

Cayman Islands National Archive

CINA Schedule: No. 7

**Administrative Disposal Schedule for
Communications Management**

**Issued under the National Archive and Public Records Law,
(2010 Revision)**

Disposal Schedule for Administrative Records

Schedule no 7

CINA file no GRM/RMT/01/7

Title of Schedule

Administrative Disposal Schedule for Communications Management

Scope

This disposal schedule sets the retention periods for administrative records created by the Communications Management function, including all activities and tasks associated with public relations, marketing and promotions.

Application

This disposal schedule applies to all public agencies as defined in Section 2 of the *National Archive and Public Record Law, (2010 Revision)*. This schedule administers the agency's information resources that support its relationships with clients, Government and the public; maintains customer relations and handles complaints; manages government relations with the Governor, Ministers and Members of the Legislative Assembly; contributes to formal inquiries or investigations; develops public relations through community events, media campaigns and official functions; and designs and produces publications in any format (e.g. paper, online, multimedia).

Authority

This disposal schedule is issued under Section 7(1) of the *National Archive and Public Records Law, (2010 Revision)* (NAPRL) and has been approved by the Deputy Governor.

Issued

Director, Cayman Islands National Archive

Communications Management – Administrative Disposal Schedule

Guidance Notes

1. This disposal schedule includes:
 - Government and community relations
 - outreach
 - branding activities.
2. This disposal schedule excludes the operational records of:
 - Government Information Services (GIS)
 - Public Relations and Community Services Unit
 - Protocol Office
 - Other agencies responsible for centralised communications or internal and external affairs

Such bodies will likely find the guidance informative. However, their records should be included in the *operational* file plan and disposal schedule for the relevant public agency.

- Also excludes general correspondence; communications with other Government agencies or specific client groups should be included in the *operational* file plan and disposal schedule for the relevant public agency.
3. For planning, strategy, and marketing campaign records – use the forthcoming STRATEGIC MANAGEMENT Guidance.
 4. The FOI access column is included, to show how the file plan can be linked to other records management rules and tools.

Information Managers should examine their records against the requirements of the *Freedom of Information Law* and any guidance provided by the FOI Coordination Unit of the Cabinet Office.

Communications Management – Administrative Disposal Schedule

Reference Code	Function	Activities	Records Series	Vital Records	FOI Access
COM	COMMUNICATIONS MANAGEMENT				
COM/MDA		MEDIA RELATIONS			
COM/MDA/01			Media contacts	✓	
COM/MDA/02			Planning and organisation of media events		
COM/MDA/03			Transcripts of media interviews		
COM/MDA/04			Press cuttings		
COM/MDA/05			Handling and analysis of media coverage		
COM/MDA/06			Press releases and press kits		
COM/MDA/07			Media inquiries and responses		
COM/PLA		PLANNING			
COM/PLA/01			Agency wide plans		
COM/PLA/02			Business unit plans		
COM/PLA/03			Meetings		
COM/POL		POLICY			
COM/POL/01			Policies		
COM/POL/02			Procedures		
COM/PRL		PUBLIC RELATIONS			
COM/PRL/01			Corporate identity	✓	
COM/PRL/02			Promotional material		
COM/PRL/03			Marketing services and products	✓	
COM/PRL/04			Publicity		
COM/PRL/05			Agency surveys		
COM/PRL/06			Surveys (other agencies)		
COM/PRL/07			Complaints (major)		
COM/PRL/08			Complaints (all other)		
COM/PRL/09			Inquiries		
COM/PRL/10			Agency submissions to inquiries		
COM/PRL/11			Agency outreach		
COM/PRL/12			Major special events		
COM/PRL/13			Major special events (administration)		
COM/PRL/14			Memorabilia		
COM/PRL/15			Addresses		
COM/PRL/16			Greetings		
COM/PUB		PUBLICATION			
COM/PUB/01			Corporate style		
COM/PUB/02			Agency forms		
COM/PUB/03			Agency style manuals		

Communications Management – Administrative Disposal Schedule

Reference Code	Function	Activities	Records Series	Vital Records	FOI Access
COM/PUB/04			Agency publications (distribution)	✓	
COM/PUB/05			Agency publications (drafts)		
COM/PUB/06			Agency publications (copies)		
COM/PUB/07			Internal agency publications (master copy)		
COM/PUB/08			Articles		

Communications Management – Administrative Disposal Schedule

<p>COM/MDA Media Relations</p> <p>Informing the public and the wider public service through media channels about agency initiatives, events and programmes, and monitoring the media for information relating to the the agency and its services.</p> <p>Includes: Responding to media questions and issuing press releases</p>						
Reference code	Records series	Trigger to close	Minimum retention	Final action	Vital Record	FOI Access
COM/MDA/01	Media contacts	Last action	Superseded	D	✓	
COM/MDA/02	Planning and organisation of media events Includes briefings, conferences, meetings and interviews.	Action completed	Date of event + 1 yr	D		
COM/MDA/03	Transcripts of media interviews	Last action on interview	1 year	D		
COM/MDA/04	Press cuttings	Last action	1 year	R		
COM/MDA/05	Handling and analysis of media coverage	Last action	7 year	R		
COM/MDA/06	Press releases and press kits	Issue	7 years	R		
COM/MDA/07	Media inquiries and responses	Last action on inquiry	5 yrs	D		

Communications Management – Administrative Disposal Schedule

<p>COM/PLA Planning</p> <p>Discussing and preparing to implement, manage and monitor Communications Management activities across the agency. Evaluating needs, setting objectives and designing strategies to achieve proposed outcomes.</p> <p><u>NOTE:</u> <i>For planning public relations – see COM/PRL</i> <i>For core business records of agencies responsible for centralised communications management activities – refer to agency’s operational file plan.</i></p> <p>Excludes: Planning media events – use COM/MDA/02 Finance related records and documentation – see FM/ACQ</p>						
Reference code	Records series	Trigger to close	Minimum retention	Final action	Vital Record	FOI Access
COM/PLA/01	Agency wide plans	Plan superseded	7	D		
COM/PLA/02	Business unit plans	Plan superseded	2	D		
COM/PLA/03	Meetings Arrangements, drafts, working papers – destroy when reference ceases. Includes minutes.	Fiscal year ended	Final minutes – 7 years	R		

Communications Management – Administrative Disposal Schedule

<p>COM/POL Policy</p> <p>Establishing rules, principles and operating guidelines for carrying out Communications Management activities across the agency.</p> <p><u>NOTE:</u> <i>For agency corporate style – use COM/PUB/01</i> <i>For core business records of agencies responsible for centralised communications management activities – refer to agency’s operational file plan.</i></p>						
Reference code	Records series	Trigger to close	Minimum retention	Final action	Vital Record	FOI Access
COM/POL/01	Policies	Policy superseded	6 years	D		
COM/POL/02	Procedures	Procedures superseded	5 years	D		

Communications Management – Administrative Disposal Schedule

<p>COM/PRL Public Relations</p> <p>Managing the agency's public profile.</p> <p><u>NOTE:</u> <i>Original records of agencies where public relations are a core function are retained by those agencies (e.g. Protocol Office and Government Information Services) and are not covered by this schedule.</i></p> <p>Includes: Tasks associated with the development and management of a brand, promoting services and products, and evaluating and documenting the agency's interactions with other agencies and the public, including public attitudes.</p> <p>Excludes: Tendering and contracts – see FM/ACQ Payments – see FM/ACC Internal complaints – see HR/GRI</p>						
Reference code	Records series	Trigger to close	Minimum retention	Final action	Vital Record	FOI Access
COM/PRL/01	<p>Corporate identity</p> <p>Documenting the agency's corporate identity mark (logos etc.).</p> <p>Includes final copies, and development and implementation.</p>	Action completed	Superseded	A	✓	
COM/PRL/02	<p>Promotional material</p> <p>Promoting the image of the agency.</p>	Action completed	While current	R		
COM/PRL/03	<p>Marketing services and products</p> <p>Marketing of specific services and/products produced by the agency including advertising.</p>	Last action	5 years	R	✓	
COM/PRL/04	<p>Publicity</p> <p>Publicity relating to events or services organised by the agency</p>	Last action	2 years	D		

Communications Management – Administrative Disposal Schedule

<p>COM/PRL Public Relations</p> <p>Managing the agency's public profile.</p> <p><u>NOTE:</u> <i>Original records of agencies where public relations are a core function are retained by those agencies (e.g. Protocol Office and Government Information Services) and are not covered by this schedule.</i></p> <p>Includes: Tasks associated with the development and management of a brand, promoting services and products, and evaluating and documenting the agency's interactions with other agencies and the public, including public attitudes.</p> <p>Excludes: Tendering and contracts – see FM/ACQ Payments – see FM/ACC Internal complaints – see HR/GRI</p>						
Reference code	Records series	Trigger to close	Minimum retention	Final action	Vital Record	FOI Access
COM/PRL/05	Agency surveys Assessing attitudes towards the agency and its services; includes the results, reports and analyses.	Action completed	7 years	R		
COM/PRL/06	Surveys (other agencies) Provision of information in surveys conducted by other agencies or organisations.	Action completed	2 years	D		
COM/PRL/07	Complaints (major) Records documenting complaints which: <ul style="list-style-type: none"> • create precedent • raise policy or legal issues • raise issues requiring broader follow up • contain legal opinion • lead to procedural changes 	Last action or investigation completed	7 years	A		
COM/PRL/08	Complaints (all other)	Last action	2 years	D		
COM/PRL/09	Inquiries Inquiries or reviews into the functions of the agency, including findings and recommendations.	Action completed	5 years	R		

Communications Management – Administrative Disposal Schedule

<p>COM/PRL Public Relations</p> <p>Managing the agency's public profile.</p> <p><u>NOTE:</u> <i>Original records of agencies where public relations are a core function are retained by those agencies (e.g. Protocol Office and Government Information Services) and are not covered by this schedule.</i></p> <p>Includes: Tasks associated with the development and management of a brand, promoting services and products, and evaluating and documenting the agency's interactions with other agencies and the public, including public attitudes.</p> <p>Excludes: Tendering and contracts – see FM/ACQ Payments – see FM/ACC Internal complaints – see HR/GRI</p>						
Reference code	Records series	Trigger to close	Minimum retention	Final action	Vital Record	FOI Access
COM/PRL/10	<p>Agency submissions to inquiries</p> <p>Agency submissions to other inquiries which may have legal significance.</p>	Last action	7 years	R		
COM/PRL/11	<p>Agency outreach</p> <p>The management of agency information and open days, public lectures and exhibitions.</p> <p>Including program development, implementation and evaluation.</p>	Last action	5 years	D		
COM/PRL/12	<p>Major special events</p> <p>Including official functions, ceremonies, celebrations, awards, meetings, conferences, fairs, visits, etc. of national importance.</p> <p>Includes correspondence and papers, reports, programmes, photographs.</p>	Action completed	7 years	A		

Communications Management – Administrative Disposal Schedule

<p>COM/PRL Public Relations</p> <p>Managing the agency's public profile.</p> <p><u>NOTE:</u> <i>Original records of agencies where public relations are a core function are retained by those agencies (e.g. Protocol Office and Government Information Services) and are not covered by this schedule.</i></p> <p>Includes: Tasks associated with the development and management of a brand, promoting services and products, and evaluating and documenting the agency's interactions with other agencies and the public, including public attitudes.</p> <p>Excludes: Tendering and contracts – see FM/ACQ Payments – see FM/ACC Internal complaints – see HR/GRI</p>						
Reference code	Records series	Trigger to close	Minimum retention	Final action	Vital Record	FOI Access
COM/PRL/13	<p>Major special events (administration)</p> <p>Including catering, invitations, venue booking, entertainment etc.</p>	Action completed	2 years	D		
COM/PRL/14	<p>Memorabilia</p> <p>Related to major special events.</p> <p>Including visitor books, calendars, brochures, guides and posters.</p>	Action completed	3 years	R		
COM/PRL/15	<p>Addresses</p> <p>Speeches and presentations given at:</p> <ul style="list-style-type: none"> major official occasions, or on matters of substantial public interest and debate. conferences or events arranged by professional associations. 	Action completed	3 years	R		

Communications Management – Administrative Disposal Schedule

COM/PRL Public Relations						
Managing the agency's public profile.						
<u>NOTE:</u>		<i>Original records of agencies where public relations are a core function are retained by those agencies (e.g. Protocol Office and Government Information Services) and are not covered by this schedule.</i>				
Includes:		Tasks associated with the development and management of a brand, promoting services and products, and evaluating and documenting the agency's interactions with other agencies and the public, including public attitudes.				
Excludes:		Tendering and contracts – see FM/ACQ Payments – see FM/ACC Internal complaints – see HR/GRI				
Reference code	Records series	Trigger to close	Minimum retention	Final action	Vital Record	FOI Access
COM/PRL/16	Greetings The preparation, sending and receipt of greetings, letters of appreciation or condolences by the agency.	Last action	2 years	D		

Communications Management – Administrative Disposal Schedule

<p>COM/PUB Publication</p> <p>Drafting, production, marketing and supply of agency publications.</p> <p>Includes: Multi-media publications</p> <p>Excludes: Tendering and contracts – see FM/ACQ Payments – use FM/ACC</p>						
Reference code	Records series	Trigger to close	Minimum retention	Final action	Vital Record	FOI Access
COM/PUB/01	<p>Corporate style</p> <p>The development and implementation of the corporate style for agency documents, stationery and publications.</p>	Last action	1 year	D		
COM/PUB/02	<p>Agency forms</p> <p>The creation, design, usage and revision of agency forms.</p>	Last action	2 years	D		
COM/PUB/03	<p>Agency style manuals</p> <p>Including revisions and updates.</p>		Superseded	D		
COM/PUB/04	<p>Agency publications (distribution)</p> <p>The distribution of agency publications, including monitoring supply, circulation lists, stock inventories, etc.</p>	Last action	5 years	D	✓	
COM/PUB/05	<p>Agency publications (drafts)</p> <p>The preparation of drafts, including layout and design, of agency publications.</p> <p>Includes notes and reference material.</p>	Last action	1 year	D		
COM/PUB/06	<p>Agency publications (copies)</p> <p>(transfer 2 copies to CINA)</p>		While current	A		
COM/PUB/07	<p>Internal agency publications (master copy)</p>	Last action	5 years	R		

Communications Management – Administrative Disposal Schedule

<p>COM/PUB Publication</p> <p>Drafting, production, marketing and supply of agency publications.</p> <p>Includes: Multi-media publications</p> <p>Excludes: Tendering and contracts – see FM/ACQ Payments – use FM/ACC</p>						
Reference code	Records series	Trigger to close	Minimum retention	Final action	Vital Record	FOI Access
COM/PUB/08	<p>Articles</p> <p>Articles contributed to journals, magazines, newspapers, Websites, etc., about the agency.</p>	Last action	5 years	R		

Communications Management – Administrative Disposal Schedule

Index

This index lists the functions, activities, records series and key words that are used in the administrative file plans and disposal schedules.

FUNCTIONS are shown in bold upper case.

Activities are shown in bold italics.

Records series are shown in bold.

Keywords are shown in plain lower case.

Words are listed in alphabetical order, followed by the suggested reference code.

Each entry suggests a relevant Activity or Records Series for filing particular records.

These references should be used as a guide only.

For more information about filing particular records, check the scope notes in the detailed (or “long-version”) administrative disposal schedule.

A

Addresses COM/PRL/15 [Series]

Advertising COM/PRL/03

Agency forms COM/PUB/02 [Series]

agency initiatives COM/MDA (media relations)

Agency outreach COM/PRL/11 [Series]

Agency publications (copies) COM/PUB/06 [Series]

Agency publications (distribution) COM/PUB/04 [Series]

Agency publications (drafts) COM/PUB/05 [Series]

agency publications (internal) COM/PUB/07

agency's public profile COM/PRL

Agency style manuals COM/PUB/03 [Series]

Agency submissions to inquiries COM/PRL/10 [Series]

Agency surveys COM/PRL/05 [Series]

Agency wide plans COM/PLA/01 [Series]

appreciation (letters of) COM/PRL/16

arrangements - meetings COM/PLA/03 (planning)

Articles COM/PUB/08 [Series]

assessment (agency surveys) COM/PRL/05

awards COM/PRL/12

B

bookings COM/PRL/13 (major special events – administration)

brand (corporate) COM/PRL (development, management, identity, style)

brochures COM/PRL/14 (major special events)

BUILDINGS, EQUIPMENT & VEHICLES MANAGEMENT [FUNCTION]

Business unit plans COM/PLA/02 [Series]

Communications Management – Administrative Disposal Schedule

C

calendars	COM/PRL/14 (major special events)
catering	COM/PRL/13 (major special events - administration)
celebrations - of national importance	COM/PRL/12
Ceremonies - of national importance	COM/PRL/12
circulation lists (agency publications)	COM/PUB/04
COMMUNICATIONS MANAGEMENT	[FUNCTION]
Complaints (all other)	COM/PRL/08 [Series]; for internal complaints see HR/GRI
Complaints (major)	COM/PRL/07 [Series]; ; for internal complaints see HR/GRI
condolences	COM/PRL/16
conferences	COM/MDA/02 (media); COM/PRL/12 (major special events)
contacts (media)	COM/MDA/01
contracts	see FM/ACQ
corporate brand	COM/PRL
Corporate identity	COM/PRL/01 [Series]
Corporate style	COM/PUB/01 [Series]
correspondence	COM/PRL/12 (major special events)
cuttings (press/media)	COM/MDA/04
<u>D</u>	
debates	COM/PRL/15 (major official occasions)
distribution	COM/MDA (media); COM/PUB/04 (publications)
drafting (publication)	COM/PUB/05
drafts - meetings	COM/PLA/03 (planning)

E

entertainment	COM/PRL/13 (major special events – administration)
evaluation	COM/PRL/11 (public lectures and exhibitions); COM/PRL/05 (surveys)
events (agency)	COM/MDA
exhibitions	COM/PRL/11

F

fairs - of national importance	COM/PRL/12
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FINANCIAL MANAGEMENT [FUNCTION]

findings	COM/PRL/09 (responses to inquiries)
functions (official - of national importance)	COM/PRL/12

G

Greetings	COM/PRL/16 [Series]
guidelines (operating)	COM/POL (policy)
guides	COM/PRL/14 (major special events)

H

Handling and analysis of media coverage	COM/MDA/05 [Series]
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HUMAN RESOURCES MANAGEMENT [FUNCTION]

I

INFORMATION MANAGEMENT [FUNCTION]

initiatives (agency)	COM/MDA
Inquiries	COM/PRL/09 [Series]

interactions with other agencies and the public (evaluating)	COM/PRL
Internal agency publications (master copy)	COM/PUB/07 [Series]
interviews (media)	COM/MDA/02 (planning); COM/MDA/03 (transcripts)
inventories	COM/PUB/04

Communications Management – Administrative Disposal Schedule

invitations	COM/PRL/13 (major special events – administration)		use the Advising activity under the relevant function.
J		monitoring	COM/MDA (media); COM/PUB/04 (agency publications – stock)
journal submissions	COM/PUB/08		
K		multi-media publications	COM/PUB
L		N	
lectures (agency outreach)	COM/PRL/11	newspaper submissions	COM/PUB/08
letters of appreciation	COM/PRL/16	O	
logos	COM/PRL/01	official functions - of national importance	COM/PRL/12
M		open days	COM/PRL/11
magazine submissions	COM/PUB/08	operating guidelines	COM/POL
Major special events	COM/PRL/12 [Series]	P	
Major special events (administration)	COM/PRL/13 [Series]	papers	COM/PLA/03 (meetings); COM/PRL/12 (major special events)
marketing	COM/MDA/05 (media coverage); COM/PUB (publications); COM/PRL/03 (products); COM/PRL/04 (services)	payments	see FM/ACC
Marketing services and products	COM/PRL/03 [Series]	photographs - of national importance	COM/PRL/12
media briefings	COM/MDA/02	Planning	COM/PLA [Activity]
media conferences	COM/MDA/02	Planning and organisation of media events	COM/MDA/02 [Series]
Media contacts	COM/MDA/01 [Series]	Policies	COM/POL/01 [Series]
media events	COM/MDA/02	Policy	COM/POL [Activity]
Media inquiries and responses	COM/MDA/07 [Series]	posters	COM/PRL/14 (major special events)
media interviews	COM/MDA/02	presentations	COM/PRL/15 (major official occasions); COM/PRL/16 (conferences)
Media Relations	COM/MDA [Activity]	Press cuttings	COM/MDA/04 [Series]
Meetings	COM/PLA/03 [Series]; COM/MDA/02 (planning media events); COM/PRL/12 (major special events); for external meetings use the Advising activity under the relevant function.	Press releases and press kits	COM/MDA/06 [Series]
Memorabilia	COM/PRL/14 [Series]	principles	COM/POL (policy)
minutes	COM/PLA/03 (planning meetings); for external meetings	Procedures	COM/POL/02 [Series]
		Production	COM/PUB (publication)
		products	COM/PRL/03 (marketing)

Communications Management – Administrative Disposal Schedule

programmes	COM/MDA (media relations); COM/PRL/11 (development, implementation and evaluation); COM/PRL/12 (major special events)	rules	COM/POL (policy)
		<u>S</u>	
		Services	COM/PRL/03 (marketing)
		Speeches	COM/PRL/15
promotion	COM/PRL (agency products and services); COM/PRL/02 (agency material)	STRATEGIC MANAGEMENT	[FUNCTION]
Promotional material	COM/PRL/02 [Series]	stock inventories	COM/PUB/04 (agency publications)
public attitudes	COM/PRL/05 (surveys)	submissions	COM/PUB/08 (articles)
public lectures	COM/PRL/11 (agency outreach)	supply	COM/PUB/04 (agency publications)
public reaction	COM/PRL/04 (attitudes); COM/PRL/07 (complaints)	Surveys (other agencies)	COM/PRL/06 [Series]
public profile	COM/PRL	<u>T</u>	
Public Relations	COM/PRL [Activity]	tendering	see FM/ACQ
Publication	COM/PUB [Activity]	Transcripts of media interviews	COM/MDA/03 [Series]
publications	COM/PUB (drafting, producing, marketing and supplying); COM/PUB/07 (internal)	<u>U</u>	
		<u>V</u>	
Publicity	COM/PRL/04 [Series]	venue booking	COM/PRL/13 (major special events – administration)
<u>Q</u>			
<u>R</u>		visitor books	COM/PRL/14 (memorabilia)
recommendations (public relations)	COM/PRL/09 (inquiries and reviews)	visits - of national importance	COM/PRL/12
		<u>W</u>	
reference material	COM/PUB/05 (agency publications – drafts)	website submissions	COM/PUB/08
reports	COM/PRL/05 (agency surveys); COM/PRL/09 (inquiries); COM/PRL/12 (major special events)	working papers	COM/PLA/03 (meetings)
reviews	COM/PRL/09 (agency function)		