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| --- | --- | --- | --- |
| Focus Area 1 | | | |
| Advocacy for the role of Libraries in the society | | | |
| IFLA Strategic Direction | | | |
| 3. Connect and empower the field | | | |
| Key Initiatives | | | |
| 3.3 | Empower the field at the national and regional levels | | |
| Funding Needed | Projects/Activities | Tasks & Responsibility | Timeframe |
|  | Organise a Satellite Meeting before or after the Rotterdam 2021 on the use of social media in Library Associations to promote their own action and the role of libraries in the society | A Work Group within MLAS SC, reporting to the SC | 2020 - beginning of 2021 |
| How will you communicate your activities and results? | | | |
| In 2020 MLAS Annual Report, MLAS List Serv  In 2021, MLAS Annual Report, MLAS List Serv, MLAS Facebook, MLAS Twitter | | | |
| How will you measure the impact of your activities? | | | |
| Embodiment of the satellite Meeting  Number of participants | | | |
| Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities. | | | |
| Management and Marketing, New Professionals SIG | | | |

# Action plan 2019-2020

**Name of Professional Unit: Management of Library Associations (MLAS)**