



CHAIRPERSON'S ANNUAL REPORT – SEPTEMBER 2014

Marketing and Advocacy Interest Group (MAIG)

1. INTRODUCTION

We had such an exciting year in 2013, with lots of activities to keep our Interest Group alive.

MAIG had at its inception 4 Committee members elected and is now left with 3; namely Rebecca Senyolo (Chairperson), Mmakgoshi Reetseng (Secretary), and Tembela Mdingi (Additional member). Nkosinathi Qhubeka, the 4th member had since resigned in Oct 2013. In addition, MAIG is working very closely with branch PROs and have other members serving as MAIG convenors in some branches.

2. ACTIVITIES

MAIG had since published its annual newsletter which was circulated on the liasaonline and was also posted on the MAIG website. Thanks go to all members who contributed towards making this newsletter possible. MAIG, in partnership with the NLSA, planned its annual seminar, which was to be held for two days at the National Library of South Africa in August 2014. But due to the unfortunate situation which happened to the MAIG Chairperson in the very same month, this seminar was postponed and had taken place at the LIASA pre-conference workshop recently on the 22nd September 2014. The attendance was good, with just over 70 members from both LIASA members and non-members. The MAIG Facebook page which was launched at last year's seminar, at:

<https://www.facebook.com/pages/LIASA-Marketing-and-advocacy-Interest-Group/1410440169177252> is doing very well and currently has about 96 followers.

We further invite your contributions, comments and critiques.

Furthermore, the Marketing & Advocacy Interest Group called upon all LIASA branches to celebrate Heritage Day in style at their respective branches /institutions. The MAIG's very special project on '**donate a bag**', whereby any unused conference bag was to be given to needy school children in order to enhance their education still continues. This project is very popular at the annual LIASA conferences.

LIASA National MAIG: "Donate a Bag"



We started this project last year in October at the National LIASA conference in Cape Town, where we managed to collect about 26 bags. This initiative was taken forth at our respective end-of-year functions within the 10 LIASA branches, which will then identify schools in their area that will receive such donations. I am pleased to announce that we have managed to collect a total of 76 bags from the 3 branches (Western Cape, Gauteng North & South) thus far. Thank you to all the colleagues who generously donated in support of this project. More feedback still to follow from the remaining branches.

Check it out in 2014!

- *Continue with the 'donate a bag' project*
- *Celebrate our Heritage Day in September*
- *Organise a seminar*
- *Elections*

MAIG has managed to open a bank account and we are pleased to announce that we now have full information and bank details to enable the smooth running of the Interest Group.

2.1 Heritage Day was celebrated in style

As we celebrate the heritage month, MAIG is once more calling upon all branches to submit their articles for sharing of this special rainbow nation month of our traditions and cultural diversity. Articles about how each branch / institution has celebrated their heritage day will be posted and made available in the MAIG newsletter and on the website.

2.2 Going BIG on Casual Day!

MAIG is calling upon all branches to submit their brief report on what transpired during the casual day at their respective institutions / branches. Let us share so that we promote one nation amongst ourselves!

3. Launches and other activities attended by MAIG Chairperson

- SALW 2014 @ Westonaria – Chair gave a talk on “Celebrating the milestones of my career”. Gauteng South Branch ‘donate a Bag’ was handed to about +30 school children who attended the celebration as per invitation!
- The Chairperson also attended the World Book celebration at Marikana and presented on “Librarians’ role in promoting a culture of reading”.

I would like to acknowledge the assistance and contribution of the MAIG Secretary, Ms Mmakgoshi Reetseng for continuing to serve this IG with pride and whose hard work helped facilitate my role as Chairperson despite the challenges we encountered on the way. I would also like to thank our valuable members, who made it possible for this newly established IG to achieve all that it has thus far since its inception a year ago. In this regard, I wish to highly commend the LIASA EXCO & REPCO for giving MAIG an opportunity to be part of its Interest Groups.

Mokgadi Senyolo

MAIG: Chairperson - September 2014