Work Plan 2014-2018

The plan presented below contains a range of activities and ideas to conduct advocacy activities and promote the UDA, the ICA, and archives in general. The activities can be run concurrently, and will all work in harmony with other activities undertaken by the ICA. This Work Plan includes six Strategic Objectives followed by specific activities.

1) Developing a strategy for awareness of archives in general and promotion of the UDA, that can be executed by the Advocacy Expert Group members and other members of the ICA

This will enable new ideas to be developed and implemented.

While it is acknowledged that archivists have a good understanding of the environment in which they operate, external professional advice must be sought in order to broaden our thinking and to leverage networks that are currently unknown to us.

A large number of the ICA members are unaware of the potential of the UDA. This requires urgent attention if the ICA wishes to maximize the potential of having the UDA as a “central pillar” of its advocacy objectives and programs.

Outside professional input should help the Advocacy Experts to: Develop a media tool kit that can be easily customized for use by different languages and cultures, including media releases, contact details, promotional images and ideas for increasing awareness of archives and use of the UDA (2014-2018).

2) Develop communications within the ICA about the UDA and advocacy activities

- To have on-going and regular inclusion of news items about recent advocacy events, including UDA events, in Flash and on the ICA website
- To translate important advocacy news in French, English and Spanish and encourage also to have these news available in as many other languages as possible
• To maintain, update and monitor the section on the UDA in the ICA website which currently holds the templates, translations and PDFs of the poster

• To develop cross promotional activities and services which show connection between the UDA and other ICA products, such as the Good Governance toolkit, Access Principles, etc.

• To maximize the potential of the UDA online register by promoting the online register, by developing news items from the register (such as milestones reached for number of signatures), by using data to make better promotional decisions, such as data on cultural or language groups not well represented on the register

3) Engage as soon as possible with membership of ICA

• To ask each Section, Branch, Working Group and Expert Group to consider the UDA and report back to the Advocacy Expert Group on:
  - How it is applicable for their area of speciality/cultural area
  - What activities they can conduct to use the UDA

• To ask each Section, Branch, Working Group and Expert Group to feature the UDA in their next annual conference/meeting

• To get feedback from each Section, Branch, Working Group and Expert Group and to include this feedback in the UDA promotional activities

• To invite each Section, Branch, Working Group and Expert Group, conducting advocacy activities, to attend Advocacy Expert Group annual meetings

• To champion projects supported by ICA both within and beyond ICA, such as the Information Culture project

4) Use social media and increase online presence of advocacy activities, including the UDA

• To establish and manage a stand-alone Facebook page as well as a Twitter account to publicize activities conducted by the Advocacy Expert Group

• To develop an image gallery of “around the world” advocacy activities
5) Offer advocacy expertise within the ICA and within the international archival community

- To survey current advocacy resources, develop and make available a data base of advocacy resources
- To survey current advocacy practices and identify gaps where training is needed
- To offer face to face presentations by the Advocacy Expert Group members in the following locations:
  - 2014 - Girona ICA Annual Conference
  - 2015 - Reykjavik ICA Annual Conference
  - 2016 - Seoul ICA Annual Conference
- To develop a package to train and enable others inspired by the UDA to hold their own workshops in places and events beyond the reach of the ICA (2014-2016)
- To make available news items about advocacy and the UDA in newsletters, e-news vehicles and on the websites of supportive professional organisations and institutions

6) Develop relationships with ICA partners

- To enhance visibility of the UDA in relation to partners’ program and events
- To develop a liaison with partners, regarding events that could include mention of the UDA
- To send moral support to areas where records management and archives are at risk and where advocacy is needed

The Advocacy Expert Group Strategic Objectives are in line with the three ICA’s Strategic Objectives, approved in October 2014 in Girona for the period 2014-2018, including:

- Repositioning Archives as essential in good governance, administrative transparency and democratic accountability
- Monitoring and influencing the development and use of new technologies.
- Building capacity (in particular new competencies and skills) in the records and archives profession.

Approved in Girona 2014, ICA Annual Conference
Submitted by Claude Roberto, Chair, ICA Advocacy Expert Group