



NPO 009-577

LIASA National Office

P O Box 1598

Pretoria, 0001

Tel: 012 324 6096

Fax: 086 694 7272

e-mail: liasa@liasa.org.za**Branches and Interest Groups Report: Annual Report (Oct 2014 – Aug 2015)****Branch /Interest group name: Marketing & Advocacy Interest Group (MAIG)**

LIASA NATIONAL STRATEGIC THEMES	Branch/Interest group key programs/ activities to support National Strategy
<p>1. Leadership:</p> <p>To provide innovative and dynamic leadership that will drive Library and Information Sector (LIS) in South Africa</p>	<p>Communication with Committee members via e-mails, Facebook (FB), and Google Hangouts. Admin rights were requested to be given to one of the new committee member to administer the FB page. Bank account was opened and is functioning well.</p>
<p>2. Membership:</p> <p>Develop new campaigns for recruitment and retaining of membership</p>	<p>MAIG is doing well considering that it has only been in existence for 2 years. In Feb 2015 MAIG had a total membership of 35 and currently has 84 members. Each Committee member is encouraged to recruit more members especially from their respective institutions, assist in processing of membership on their behalf and also forward or extend membership information received from the National Membership Convener. Encourage members to choose MAIG as their 1st option or at least have MAIG as one option.</p>
<p>3. Marketing and Advocacy :</p>	<p>Institutional membership is encouraged by</p>

<p>Develop strategies for the extensive promotion of LIASA as a brand</p>	<p>individual in the respective institutions and more seminars to market the interest group further are been planned for all branches this year.</p> <p>A marketing seminar was organised held on the 25th Feb in partnership with the Northern Cape Provincial Library Services and National Library of South Africa (NLSA) as part of capacity building to market libraries more efficiently and effectively. The MAIG Chairperson presented and promoted Library and Information Association of South Africa (LIASA) to the Northern Cape Librarians.</p> <p>An article was prepared and sent for publication in LIASA in Touch (LIT). A newsletter was also published and circulated on liasaonline and the MAIG website. Some of the MAIG committee members sold LIASA cups at their various institutions to further promote LIASA.</p>
<p>4. Communication and sector engagement</p> <p>Maximise the use of cutting edge technology for marketing and communication purposes</p>	<p>MAIG Chairperson (Ms M. Senyolo) serves on LIASA EXCO as the Social media & Advocacy Convener.</p> <p>Ms Senyolo participated on mobile literacy workshop organised by the Goethe-Institut for 3 days in Jan 2015.</p> <p>On the 13 Feb 2015 she also took part in the Task Team of the IFLA pre-conference of African Ministers of DAC on the role of libraries in the post 2015 development agenda, representing LIASA.</p>
<p>5. Good governance:</p>	<p>All minutes of the meetings and proceedings of</p>

<p>Provide and maintain good governance structures for financial growth, accountability and sustainability.</p> <p>Continuously visit structures, guidelines, procedures and policies, and review such if and when necessary</p>	<p>seminars and pictures are downloaded on the website, safely stored on CD and copies of reports sent to LIASA Office.</p> <p>MAIG documents including the constitution, information of the Committee members and other reports were also sent to the LIASA National Convener ICT Development to upload to the new LIASA website.</p>
<p>6. Training and Development:</p> <p>Invigorate the sector through dynamic, vibrant, continuing education, and training and development programmes</p>	<p>A pre-conference workshop was held at the LIASA conference in 2014 in partnership with the NLSA. Over 70 LIASA members and non-members attended. The workshop was about “introducing marketing strategy and Mzansi libraries online”.</p> <p>A two day social media workshop was organised for the 13th and 14th Nov in partnership with NLSA, Department of Arts and Culture (DAC) & Centre for the Book to promote access to libraries. The MAIG Chairperson attended on the 13th Nov 2014</p>
<p>7. Financials and Membership Status</p>	<p>Current bank account balance is R6,196.68 as of 18 Feb 2015</p> <p>Current membership status:</p> <p>1st choice = 12</p> <p>2nd choice = 72</p> <p>Total = 84</p>
<p>8. Summary of Challenges and Major Achievements</p>	<p>Committee:</p> <p>2012-2014:- MAIG started with 4 Committee members, but ended up with only 2 active, one member resigned from the LIS profession and one joined another employer and had to leave</p>

	<p>MAIG.</p> <p>2014-2016:- A new committee was elected without the portfolio for Treasurer which was later filled.</p> <p>Bags:-</p> <p>MAIG has so far managed to collect over 100 bags in its popular project 'donate a bag'. The bags will be donated to needy schools. Some bags have already been donated to a school in Orange Farm.</p> <p>67 minutes of Mandela:-</p> <p>MAIG received shopper bags from Book Talk and donated them to the Grade R's Lotus Gardens primary school in Atteridgeville in support of the 67 minutes of Mandela.</p> <p>Achievements:</p> <ul style="list-style-type: none"> • Facebook page currently had from 128 in Feb to 163 followers in July 2015 • Donate a bag project over 100 bags collected
<p>9. Planned Activities for next 3 Months</p>	<p>Workshops:- In partnership with NLSA, MAIG plans to rotate its seminars and workshops to all LIASA branches as a way of marketing library services, promoting LIASA and promoting access to information.</p> <ul style="list-style-type: none"> • Requests for workshops have already been received from the Eastern Cape & KwaZulu Natal. <p>SA Library week:- An awareness of library week happenings where extended by various exhibitions/displays made in different</p>

	institutions. Annual Seminar:- An annual seminar is being organised for September 2015.
10. Date of submission	23 July 2015
11. Chairperson/Chair-elect name and signature	Rebecca Senyolo: Chairperson 