



# Knowledge Management

Issue no. 1  
December 2005

## From the Chair

Welcome!

This first issue of the KM Newsletter indicates that the IFLA KM section is now a fullfledged section of IFLA! After three years existence as a Discussion Group, we are now established and organized with officers (5), section committee members (14) and section members (43). The various activities of the section are dedicated and carried out by excellent professionals - linked together in an international network.



I have always seen the crossdisciplinary activities, partnering and collaboration as the corner stones of the section's mission. Therefore, I am very happy to report that at the coming WLIC 2006 in Seoul, we aim to arrange a joint session with the Statistics and Evaluation section. The title of this session is "Evidence-based Knowledge Management".

The Road Show in Istanbul "Knowledge Management in the e-World" represents another model of collaboration with local and national professional organizations.

For the strengthening of our external contacts, I have recently started discussions with the Knowledge Management Professional Society (KMPro). KMPro has 4000 members in 79 countries. I believe that there is good potential for collaboration with this international non-profit professional association for mutual benefit of the membership.

I welcome the Officers, SC members and section members to this new section of IFLA (no.47), and hope that all of you will contribute to the development of our programme and to the promotion of Knowledge Mangement in the context of LIS.

**Irene Wormell**  
IFLA KM Section Chair

## Editorial



Thanks to the many authors that contributed reports to the first issue of IFLA Knowledge Management.

Although barely a year old, through the hard work of members, the section has already hosted a fabulous session at the World Library and Information Congress in Oslo and a KM Road Show in Turkey.

By conducting such events the section provides an international platform for professional communication, tracks developments that we hope will facilitate the implementation of KM within the IFLA community and supports the development of a KM culture in libraries and information centres.

My expectation is that the newsletter will support the work of the IFLA KM Section by increasing the awareness of KM and creating a deeper understanding of its many dimensions and relevance to library and information professionals.

To this end, your feedback and continued support through contribution of reports and announcements is appreciated.

**Sarah Towle**  
IFLA-KM Section Information Officer (Newsletter)

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The **KM Discussion List** functions as the main communication channel within the Section, [kmdg-l@infoserv.inist.fr](mailto:kmdg-l@infoserv.inist.fr). Admission to the list is free. To subscribe go to:

[infoserv.inist.fr/wwwsympa.fcgi/info/kmdg-l](http://infoserv.inist.fr/wwwsympa.fcgi/info/kmdg-l)

Then click on "Subscribe", and follow the instructions.

**Knowledge Management** "a discipline to systematically leverage information and expertise to improve organizational responsiveness, innovation, competency, efficiency and corporate knowledge."

*Robin Trehan (2005) Knowledge Management, a business perspective.*  
[www.hospitalitynet.org/news/4024789.print](http://www.hospitalitynet.org/news/4024789.print)

## KM Pioneer

### Karl-Erik Sveiby

One of the Founding Fathers of Knowledge Management. Karl-Erik Sveiby is the Principal of Sveiby Knowledge Associates (SKA) in Caloundra, Queensland, Australia and Professor of Knowledge Management, Swedish School of Economics and Business Administration, Hanken, in Helsinki. He pioneered many of the fundamental concepts underlying knowledge management. In 1986 his first book on the topic 'Knowledge Companies' was published in Sweden and became an instant best-seller inspiring the early Swedish movement in KM. His 1990 book in Swedish, 'Kunskapsledning', is understood to be the first book with the title "knowledge management". Since these early beginnings his firm SKA has attracted many global clients. His approach to teaching and implementing KM is considered to be very practical and he has developed a toolkit that can be used to develop an effective KM program. Information on this toolkit, an extensive list of readings on KM and a list of Mr. Sveiby writings maybe found at [www.sveiby.com](http://www.sveiby.com).

*"KM—The art of creating value by leveraging Intangible Assets "*

## Announcements

### Planning WLIC Durban 2007

At the SC meeting in Oslo the KM Section decided to arrange a 1 day pre-conference for the WLIC in Durban. The topic is the implementation of KM in a library environment, focusing on "Best Practice or Lessons Learned".

This event is separate to the KM Open Session in Durban. Suggestions for the OS include KM applications within academic institutions and KM within NGOs or learning communities.

A working group to organize these two events has been set up.

**Prof. Theo Bothma** (Dept of Information Science, University of Pretoria) will take primary responsibility for both events.

The program Committee are:

- - **Prof. Retha (MMM) Snyman** (Dept of Information Science, University of Pretoria)
- - **Prof. Adeline du Toit** (Chair of the Dept of Information Studies at the University of Johannesburg)
- - **Dr. Martie van Deventer** (CSIR - Council for Scientific and Industrial Research, Pretoria)

They all have excellent academic and theoretical grounding in KM, and know how to implement KM in library and business environments.

Julio Zetter (S. America), Sarah Towle (Australia), Michael Koening (USA) and Magdi Nagi (Africa Nord ) will assist with regional responsibilities.

The two programs will be linked and will be developed in cooperation with the RSA representatives and professionals from around the world. The organization of the OS will require particular support from "international" resources, especially in soliciting papers.

If you would like to work on the development of these programs contact Irene Wormell ([irene.wormell@hb.se](mailto:irene.wormell@hb.se)) or Prof. Bothma ([theo.bothma@up.ac.za](mailto:theo.bothma@up.ac.za)). We welcome your ideas and suggestions.

**Irene Wormell**  
IFLA-KM Section Chair

### Knowledge stories in Iceland

The Icelandic Knowledge Management Society (IKMA) was formed in January 2005 at the University of Iceland. Members are from industry and scholars and students in a variety of fields (Commerce, Management, Records management, Library and info. studies).

Among the objectives of the society is that of disseminating information about KM and to facilitate exchange between industry and academia in this field. IKMA is planning events in 2006 where members from industry tell knowledge stories; short stories of problems of knowledge sharing in the workplace and how they were solved.

**Sigmar Pormar**  
Chair IKMA  
[www.skjalastjornun.is](http://www.skjalastjornun.is)

### Knowledge fair/exhibition at Scesal XVII 2006 in Dar es Salaam, Tanzania

The XVII Standing Conference of Eastern, Central and Southern African Library and Information Associations (SCECSAL XVII) will meet in Dar es Salaam, Tanzania, from July 10 to 14, 2006. SCECSAL is the biennial gathering that brings together librarians from East, Central and Southern Africa. The theme of the conference is Librarianship as a bridge to an information and knowledge society in Eastern, Central and Southern Africa.

Sub-themes of the conference include, the African Renaissance, libraries and KM, KM and regional and continental initiatives such as NEPAD, ECA, Africa information Society, etc.; challenges and opportunities facing specific libraries (public, academic, etc.) in bridging the move towards KM in society; application of KM by libraries in specific socio-economic sectors (e.g. small business development, agriculture, education, health, telecommunications/telecentres etc); KM and the civil society, democracy and development of libraries across all sectors of society; KM and the prevention of HIV/AIDS and other diseases; KM and indigenous knowledge for the development of Africa's information systems and services, KM and social inclusion/exclusion.

Details are provided on the SCECSAL website: [scecsal2006.tlatz.org](http://scecsal2006.tlatz.org)

**Dr Alli Mcharazo**  
SCECSAL XVII Dar es Salaam  
Organising Committee Chair

### "Developing a knowledge-sharing culture. - Nurturing positive behaviour patterns to drive business performance"

19-26 January 2006, London

Ark Group Ltd. is a UK based provider of straightforward business information and practical techniques with focus on Knowledge Management. They have offices in USA, Asia and Australia, where they are also organizing high level international conferences.

See forthcoming events on the website: [www.ark-group.com/events](http://www.ark-group.com/events).

## Call for Papers: WLIC Seoul 2006

*"Evidence-based Knowledge Management"*

Open Program sponsored jointly by the IFLA sections for Knowledge Management and Statistics and Evaluation at the World Library and Information Congress / 72nd IFLA Conference, Seoul, 20-24 August 2006.

KM is an exciting new area for library and information professionals. But how much is the practice of KM based on good statistical and factual evidence? What methods of evaluation and benchmarking have shown to be effective in justifying return on investment in KM initiatives?

This is a call for papers on the use of statistical and factual evidence in the evaluation of KM in all types of libraries. Papers may be in English, French, German, Russian or Spanish. They should be no more than 30 minutes in duration.

Proposals for papers should be submitted to Michele Farrell ([mfarrell@imls.gov](mailto:mfarrell@imls.gov)) or to Margaret Haines ([margaret.haines@kcl.ac.uk](mailto:margaret.haines@kcl.ac.uk)) by 14 January 2006.

See the congress website at [www.ifla.org/IV/ifla72/index.htm](http://www.ifla.org/IV/ifla72/index.htm) for further details, including conference fees, accommodation and travel.

**Irene Wormell**  
IFLA KM Section Chair



Margaret Haines, Open Session Oslo 2005

## Reports

### KM section of IFLA 2005 meeting report

The KM section of IFLA showed very well indeed at the OSLO 2005 World Library and Information Congress. We were given prime time and prime location. Our session was the first one on the first full day of the conference, when everyone was still fully alert and eager, and we got the principal meeting hall and simultaneous translation, and the hall was filled.



KM section Open Session Oslo 2005

Mike Koenig (Long Island university, USA) who chaired the session enjoyed being able to point out the growth from the first IFLA session to feature KM, organized by the Management and Marketing section back in Amsterdam in 1998, for which there were about 30 attendees. We have come a long way. Congratulations to the officers and others who have worked so hard.

The presentation featured five presentations. Margaret Haines (King's College London, UK) gamely and very ably presented Angela Abell's (TFPL, UK) paper on "the Potential for Librarians in the KM arena".

And, on the principle of 'no good deed goes unpunished', Margaret will work with Michael Heaney of the Statistics and Evaluation section to prepare our joint session in Seoul in 2006 on "Evidence Based KM".

Robert Mason (University of Washington, USA) presented a paper on "The Critical Role of Librarian/ information officer as boundary spanner across cultures.

Abdus Sattar Chaudry (Nanyang Technical University, Singapore) described "Knowledge Sharing practices in Asian Instituted – a multicultural perspective from Singapore".

Mike Koenig presented "KM moves beyond the Organization: the opportunity for Librarians", and Prof Chaudry

neatly encapsulated the paper from Sajjad Ur Rehman (also Nanyang Technical University) on "KM Education in LIS programs", as Sajjad was unable to attend.

The section is also planning for Durban South Africa, 2007, the thinking at this point is a conference session on "KM in Academic Institutions", and also a one day pre or post conference session on best practices and lessons learned. Work is underway on both fronts. All volunteers for either Seoul or Durban or beyond are welcomed.

The section also supported a KM conference in Ankara Turkey in October which went quite well.

Much of the section meeting focused on publicity and recruitment, labels, brochure, tool kits etc. Again, ideas are welcome.

One final note of interest to KM enthusiasts was Prof. Koenig's data that measured articles focusing on it, KM is still growing, and it seems to be showing a longevity that is quite unlike previous business enthusiasm's such as TQM, or Quality Circles, or Business Process reengineering.

**Mike Koenig**  
Long Island university

### Knowledge Management in the e-World: New Models for Scholarly Communication

#### "Think, Learn, and Live"

Over 100 participants gathered at Istanbul Yeditepe University, October 13-14, in Turkey for the KM Road Show – Knowledge Management in the e-World: New Models for Scholarly Communication. Hosted by the Director of the university's Knowledge Centre, Filiz Çermen, the conference was sponsored by IFLA Knowledge Management Section, UNAK (the Library Association of Turkey), The Consulate General of the United States of America – Istanbul, Yeditepe University Knowledge Center and chaired by Dr. Irene Wormell, of IFLA's KM Section.

The sessions were video cast to academics and librarians in Uganda, Brazil, and Thailand.

The theme of knowledge workers in a knowledge society focused on how knowledge sharing/management can

*Cont. p4...*

*Knowledge Management in the e-world  
cont...*

play a role in the political, economic and social forces that guide global communication, trade, and quality of life in today's world.



*Filliz Cermen, Director of Knowledge Centre, Yeditepe University (the hostess of the Road Show in Istanbul) and Karl Stroetmann*

The welcome address was provided by Provost Prof. Dr. Atilla Dicle who spoke of the need for lifelong learning and the university's role in the creation, storage, distribution, dissemination and access to the information on which knowledge is built. The Rector of the University, Prof. Dr. Ahmet Serpil made a plea for KM to be taught in undergraduate and graduate programs in universities, noting that the current Journalism Department at the Yeditepe will be soon known as the 'Knowledge Design and Communication Department'.

Various other officials and dignitaries welcomed the group, include Prof. Dr. Berin U. Yurdadoğ from Hacettepe University who told the assembly that "we must learn to think the impossible" in the e-world. Our key axiom should be "think, learn, and live" the professor said, in order to guide us in the millennium where "the human factor counts more than anything else."

Dr. Irene Wormell of the Swedish School of Library and Information Science and IFLA KM chair mentioned that IFLA is the most global association of libraries and information associations. She said KM is an evolving concept with many different facets, and she indicated that the purpose of the section is to increase awareness of KM, to highlight main trends, and to help information professionals become aware of best practices.

KM best practices and trends were discussed by the following speakers from Turkey, Germany, Sweden, Canada, and the United States:

- Dr. Karl A. Stroetmann (Senior Research Associate, Empirica Institute for Communications and Technology Research, Bonn, Germany) who spoke on "Interoperability and Knowledge Management in Health Care."

- Prof. Dr. Akile Gürsoy (Yeditepe University) who discussed "Cross Cultural and Ethical Issues in KM."

- Prof. Dr. Yaşar Tonta (Hacettepe University) with a presentation on "Open Access to Scholarly Communication."

- Dr. Claire R. McInerney (Rutgers, The State University of New Jersey, US) whose lecture was titled "Understanding Knowledge Processes in an Organizational Context: The Necessity of re-Thinking Knowledge Management."

- Ms. Zuzana Helinsky, Sweden, with a presentation on "Marketing to Get Better Mileage from your e-Resources."

- Ms. Joanne Hodder, Canada, who spoke on the "Nova Scotia Heritage Portal Project."

- Prof. Dr. Emin Doğan Aydın (Yeditepe University, Visual Communication Design Department) who discussed "Education in Communication and Design Studies in the Age of Globalized Knowledge."

- Dr. Abdülkadir Kirmizi (Yeditepe University, Institute of Social Sciences) who presented a lecture on "The Impact of Technology on the Learning Process."

The formal and informal discussions held at the conference demonstrated the interdisciplinary nature of and international interest in KM. As the president of the university's Board of Trustees Bedrettin Dalan pointed out, it was in the region of Turkey in ancient times (Anatolia/Mesopotamia) that hybrid grains were developed and shared that eventually fed the world. Today, it is time to share our knowledge, not weapons, in order to live and thrive, president Dalan said.

The conference participants concluded the conference with conversation on a boat cruise along the scenic Bosphorus, the 18 mile waterway that runs between Turkey/Europe and Turkey/Asia and connects the Sea of Marmara and the Black Sea.

**Claire R. McInerney**  
Rutgers

The State University of New Jersey

## Celebrating Knowledge: The Power and Potential

The National Library in Singapore ([www.nlb.gov.sg](http://www.nlb.gov.sg)) marked the opening of a new building in November by hosting a major international conference on the power of knowledge ([www.nlbconference.com](http://www.nlbconference.com)). The two-day event, held November 14-15, called "Celebrating Knowledge: The Power and Potential" attracted more than 400 delegates from around the world and was a huge success.

Knowledge experts from the United States, Great Britain, Singapore, the Netherlands, Germany, Malaysia and China came to share their views on the future of libraries and the potential of the knowledge industry.

Keynote speakers spoke about the connection between media and libraries and about library architecture, explaining that libraries should be considered "spaces of knowledge and learning".

The conference had four themes:

- the potential of convergence
- the power of collaboration
- the power of knowledge workers
- the power of technology

What are the latest technological advances and how will they transform the knowledge industry? How can collaboration and information-sharing make a difference? What is the future of the knowledge worker? Delegates heard about all of these topics and much more.

By providing a forum for the exchange of ideas, the event was a rare chance for professionals to hear about best practice and how they could turn challenges into opportunities. Delegates said the conference gave them plenty of ideas that they could start to try out in their home countries.

**Christina Paulini**

Goethe-Institute Singapore



*Boat cruise along the scenic Bosphorus*

## National Library of Singapore 'Celebrating Knowledge'

Over 440 delegates and more than 25 international speakers converged on Singapore for a landmark gathering of knowledge and information professionals. Organised by the National Library Board Singapore (NLB) and combined with the opening celebrations of the National Library of Singapore, the conference, "Celebrating Knowledge: The Power and the Potential" was a timely platform to deliberate far-reaching issues impacting the future of libraries.

Researchers, librarians and information professionals from 19 countries participated in discussions. Topics included trends in KM, the future of knowledge workers, the impact of the digital revolution on libraries, and changing trends in web search technology.

### Rewarding night of networking

The Networking Night at CHIJMES Hall kicked off proceedings with a good mix of food, entertainment and company.

Setting the tone for the evening was Professor Tommy Koh, who shared his personal library experiences in a speech laced with humour and understated wit. The standout performance was a belly dance by a trio of librarians from the National Library Board.

### The Age of Personal Media

The serious business got underway with a message from Paul Saffo, Director and Roy Amara Fellow at the Institute for the Future. "There is no stopping evolution" he declared, and "Drop the word 'information' - it is over. Information and knowledge is now ubiquitous and around us."

Speaking on a different aspect of knowledge was Michael Keller, University Librarian and Director of Academic Information Resources at Stanford University. Mr Keller discussed the knowledge-based web, its future and the issue of information retrieval.

### Digital Architecture and the Future of E-Library

Professor Howard Besser, Director of Moving Image Archive and Preservation Program, New York University's Tisch School of Arts, emphasized the importance of setting standards for Interoperability Repositories. His parting shot was a resonant question. "Who is taking responsibility for these oral, historical documents that are no longer in print?"



*Under the ornate neoclassical carvings of CHIJMES Hall, delegates mingled and got to know one another*

### Man, Nature and the Built Environment

In the second keynote address, "Designing for Learning Spaces", the architect of the new National Library, Dr Kenneth Yeang of T.R. Hamzah & Yeang International explained the logic of placing the library collections parallel to spaces for sub-activities, such as workshops and exhibitions.



*Q&A: Fostering dialogue*

### The NLB: Setting Innovation and Direction

The conference closed with an analogy from Dr N Varaprasad, Chief Executive, NLB. "The road ahead is indistinct and the weather conditions unpredictable. Our technology has helped us but has yet to provide real balance in our work/life world."

Nevertheless, he was pleased with the outcome of the conference. "NLB is certainly at a watershed. After this conference, we are in a better position to plan our journey, so to speak. Now, we have a rudimentary map of where we are going."

**Cassandra Tay and Wai Quen**  
National Library Board Singapore

## 6th annual actKM conference

This conference, held 26-27 October 2005 in Canberra, Australia focused on 'managing knowledge for better performance'. Participants were mainly from Australia. Topics covered included:

- Knowledge, productivity & performance – what does it mean?
- Creating the knowledge environment for better organizational performance
- Knowledge, productivity & performance in teams
- Enabling individual knowledge worker productivity & performance – what works, what doesn't

The conference was divided into 3 different sections: papers, workshops and a research forum.

Six doctoral candidates at various stages of candidacy presented their findings at the research forum. I presented my paper on "The implications of knowledge management for the library and information professions".

The prize for best paper was jointly awarded to: Monica Kennedy, PhD Candidate, University of Canberra, Exploring Experiences of Learning and Knowing at Work: findings from a public sector case study and Dr Michelle Mau, DBA Graduate, Southern Cross University, Mapping Information Flows in an Australian Public Sector.

For me as a student with a LIS background, the most interesting aspect of the conference was the great participation of librarians, both as speakers or participants. Mentioning all names is far from the scope of this short report. Although one in particular springs to mind.

Nerida Hart, a member of the conference committee, ran 2 workshops entitled: 'Australian Public Service KM community of practice' and 'Why organizations don't get best value from their knowledge and information resources: an emergent causal examination'.

Nerida has worked in libraries since 1973. She is currently Director of the Knowledge and Information Services Section, Family and Community Services Library.

**Maryam Sarrafzadeh**  
PhD student, RMIT  
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## Knowledge Management Section Activity Report 2005

### Evaluative self-assessment

#### Achievements

Road Show in Istanbul, 13-15 October, in cooperation with:

- UNAK/Turkish Library Association
- Consulate General of the United States of America, Istanbul
- Yeditepe University Knowledge Centre

This event grew to be an international conference, hosted by the Yeditepe University. Approx. 150 registered participants, 5 foreign and 6 local speakers participated. Participation was free of charge. Two persons represented IFLA.

'KM and the IFLA-KM section' Presentation by Irene Wormell at the regional seminar of SFIS (Swedish Association for Information Professionals), 23 Sept., Alnarp, Sweden.

#### Collaboration with other sections

The newly established KM section is considered a platform for cross-disciplinary activities. It is one of the corner stones in the Sections mission, formulated as: *Partnering with other Sections and Divisions to integrate KM into IFLA.*

In 2004 initiatives were taken for partnering with another section in the Open Session at the IFLA conference in Seoul. Michael Heaney, Chair of the Statistics and Evaluation Section, expressed his interest in a joint session. This suggestion was accepted by the SC in Oslo. The theme "Evidence Based Practice in Knowledge Management" was approved for the Seoul conference. Margaret Haines will work with Michael to develop the program.

#### Projected goals

Goal from 2004-05 strategic plan	Activity
Provide various programmes for librarians and information professionals so that they have an understanding of the significance and value of KM in all types of organisations.	Open session in Oslo
Create <i>modular workshops</i> that can be used as road shows in different library and information centre settings	Road show in Istanbul, 14-15 October 2005
Share and distribute knowledge and experience of the field, demonstrate the value of KM and the KM Section to the IFLA membership.	Electronic repository and the KM website under development [ <a href="http://www.ifla-km.org">www.ifla-km.org</a> ]

\*Wormell, I. (2004). Knowledge Management - a new section of IFLA. *Tidskrift för Dokumentation*, 59(4), 118-120

Wormell, I. (2004). Skills and competencies required to work with Knowledge Management. H-Ch Hobohm (Ed.) *Libraries and Librarians Taking up the Challenge*, K.G. Saur, München, IFLA Publ. 108, Knowledge Management Series, pp.107-114

Larry Woods from Information Technology has also expressed his interest in doing a special meeting on Information Repositories – at the moment this is only an idea.

#### Other sections to collaborate with

The KM Section would like to establish a closer cooperation with other sections in Division IV. As a newcomer to the Division, the Section wants to show an open and proactive attitude to the establishment of contacts and activities across the division.

#### Communication with the members

During the period February-June 2005, the acting Chair sent out 4 letters and various information materials to members.

#### Development of membership

The KM Newsletter.

The Section brochure needs to be revised and translated. Russian members have been the first to volunteer to translate it. An electronic copy of the brochure will be shared with committee members.

At the SC meeting in Oslo the following suggestions were made (these are still ideas):

A bookmark to explain what KM is and isn't - it will improve visibility of the section and will also refer to the website for a list of activities. Another variant of the bookmark is to provide KM definitions in different languages.

Closer cooperation with national associations. The Section is asking associations to recommend their members include KM on their list of sections and encourage participation.

#### Factual data

Section members	43
Committee (SC) members	14
Attendance at KM open session (Oslo)	~500
Attendance SC meeting 1	11 SC 3 observers
Attendance SC meeting 2	11 SC 2 observers
Papers presented at KM open session (Oslo)	4
Publications	2*

Road shows such as the one held in Turkey are also a recruitment activity.

Promotion for IFLA in place through distribution of brochures and other materials, presentation of IFLA's KM related publications, correspondence and other communications.

Provide library schools with a tool kit on KM and update it or introduce a new one annually.

Irene Wormell  
Chair, IFLA KM

## Strategic Plan 2005-07

### IFLA Knowledge Management Section (no.47) Strategic Plan 2005-07

#### Mission

The IFLA Knowledge Management Section will provide an international platform to support the development and implementation of a Knowledge Management (KM) culture in libraries, information centers and the profession as a whole.

*This is to be accomplished by:*

- Raising the awareness of KM among libraries, librarians and their institutions
- Providing relevant education and training
- Identifying and sharing best practice
- Promoting evidence-based practice
- Disseminating the results of relevant research
- Creating a vital discussion group with attendant home page/resource data bank
- Partnering with other Sections and Divisions to integrate KM into IFLA

Cont. p7 ...

*Srategic Plan 2005-07 cont...***Goals**

- 1. To provide education and training programs for information professionals to increase their understanding of the value of KM to their organizations**

*Professional priorities:*

*supporting the role of libraries in society: promoting resource sharing; developing library professionals; promoting standards, guidelines and best practices; representing libraries in the technological marketplace*

Actions:

- 1.1 Partner with another Section to develop a program for the Seoul Conference that highlights the attributes of KM
- 1.2 Evaluate the Conference in Turkey to determine its success as a model for future road shows
- 1.3 Start planning for the Durban Conference program and to plan an all day pre-conference

- 2. To share and distribute information on the value of KM and its process to all IFLA members and thus promoting membership in the KM Section**

*Professional priorities:*

*promoting resource sharing; developing library professionals; promoting standards, guidelines and best practice*

Actions:

- 2.1 The development of and distribution of a newsletter including the solicitation of articles on KM and reports of other KM conferences
- 2.2 The development of a website to promote the section and to act as its archive
- 2.3 Make the discussion list a vital communication link for members to discuss various aspects of KM
- 2.4 Develop an effective marketing strategy to increase the membership in the section and to demonstrate the value of the KM section to other unit of IFLA and other professional associations

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**Note: In consideration of privacy the 5 personal members and 2 student affiliate members are not included in this list.**