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| **Module Specification**  **ARIM007 – ADVOCATING ARCHIVES** |
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**1. Module Details**

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| **Module Title:** | ADVOCATING ARCHIVES |
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| **Short Title:** | ADVOCATING ARCHIVES |
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| **Module Code:** | ARIM007 |
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| **Marketing Module Synopsis:** | This is one of the specialist modules for the Professional Diploma in Archives and Records Management. It has been designed to enable students to take a more in-depth look at an increasingly important area of professional concern - that of advocacy. Advocacy may not be a term which is immediately familiar but it covers a wide range of activities in which students may already be involved. This module aims to show them that advocacy is more than the sum of its parts: it involves ensuring that perceptions of archives and records management are accurate, ensuring that we are making the best use of our resources, that our services are targeted accurately and that we are serving our communities and stakeholders effectively. This module will help to show students what a dynamic and exciting area this is to be involved in. |
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| **Credits:** | 15 |
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| **Level:** | Level 6 |
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| **Delivery Location(s)** | Online |
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| **Semester:** | Whole Session |
|  |  |
| **Academic Year:** | 2022-23 |
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| **Faculty:** | Faculty of Humanities and Social Sciences |
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| **School/Institute (Level 2):** | School of Histories, Languages and Cultures |
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| **Curriculum Board (level 1):** | History |
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| **Module Coordinator:** | Victoria Stobo |
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| **Other staff:** | Alexandrina Buchanan |
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| **External Examiner(s):** | Jenny Bunn |
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| **Pre-requisites:** | INTRODUCTION TO ARCHIVES AND RECORDS MANAGEMENT 2021-22, PRESERVATION MANAGEMENT 2021-22, PROCESSING RECORDS AND ARCHIVES 2021-22, REFERENCE AND USER SERVICES 2021-22 |
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| **Co-requisites:** | N/A |
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| **Barred Combinations:** | N/A |
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| **CE/CPD Provision:** | Yes |
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| **Overview:** | Students must complete modules ARIM001-004 before commencing this module. ARIM001-004 are the core modules required before continuing to diploma level where the student must complete four out of the seven specialist module choices. |
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| **Notes:** | No major or minor modifications. Administrative updates only 26.07.19.Admin updates 17.02.22 |
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| **Maximum Places:** | 30 |
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| **HESA Cost Centre(s):** | History |
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| **Status:** | Approved |

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| **HECoS Subject** | **Proportion (%)** |
| 100302: History | 100 % |

**The table below is automatically completed from programme data held in Curriculum Manager; during 2019/20 it is likely to have no data or incomplete data until all programme records are in Curriculum Manager.**

| **In Programmes:** | **Programme Validation Status** | **Module Status:** | **Programme Stage / Group / / Sub-group** |
| --- | --- | --- | --- |

**The table below must be completed for module approval, including confirmation that there are zero costs to the student.**

| **Student Cost(s)** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | | | | **Costs range:** | |
| **Cost Type:** | **Description:** | **Value type** (exact, approximate or max/min range)**:** | **Cost** (exact or approximate): | **Minimum Cost:** | **Maximum Cost:** |
| Student Cost | For full costs information, please visit the University's website. | MUST BE COMPLETED FOR APPROVAL |  |  |  |

**2. Aims and Content**

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| **Educational Aims:** | | | |
| To consider strategies for promoting the work of archives and records services both within the employing institution and to the wider community; to provide practical guidance on advocacy and outreach activities. | | | |
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| **Outline Syllabus:** | | | |
| Topics covered during the module may include:The purposes and uses of advocacy;Principles underlying advocacy; Advocacy, the profession and the community; Advocacy in practice (publications,exhibitions, media opportunities, training, publicity events); measuring performance; communication skills. | | | |
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| **Reading lists and resources:** | | | |
| **Type** | **Category** | **Title** | **Description** |
| General Resource | Link to Reading Lists | Reading lists are maintaned at readinglists.liverpool.ac.uk | Use the following link to access and maintain reading lists for this module:http://readinglists.liverpool.ac.uk/modules/arim007.html |
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**3. Module Outcomes (learning outcomes, skills and other attributes)**

| **Ref No.** | **Learning Outcome / Skill:** | **Category:** |
| --- | --- | --- |
| LO1 | Define advocacy, and appreciate its core importance within the archival mission | Learning Outcomes |
| LO2 | Explain what tools are available to help identify user needs. | Learning Outcomes |
| LO3 | Apply marketing theory and practice within a record-keeping environment. | Learning Outcomes |
| LO4 | Demonstrate awareness of major initiatives promoting the importance of records. | Learning Outcomes |
| LO5 | Understand some of the different activities which can be used to promote records, and evaluate their effectiveness. | Learning Outcomes |
| LO6 | Use the knowledge and skills gained to help formulate strategies within own organization. | Learning Outcomes |
| S1 | Business and customer awareness basic understanding of the key drivers for business success – including the importance of innovation and taking calculated risks – and the need to provide customer satisfaction and build customer loyalty | Skills |
| S2 | Communication and collaboration online participating in digital networks for learning and research | Skills |
| S3 | Learning skills online studying and learning effectively in technology-rich environments, formal and informal | Skills |
| S4 | Information technology (application of) adopting, adapting and using digital devices, applications and services | Skills |
| S5 | Positive attitude/ self-confidence A 'can-do' approach, a readiness to take part and contribute; openness to new ideas and the drive to make these happen | Skills |
| S6 | Problem solving/ critical thinking/ creativity analysing facts and situations and applying creative thinking to develop appropriate solutions. | Skills |

**4. Assessments**

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| **Assessment Strategy:** |
| Report on advocacy strategy. |

**All fields in the table below must be completed for module approval.**

| **Method** | **Description** | **Type** | **Units of Length** | **Length** | **Min** | **Max** | **Description (re length)** | **Weighting** | **Assessment period(s)** | **Group Work** | **Must Pass** | **Final Assessment** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Coursework | There is a resit opportunity. Standard UoL penalty applies for late submission. This is an anonymous assessment. | Summative | Words | N/A | 2000 | 2500 | 2,000-2,500 words | 100 % | Sem 1 | No | No | Yes |

***Please see Appendix 1 for details of the outcomes tested by the above assessments.***

**5. Learning and Teaching Methods**

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| **Summary of Learning and Teaching Methods:** |
| Online Discussions:Learning blog.Notes: Online learning blog in Canvas designed to encourage interaction with other students.Online Quiz:Xerte based test your learning quizzes.Notes: Online test your learning quizzes designed to test whether learning outcomes have been achieved.Practical:Suggested activities designed to explore practical implications of theoretical learning.Notes: Activities are suggested to enable students to put into practice what they have learned and/or to learn through doing.Self-Directed Learning: Students are given access to online learning materials which include reading, quizzes and blog and suggested activities which are carried out according to the student's requirements. |

**The following table must be completed for module approval, accounting for all hours associated with the credit value of the module, e.g. for 15 credits there should be 150 hours of learning and teaching activity, including independent learning.**

| **Learning and Teaching Method:** | **Length (Minutes):** | **Times per Week** (if applicable): | **Number of Weeks** (if applicable): | **Calculated Hours** (if applicable): | **Hours:** |
| --- | --- | --- | --- | --- | --- |
| Self-Directed Learning | N/A | N/A | N/A | N/A | 150 |

**6. Supplementary Information**

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| **If a risk assessment is required for this module for students under 18, please record a summary of the risks:** | N/A |