and societies that have an enriched history and identity.

2. Influencing the Development and use of New Technologies

To influence the development and use of new technologies to improve the effective, and efficient management and preservation of records and archives, to enable more archives to meet the needs of their users, and more people to use archives, wherever they may be.

3. Building Capacity in the Records and Archives Profession

To create self-supporting structures and products which enable archivists, records managers and members of ICA governance bodies (branches and sections) with a wide range of skills and responsibilities to acquire new competencies and maintain their professional, technical and managerial knowledge through traditional and innovative learning techniques.

SPA Mission

To encourage and facilitate communication and knowledge sharing among the member associations and between the ICA organization and association members.

¹ Updated from the ICA Strategic Direction 2008-2018 and ICA Strategic Implementation Plan 2014-2018

Aims of SPA

In accordance with the general objectives of ICA, the aims of SPA are to:

- promote closer collaboration among records management and archival professional associations
- gather and disseminate information about the activities of records management and archival professional associations
- encourage and assist the establishment of new professional records management and archival associations
- promote and maintain the ICA Code of Ethics
- carry out projects of professional interest

Our main objectives for this term are the following:

- Better utilize online and social media channels to increase communication with member associations.
- Improve the content on the SPA website and make it the nucleus for associations and their members
- Realize growth of member associations in ICA/SPA and strengthen the network
- Implement three projects which promote and benefit the archives and records management profession.

Major initiatives 2017-2020

We will initially focus on these specific initiatives to reach our objectives:

- SPA website overhaul (including content management, translations and social media/Facebook/blogging channels)
- Workshop on Elevator Pitches in Mexico City 2017
- 2018 SPA Film Festival
- Update the Association Directory
- Possible Africa Strategy projects in Cameroon in 2018 and Senegal in 2019

Appendix C – Elevator Pitch Workshop in Flash

Article from Flash no #35, February 2018

Perfecting your Elevator Pitch

Imagine this: you're the head of the in-house archives department and your organization just hired a new executive director. You attend a reception where employees can meet the new director. Eventually the new director comes up and introduces herself and says, "So, what do you do?" How do you respond? Is your natural inclination to spend ten minutes explaining to her the details of acquiring, accessioning, processing and describing records? To quickly tell her that you manage the archives and then quickly head to the wine and cheese table? If you nodded your head to either of these answers then you might want to spend some time working on your elevator pitch.

Those attending the ICA Section of Professional Associations workshop on "Perfecting Your Elevator Pitch" got to address this scenario plus three others that were devised by the workshop's enthusiastic leaders Vilde Ronge (Deputy Director General, Norwegian Ministry

of Justice and Public Service) and Becky Haglund Tousey (Consultant, Archives and Content Management).

An elevator pitch is a persuasive speech aimed at sparking interest in a project, business or organization that should take no longer than 30 seconds, in other words a quick elevator ride. While these pitches are a common trade tool for screenwriters, salespeople and tech entrepreneurs, a pithy elevator pitch is likely not at the tip of the archivist's tongue. As Ms. Ronge stated in the beginning of the workshop, "We're archivists, not sales people... But we need to start selling... if we want to get the support we need." Fortunately, as she highlighted, in today's "age of information, people are increasingly understanding how important it is to care about structuring information so that we can find it again." In other words, archivists might find an increasingly interested and receptive audience waiting for the elevator – or standing at the wine and cheese table. Which makes the ability to deliver a perfectly crafted and executed elevator pitch all the more critical.

So what makes for a compelling elevator pitch? Here are Seven Key Components presented by Ms. Ronge during the first part of the workshop: **1) Be prepared:** be well practiced before the elevator door even opens **2) Stay compact:** if you can't describe your vision in less than a minute (ideally 25 words or less) you don't know how to sell it. Consider developing one or more pitch per stakeholder or values community and break competing ideas into smaller value orientated ideas **3) Use the right language:** don't use "shop talk" or industry jargon and keep it simple **4) Arouse an interest:** think from the point of view of your audience by asking yourself what's in it for them **5) Include a value proposition:**

this is the benefit do you provide and how do you do it the best **6) Tell a story:** capture attention while adding authenticity to your pitch **7) Conclude with a call for action:** don't just walk away at the end, request a meeting, position a donation, etc.

During the workshop's second half, participants formed into small groups to create pitches based on four scenarios – some that may sound familiar – including how to respond to a journalist's inquiry about why an organization should even have an archives in an environment of fiscal restraint; how to foster commonality with the head of an organization's IT department; and how to pitch your archives to secure the personal papers of a notable professor or author. Ms. Tousey encouraged participants to use key phrases that made sense to a business person, using as an example: "The archive is the memory bank of a company and the keeper of brand equity... In archives we deal with the past but do so with an eye to the future." As each group presented their pitch, claps and sometimes chuckles followed. Participant's elevator pitches stressed how an institution's archives can in fact lead to cost-savings by providing findable records and positioned the archives as "the heart of an organization." Pitches also underscored that archivists make the jobs of others in the organization easier. As one team succinctly put it: "I help you sleep at night by making sure you get the right information at the right time."



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TO KNOW MORE

To know more about ICA-SPA:
www.ica.org/en/spa

SPA ICA
Section of Professional Associations
Section des Associations Professionnelles



Cédric Champagne, Sylvie Clair and Céline Fernandez are working on writing an Elevator Pitch.



Vilde Ronge, one of the organizers of the SPA workshop.



Participants at the SPA workshop "Perfecting Your Elevator Pitch".

SPA Business Plan 2017-2020

Date of Business Plan

Updated August 16, 2018

Introduction

The SPA Business Plan identifies and outlines the current business environment, objectives, priorities, major projects and challenges for ICA's Section of Professional Associations during the term 2016-2020.

During the ICA Seoul congress in September 2016, a new SPA steering committee was appointed and the SPA Business Plan has since been discussed and developed by the SPA steering committee both via email and during our spring meeting in Oslo in April 2017. It is intended that this Business Plan be reviewed on a regular basis and updated as needed until the next ICA Congress in Abu Dhabi in 2020.

Overall Goals for ICA²

1. Raising Awareness

To establish and improve the integration of effective records and archives management in organizations to facilitate improved efficiency, transparency and accountability; and societies that have an enriched history and identity.

2. Influencing the Development and use of New Technologies

To influence the development and use of new technologies to improve the effective, and efficient management and preservation of records and archives, to enable more archives to meet the needs of their users, and more people to use archives, wherever they may be.

3. Building Capacity in the Records and Archives Profession

To create self-supporting structures and products which enable archivists, records managers and members of ICA governance bodies (branches and sections) with a wide range of skills and responsibilities to acquire new competencies and maintain their professional, technical and managerial knowledge through traditional and innovative learning techniques.

SPA Mission

To encourage and facilitate communication and knowledge sharing among the member associations and between the ICA organization and association members.

² Updated from the ICA Strategic Direction 2008-2018 and ICA Strategic Implementation Plan 2014-2018

Aims of SPA

In accordance with the general objectives of ICA, the aims of SPA are to:

- promote closer collaboration among records management and archival professional associations
- gather and disseminate information about the activities of records management and archival professional associations
- encourage and assist the establishment of new professional records management and archival associations
- promote and maintain the ICA Code of Ethics
- carry out projects of professional interest

Our main objectives for this term are the following:

- Better utilize online and social media channels to increase communication with member associations.
- Improve the content on the SPA website and make it the nucleus for associations and their members
- Realize growth of member associations in ICA/SPA and strengthen the network
- Implement three projects which promote and benefit the archives and records management profession.

Major initiatives 2017-2020

We will initially focus on these specific initiatives to reach our objectives:

- SPA website overhaul (including content management, translations and social media/Facebook/blogging channels)
- Workshop on Elevator Pitches in Mexico City 2017
- Update the Association Directory
- Workshop on Association work in Cameroon 2018
- Make a tool kit on holding an elevator pitch workshop
- 2019 SPA Film Festival
- Possible project on networking in Senegal 2019

Business Plan 2017-2020

Date of Business Plan

Updated July 18, 2019

Introduction

The SPA Business Plan identifies and outlines the current business environment, objectives, priorities, major projects and challenges for ICA's Section of Professional Associations during the term 2016-2020.

During the ICA Seoul congress in September 2016, a new SPA steering committee was appointed and the SPA Business Plan has since been discussed and developed by the SPA steering committee both via email and during our spring meeting in Oslo in April 2017. It is intended that this Business Plan be reviewed on a regular basis and updated as needed until the next ICA Congress in Abu Dhabi in 2020. We did minor adjustments in the plan after the SPA spring meeting in Berlin in May 2018 and in Santiago, Chile in May 2019.

Overall Goals for ICA³

1. Raising Awareness

To establish and improve the integration of effective records and archives management in organizations to facilitate improved efficiency, transparency and accountability; and societies that have an enriched history and identity.

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Major initiatives 2017-2020

We will initially focus on these specific initiatives to reach our objectives:

2017

- Workshop on Elevator Pitches in Mexico City 2017 - completed

2018

- SPA website overhaul (including content management, translations and social media/Facebook/blogging channels) – we did the overhaul in 2018, but will continue to improve
- Make a tool kit on holding an elevator pitch workshop – completed – available on the ICA website in four languages: Spanish, French, English and Norwegian
- Workshop on Association work in Cameroon 2018 – we prepared the workshop, but there were no attendees due to logistical challenges

2019

- Update the Association Directory – work in progress
- 2019 SPA Film Festival – work in progress
- Preparing the planned transition of SPA from section to a forum before the ICA general assembly in Abu Dhabi 2020 – work in progress
- Possible benchmarking database project for professional associations – work in progress

2020

- Possible project on networking in Senegal – undecided
- Possible conference for professional associations in Europe – work in progress

Appendix F – Position Statement

Position statement requesting a change in the organizational placement of the ICA entity which represents Category B members (professional associations.)

The ICA website describes Sections as “representing an area of professional practice.” Most members of Sections are Category C and Category D members. But members of the Section of Professional Associations (SPA) are category B members Those association members – currently over 80 associations - represent the entire profession across all regions of the world and across all areas of professional practice. The number of archivists represented by these associations adds up to tens of thousands of people in all types of institutions and all types of roles.

Informally and in practice, there is already recognition among ICA leadership that SPA is different from other Sections. This is reflected in the fact that the SPA chair is included in the EOM (Executive Officer Meetings) along with the chair of FAN. And the SPA chair was included in the new secretary general interview process. And starting with the 2018 annual meeting, the SPA chair is invited to attend the FAN meeting.

Over the past few years it has become increasingly clear that SPA’s current placement as a Section is not appropriate. The entity which represents category B members should not be a Section but should have parity with the entity which represents Category A members – the Forum of National Archives.

Therefore, as part of the broader constitutional reform and strategic review process taking place, we are asking that the ICA constitution be changed so that the organizational placement of the Category B members governance entity is moved out of Sections and re-named as the Forum of Professional Associations (or something similar).

Respectfully submitted,

14 June 2018

SPA Steering Committee Chair, Vilde Ronge
SPA Steering Committee, Vice-Chair, Becky Haglund Tousey
SPA Steering Committee

Appendix G – Draft of Terms of Reference for FPA

Forum of Professional Associations (FPA) Terms of Reference (Ref. Article 13 – Member Fora)

The Forum of Professional Associations (FPA) is a forum of the International Council on Archives (ICA) in accordance with the Constitution of the ICA. On the recommendation of the Executive Board of ICA, it was originally established as a section of ICA at Washington, 29 September 1976, and acquired the recognition of the General Assembly of ICA at Washington, 1 October 1976, by Resolution n° 7. By virtue of this document, the section is changed to a Forum on the recommendation of the SPA Steering Committee and approved by the Executive Board in 2020.

Articles and activities of the Forum are to be in harmony with the ICA Constitution and the working programme of ICA.

General Objectives

In accordance with the general objectives of ICA, the aims of the Forum are:

- to contribute to the strategic positioning of the ICA through the FPA's chair membership of the ICA's Executive Board
- to promote closer collaboration of all records management and archival professional associations;
- to gather and disseminate information about the activities of all records management and archival professional associations;
- to encourage and assist the establishment of new professional records management and archival associations;
- to carry out projects which support advocacy efforts and promote issues of importance to ICA's association members and allied associations, including (but not limited to) the preservation of, and access to, documentary and cultural heritage;
- to exploit the vast resources that lie in FPA member associations when it comes to strategies for, and activities within, digitalization:
 - its impact on the archives and records profession,
 - knowledge about the value chain of records and information
 - its impact on the work of professional associations

Membership

Forum members must be Category B members of ICA in accordance with Article 4.1.b of the ICA Constitution.

Forum members have the right to speak and each member has one vote in the Plenary Assembly of the Forum. Member associations may nominate candidates for appointment to the Forum's governing body – the FPA Steering Committee - and take part in FPA elections.

Membership in the Forum is administered by the ICA Secretariat in accordance with Article XX of the Constitution.

Meetings

There are two (2) types of meetings open to all Category B members and observers who are invited by the chair of FPA:

- (a) Plenary Assembly of Members
- (b) Special Programs and Conferences

(a) Plenary Assembly of Members

The Plenary Assembly is comprised of Category B members, and any observers that have been invited by the chair of FPA. It meets every two years, during the quadrennial International Congress of Archives and the biennial conferences of ICA in between the Congresses.

Each member association of the Forum has the right to speak and to vote at the Plenary Assembly.

(b) Special Programs and Conferences

The Steering Committee may arrange programs or conferences on topics of interest to its member associations. These may be held during ICA conferences, ICA Congresses, at ICA Branch (regional) meetings, or at other times as determined by the Steering Committee.

Representatives of records management and archival professional associations that are not Category B members of ICA may attend the Plenary Assembly and other special programs or conferences as observers.

Governance

The Forum will be governed by a Steering Committee.

The Steering Committee of the Forum consists of not less than eight (8) and not more than twelve (12) members including the Chair and Vice-Chair.

Members of the Steering Committee must be representatives of Category B members of ICA. Category B members are asked to nominate a representative from their association to serve a four-year term on the Steering Committee (see Article 8).

The Forum, in conjunction with the ICA Secretary General, should seek to recruit at least one association representative from each region as defined by Article XX of the ICA Constitution. [N.B. Secretary General will be replaced by Executive Director if proposed changes elsewhere are approved]

The Steering Committee meets in person at least once per year – normally no later than May - and sets the direction of projects and priorities for the Forum in conjunction with ICA's strategy and program initiatives.

The Steering Committee organizes and implements Forum projects and activities.

The Steering Committee may hold a second meeting later in the year (Q4) in conjunction with an ICA biennial meeting if one is held.

The Steering Committee may meet virtually or in person at other times upon the request of one-third of its members as specified in Article XX of the ICA Constitution.

If a Steering Committee member has not participated in meetings for two (2) consecutive years, the Steering Committee may recommend a change of representative or a change of association.

A quorum of the Steering Committee is set at the half of its members.

The working languages of the Steering Committee are English or and French, depending on the majority of members present.

Leadership and other roles

The Steering Committee is led by a Chair and supported by a Vice-Chair.

The Chair of the Forum is responsible for:

- Ensuring that the programs and activities of the Forum are developed in accordance with the ICA Constitution and in cooperation with the Programme Commission;
- Determining the agenda and convening Steering Committee meetings;
- Representing the Forum on all required ICA bodies (currently Executive Board and Programme Committee).

The Vice-Chair of the Forum is responsible for:

- Assisting the Chair as needed
- Standing in for the Chair when the Chair is not available.

Other roles on the Steering Committee are appointed by the Chair, and confirmed by the rest of the Steering Committee at the beginning of the Chair's four-year term.

These roles are:

- One (1) or two (2) Secretaries
- Webmaster
- Communications Liaison

The Secretary handles correspondence and logistics with the ICA Secretariat staff, and produces the meeting minutes.

The Webmaster is responsible for posting and managing all Forum-related content on the ICA website.

The Communications Liaison is responsible for writing for and/or managing the Forum's communication channels including newsletters, blogs, and social media.

All Steering Committee members are responsible for the effective administration of the Forum.

The Secretary General of ICA will be an ex-officio member of the Steering Committee. [N.B. Secretary General will be replaced by Executive Director if proposed changes elsewhere are approved]

Elections and Terms of Office

All Steering Committee members must be nominated by a Category B member association. It is not possible to nominate oneself without affiliation to a Category B member association.

No association, nor country, may have more than one representative serve on the Steering Committee at any given time.

If a Category B member wishes to nominate a representative of their association to serve a 4-year term on the FPA Steering committee, that nominee's name must be submitted to the ICA Secretary General no later than two months prior to the ICA quadrennial International Congress of ICA. [N.B. Secretary General will be replaced by Executive Director if proposed changes elsewhere are approved]

It is not necessary for nominees to be present at the time of the election.

Nominees for the Steering Committee, except for the Chair and the Vice-Chair, will be confirmed by the Plenary Assembly held during each quadrennial International Congress of ICA. Confirmed Steering Committee members serve a term of four (4) years. Steering Committee members may seek reelection for one additional 4-year term.

To ensure continuity between Congresses, the Chair will be elected by the Plenary Assembly held during the biennial conference of ICA. The Chair serves for a term of four (4) years and may seek reelection for one additional 4-year term.

To ensure continuity between Congresses, the Vice-Chair will be elected from among the members of the Steering Committee during the biennial conference of ICA. Candidates for Chair must have served on the Steering Committee for a minimum of two years. The Vice-Chair serves for a term of four (4) years and may seek re-election for one additional term.*

*When the Forum of Professional Associations is established in Abu Dhabi in November 2020, the Chair and Vice-Chair will be elected for two years. Thereafter, the Chair and Vice Chair will begin their 4-year terms at the biennial conference in between the Congresses.

Steering Committee members who hold the positions of Secretary, Webmaster and Communications Liaison serve a term of four (4) years. They may seek re-election for one additional four-year term.

In the event a Steering Committee member must step down prior to the end of their four-year term, their association may appoint a replacement to serve the remainder of the term. The successor must be confirmed by a majority vote of the Steering Committee, to serve for the remainder of that term.

In the event the Chair or Vice-Chair must step down prior to the end of their four-year term, the Steering Committee will elect another Steering Committee member to serve in that roll for the remainder of that term.

In the event a Secretary, Webmaster or Communications Liaison must step down prior to the end of their four-year term, the Chair will appoint another Steering Committee member to serve in that roll for the remainder of that term.

Reports

The Forum must:

a) Submit an annual activity report to the ICA Secretary General, including plans for the forthcoming year, in accordance with Article XX of the ICA Constitution;

- b) Submit a biannual activity report to the ICA Programme Commission;
- c) Submit a written Annual Report to all Category B members via electronic means.

[N.B. Secretary General will be replaced by Executive Director if proposed changes elsewhere are approved]

Finances

The Executive Board determines the resources which shall be made available to the Forum of Professional Associations to enable it to achieve its goals.

The Forum will manage its own operating budget under the supervision of the ICA Vice-President Finance. If additional funds are required for specific programs or deliverables, a request will be made to the ICA Vice-President Finance.

Resourcing to enable the activities of the Forum will be provided by the ICA, as agreed by the ICA Executive Board. This will include resources to support

- a) The Chair or the Vice-Chair to convene one in-person Steering Committee meeting per year;
- b) The Chair or the Vice-Chair to attend Executive Board and Programme Commission meetings not held during the ICA Congress or ICA annual meetings.

Amendments

These Terms of Reference for the Forum of Professional Associations will be reviewed every three years by the FPA Steering Committee. Any proposed amendments will be presented for adoption at the next quadrennial International Congress of ICA. [Note: this wording will change if the EB gains the power to alter Internal Regulations.]