Evaluation of Archives or Records Center Management
Assignment Grading
MARA 204

This assignment is a little different from the last in that you will evaluate an Archives or Records Center that either exists solely online or provides electronic services. Our purpose is to explore how technology and the Web have impacted the field of archives and/or records center management.

Your paper is to be no less than 6 and no more than 10 pages – and that **does not include** title, abstract, and references. The abstract, as you learned by now, is a summary to tell someone who is deciding whether they want to read more what they will learn if they do. Again, follow the APA style – it will become second nature after a while☺

Each paper should identify the different questions/topics by using a second level heading (see APA for style). That allows us to know what the point of the section is and concentrate on that. You can use one section for the "core" questions, something like "Background Information" or "Basic Information" will do.

Core section:

In your core section, answer the following – but do not use the question and answer format. Just incorporate the answers to the questions in your writing:

1) Name of archives or records center and location (city, state) or URL ***It cannot be one you used before!***
2) Visible organization:
   a. Try to obtain an organization chart. If not, ask about the organizational structure. Describe the lines of authority and responsibility. On what do you base your response? If you can incorporate a drawing or scanned image of that chart, that would be even better.
   b. Is this a collaborative effort? Who is involved? Who is responsible?
3) Do some investigating to learn the departments within the organization or members of the collaborative (this ties in with #2). List them.
4) Is this a physical archives or records center with an online service? Or is it a totally virtual archives or records center? If physical, where is it located? Even if virtual, is there a physical location for the offices? Equipment? Where is that?

Main focus:

Now we'll get into the fun part. Use your answers to the following questions as a basis for the main portion of your paper. And be sure to provide your sources so I can review them.

1. What is the purpose of the organization? See if you can locate the mission and vision statement.
2. Who is the target audience? Describe the members of the target audience (demographics, history, etc.).
3. What services are provided? Do they have a tagline (slogan)? What is it?
4. How are objects transferred to the organization or harvested by the organization?
5. How are they maintained? What technology is used? What format are the files? What media is used for storage? How long will they be accessible? Etc.
6. Search for advertisements or PR pieces about the organization – did you find any? Where? Do they appear to be paid ads, press releases, other?

7. What is one feature or service that you find most interesting? Describe it in detail and explain why you feel as you do.
8. Search for recent articles related to the organization – can you find any that reflect challenges? What kind? Accomplishments?
9. Based on your research above, prepare a very brief SWOT analysis – list at least 2 strengths and 2 weaknesses you see within the organization. List at least 2 opportunities and 2 threats that exist to the organization or its employees from the external environment.
10. Add any information you feel interesting and important.
11. Include a summary/conclusion.

Rubric

Post your paper to the assignment area in Angel.

This assignment is worth 100 of a total of 740 points. See the next page for the rubric I'll use to grade the assignment.

Content is worth 90% of the grade.

Standard	Above Standard	Point Value	Remarks
Abstract: In 120 words or less, provide a short restatement of all essential points in your paper. (do this last) This is not an introduction!	**Abstract:** In 120 words or less, provide a short restatement of all essential points in your paper. (do this last) This is not an introduction!	(10)	
Core Section: Contains the introduction. All information listed in the core section above is included.	**Core Section:** Contains the introduction. All information listed in the core section above is included. ***Use visuals such a chart or picture to illustrate the organizational structure.***	(16)	
Main Section: Items 1-5 are covered satisfactorily.	**Main Section**: Items 1-5 are covered satisfactorily. ***Sources are provided for the information in a reference section at the end of the paper.***	(20)	
Main Section: Items 6-8 are covered satisfactorily.	**Main Section:** Items 6-8 are covered satisfactorily. ***At least one image illustrating an advertising or public relations effort is included in the appendix of the document.***	(20)	
SWOT analysis: At least 2 examples of each element is included.	**SWOT analysis:** At least 2 examples of each element is included.	(20)	
Summary/Conclusion: Summarizes your document and includes your own editorial comments on the organization.	**Summary/Conclusion:** Summarizes your document and includes your own editorial comments on the organization. ***Lists at least 2 viable recommendations for improving operations.***	(10)	

Format is worth 10% of the grade.

Appropriate use of APA citations and references including title page, abstract, references and headings	Appropriate use of APA citations and references including title page, abstract, references and headings.	(2)	
Six or seven pages in length	Nine or ten pages in length	(2)	
Total Points		**Possible:** **100**	**Earned:**