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Thinking Creatively, Planning Strategically New Modalities in the Management of Archives and Museums as Covid 19 becomes Endemic

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Purpose of Archives and museums

- National Archives and museums are heritage organizations whose main purpose is to serve the citizens in their quest for knowledge about their heritage, history, culture, and identity.

Covid19 Pandemic

- With the onset of Covid 19 governments were concerned about assisting their citizens to acquire adequate health care, retain their livelihoods and develop new and innovative businesses. Heritage organizations were generally overlooked, isolated, and had to struggle to stay relevant, useful, and important.

Place of heritage organizations during the pandemic

To stay relevant, Archives and museums need to convince the citizenry that they have a place in society even at the height of a pandemic.

They must use non-conventional methods to do so.

Covid 19 as Endemic

- During Covid 19 National Archives and museums need to take the bull by the horns and show off what they do.
- They need to put themselves in the public eye.

Actions to be taken

- Do not be afraid to be controversial. Let the public see firsthand the institution's flaws and vulnerabilities.
- Let the public see the institution's needs: more staff, better housing, more funds.
- Do not hide problems

Appeal to the emotional side of the citizenry

- Stress the need to teach the country's history and culture and help people understand their roots and identity.
- Go back in time to reminisce

Promote noteworthy activities

- Honour citizens who have excelled in note-worthy areas and have distinguished themselves.
- Set up exhibitions and get input from the people as to what they would like to see displayed.

Use the local media

- Call in the local media and give your views on specific current affairs happening in the country by using a historical slant.
- Encourage media personnel to shoot docu-series about life in their country.

Partner with schools and other institutions

- Use photographs of the past and invite the citizens to provide information about the people, places and events associated with those photographs.
- Generally, people like art. Collaborate with local artists.

Living with Covid 19

- Invite students to use the resources of the heritage organizations to prepare their SBAs.
- Participate in Zoom meetings with other heritage organizations which deal with topics related to history, civics and social studies.

Link History to Tourism

- Lobby for History to be included as part of the country's Heritage Tourism programme with heritage organizations like museums and National Archives as part of this.

Go Digital

- Invest in digital products and activities

Online tours

Publications

Exhibitions

Invest in Data Building

- Make the National Archives or museum become the focal point for data extraction of all information related to Covid 19 for the country.

Make Changes

Make adjustments in the institution's physical infrastructure to incorporate Covid 19 protocols and precautions.

- **THANK YOU**

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