



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 2015 - 2016****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>MAIG is doing fairly well and continues with its popular annual seminar/Marketing INDABA in partnership with National Library of South Africa (NLSA). The seminar tackles marketing issues and reports on new developments in various LIS sectors.</p>
<p>2. Membership:</p> <p>Develop new campaigns for recruitment and retaining of membership</p>	<p>By Feb 2016 the MAIG membership had increased from 84 to 135 active members.</p> <p>Committee members are encouraged to continue recruiting members in their respective institutions, to assist in processing of membership forms on their behalf where necessary and to also forward or extend membership information received from the National Membership Convener.</p> <p>Members are also encouraged to choose MAIG as their 1st option or to at least have it as one option.</p>

<p>3. Marketing and Advocacy :</p> <p>Develop strategies for the extensive promotion of LIASA as a brand</p>	<p>In partnership with NLSA more seminars were conducted to market the LIASA activities.</p> <p>A national committee comprising of all LIS marketing stakeholders was instituted and will be announced and launched officially at the 2016 pre-conference/Marketing INDABA. The Committee was named Library Information Services Marketing Committee (LISMC). It will among other objectives ensure joint planning and marketing of LIS activities between all stakeholders (DAC, NLSA, Centre for the Book, LIASA, provinces and other partners in the LIS sector). The MAIG Chairperson forms part of this Committee and participates in all the strategic and plenary meetings for its activities.</p> <p>A marketing seminar for Northern Cape Provincial Library Services was held in Feb 2015 and for the Eastern Cape Provincial Library Services on the 12 Nov 2015. This was in partnership with the NLSA as part of capacity building to market libraries more efficiently and effectively. The marketing seminars were continued in 2016 for the remainder of the Provinces except for the two Provinces. On the 26th Feb 2016 it was held at the NLSA and on the 12th May 2016 it was held in KZN.</p> <p>The MAIG Chairperson presented and promoted MAIG's activities and that of LIASA including the professional body status to the Librarians in all</p>
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	the above Provinces.
<p>4. Communication and sector engagement</p> <p>Maximise the use of cutting edge technology for marketing and communication purposes</p>	<p>MAIG Chairperson serves on LIASA EXCO as the Social media & Advocacy Convener.</p> <p>She participated in the mobile literacy workshop organised by the Goethe Institute on the 10th Feb 2015, in the curriculum development workshop organised by the Goethe-Institut for 2 days in Nov, (17-18) 2015 as well as in the Mzansi Libraries Online Advocacy workshop from 16 to 19 May 2016. The advocacy workshop is organised for all essential LIS decision makers to collaborate, ensuring dialogue and capacity building by creating a platform for sharing and inviting ideas and inputs from stakeholders & partners. This is also to tap into individual skills and expertise through integration and pooling resources among related projects and activities.</p> <p>The next Advocacy training is also scheduled for September 2016, the MAIG Chairperson will participate.</p> <p>Communication with Committee members was done mainly via e-mails, Facebook (FB), and Google Hangouts in addition to the face to face meetings. Webinars were also explored for meetings. Admin rights for the FB page have been extended to the PRO to assist and members were encouraged to post as well.</p> <p>MAIG's only first issue of the newsletter will be circulated to members at this conference and also be published on the website.</p>

	An article was submitted in the LIASA-In-Touch magazine covering the marketing news.
<p>5. Good governance:</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>All minutes of the meetings and proceedings and pictures of seminars were downloaded onto the website as a shared link by the NLSA, and copies of reports sent to LIASA National Convener ICT Development to upload to the new LIASA website.</p> <p>MAIG documents including the constitution, information about the Committee members and other reports were also sent to the LIASA National Convenor ICT Development to upload to the new LIASA website.</p> <p>Contributions were made towards the Careers Unlimited document about Librarianship, the edition was reviewed by the MAIG Committee and submitted to LIASA EXCO.</p>
<p>6. Training and Development:</p> <p>Invigorate the sector through dynamic, vibrant, continuing education, and training and development programmes</p>	<p>The MAIG Chairperson presented to the LIS workers at the GCIS as a guest speaker on the 17th March 2016 in celebration of South African Library Week.</p> <p>The MAIG Committee participated in two schools, the Lotus Gardens Primary school in Atteridgeville and the Leeuwfontein Primary Farm school in Lynn East, Gauteng in February and March during the WorldReadAloud campaign and celebration of the South African Library Week.</p> <p>Few Sepedi books were bought and donated to</p>

	<p>Leeuwfontein Primary Farm School learners to encourage the love for reading. Stories were read to the grade R to grade 1 and the reading eggs session to the grade 2's and also hands out some Easter eggs courtesy of UPLS and SABINET. About 381 learners in total participated in the reading campaign.</p> <p>MAIG Committee participated in 4 schools, Sunnyside Primary school in Pretoria, Mashemong Primary and Isiziba Primary in Tembisa and Lotus Gardens Primary in Atteridgeville during the 67 Minutes of Mandela in July 2015. Books were donated to these schools courtesy of the Rotary club and Unisa Library.</p> <p>The MAIG Chairperson gave a presentation at the Mshuluzane Mayisela Primary School in Bronkhorstspuit on the 26th August 2016. She shared ideas on how the school can revamp its library, inculcate the love for books and turn their library into the state of the art source of information for all their learners. She also shared ideas on how to set up a school library especially to other Educators who were in attendance on that day who are without libraries at their respective schools. She also distributed some marketing materials obtained from the LIASA Office.</p>
<p>7. Financials and Membership Status</p>	<p>Current bank account balance is R3,073.58 as of 06 September 2016</p>

	<p>Current membership status:</p> <p>1st choice = 27</p> <p>2nd choice = 108</p> <p>Total = 135</p> <p>The audited financial statement has been completed and will share more light on the finances.</p>
<p>8. Summary of Challenges and Major Achievements</p>	<p>Committee:</p> <p>2014-2016:- MAIG managed to have a complete number of the required portfolio committee members.</p> <p>Projects:-</p> <p>MAIG managed to collect over 100 bags in its popular project '<i>donate a bag</i>'. The bags were donated to the needy schools including a school in Orange Farm. The project continues and will still continue at the 2016 LIASA conference. The collected bags will be given to the KZN Branch to be distributed to their needy school/s.</p> <p>MAIG also received shopper bags from Book Talk, the bags were donated to the Grade R's at Lotus Gardens Primary School in Atteridgeville in support of the 67 Minutes of Mandela in 2015.</p> <p>Achievements:</p> <p>MAIG in partnership with the NLSA managed to present seminars and workshops to public librarians as a way of marketing Library services, promoting LIASA's activities and promoting access to information.</p> <p>So far 8 branches have been trained. The Limpopo and Mpumalanga branches will be</p>

	<p>targeted in 2017. The MAIG Facebook page followership has grown from 253 in Jan 2016 to 336 in September 2016</p> <p>Challenges:</p> <p>In partnership with the KZN Branch MAIG attempted to assist the Charles Duma Primary School upon receipt of a request that the school is faced with high level of illiteracy – unfortunately no further response was received from the school’s principal.</p>
<p>9. Planned Activities</p>	<p>Annual Seminar:- MAIG in partnership with NLSA will host the LIASA MAIG/NLSA Marketing INDABA 2016 at the LIASA Conference on the 9th October 2016.</p> <p>MAIG Committee 2016-2018: The new Committee will be announced at the MAIG AGM to be held at the LIASA 2016 Conference.</p> <p>SA Library Week: MAIG continues to support LIASA’s activities by creating more awareness to all branches to put up displays / exhibitions in their various institutions in celebration of the SA Library week.</p>
<p>10. Date of submission</p>	<p>06 Sept 2016</p>
<p>11. Chairperson/Chair-elect name and signature</p>	<p>Rebecca Senyolo: Chairperson</p> 