



## Newsletter, April 2004

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*Newsletter compiled by Genevieve Clavel-Merrin, Secretary*

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### Editorial

Dear Colleagues,

The National Libraries Section had a very successful IFLA in Berlin last year, and I wish to thank all those who contributed, both by writing and presenting papers and by your enthusiastic attendance at our sessions. We had two sessions: the first in cooperation with the Statistics and Evaluation Section entitled *Benchmarking and Performance Measurements: Developing Quality Services at National Libraries*, took place on Tuesday August 5<sup>th</sup>. We provide links to original papers and the translations below. Our second session, on Thursday August 7<sup>th</sup>, was a workshop entitled *National libraries as access points: virtual libraries for virtual users*. Again, you will find links to the original version and the translations below. We have been lucky to have increased our translations and hope to continue this trend in future years. If any colleagues are able to offer to translate papers into another language we will always be very grateful.

Also in this issue we include our reports from the Standing Committee meetings: we have some departures and some new members, details are in the newsletter. Thank you to all who have participated and welcome to the new members of the Standing Committee and of the Section. Please don't hesitate to contact any of us if you have any questions. The Standing Committee has produced a new strategic plan, also provided here and on our Web page. <http://www.ifla.org/VII/s1/snl.htm> Our programme in Buenos Aires reflects the concerns raised in this. We have also produced a new leaflet which will shortly be available

On behalf of the Section, I wish to thank Ross Shimmon for all his help and support over the past five years. We are sorry to see him go, but pleased to know that a former Section members Ramachandran Rasu is replacing him as Secretary General. We wish him every success and look forward to working with him in the next years.

Fernanda Campos, Chair/Treasurer

## IFLA Buenos Aires

We hope that many of you will be able to attend IFLA in Buenos Aires: the preliminary programme for the Buenos Aires Conference is available for download at <http://www.ifla.org/IV/ifla70/pre-prog30-03-04.pdf>

Please note the following events that we have organised

Sunday August 22 : 14.30 - 17.20 SC National Libraries

Monday August 23 : 13.45 - 15.45

### **The educational role of national libraries**

- The impact of e-learning at the British Library  
LYNNE BRINDLEY (British Library, London, UK)
- La Biblioteca Nacional de Maestros: un consorcio que lidera la gestión del conocimiento en el sistema educativo argentino  
GRACIELA PERRONE (Biblioteca Nacional de Maestros, Buenos Aires, Argentina)
- La Bibliothèque nationale au service des populations béninoises  
FRANCIS ZOGO (Bibliothèque nationale du Bénin, Porto Novo, Bénin)
- Library and Archives Canada: making cultural content accessible for education  
MARIANNE MCLEAN (Library and Archives Canada, Ottawa, Canada)
- The evolution of the National Library of Trinidad and Tobago and its contribution to educational development in the country  
JOAN OSBOURNE (National Library of Trinidad and Tobago)

**Tuesday August 24 : 16.00-18.00** (Preservation and Conservation (PAC) with National Libraries and Preservation and Conservation)

*Safeguarding our documentary heritage: do national libraries have a disaster plan?*

### **With simultaneous translation**

- Disaster preparedness and daily management policy  
CELIA ZAHÉR (National Library, Rio de Janeiro, Brazil)
- Disaster planning and National Libraries: state of the art and visions for the future  
MARIE-THÉRESE VARLAMOFF (PAC, Bibliothèque nationale de France, Paris, France)
- La prevención de los catastrofes en Chile  
XIMENA CRUZAT (National Library, Santiago de Chile, Chile) and/or CLARA BUDNIK (DIBAM, Chile)
- Disaster preparedness in Southeast Asia  
Jan Fullerton (National Library, Canberra, Australia)

**Thursday August 26 : 16.00 - 18.00 :**

IFLA-CDNL Alliance for Bibliographic Standards (ICABS)

*The new IFLA-CDNL Alliance for Bibliographic Standards - umbrella for multifaceted activities: strategies and practical ways to improve international coordination*

The strategic plan is available for download at:

<http://www.ifla.org/VI/7/icabs.htm#splan>

- ICABS - a new approach to international cooperation  
RENATE GÖMPEL (Die Deutsche Bibliothek, Frankfurt am Main, Germany)
- Review of the British Library support for the activities of the IFLA-CDNL Alliance for Bibliographic Standards 2003-2004  
CAROLINE BRAZIER (The British Library, Boston Spa, UK)
- UNIMARC: Strategies and activities  
FERNANDA M. CAMPOS (National Library of Portugal, Lisbon, Portugal)
- Activities on technical standards in ICABS for formats, protocols, identifiers and metadata  
SALLY McCALLUM (Library of Congress, Washington, USA)
- An exploration of strategies and recent developments in digital preservation: outline of an international inquiry by the Netherlands Koninklijke Bibliotheek  
HILDE VAN WIJNGAARDEN (Koninklijke Bibliotheek, The Hague, Netherlands)
- Collecting web resources for the long-term: approaches for national libraries  
PAM GATENBY (National Library of Australia, Canberra, Australia)

**Saturday August 28 : 14.30 - 17.20 :** SC National Libraries

All are welcome to attend the Committee meetings as observers.

## National Libraries Section Strategic Plan 2004-2005

IFLA National Libraries Section

*Strategic Plan 2004 – 2005*

Also available for download at: <http://www.ifla.org/VII/s1/annual/sp01-04.htm>

### **Mission**

The IFLA National Libraries Section is a focal point for supporting the vital role of national libraries in society as custodians of the nations' intellectual heritage, thus providing organisation, access to and preservation of the national imprint in all media.

The Section aims at providing leadership in the areas of concern to national libraries, always in recognition of the needs and views of every region of the world, particularly those in developing countries.

### **Goals**

To promote the universal availability of information by such activities as encouraging the creation and building of national libraries, the development of national legislation for national libraries – especially legal deposit dispositions – and to promote the educational role of national libraries as centres for lifelong literacy and learning with the aim of bridging the digital divide.

(Professional priorities: (a) Supporting the role of libraries in society; (b) Defending the principle of freedom of information; (d) Providing unrestricted access to information; (e) Balancing the intellectual property rights of authors with the needs of users; (f) Promoting resource sharing; (g) Preserving our intellectual heritage.)

### **Actions**

- 1.1 *Organise a Session on the educational role of national libraries for Buenos Aires, 2004.*
- 1.2 *Participate in a project, jointly sponsored by IFLA PAC, Division I and Division IV to survey disaster planning in national libraries and to co-organise a Session on the topic for Buenos Aires, 2004.*
- 1.3 *Prepare a Session on access to digital cultural heritage with emphasis on the cooperation between libraries, archives and museums for Oslo, 2005.*
- 1.4 *Organise a Session or pre-conference on new national library buildings and equipment with the support of IFLA Library Buildings and Equipment Section for Oslo, 2005.*

To serve as a forum to share and learn from the experience of the practical problems of national libraries, in order to promote benchmarking, best practices and quality models, and to improve management skills.

(Professional priorities: (a) Supporting the role of libraries in society; (b) Defending the principle of freedom of information; (d) Providing unrestricted access to information; (f) Promoting resource sharing; (g) Preserving our intellectual heritage; (i) Promoting standards, guidelines and best practice.)

## **Actions**

- 2.1 *Continue the survey on performance measurements, already distributed in Europe, Asia and Oceania, for other parts of the world, especially in South-America and the Caribbean.*
- 2.2 *Establish a Working Group on benchmarking and performance indicators with the objective to develop a workplan and further activities to proceed within the Section.*
- 2.3 *Organise regional workshops to develop management skills of national library staff, the first to take place at the National Library of Malaysia. for national librarians in Asia and Oceania in 2004.*
- 2.4 *Publish the Newsletter of the National Libraries Section in electronic form twice a year.*
- 2.5 *Update the leaflet on the National Libraries Section and promote its translation into IFLA's official languages and its wide dissemination.*

To promote research in fields of interests to national libraries, always considering the opportunities to share experiences with other groups within IFLA and in close cooperation with CDNL – Conference of Directors of National Libraries – and to promote the development and implementation of standards.

(Professional priorities: (a) Supporting the role of libraries in society; (b) Defending the principle of freedom of information; (d) Providing unrestricted access to information; (f) Promoting resource sharing; (g) Preserving our intellectual heritage; (h) Developing library professionals; (i) Promoting standards, guidelines and best practice.)

## **Actions**

- 3.1 *Support and cooperate with ICABS (IFLA-CDNL Alliance for Bibliographic Standards) in their workplan regarding bibliographic and resource control and long-term archiving of electronic resources.*
- 3.2 *Encourage members to lobby within their countries in support of IFLA's efforts within the framework of the World Summit on the Information Society (WSIS) to promote the essential role of libraries in the Information Society and to help reduce the digital divide.*
- 3.3 *Support the recommendations 1 and 11 of the IFLA Social Responsibilities Discussion Group in the further developments that may be envisaged.*
- 3.4 *Proceed in co-sponsoring the next IFLA Meetings of Experts on an International Cataloguing Code, organized by the Cataloguing Section.*

## Links to our meetings and papers during IFLA 2003, Berlin

**Standing Committee on National Library Minutes:** these will be available on our IFLA page <http://www.ifla.org/VII/s1/snl.htm>

Highlights of the meetings were: the unanimous election of Fernanda Campos, current Chair/Treasurer for the remaining years of her second term (2003-2005); the discussion and adoption of the Section's Strategic Plan (see above) and the preparation of the programmes for Buenos Aires (2004) and Oslo (2005).

### National Libraries & Statistics and Evaluation

*Benchmarking and Performance Measurements: Developing Quality Services at National Libraries*

1. Setting Benchmarks with BIX – the German Library Index / Petra Klug (Bertelsmann Stiftung Gütersloh)  
(Original Language: German, available in German only with English abstract)  
<http://www.ifla.org/IV/ifla69/papers/138g-Klug.pdf>
2. Performance evaluation in European national libraries: state of the art / Melita Ambrožič, Vilenka Jakac-Bizjak and Helena Pecko Mlekuš (National and University Library, Ljubljana, Slovenia) ([http://www.ifla.org/IV/ifla69/papers/024e-Ambrozic\\_Jakac-Bizjak\\_Mlekus.pdf](http://www.ifla.org/IV/ifla69/papers/024e-Ambrozic_Jakac-Bizjak_Mlekus.pdf))  
L'évaluation des performances dans les bibliothèques nationales européennes: état de la question ([http://www.ifla.org/IV/ifla69/papers/024f\\_trans-Ambrozic\\_Jakac-Bizjak\\_Mlekus.pdf](http://www.ifla.org/IV/ifla69/papers/024f_trans-Ambrozic_Jakac-Bizjak_Mlekus.pdf))  
Leistungsevaluierung in europäischen Nationalbibliotheken : « State of the art » ([http://www.ifla.org/IV/ifla69/papers/024g\\_trans-Ambrozic\\_Jakac-Bizjak\\_Mlekus.pdf](http://www.ifla.org/IV/ifla69/papers/024g_trans-Ambrozic_Jakac-Bizjak_Mlekus.pdf))  
Оценка деятельности европейских НБ: состояние ([http://www.ifla.org/IV/ifla69/papers/024r\\_trans-Ambrozic\\_Jakac-Bizjak\\_Mlekus.pdf](http://www.ifla.org/IV/ifla69/papers/024r_trans-Ambrozic_Jakac-Bizjak_Mlekus.pdf))
3. Benchmarking: overview and context / Rowena Cullen (Victoria University of Wellington, New Zealand) (<http://www.ifla.org/IV/ifla69/papers/015e-Cullen.pdf>)  
Benchmarking: vue d'ensemble et contexte ([http://www.ifla.org/IV/ifla69/papers/015f\\_trans-Cullen.pdf](http://www.ifla.org/IV/ifla69/papers/015f_trans-Cullen.pdf))  
Leistungsvergleichstests : Übersicht und Zusammenhänge ([http://www.ifla.org/IV/ifla69/papers/015g\\_trans-Cullen.pdf](http://www.ifla.org/IV/ifla69/papers/015g_trans-Cullen.pdf))  
Бенчмаркинг (оценка уровня деятельности): обзор и контекст ([http://www.ifla.org/IV/ifla69/papers/015r\\_trans-Cullen.pdf](http://www.ifla.org/IV/ifla69/papers/015r_trans-Cullen.pdf))
4. Performance indicators for national libraries in Asia/Oceania: preliminary proposals based on a survey of Asia/Oceania libraries / Zawiya Baba and Rosham Abdul Shukor (National Library of Malaysia, Kuala Lumpur, Malaysia) ([http://www.ifla.org/IV/ifla69/papers/025e-Baba\\_Shukor.pdf](http://www.ifla.org/IV/ifla69/papers/025e-Baba_Shukor.pdf))  
Показатели деятельности для НБ в Азии/Океании: предварительные предложения, основанные на обзоре библиотек Азии/Океании ([http://www.ifla.org/IV/ifla69/papers/025r\\_trans-Baba\\_Shukor.pdf](http://www.ifla.org/IV/ifla69/papers/025r_trans-Baba_Shukor.pdf))

## **National Libraries - Workshop**

*National libraries as access points: virtual libraries for virtual users*

1. Breaking down the barriers: new directions for the National Library of Australia / Jasmine Cameron (National Library of Australia, Canberra, Australia)  
(<http://www.ifla.org/IV/ifla69/papers/027e-Cameron.pdf>)  
Die Barrieren abbauen: Neue Richtlinien für die Nationalbibliothek von Australien  
([http://www.ifla.org/IV/ifla69/papers/027g\\_trans-Cameron.pdf](http://www.ifla.org/IV/ifla69/papers/027g_trans-Cameron.pdf))
  
2. National libraries as access points: the role of TEL and MACS / Genevieve Clavel-Merrin (Swiss National Library, Bern, Switzerland)  
(<http://www.ifla.org/IV/ifla69/papers/028e-Clavel-Merrin.pdf>)  
Les Bibliothèques nationales et l'accès à l'information: le rôle de TEL et de MACS  
([http://www.ifla.org/IV/ifla69/papers/028f\\_trans-Clavel-Merrin.pdf](http://www.ifla.org/IV/ifla69/papers/028f_trans-Clavel-Merrin.pdf))  
Nationalbibliotheken als Zugangspunkte: die Rolle von TEL und MACS  
([http://www.ifla.org/IV/ifla69/papers/028g\\_trans-Clavel-Merrin.pdf](http://www.ifla.org/IV/ifla69/papers/028g_trans-Clavel-Merrin.pdf))
  
3. Cultural custodianship in the information age: LOCKSS and other digital repositories / Michael A. Keller (Stanford University, Stanford, USA)  
(<http://www.ifla.org/IV/ifla69/papers/188e-Keller.pdf>)
  
4. A dynamic gateway to information: electronic services at the Shanghai Library / Jianzhong Wu (Shanghai Library, Shanghai, China)  
(<http://www.ifla.org/IV/ifla69/papers/029e-Wu.pdf>)
  
5. A virtual National Library for Germany - the Sammlung Deutscher Drucke [Collection of German Printed Works] / Gerd-J. Bötte (Staatsbibliothek zu Berlin - Preussischer Kulturbesitz, Berlin, Germany) ([http://www.ifla.org/IV/ifla69/papers/140e\\_trans-Boette.pdf](http://www.ifla.org/IV/ifla69/papers/140e_trans-Boette.pdf))  
Die Sammlung Deutscher Drucke - Eine virtuelle Nationalbibliothek für Deutschland  
(<http://www.ifla.org/IV/ifla69/papers/140g-Boette.pdf>)

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## Libraries @ the Heart of the Information Society / the World Summit on the Information Society

IFLA has been very involved in the preparation for the World Summit on the Information Society (<http://www.itu.int/wsis/>) the first phase of which took place in Geneva, Switzerland in December 2003. As part of the preparations, IFLA and the Association Swiss Librarians for International Relations organised a pre-Summit conference with librarians from over 70 countries meeting in the General Assembly Hall of the United Nations in Geneva on November 3<sup>rd</sup> and 4<sup>th</sup> 2003 (<http://www.ifla.org/III/wsis.html#3>). Librarians were able to meet their UN delegates to emphasise the importance of library and information services and to push for their mention in the Summit Declaration and Action Plan. The IFLA press release from the pre—conference (see also <http://www.ifla.org/III/wsis/wsis051103.html>) called upon the nations of the world to:

**"Support and extend the existing global network of library and information services to make available and preserve knowledge and cultural heritage, to provide information access points and to develop the twenty-first century literacies essential of the realisation on the information society. High quality library and information services provide access to the information required by the communities they serve. A modest investment in them would quickly return significant dividends."**

At the Summit itself, librarians were present in official government delegations notably Finland, Iceland, Malaysia, New Zealand, Russian Federation, Thailand and the United States. Two librarians from the Swiss National Library were Courtesy VIPs in their government delegation.

As the IFLA report by Marian Koren points out:

**"It shows that governments have recognized the role libraries can and should play in the Information Society and information policy making"**

For full details of these events and IFLA participation and lobbying see <http://www.ifla.org/III/wsis.html>

The final Statement and Action Plan mention the importance of libraries but this is only the first stage: the Summit continues with the next phase planned for Tunis in 2005, and before then countries are urged to efforts to turn the plans into reality. Many preparatory meetings will also take place and IFLA National Library Section members are encouraged to promote activities concerning libraries and information services to continue to underline their importance in helping to bridge the digital divide and where possible to join their national delegations to the Summit both for the preparatory phases and the Tunis meeting.

## IFLA Study on “International Review of Marketing in Library and Information Centers”

An IFLA Study on "International Review of Marketing in Library and Information Centers" is being carried out. The study teams include "Christie Koontz (USA), Angels Massisimo (Spain), Rejean Savard (Canada) and Dinesh K. Gupta. They are interested in knowing about "Marketing in National Libraries". They require information in the following areas from national libraries around the world:

- Salient features of National Libraries and need for marketing;
- History of marketing in National Libraries;
- Literature on Marketing in National Libraries;
- Marketing experiences in national libraries;
- Any continuing education programme/ conference/ seminar/ research on marketing in National Libraries
- Any other developments relating to marketing in National libraries worldover

The details of the study are as follows:

### *"Int. review of marketing in L & I centers"*

The interest in marketing has tremendously increased over the last two decades in almost all kind of libraries throughout the world. Even the reasons for applying marketing have not been much different. Some of the common reasons identified are: that the founding missions being found increasingly ill-suited for the demands of the marketplace; budgets becoming excruciatingly tight while such units claiming for more support; the recruiting and fund-raising arenas having become extremely competitive; rising competition among similar service providers etc. There are some other reasons which require marketing orientation in library and information services, e.g. it helps in managing libraries better; it brings commitment to customer focus; publicizing the benefits of the library services and listening to customers needs; it helps in making users feel better that they use library again and again; and it improves the image. During recent times information professionals feel some closeness and there is considerable increasing interest in marketing of library and information services throughout the world. But, there is no systematic study that gives us a clear picture of the initiatives made for marketing of library services at the international level. The review is an attempt in this direction, aims at:

- Tracking the stage of the LIS marketing at international level;
- Systematizing the marketing of library and information services and presenting it in more useful manner
- Identifying potentials of library and information services marketing, as case for further study and researches
- Set an example to pool best practices such resources in other sectors of libraries
- Encourage inter-sector collaborations in regards to theory and best practices of marketing of services

### **The framework:**

This comprehensive review of various related themes is broadly divided in the following sub-themes but not limited to only these:

- Marketing and Library services: Linkage, development, benefits, barriers, Information sources in Marketing of Library and Information Services: Review of literature, Web based resources, Databases,
- Role of Professionals Associations and Institutions in Marketing orientation of LIS, e.g., IFLA, FID, SLA, ASLIB, ALA, CILIP, ILA, ALIA, CLA,...etc.
- Marketing of Library services in different kind of libraries, e.g., National, Academic, parliamentary, governmental, Public, Special, Rural, Children, Research, hospital, Multicultural, etc.
- Manpower development for Marketing LIS: Skills and qualities of staff, Need for Education and Training, Course curricula, teaching methods, guidelines, etc.
- Research and Evaluation: Research and Development in marketing LIS,
- Country Reports
- Best Practices

### **The project team:**

The project team includes the following members of the SC of Management & Marketing Section of the IFLA:

Dr. Dinesh K. Gupta (India) [dineshkg@sancharnet.in](mailto:dineshkg@sancharnet.in)  
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National libraries are requested to this review in any of the following ways:

- Contributing a paper/ note on any aspect of marketing lis in your country;
- Compiling a list of publications on marketing lis in your country;
- Sending the names of library schools/ institutions/ associations which are offering/ have offered education/ training on marketing lis by any means and at any level;
- Giving details of libraries which have adopted a marketing approach;
- Suggesting names of colleagues/ researchers who are working on marketing lis;
- Suggesting any other marketing related information about your library/association that you would like to bring to the notice of the library community;
- Putting this request on the listserve in your community/ region
- Informing about any depth research/ doctoral work on marketing lis known to you

If possible, please supply any such information **by 31st August 2004**. A volume of select papers will be brought out. The team is happy to respond to any queries. On behalf of:

Dinesh K. Gupta  
Associate Professor & Head,  
Dept. of Lib. & Inf. Sc.  
Vm Open University,  
Kota-324010, India