

OUTREACH AND PUBLICITY COMMITTEE

General Description

The mission of this committee is to disseminate information about the archives profession among the general public, to bring an awareness of the existence and function of SCA to related professions such as librarians, historians, and records managers, to assist in the publicizing of SCA activities and events, and with an eye to the future, to promote SCA within the schools of library and information science. This mission can be carried out through presentations or panels at meetings, by articles in newsletters, through the SCA Web site, through programs such as a Speakers Bureau, and by "advertising campaigns" which bring our organization to the attention of a wider audience.

Responsibilities

1. Recommend SCA membership in other appropriate organizations and initiate formal links and ventures with regional affiliates whenever suitable.
2. Create and maintain mailing lists of other organizations and publications to receive
3. public relations materials about SCA events and programs.
4. Develop and maintain the SCA Web site.
5. Develop and offer programs for meetings of allied associations in conjunction with other SCA committees.
6. Recruit committee members from those SCA members who are also members
7. of allied organizations.
8. Communicate to SCA members via the Newsletter, through the SCA Web Site, and via electronic mail lists (such as west_arch), news of appropriate events and programs being sponsored by allied professionals.
9. Develop, maintain, and disseminate SCA public relations materials in electronic and print form.
10. Foster continuing relationships between SCA and schools of library and information science in California to recruit new members entering the archival profession.
11. Promote greater cultural diversity within SCA by reaching out to archivists from underrepresented groups.