



IFLA Section of Public Libraries

Strategic Plan

2003 -2005

Revised April 2005

Introduction

The 2004-2005 strategic agenda of the IFLA Section of Public Libraries has been developed by the Section's 19 member Standing Committee. As a part of the IFLA Division III - Libraries Serving the General Public, the Public Libraries Section works closely with other sections including: Children and Young Adults; the Blind; Disadvantaged Persons; School Libraries and Resource Centres; Multicultural Populations; Metropolitan Libraries Section and Mobile Libraries. The Public Libraries Section also collaborates closely with other groups within IFLA.

Mission/Scope

The IFLA Section of Public Libraries provides an active international forum for the development and promotion of public libraries, which serve the whole community in the context of the information society and ensure access to information at the local level. Our goals, objectives and strategies are developed within the context of the principles enshrined in the Public Library Manifesto and the IFLA Professional Priorities. Currently, the Section of Public Libraries has over 300 members and is the fourth largest section in IFLA's 45 sections.

Communications

The Section of Public Libraries issues a semi-annual newsletter as well as news updates for members containing news of public library issues world-wide. Information about our strategic agenda, projects, publications, conferences and seminars, minutes of standing committee meetings, annual and country reports and useful addresses may be found on the Section's website: <http://www.ifla.org/VII/s8/spl.htm>

**IFLA Public Libraries Section
Strategic Agenda 2004-2005**

	PROGRAM GOALS AND STRATEGIES	Section Lead	Ifla Presidents Priority	Status
1	To promote equal access to all			
1.1	Raise awareness of the principles enshrined in the Public Library Manifesto		1	
a	<ul style="list-style-type: none"> ○ UNET (UNESCO Model Public Libraries Project) <ul style="list-style-type: none"> ○ Complete evaluation of project. <i>KH to write an article for IFLA journal</i> 	KH		<ul style="list-style-type: none"> ○ <i>KH to complete by 15 March 2005</i>
b	<ul style="list-style-type: none"> ○ Africa 		1	<ul style="list-style-type: none"> ○ <i>KH presented a paper at a conference in Uganda August 2003 which were included in the Conference Proceedings.</i>
c	<ul style="list-style-type: none"> ○ Latin America <ul style="list-style-type: none"> ○ Participate in one PIC-BIC conference 	CB	3	<ul style="list-style-type: none"> ○ <i>Clara Budnik appointed liaison; workshop on gov't information in planning for 2003/4</i>
	<ul style="list-style-type: none"> ○ Assist Latin American librarians and those in Trinidad Tobago in developing/translating education manuals 	BC	3	<ul style="list-style-type: none"> ○ <i>Barbara Clubb had a meeting in Berlin for planning project</i>
d	<ul style="list-style-type: none"> ○ Mount more Manifesto languages on the PL website 	NLC	1	<ul style="list-style-type: none"> ○ <i>Ngian Lek Choh to co-ordinate and get translations mounted on IFLANET by August 2005?</i>

2	To raise the quality of services in public libraries by defining standards, developing guidelines, and documenting and disseminating best practices.			
2.1	Develop and implement Guidelines promotion strategy Ensure Guidelines translation into minimum of 30 languages and mount on PL website by 2005 Produce poster, leaflet and Powerpoint package by end of October 2003.	BC/JL/ KH/BM BC/NLC JL JL	1 1 1, 3	<ul style="list-style-type: none"> ○ 27 languages published, 9 on website. Project for 18 Indian languages underway. ○ Workshop on the Guidelines in Penang, Malaysia in 2003 and 2004. ○ Powerpoint presentation produced 4.04. ○ Poster and leaflet in English produced 7.04 and distributed at the Buenos Aires Conference. ○ Spanish translation produced 8.04 for Buenos Aires Conference.
2.2	Promote guidelines of sister sections in Division 3 Children's guidelines Blind guidelines	TK	1, 2, 3	<ul style="list-style-type: none"> ○ Draft guidelines for the blind delayed into 2005. ○ Guidelines Childrens and Young People produced 2004.
2.3	Mount Library Acts/Legislation and related information on the IFLA-PL website Continuing: needs strategy; seven to date; but last updated Dec 2001; need to decide whether to continue. K-PB is contact	KPB/ NLC	1	<ul style="list-style-type: none"> ○ Now completed.

2.4	Work with the IFLA Statistics committee to advocate that standards reflect public library interest and needs Joint programme for Argentina in 2004 to be submitted	JL/EB/ MB	2	<ul style="list-style-type: none"> ○ <i>Programme presented with Statistics and Evaluation Section at the Buenos Aires Conference 2004.</i>
2.5	Implement research and develop a check list of best practices to focus on users' needs in their planning and service provisions	JL/EB/ MB	1, 3	<ul style="list-style-type: none"> ○ <i>Funding obtained; Buenos Aires 2004 workshop in preparation (see Section 2.4)</i> ○ <i>Sample work done on best practice website.</i>
2.6	Research and identify fundraising best practices for public libraries	JL/TK/C B KS/GK M/MB	1	<ul style="list-style-type: none"> ○ <i>Conquering the Digital Divide in Public Libraries programme presented at Buenos Aires Conference 2004.</i> ○ <i>Trends in Public Libraries programme in preparation for Oslo 2005.</i>
3	To promote the importance of training and professional development for librarians			
3.1	Workshop together with Management and Marketing section 2004 Argentina	TK	2, 3	<ul style="list-style-type: none"> ○ <i>Joint programme presented at Buenos Aires Conference 2004.</i> ○ <i>Joint programme in preparation for Bergen 2005.</i>
3.2	Develop a programme for creating an understanding for the need for advocacy in the political process of library administration.	?	1	<ul style="list-style-type: none"> ○ <i>Programme for 2006?</i>

4	To defend the role of the public library in democratizing access to and the use of information technology			
	Support the Public Libraries & Democracy discussion group	MS	1	<ul style="list-style-type: none"> ○ <i>Discussion session organised for Argentina 2004.</i> ○ <i>Formal Discussion Group approved for Oslo 2005.</i>
	Commenting on and lobbying the situation regarding the World Summit on the Information Society (WSIS)	All	1	<ul style="list-style-type: none"> ○ <i>Section members advised and lobbied through the Library Associations in individual countries.</i> ○ <i>IFLA 3 Pillars will influence.</i>
5	To promote literacy, reading development and lifelong learning projects			
5.1	Complete research Life Long Learning project <ul style="list-style-type: none"> ○ Disseminate results of research 	KH/TK	1, 3	<ul style="list-style-type: none"> ○ <i>300 Euro from the Division at the CB</i> ○ <i>Final results published and disseminated on IFLANET in 2004.</i> ○ <i>Kay Raseroka attended day at Danish Library Association on subject.</i>
6	To promote networking and cooperation between libraries and other agencies			
6.1	Document and demonstrate how libraries, museums, archives and other agencies can work together and develop service partnerships	BC	2	<ul style="list-style-type: none"> ○ <i>Research project approved as a large project E3000 by Coordinating Board</i> ○ <i>Interim report produced August 2004.</i> ○ <i>Draft Report Produced February 2005</i>

6.2	Work with Buildings and Equipment section Continuing – pre-conference 2005 in Finland	FP/BC/ TM	2	<ul style="list-style-type: none"> ○ <i>Publication of 2003 pre-conference seminar produced by IFLA in 2004.</i> ○ <i>Pre-conference seminar being held in Finland August 2005. Grants for young professionals available.</i>
7	To Balance the Needs of Users with the Intellectual Property Rights of Authors			
7.1	Monitor Copyrights and Licensing issues related to public libraries <ul style="list-style-type: none"> ○ Work with CLM to promote public library needs and interests in legislation <p>New PLSC liaison needed Klaus Peter?</p>	TK/JL KPB?	2	<ul style="list-style-type: none"> ○ <i>Paper on Copyright and other Legal Matters to be discussed at Mid-Year Meeting in Barcelona 2005. Germany commenting on proposals.</i>
8	To promote the role of Libraries in Society			
8.1	Promote the marketing of libraries using the “@ your library campaigns	KK/EB	1	<ul style="list-style-type: none"> ○ <i>Discussion at the Mid-Year meeting in March 2004.</i> ○ <i>Promotion at Italian Library Conference.</i> ○ <i>Promotion at IFLA Congress 2005.</i>
	ADMINISTRATION GOALS AND STRATEGIES			
9	To develop section membership			
9.1	Grow membership to 350 from 300 322 members at July 2003 303 members at December 2004	All		<ul style="list-style-type: none"> ○ <i>Membership drive at Buenos Aires Conference 2004 with posters/leaflet on Guidelines and welcome session for non members at Section Committee Meeting.</i>

9.2	Establish mentoring program for new SC members Follow up and evaluate for new members in 2005	FP/GK M/KH/ KPB/MS	3	<ul style="list-style-type: none"> ○ <i>Mentors assigned for all new members on the Committee in 2003.</i> ○ <i>Mentors to be assigned for new Committee members in 2005.</i>
10	To market the Public Libraries Section more aggressively			
10.1	Website –	NLC		
	1. Keep up to date			○ <i>Now regularly updated.</i>
	2. Expand Number of Library Acts on site (see also 2.3)	KPB/ NLC	1	○ <i>Decision taken not to extend further Existing samples sufficient.</i>
	3. Mount Guidelines in 10 + languages (see also 2.2)	BC/JL/ SK	1	○ <i>9 languages on IFLANET at February 2005.</i>
	4. Solicit involvement from IFLA PL members via website/email/listserve Develop the practice of involving these members as an Idea Resource via email for the Standing Committee to draw from.	NLC?	2	○ <i>To be followed up – check with NLC if something done??</i>
10.2	Conduct memberships campaign in SL member countries	ALL		○ <i>Email to all UK Public Libraries September 2004.</i>
10.3	Create new section brochure –	NLC/?		○ <i>Completed March 2004 and on IFLANET</i>
10.4	Send welcome letter to each new member –	TK/JL		○ <i>JL to produce for June 2005.</i>
10.5	Market PL Section at other conferences –	ALL		<ul style="list-style-type: none"> ○ <i>JL ran workshop on Guidelines in April 2004 in Penang, Malaysia</i> ○ <i>See Guidelines update on IFLANET for earlier work.</i>
10.6	Plan mid-term meetings 2004 Sweden 2005 Oslo	GKM/ KH		<ul style="list-style-type: none"> ○ <i>Held in Ljusdal and Malmo March 2004</i> ○ <i>Held in Barcelona February 2005.</i>

11	To mount successful programs at IFLA conferences			
11.1	Plan and execute program for Argentina 2004	ALL		o <i>Completed.</i>
11.2	Plan and execute program for Oslo 2005	ALL		o <i>In preparation. Approval provided for programmes.</i>
11.3	Encourage sponsorship of members to IFLA conferences	TK		o <i>Norwegian Library Association doing this for Oslo.</i>
11.4	Plan programs and partnerships for Seoul, Korea '06; Durban South Africa '07; Quebec 2008	ALL		o <i>Programmes to be planned with Division 8 Sections</i> o <i>Themes identified for 2006 and 2007.</i>
11.5	To continue to assist with the organisation of the "Access to Learning Awards" at IFLA World Congresses and to actively encourage suitable libraries to apply for the awards.	TK/JL/+ ALL	2	o <i>Held with our participation in Buenos Aires 2004.</i> o <i>Planned for Oslo 2005. TK & MB to be on selection committee.</i>
12	To manage section finances effectively			
12.1	Seek additional sponsorships for support for delegates from developing countries to participate in UNET and similar activities	TK BC et al	2	o <i>IFLA promoted funding for delegates from developing countries in 2004 & 2005</i> o <i>KH arranging with UNET for October 2005/March 2006.</i>
12.2	To encourage IFLA HQ to institute a method of sponsoring speakers at the annual conferences	TK		?

IFLA President's Priority. 1. Advocacy. 2. Partnerships and Alliances. 3. Continuing Professional Development

Ideas for New Strategic Plan from Brainstorming sessions in 2003 and 2004 plus additional ideas

Question: How can the Public Library Standing Committee and Section make a unique contribution to public library development and understanding in the world?

Items in italic bold still require action for inclusion in the plan.

Action ALL

1. *Membership Involvement: Solicit ideas from IFLA PL section members via email and/or IFLA listserv*
2. Leadership and management in the future (possibly joint with Marketing and Management Section)
3. *Section Members (Not only Standing Committee) functioning as an Idea Resource: where standing committee members function as resource for section members to discuss issues via email etc e.g. P. Gill to Malaysia; K. Hassner to Uganda; B. Clubb working with Indian representative.*
4. Fewer but more innovative projects
5. Librarians as Advocates; advocacy workshops and program; possible focus on politicians; advocacy skill development
6. Marketing: promotion of @ your library campaigns
7. *Identify and promote core mission of public libraries world wide; possibly go back to Manifesto and market and explain creatively with articles, examples, presentation at conferences*
8. *Focus on social inclusion as key focus as per UK public library development program (See John Lake's UK country report)*
9. *International Copyright legislation and impact on public libraries and their ability to provide service*
10. The role of the public library in the development of democratic societies; extension of libraries and democracy discussion group
11. *Networking and outsourcing*
12. *Librarians as teachers*
13. *Defining the "soul" of the public library*
14. Continuing multi-year translation and marketing program for the *Public Library Guidelines*
15. Libraries and Life Long Learning: completing publication and development of marketing strategy
16. Library as place: the physical space; the virtual space
17. Complete paper and resource list on Libraries, Museums and Archives working together in innovative relationship around the world
18. Library Statistics: joint with statistics section
19. Continue members mentoring program for new standing committee
20. Maintain partnership with Bill and Melinda Gates Foundation "Access to Learning Award" program

IFLA Section of Public Libraries

Public Library Section Standing Committee 2003-2005 with new incoming members for 2003

Torny Kjekstad, Chair to 2005 (TK)	Bekkestua, Norway
John Bruce Lake, Secretary to 2005 (JL)	London, United Kingdom
Ngian Lek Choh, Information Co-ordinator to 2005 (NLC)	Singapore
Barbara Clubb, (BC)	Ottawa, Ontario, Canada
Jarmila Burgetová (JB)	Prague, Czech Republic
Kerstin Hassner (KH)	Ljusdal, Sweden
Bernard Margolis (BM)	Boston, Mass. USA
Florence Poncé (FP)	Le Havre, France
Mary Sherman (MS)	Norman, Oklahoma USA
Clara Budnik Sinay (CB)	Santiago, Chile
Klaus-Peter Boettger Treasurer to 2007 (K-PB)	Mulheim an der Ruhr, Germany
Elena Boretti (EB)	Bologna, Italy
Gunilla Konradsson Mortin (GKM)	Malmo, Sweden
Tuula Martikainen (TK)	Tampere, Finland

New Members 2003-

Li Jinxgia (LiJ)	Wuhan, China (incoming Berlin)
Karin Kitching (KK)	Alberton, South Africa (incoming Berlin)
Monica Medina Blanes (MB)	Barcelona, Spain (incoming Berlin)
Kent Skov (KS)	Odens, Denmark (incoming Berlin)
Morwadi M.Pilane (MP)	Lobatse, Botswana (incoming Berlin)

IFLA Approved Professional Priorities

a) Supporting the Role of Libraries in Society	b) Defending the Principle of Freedom of Information
c) Promoting Literacy, Reading and Lifelong Learning	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	h) Developing Library Professional
i) Promoting Standards, Guidelines and Best Practices	j) Supporting the Infrastructure of Library Associations
k) Representing Libraries in the Technological Marketplace	