



# Marketing the North-West University Archives 12 July 2012

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# The NWU Archive



# Merger: 1 January 2004



**PU for CHO**

Potchefstroom University for Christian Higher  
Education

1869

+



University of North-West (Bophutatswana  
Mafikeng)

c1980

# 1. Collections

- NWU Archive is responsible for the corporate memory and documentary heritage of the Institutional Office and the Potchefstroom Campus
- Archival collections consist of 1 500 linear metres of records covering the period since 1869



# Collections continue

- Minutes of NWU Institutional Office, Potchefstroom Campus, former PU for CHE
- Student Council and student life
- Files of administrations of faculties, schools, institutes, departments and units
- Archival records of the former Potchefstroom Teachers College (POK) (incorporated in 2001)
- Photograph collections:
  - 150 000 + negatives, 400 + CD/DVD, 4 500 + digital images
- Archive of Western Transvaal History
- Ossewa Brandwag Archive
- Private collections

## 2. Decline in Transfers

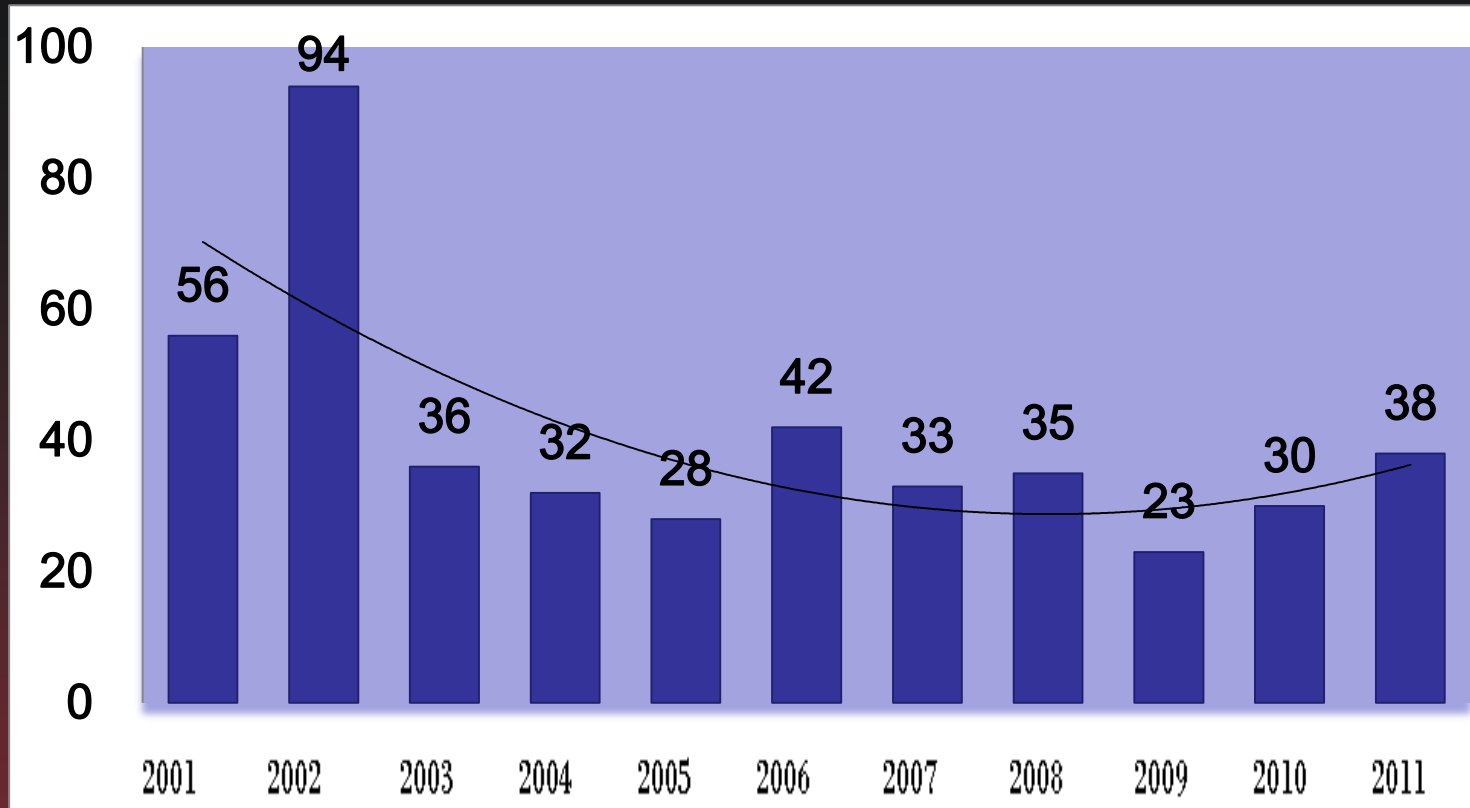


Figure 1: Number of transfers from 2001-2011 to the NWU Archive

# Table 1: Transfers 2001-2011

Year	Transfers
2001	56
2002	94
2003	36
2004	32
2005	28
2006	42
2007	33
2008	35
2009	23
2010	30
2011	38

## 2.1 Records Management (2005)

Year	Staff attended	Portfolios completed
2006	164	-
2007	143	23
2008	78	15
2009	77	11
2010	65	8
2011	123	11
Total	650	68

Table 2: Attendance of records management courses



Table 3: Comparison of destruction certificates issued and the number of transfer requests received by the NWU Archive

Year	Requests for Destructions	Requests for Transfers
2010	47	30
2011	35	38
Total	82	68

- Contrasting figures
- Over six year period more 650 staff members attended the records management courses but the Archive received only 157 transfers

### 3. Outreach

“ Outreach is a powerful tool: it teaches the university community about the history of the institution and about the value of documents that the institution creates” (Chute 2000:34)

“The archivist needs to be proactive and should go beyond marketing and advertising. The purpose of outreach should be to educate as much as to promote” (Maher 1992:315)

# Outreach continue

- Faculties, staff and students need to understand the value of university archives
- These user groups need to know that archival materials are accessible and are relevant to what they do
- Everyone on campus should understand the value of the archivist as an important resource
  - The NWU Archive has continued to proactively collect as many records, histories, CV's photographs and vital University records as possible

# Marketing

“Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational goals,

social marketing is the application of the principles of marketing to special problems where the objects are to change social behaviour, attitudes or beliefs for the benefit of a target audience and for society (Lukenbill 2002:162-163)

# 3.1 NWU Archive outreach initiatives

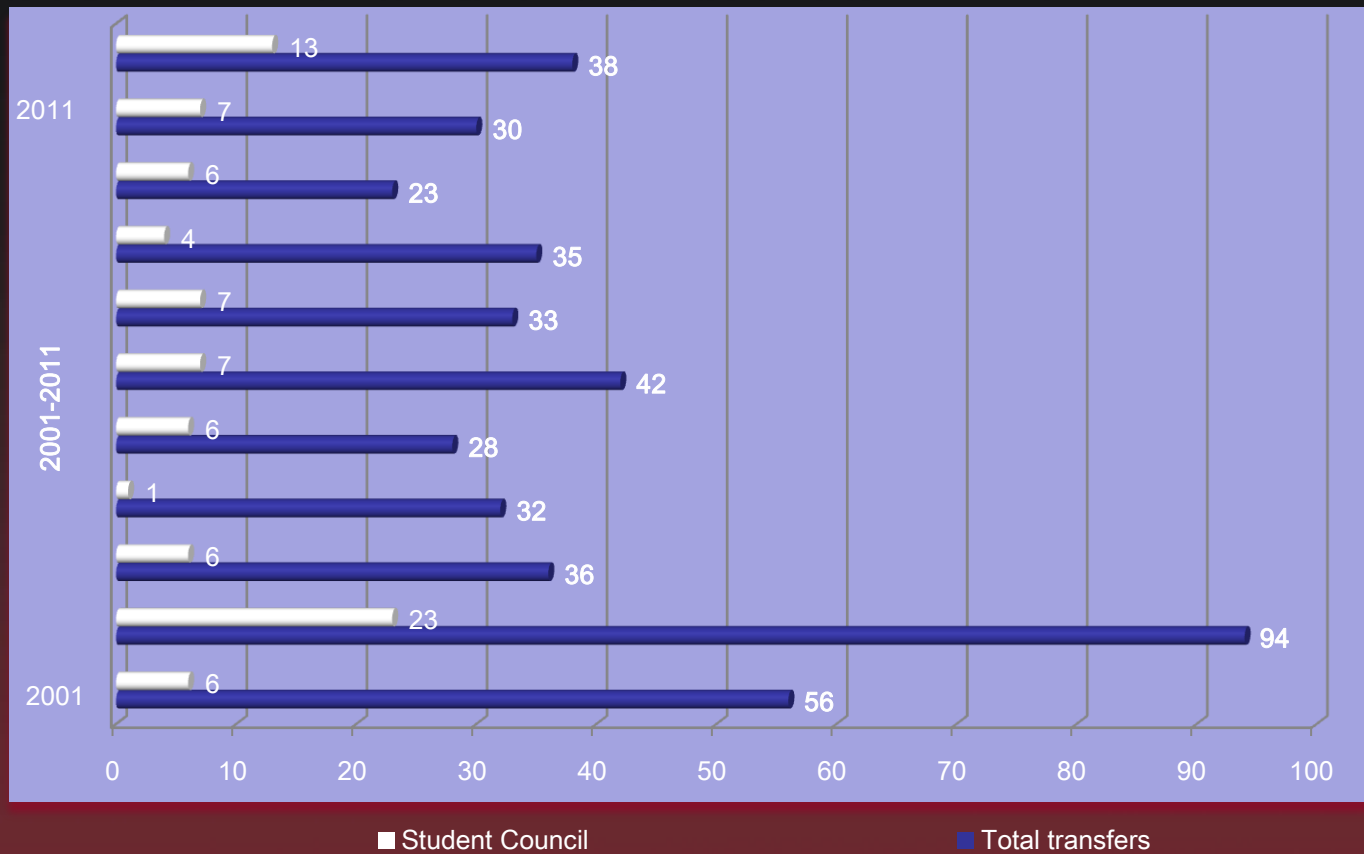


Figure 3 Student Council as a portion of total NWU transfers 2001-2011

## 3.1.1 Student council annual visit to the Archive 2008



## 3.1.2 Residence Archive Portfolio

- cooperation with SC portfolio Marketing and Public Relations
- compiled booklet titled: *Residence Archiving* (2006)
- currently 28 student residences including off-campus town residences
- Information includes the general history of a residence, traditions, newspapers, minutes of meetings, described high quality digital photographs, annual transfer reports as well as the successes of the past year
- The Archive Portfolio is part of the final evaluation of the Residence Committee for the prestigious Residence of the Year award



### 3.1.3 Photograph outreach

- Table 5: Number of digital photographs acquired since 2009

Year	Photographs acquired
2009	1937
2010	8798
2011	7289

Currently, the NWU uses the services of 25 photographers:

*Professional photographers – 5*

NWU staff acting as photographers:

*Publications and ceremonies – 8*

*Sport – 3*

*Student council – 7*

*General – 2*



## 3.1.4 Minutes of meetings



- 2010 contacted faculty administrators to assist with the transfers of minutes of meetings, specifically of the offices of the dean, faculty, school, departments and subject groups
- all faculties were personally visited and received advice and support
- no positive reaction
- implementation of *Procedure for the handling of minutes and minute books at the NWU* by Records Management

## 3.1.5 News related Bulletins, Curricula Vitae and Historical overviews

- Recruitment project including printed and digital
- Ongoing process
- Capture digital information make print outs keep hard copy back-up digital version on External Hard drive
- time consuming
- positive response

## 3.1.6 Annual visits to the Archive

- SSSE 111 Lecture to first year education students on primary and secondary sources and the functions of the Archive



- Student Council
- Residence committee members in collaboration with the Marketing Department
- Reunion of the first year students of more than fifty years ago 1962-2012
- Museum open day
- Archive awareness week

## 3.1.7 Archive Awareness week 22-26 August 2011

### Marketing material:

#### ❖ CD with the following relevant information:

##### Records Management:

- 2011 File Plan
- Procedures for minutes
- Procedure for store rooms
- Procedure for transfer
- Record management training dates 2011

##### NWU Archive:

- Archive brochure
- Archive staff and contact details
- Transfer form
- *ABC of what type of records to transfer to the Archive and what not!*

- ❖ Pencil with slogan 'Archives are forever!'
- ❖ Brochure with relevant information of the Archive and staff
- ❖ Five 2 MG memory sticks with the above information, sponsored by Record Management, were given to staff members who attended the sessions, as a motivation for them to attend.

# Archive Awareness Week: daily information

- Daily information sessions were held in both Afrikaans and English, and involved a 45 minutes PowerPoint presentation.
- The background and motivation of the NWU Archive were explained by way of introduction.
- Examples were given of the different types of archival records, such as photographs and minutes of meetings.
- The transfer form and process were also discussed, followed by a short tour of the NWU Archive content and an explanation of the process from receiving a transfer form to the final compilation of an inventory

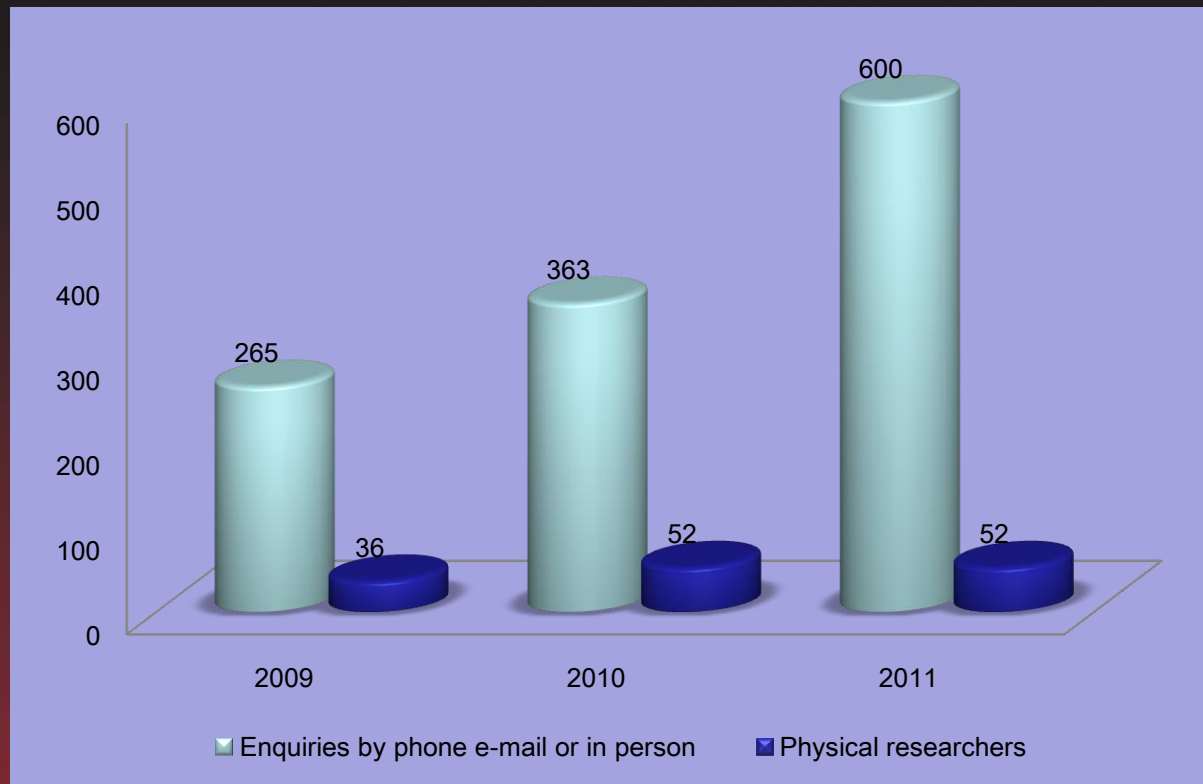


# Outcome

- After talking to the people who attended, we learned the following:
  - Staff members are overburdened in their work and do not see the need for transfers.
  - There is much resistance to the policy and guidelines prescribed by the Records Management and Administration Department.
  - Most staff members did not know where the Archive was located or what the duties of the Archive involved.
- After the visit:
  - Staff are equipped with the relevant information regarding the Archive.
  - They know whom to contact.
  - They feel free to contact and visit us.
  - They know where to find the Archive.
  - They know what the staff of the Archive do.

## 4. Conclusion

- The NWU Archive have achieved a considerable increase in the rate of use, but its aim is to have all relevant material transferred to the Archive on an ongoing basis.





- The different outreach initiatives with regard to the student population are very successful.
- However, a contingency plan for the staff of the NWU will have to be developed together with the Records Management and Administration Department and in close collaboration with the Institutional Office as well as all three campuses.

# Outreach 2012

- NWU Archive Website: Update the website and add relevant links as well as an enquiry and request form.
- Facebook: Perform more frequent updates and photographs posts.
- Visibility: Our physical visibility needs to be addressed, among other by using colourful and prominent banners.
- Orientation: We share Building E7 with a number of other departments, and the different entrances to the building therefore need to be clearly distinguished, for instance E7a for the Archive and Museum; E7b for the Ferdinand Postma Library; and E7c for the Gallery.
- Open door policy: People must know that they are welcome to visit the Archive and Museum.
- Awareness: An Archive awareness campaign will be presented in August.
- Clarity: Make a list of all relevant “A” instructions in the File Plan (records that must be transferred to the Archive).

# Long term outreach

- Visit a specific group, such as schools, faculties, departments or support services, and inform them about the functions of the Archive, explain the transfer process and motivate future use. Exhibit items like minutes of meetings, photographs and other relevant archival material relating to the specific group.
- Present a minute workshop to address all issues relating to meetings, from how to start, conduct and end a meeting, to binding and sending out the final copy of the minutes to the Archive.



Thank you

