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**OUTREACH AND PUBLICITY COMMITTEE**

General Description

This committee disseminates information about the archives profession, SCA members and their institutions among the general public; promotes increased diversity within SCA; brings an awareness of the existence and functions of SCA to related professions such as librarians, historians, museum professionals and records managers, and assists in the publicizing of SCA activities and events. Additionally, because of the particular value in recruiting entry-level professionals, the committee reaches out to student groups, undergraduate history students, and others who might consider archives as a career.

Responsibilities:

1. Create, distribute and disseminate educational pamphlets, brochures and other materials.
2. Cultivate the Speakers Bureau, a resource and community of archivists committed to speaking at a variety of events in support of our profession and to assist our community.
3. Create and support presentations or panels at meetings of allied organizations.
4. Communicate to SCA members via the Newsletter, news of appropriate events and progress being sponsored by allied professionals.
5. Publicize and promote SCA activities through newsletters of allied organizations, listservs, Archives Week, and other public forums.
6. Recommend SCA maintain institutional membership in allied organizations.
7. Create mailing lists of organizations and publications to receive public relations materials about SCA events and programs.
8. Recruit committee members from those SCA members who are also members of allied associations.