

University of Greenwich Archive: Strategy 2017-2020: “Building Impact”

Purpose and function of this strategy document

The University’s mission (2017-2022) is **to transform lives through inspired teaching and research.**

The purpose of this three-year strategy for the University of Greenwich Archive is to outline a plan to support and contribute to the University’s mission between 2017 and 2020. This will be achieved by building the impact of the Archive for the purposes of preservation, teaching, research and scholarship and to maximise opportunities to build relationships, promote collaboration and innovation.¹

1. Access and usage:

By 2020 to increase usage of the Archive and its collections by students, scholars and members of the local community by 100%

This will be achieved by:

- Establishing and publicising set weekly opening hours.
- Facilitating impact by securing the inclusion and use of the Archive’s holdings into teaching and learning and/or research activities in all relevant departments of the University.
- Securing sufficient staffing resource.
- Enhancing the Archive’s digital identity.
- Promotion of the Archive’s collection by holding annually at least one public event focussed on the Archive that is aimed at students, staff and/or members of local communities and learning communities.

2. Staffing resources:

By 2020 to have secured sufficient resources to support the realisation of this Strategy, through paid and non-paid positions.

This will be achieved by:

- Applying for at least one student internship annually (for as long as the GWES scheme or any successor is active).
- Offering at least two student work placements annually.
- Offering at least two volunteer placements annually.
- Identifying and bidding for at least one eligible external funding source a year to support the work and aims of the Archive, as outlined in this strategy document (which may include funds for staffing and physical and digital resources).

3. Digital Curation:

By 2020 to have secured a safe and sustainable online digital presence of the Archive.

This will be achieved by:

- Researching, identifying and securing the necessary resource to create a safe and sustainable digital identity for the Archive, to include digital storage, and a catalogue supported by industry-standard software that aligns as appropriate and necessary with other University systems, particularly the current Library Management Software (LMS).

¹ Included in this definition of impact are the following activities: public engagement, positive social change, the preservation of institutional knowledge and memory.

4. Publicity & Marketing:

By 2020 to have a publicity and marketing strategy for the Archive that is fit for purpose (i.e. one that meets the aims of this Strategy and the University's mission)

This will be achieved by:

- Securing resource to create a dedicated Archive website/webpages and paper-based information aimed at specific groups/cohorts of potential users.
- Publicise the Archive through existing University marketing channels and also through external networks working in similar fields.
- Securing the support of named contacts in each Faculty and Department to ensure opportunities for collaboration involving the Archive is maximising and information about events and activities is communicated in a timely manner.

5. Community & Engagement

By 2020 to have built links with research groups, organisations and individuals whose work and goals align with those outlined in this Strategy.

This will be achieved by:

- Building links with the University's research groups to maximise opportunities to support and enhance the impact of excellence in teaching and research.
- Working with marketing to ensure the use of the Archive is optimised to build cohesion within and across campuses and externally to engage alumni, potential students and other relevant external agencies.
- Building and extending opportunities for collaboration within organisations such as Voluntary Action Archives and the National Archives, where there are mutual interests in historical archives.

6. Strategic and Operational Oversight:

By 2020 the University Archive and this Strategy will have been overseen, monitored and realised by an Archive Steering Group consisting of a balanced membership drawn from across the University and externally, as appropriate.

This will be achieved by:

- Scheduling of meetings at least termly.
- Annual reviews of membership, with additional members invited as deemed appropriate by existing members.

7. Document Control and Approval

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