

# Marketing as an access tool for Public Archives: a case study (Madeira Regional Archives' Educational Service/Cultural Extension)



By Sofia Santos (sofiasantos@arquivo-madeira.org)

## Regional Archive of Madeira (ARM), Funchal, Portugal (Europe): who we are?

### Vision

To be a cultural institution recognized by the society and that serves its citizens' collective identity. To help and assist the qualification of the Regional Public Administration by providing support to governmental and private agencies, assuring the accessibility and preservation of its archival records. To be mentioned and seen as a reference by the archive professionals through its practices of excellence.

### Mission

To collect, preserve, and increase the value of the archival and bibliographical heritage considered vital for history and culture which identifies a multiple and collective memory, as being a historical public archive in Madeira.

Also as a regional public record keeper and coordinator, ARM claims to promote quality in local public archives supervising their ability to produce demonstrative records and information that reflect their own activities, becoming able to perfect administrative procedures and apt to contribute for a modern and clear public administration.

To democratize and simplify the public's accessibility to historical records nullifying cultural, social and geographical frontiers and establishing the values of citizenship instead. To be documented as a knowledge centre for the history and culture of Madeira and also to stimulate all renewed scientific investigation practices.  
www.arquivo-madeira.org

## The project's starting point: how to begin?

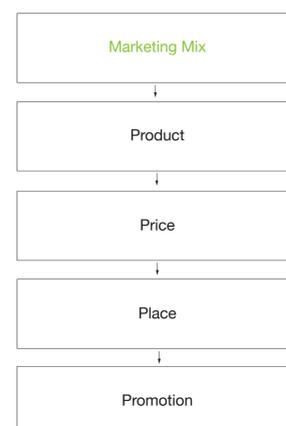
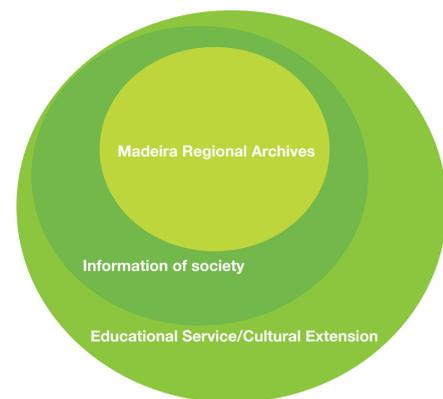
Construction of Madeira Regional Archives' new building and facilities installation.  
Training in educational and cultural services.  
Visiting educational and cultural extension departments in other public archives (municipal and district archives), museums and libraries.  
Bibliographical and web research.

## The project's development: what do we want to do?

Studying the environment (micro and macro).  
Developing activities plan.  
Creating a logo for the Educational Department and information products.  
Acquiring materials for educational activities.

## Marketing strategic plan: how to develop projects?

Defining general procedures in the context of implementing a Quality Management System (ISO 9001/2008).  
Defining operational goals linked with precise measuring indicators.  
Detailing and planning the product/service conception and development, identifying goals (inputs and outputs) and needed resources.



## Products: which educational and cultural activities?

Regular activities aimed to introduce the ARM and our work.

Regular activities aimed to explore the archives and enrich the knowledge of regional//local history.

Activities and projects aimed for different publics.

Ocasional activities: exhibitions, contest, workshops, conferences and guided tours to specific groups.

Other services.

## Price: how much time was spent in the preparation of the activities?

### Qualitative price

Time spent in the market study in order to know the material needs as well as to obtain informations on educational and cultural aspects.  
Time spent researching bibliographic and documental data.  
Time spent preparing the educational activities and its execution.  
Time spent getting in touch with schools and other similar establishments as well as in executing the educational/cultural activities.  
Time spent in the products' creation and validation.  
Human resources used in: archive treatment, conservation and restoration, educational/cultural services and reference services.  
Time to update the ARM site and facebook page.  
Time spent writing press releases.  
Time between the period a press note is written and the time it reaches the mass media.  
Time preparing the conference room.

### Quantitative price

Price of the conference room's fee.  
Price payed to workshops addressed to the external audience/public and also to the internal public.

## Distribution: where do ARM users/clients search for its product/service?

ARM website.  
E-mail.  
Telephone and telefax.  
Building location and its accessibility.  
Distribution channels: direct marketing.

## Promotion: how does the ARM markets its products?

Press releases sent to local mass media.  
Invitation to all ARM listed entities.  
Direct invitations to Madeira's teaching establishments.  
Website.  
Newsletters.  
Facebook.  
Posters and postcards.  
Buzzmarketing.  
Activity files.  
Press files.

## A Project affirmation

Its success depends on the employment of work techniques, lately improved by the introduction of the Quality Management System and by the creation of instruments that are different due to its contents, graphical image and way by which they are communicated. Always with the users/community in mind. The way to answer to their expectations is through Satisfaction surveys, montly meetings, evaluation of the worksheets sent by students and through the direct contact with our clients/audience/community. As an example: the opening of the technical department to the general public three times a year, named "Open Day to the Community"; the introduction of the pedagogical kit devoted to the Family's History; the teaches' s formation in order to inform them of the tools and knowledge needed to select archive documents and increase the usage of activities and educational tools made by the Education Service. It's a continuous work perfecting and renewing, there is much to do in order to reach new uses/clients and thus influence the educational community and society to the importance of the research and investigation from primary sources. There is one certainty, however, the number of people who already know our collection, services and even our occupation is already considerable. This number has been growing, namely teachers and, apart from that, our loyal public/users spread not only this service but also the ARM.

