IFLA

Newsletter no 11 January 2011

knowledge management section

the voice of global KM

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Open access to knowledge
– promoting sustainable progress

IFLA 2011
PUERTO RICO
13-18 August, San Juan

World Library
and Information
Congress:
77th IFLA
General Conference
and Assembly

For any comments on the newsletter, please contact newsletter editor Christel Mahnke mahnke@jakarta.goethe.org

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From the Chair

Dear KM Members,

All the best for the New Year!

The first month of 2011 seems like an appropriate time to consider the past and future of KM Section.

Over the past year, KM section has made great progress such as:

- improving SC leadership with a monthly KM Leaders Meeting;

- expanding SC membership and increasing its diversity;

- updating the strategic plan;

- redesigning and rewriting the KM Section brochure;

- and establishing new communication channels over the Internet using social network tools.

At 2010 Gothenburg conference, we had a very successful KM progamme with four international speakers and over 300 attendees, as well as three joint programmes with other IFLA committees such as Information Technology, Government Libraries, and Continuing Professional Development.

A summary of Gothenburg activities, as well as pictures, are included in this newsletter. In addition, Shaked Spier and Li-Ping Ku have written insightful articles about their experiences as KM newcomers.

Xuemao Wang
Chair, IFLA KM Standing Committee

From the Chair

You will also find an summary of a paper by Tom Becker, who unfortunately could not come to Gothenburg. He used the method of an ‚Intellectual Capital Report' to develop the potential of Mannheim Public Library, Germany.

Looking to the future, I foresee many exciting developments in KM Section. KM leaders are already planning ahead for the 2011 conference in Puerto Rico and beyond to Helsinki in 2012. You can have a first look at page 10.

Also, several non-IFLA organizations have conferences scheduled for spring 2010 - more details about these on page 10.

As always, I invite you to find more information about our section online at www.ifla.org/km, on Twitter at #IFLA KM, and on Facebook or LinkedIn under

"IFLA KM: The Voice of Global KM."

Yours, Xuemao Wang

Chair, IFLA KM Standing Committee

Gothenburg Harbour

Picture: Agnes Hadju Barat

Knowlegde Management Sessions: Gothenburg Summary

IFLA KM Section:
Voice of Global Knowledge Management
Thursday, 12 August 2010

The WLIC conference motto for the 2010 Conference in Gothenburg, Sweden was **Open access to knowledge - promoting sustainable progress.** This theme highlights two core functions of KM: Providing access to knowledge for all stakeholders of an organization or company, as well as preserving knowledge to guarantee sustainability.

IFLA Knowledge Management (KM) Section provides an international platform for professional communication and understanding of the significance of KM for libraries. It gives a voice to KM on a global scale and follows the developments in KM, promoting its practical implementation within the global library community.

Therefore we were very pleased with the number of submissions for the KM program for this year's conference. With 37 abstracts to choose from, the Program Committee had a difficult task. Our speakers addressed topics global Knowledge Management perspectives in the context of leadership, global development, democratic elections, digital medicine, intellectual capital, and multidisciplinary collaboration.

The diversity and the magnitude of presented topics illustrated the importance and impact of knowledge management in our current and future profession.

From right to left: Margareta Nelke, Ann-Louise de Boer, Frances Lesser, Theo Bothma, Richard Santos Lallemann
Picture: Agnes Hadju Barat

The first lecture was presented by **Margareta Nelke** from Sweden. She and her career were introduced in the last KM newsletter. Her lecture, **Knowledge Management and Leadership** focused the basic and main skills of KM.

She sketched a great practice, and showed the main stones of her topic. She raised the core questions also: Can knowledge be managed? Then she demonstrated the possible situations, answers and their relations in the Windows of KM.

We know what we know
Provide access and facilitate knowledge sharing
We know what we don't know
Focused information research
We don't know what we know
Information auditing and knowledge mapping
Facilitate knowledge sharing
**We don't know
what we don't know**
Broad environmental scanning

She summarized the chances of leaders:
- Believe in what you do
- Motivate and inspire
- Acknowledge good efforts
- Demonstrate concrete benefits to the organisation and people involved
- Collect and distribute good examples
- Network and seek alliances at all levels

See the abstract of her paper
http://www.ifla.org/files/hq/papers/ifla76/95-nelke-en.pdf

Knowlegde Management Sessions: Gothenburg Summary

Richard Santos Lalleman from Netherlands spoke about the **Global development aid through intellectual engagement and social media.**

He looked for the answer why and how there is a future for global development aid by using social media technology; a framework how organizations can best implement a knowledge sharing initiative based on social media technologies. At the end he introduces the Focuss.Info Initiative as a way how the ISS is enhancing the access to knowledge in the field of global development aid.

http://www.focuss.info/

He had a clear concept and his presentation was very practice based with theoretical background.

Among others he defined three rules what promote new information sharing and networking skills among peers in the domain of global development aid:

Rule 1:
Move to network-based working and learning environment
by introducing a new way of working and designing organizations,

Rule 2:
Move from knowledge stocks to knowledge flows by focussing on the amplifiers of these flows,

Rule 3:
Enhance structural and cultural knowledge by focussing on the amplifiers of these kinds of knowledge.

See the abstract of his paper
http://www.ifla.org/files/hq/papers/ifla76/95-lalleman-en.pdf

Frances Lesser in her lecture - **Managing knowledge resources at International IDEA -** with Monika Ericson from Sweden introduced the services of a concrete globally active intergovernmental organization, IDEA - International Institute for Democracy and Electoral Assistance, Stockholm, Sweden, that supports sustainable democracy world-wide. She flashed the vision, aims and experiences of IDEA and pointed that the knowledge is a strategic asset of her institute.

We had images of the knowledge resources include publications such as handbooks, online databases and knowledge sharing networks in IDEA. She explained very sensitive that the democracy cannot be imported or exported.

However, it can be supported through focussing on the ability of democratic institutions to deliver a political system marked by
- public participation and inclusion,
- representative and accountable government,
- responsiveness to citizens' needs and aspirations,
- and the rule of law and equal rights for all citizens.

IDEA has 25 Member States from all over the world.

## INTERNATIONAL IDEA

SUPPORTING DEMOCRACY WORLDWIDE

http://www.idea.int/

See the abstract of their paper
http://www.ifla.org/files/hq/papers/ifla76/95-lesser-en.pdf

The last presentation was about **Multidisciplinary collaboration: A necessity for curriculum innovation by Ann-Louise de Boer** from South Africa. Her co-authors were Pieter H du Toit and Theo Bothma from also South Africa.

She reported about their researches connected the teaching module on Information Literacy at university level, with a specific focus on curriculum development and professional development of academic staff in her spectacular and well documented presentation.

Their desired outcome was innovative ideas to apply to whole brain learning in every thing they do as a research team.
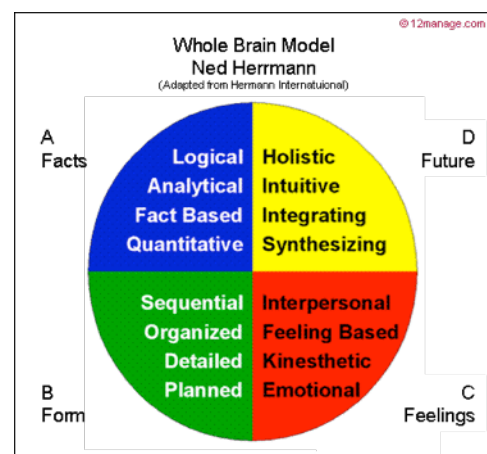
The participants of research team were from the different subject area. She illustrated the processes, changes and development in whole project in her presentation. The learning material has been developed as a lecturer's 'toolkit' that aims at enhancing information literacy skills across the curriculum and instilling a culture of applied information literacy within the learners.

She summarized the used KM toolkit and methods:
- knowledge sharing
- creating a professional learning community and
- constructing a theoretical framework.

See the abstract of their paper
http://www.ifla.org/files/hq/papers/ifla76/95-toit-en.pdf

Knowlegde Management Sessions: Gothenburg Summary

The KM Open Session on the topic Voice of Global KM was attended by over 370 participants. The four speakers who presented were well received. During the session, theoretical frameworks and case studies for knowledge advocacy through libraries and globally active NGO's, intergovernmental organizations, global companies were discussed.

All four papers were available on the conference web site in advance along with two more papers whose presenters could not come to the conference.

For the paper of Tom Becker about the 'Intellectual Capital Report' for Mannheim Public Library, see page 8 of this newsletter.

Gothenburg Summary by
Agnes Hadju Barat, KM Section
Program Chair 2009/2010
Picture: Christel Mahnke

Following Summary by Stuart Basefsky,
KM Section Picture: Christel Mahnke

Librarians in Action: Information Policy and Human Rights

The KM Section was a cosponsor of the successful program attended by more than 80 participants.

Program and presentations:
http://www.ifla.org/en/conference-sessions/4677

Ayodeji Fadugba, United Nations International Criminal Tribunal for Rwanda, presented **"Sustaining the Legacy of the International Criminal Tribunal for Rwanda."**

The presentation addressed the use of archives generated from the judicial proceedings and the evidentiary database. Given the uniqueness of the collection, the speaker examined the issues related to ownership, protecting the interests of the affected societies, post-tribunal access rights, the types of information within the archives, the legal and moral obligations of the courts with respect to confidentiality, and the security of victims and witnesses. This is a work in progress.

The challenges associated with a court that is soon to close and whose information must be retained for numerous stakeholders and as well as for future generations is no small task.

Official website of the International Criminal Tribunal for Rwanda
http://www.unictr.org/

Another participant was
Reggie Raju (JS Gericke Library, University of Stellenbosch, South Africa) who talked about
"The Road to Unity and Social Justice: Gathering, Accessing and Preserving Truth and Reconciliation Commission (TRC) records." Raju discussed issues relating to access to information using the principles of social justice. In synthesis, the South African TRC has generated large quantities of documents and the speaker examined the way of making this material accessible to the citizens of the country.

Official website of the Truth and Reconciliation Commission
http://www.justice.gov.za/trc/

The last participant was
Jerry Mansfield (Congressional Research Service, Library of Congress, Washington DC, USA) who spoke about
"The US 9/11 Commission Records: History, Collection Access, and Issues."
The speaker talked about the work of the entity and how they process, preserve and offer public access to their archives.

Official website
http://www.archives.gov/legislative/research/9-11/

Knowlegde Management Sessions: Gothenburg Summary

Libraries and the Semantic Web Gothenburg Summary

Question: How to draw an audience of 250 people 8.30 am at the very last conference day? **Answer**: Set up an event called 'Libraries and the Semantic Web', and invite Richard Wallis at first speaker. He describes himself as 'Technology Evangelist', and his passionate speech took the audience to a trip through the world of linked data in 194 slides. http://www.slideshare.net/rjw/semantic-web-libraries-ifla-2010

Here is his blogpost about the event: "What interests 250+ librarians at 8:30 on a Sunday morning" http://blogs.talis.com/panlibus/archives/author/richard-wallis

Richard Wallis   Picture from his blog http://librarygang.talis.com/richard-wallis/

The following presentations went more into (technical) detail. The Europeana , one of the most ambitious digital library projects, was presented by speakers from four European countries and the U.S.: a really international approach.

Patrick Danowski

Picture: Christel Mahnke

Patrick Danowski from Switzerland appealed to the audience to blow up the silos of information, and let the (bibliographic) data become part of the linked data already available.

The following speaker, Bernard Vatant from France, pointed out the critical role of vocabularies in the long overdue synergy between the Web and Library heritage.

At the end of the morning, one more success story was presented: CONTENTUS, an EU funded project to find solutions for the challenges of integrating heterogeneous data sources. The project aims to develop innovative semantic search approaches for libraries and multimedia archives.

Have a look at the contentus website

http://theseus-programm.de/en-us/theseus-application-scenarios/contentus/default.aspx

The session was organized by Information Technology, Cataloguing, Classification and Indexing with Knowledge Management Section.

The papers are available at http://www.ifla.org/en/conferences-session-day/2010-08-15 (Session 149).

Global learning systems: how they foster learning and sharing of information Gothenburg Summary

The well attended session was co-sponsored by the following sections: Knowledge Management, Continuing Professional Development and Work-place Learning with Information Technology. Global learning systems and local applications were presented in good examples and lessons learned. Presenters came from South Africa, Zimbabwe, USA, The Philippines, Indai, China and Canada.

Papers and abstracts (Session 107)

http://www.ifla.org/en/conferences-session-day/2010-08-13

Jane Dysart, KM Section, Co-organizer of the session

Picture: Agnes Hadju Barat

Web2.0 User Behavior and Personalized Knowledge

It is a pleasure to meet you all. My name is Li-Ping Ku. I'm working for the department of library and information science at National Taiwan University.

It was my first time to join the Knowledge management section of IFLA 2010 in Gothenburg City. My impression of the KM activities is that the members of this section are very vigor and warm-hearted, I was delighted to see you at IFLA Conference.

We have discussed many issues in this section meeting at WLIC Gothenburg. One thing what I very interest in is the Web2.0 and knowledge management. I would like to re-organize my opinions as below.

As their commercializing expands, it will affect our library and information service in many respects.
In this context, I would like present some opinions for this section.

First, the products from Google are very competitive, because user can easy to search news, webpage, pictures, video and scholar articles, and also can manage their searched information, to translate them, to arrange calendar and to publish their idea on Weblog and so on. The Libraries services have to compete but also to cooperate with such super big network service supporter.

Secondly, the traditional library service is based on a workflow such as Procurement, Classification, Cataloging and Shelves (or Links), and make a

Therefore,

- how to let users come back to the library,

- how to assist them be more efficient to search, to filter and to access useful information, and

- how to help them develop the **Personalized Knowledge Management (PKM)**, are very important for library practice and also as hot topics in the field of library and information science.

Also, we have to develop the new library service and knowledge service more as Google will become more competitive in the knowledge industry. I believe that library can bring more job opportunities in knowledge society. The way could be "Glocalization", one hand we admit the benefit of Google, Facebook, Twitter and the other global online service supporter; on the other hand, we develop our PKM for our local users.

Besides, my job is to develop new small computer software for knowledge discovery of database (KDD), focus on the Scientometric and Patentmetric (article computing and patent analysis), it is very relevant to knowledge management, and I enjoy the job very much, because software developing is very creative and imaginative work.

Therefore if anyone is interested in (applied) computer science, please let me know. We can spend hours talking about the KDD in the field of and library and information science.

Microsoft or Newly knowledge industrializing companies such as Google, Facebook and Twitter have been strengthening knowledge management competitiveness in recent years.

library user course for our reader to use them, but the information seeking behavior of Web2.0 user who often use search engine, Blog, email and social network services are different with traditional user.
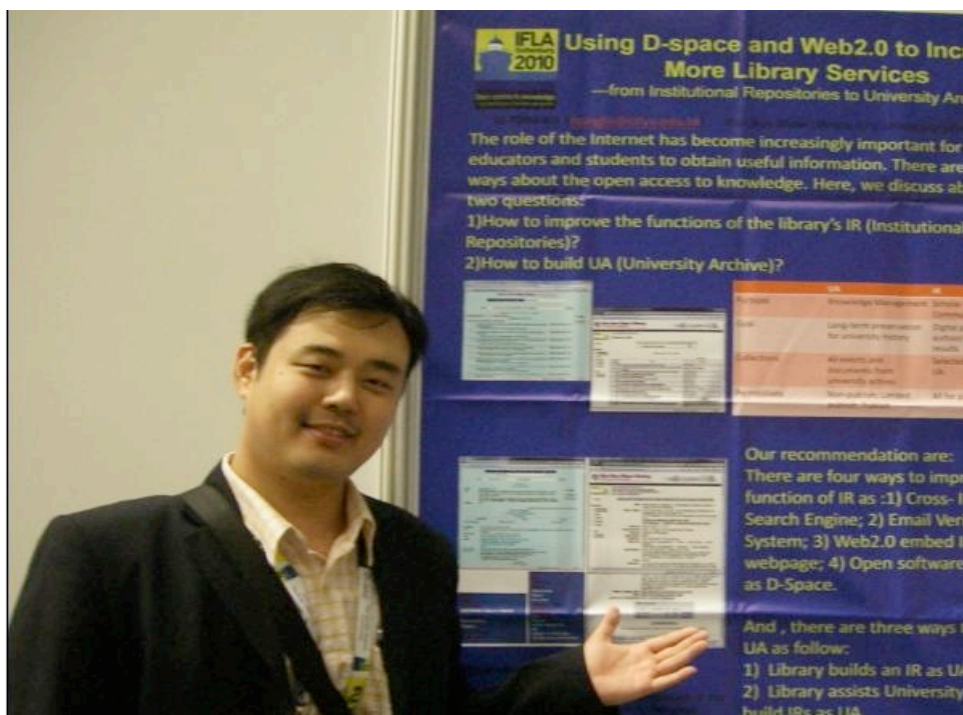
Thanks for this opportunity, let me participate this big family!

Dr. Ku Liping

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MSN: kuliping@hotmail.com

KM Section: A Newcomer's View

The KM Section Standing Committee meeting was my first experience on the IFLA convention. An interesting way to take my first step into IFLA.

My connection to the KM Section was made as I came together with Christel Mahnke, a standing committee member and the section's newsletter editor through the "Adopt a Student!" program. Our shared interest in KM and an exchange of quite different practical experiences in the field (mine at the IAF and Christel Mahnke's at Goethe-Institut) helped set a solid ground for my landing in IFLA.

After all, a convention of that scale can be somewhat overwhelming for a first timer without some orientation help.

On the standing committee meeting agenda we have had:

- The surprisingly limited budget, which the section has been granted, took us a short time to discuss.

- The section plans for the following conventions in Puerto Rico and Helsinki with an interesting emphasis on KM in those regions and an important remark about the language barriers, which are expected to be encountered.

And one superordinate question:

what content do we actually want?

How do we want to discuss KM?

The same question played a major role within the next agenda item – the KM resource center on the KM Section website. An interesting and, to my opinion, important for the section's identity initiative.

Should it be an always up-to-date information / knowledge resource?

Or maybe a reference database?

To whom should the database refer? Commercial and/or non-commercial organizations? Associations? KM service suppliers?

Should the content be more theoretical or case-study oriented? Which one, if at all, can supply a good starting point for users who want to learn about KM? Who will our users be?

It seems that the questions that rose in the discussion of each agenda reflect the 7-year-old section's ongoing process of self definition with two large frames: IFLA and the KM professional field. A process which goes hand in hand not just with the development of KM itself, a field which is applicable in so many ways and contexts, that it is almost impossible to get it all in one definition, but also with an ongoing debate within the information community on its role in KM, which goes far beyond libraries.

The section's ambition to be 'the voice of global KM' makes it all somewhat harder, due to the fact that information and knowledge takes so many forms that vary drastically between countries, cultures, languages and social structures, which makes an overview on its management on a global scale a real challenge.

However, the ambition and dynamics I encountered in the first and second standing committee meeting, the different sessions and the joint dinner, seemed to put the section on the golden road.

Article by Shaked Spier, LIS student at Humboldt University, Berlin

See his blog

http://drawer20.wordpress.com

Shaked Spier and Christel Mahnke

Picture: Christel Mahnke

KM Section dinner at Gothenburg

Meet the KM Section at www.ifla.org/km

Knowledge Management ‚Made in Germany‘:

The Intellectual Capital Statement of Mannheim Central Library

Knowledge Management promotes activities and processes of knowledge exchange and knowledge identification, aiming for a better creation and a more effective use of personal and collective knowledge resources.

In general, the use of Knowledge Management in German libraries is widespread.

Beside companies, nowadays also municipalities and regions more and more establish analytical instruments in order to describe, measure and extend their Intellectual Capital.

By Tom Becker,
Mannheim Central Library Manager & Christel Mahnke, Jakarta

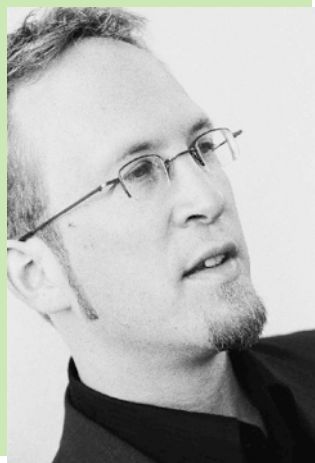The author Tom Becker, M.A. was Head of Mannheim Central Library 2009-2010.
Since October 2010, he lectures at several LIS-faculties.
In March 2011 he starts his new job at Cologne University for Applied Science as Professor für Medienmanagement und Medienvermittlung in Bibliotheken (Professor for Media Management and Media Literacy).
Meanwhile he works on his PhD in Library Science, analyzing 'Knowledge Management at Public Libraries'.
Contact
tom.becker@leihverkehr.de

The Mannheim Public Library case study transfers such a new approach to describe systemic knowledge management by the method of **Intellectual Capital Statement – Made in Germany**.

Systemic knowledge management is focused on the structure of the libraries' environment (city and community as a system), the role of the library as stakeholder in the system, and the citizens in their role as individual customer and political client of the library.

The 'Intellectual Capital Statement – Made in Germany' is an instrument for the systematic and structured presentation and development of an institutions intellectual capital, founded by the Federal Ministry of Economics and Technology and Fraunhofer IPI.

It points out the correlations between organizational goals, business processes, intellectual capital and the business success within a library. In Germany, it is developed as a strategic tool for companies and organizations by initiative of the government.

Therefore, the Intellectual Capital Statement describes immaterial assets such as:

Human capital:
knowledge, competencies, motivation and potential of the library staff

Structural capital:
how well is the library situated to play a role in her city and community?

Relational capital:
networking with partner organizations and internal relations

The process allows a new approach to strengths and weaknesses, potentials and challenges not as isolated items, but interdependent factors, which are linked within a software-tool easily to handle.

Starting point for the library is the 'visionary profile' of the City of Mannheim.

For the library, the 'openness for education, talent and creativity' is the most important field. Management and knowledge strategies were developed accordingly:

- Support lifelong learning for the customers, and for the librarians
- Welcome diversity of customers and encouraging diversity of staff, to foster creativity and talent
- Engage in cultural activities and events with partners in the city

In regard to these goals, the relevant business processes are specified, plus a strategy for branding the library.

Success factors are defined:

Human success factors:
- Staff qualification
- Staff experience and the potential for innovation
- Leadership skills
- Social competencies, customer orientation
- Staff motivation

Structural success factors:
- Leadership rules, instruments and structure
- Organizational culture, atmosphere at the workplace, transparency
- Fostering of cooperation, knowledge sharing and workplace learning
- Technical Knowledge Management (IT hardware and software, technical support)
- Continuing innovation and improvement of services and internal business processes

Relational success factors:
- Customer relations
- Networking with partners (e.g. schools, cultural institutions, library associations)
- Public relations, public image of the library
- Relations with administration, political circles, decision makers, sponsors

These success factors are closely examined one by one. It is an ongoing project, and the process of reflection itself is as important as the results.

The 'Intellectual Capital Statement – Made in Germany' draws attention to the interdependent system of requirements and results, and makes it easier to find solutions.

Knowledge management techniques and knowledge sharing tools can be applied accordingly.

For example, social competencies and customer orientation are improved by 'tandem-training'. Staff members are doing 'internships' in other branch libraries or in bookshops, to share and improve their skills. Workplace descriptions are adapted to the identified success factors

Along with the project, the Intellectual Capital of the Public Library increases in a systematic and measurable way.

This, in turn, improves the self-esteem of the librarians and the image of the library as a relevant Knowledge Manager of the Community.

The article is an abriged version of the paper accepted for KM Session at Gothenburg WLIC 2010.

Unfortunately, Tom Becker could not come to Gotheburg. The full paper is availabe here

http://www.ifla.org/files/hq/papers/ifla76/95-becker-de.pdf

(In German, with English abstract)

The city of Mannheim and its library

The chessboard city

Ever since the hour of its birth, the chessboard-like shape of the City of Squares represents its thinkers and creative minds.

Mannheim in 1630

Mannheim in 1900

In 1607 the Palatinate elector Frederick IV had it built according to what was then thought to be an ideal city. Since then, Mannheim has stood out against the rest of the region like an island, is enthroned gracefully between the rivers Rhine and Neckar and, as viewed from above, reminds the visitor of Manhattan which is approximately the same age. Latest standards make the city a didactic play of strategic planning.

Trying something new, exceeding the limits: This is especially true for Mannheim. Architecture is an essential part of the history, culture and lifeworld of the city on the river Neckar. Mannheim does not only continuously extend and improve its living space by committed building projects, but already set standards in the past for a demanding life of a modern urban community.
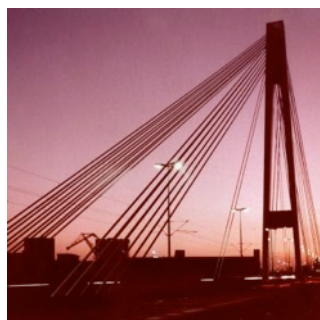
City Library

About 800,000 people per year make use of the wide range of services in the area of education, culture and recreation.

The city library team provides access to and offers consulting services in education, information and knowledge. Special emphasis is devoted to the active promotion of reading and language for children and young people.

The city library is working together with numerous partners ranging from kindergartens over schools to cultural institutions and companies.

In addition to the core services, the city library offers more than 600 events and about 600 guided tours reaching 24,000 people by these activities alone.

Puerto Rico: KM Highlights in the Making

The members of the Program Development Committee for Puerto Rico: Stuart Basefsky (program chair), Agnes Hajdu Barat, Olga Lavrik, Leda Bultrini, and Fay Austin have not had an opportunity to meet since IFLA Gothenburg.

However, discussions in Gothenburg lead us to the following preliminary thinking (subject to change):

The program in Puerto Rico is likely to consist of presentations that provide a panorama of **Success Stories – applying KM case studies from libraries**, information centers, etc. (The actual title of the program is yet to be determined).

Much has been written about KM theoretically, but are there factual examples of successful implementation, particularly in libraries? What lessons are derived from these case studies?

Under consideration are examples from different types of libraries – public, academic, special, and more. The committee will be seeking presenters.

It may be necessary to limit the presentations to the Americas as a region in order to attract attendance in Puerto Rico. English, Spanish, Portugese and French speakers may be sought. The committee will be discussing whether this regional perspective is too restrictive or not. Perhaps the best success stories from around the globe
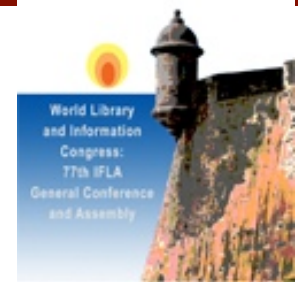
should be considered. When the committee gets an opportunity to discuss further these issues, the actual program will be clarified.

Clearly, this program will be consistent with the theme of the Puerto Rico meeting:

Libraries beyond libraries: Integration, Innovation and Information for all

KM Conferences

KM Middle East 2011
UAE Abu Dhabi March 15-15

BUILDING ON SUCCESS: The UAE Knowledge Management Forum 2010 was a tremendous success and many participants asked for this to become an annual event. Building on the success of the UAE KM Forum, KM Middle East promises to be an excellent opportunity for leaders to share knowledge and collaborate.

Including presentations and work-shops by Dr. John Girard, Ron Yong, David Gurteen and Luke Naismith

www.kmmidleeast.com/en/

Knowledge Audit & Knowledge Diagnostics Workshop
Singapore March 24-25

This two day programme is focused on helping participants to diagnose the opportunities for knowledge and information management interventions to support the operational work of an organisation.

The workshop is part of our three-workshop "KM Implementation" series covering three core areas of KM diagnostics, KM strategy development, and taxonomy work. A secure online blog is available to provide coaching and feedback to participants for at least one month after the workshop.

http://store.straitsknowledge.com/prod.aspx?id=28

3rd European Conference on Intellectual Capital
University of Nicosia, Nicosia, Cyprus   18-19 April 2011

This conference provides a platform for presenting different academic and professional approaches and discussions on recent developments and the outlook for the future in the field of intellectual capital management and its related performance measure-ment not only in Europe but around the world.
Keynote speech by Dr John Girard: Social Knowledge: Are we ready for the future?

www.academic-conferences.org/ecic/ecic2011/ecic11-home.htm