IFLA Public Libraries Section

Strategic Plan
2009 – 2010

Introduction

The Strategic Plan for the IFLA Public Libraries Section has been updated for the period 2009-2010. It was based on the previous Plan for 2008-2009 but modified according to new priorities and plans by the members of the Standing Committee.

Scope

The IFLA Public Libraries Section provides an active international forum for the development and promotion of public libraries, which serve the whole community and ensure access to information to all community members at the local level. Our goals, objectives and strategies are developed within the context of the principles identified in the Public Library Manifesto, the Public Library Guidelines, the IFLA Professional Priorities and the Presidential theme for each year. The Public Libraries Section has 283 members. This number has been declining despite the addition of the Mobile Libraries Section to its membership but perhaps as a result of the addition of the Metropolitan Libraries Section to the Division.

Communications

The Public Libraries Section issues a semi-annual newsletter: one issue is sent electronically and the annual issue is sent both electronically and as a print version to all members of the Section. The newsletter contains news of public libraries, their services and programs of interest to a worldwide audience. The Section's strategic plan, annual report, minutes, membership and contact information for the Standing Committee members is on the IFLA website.

IFLA Public Libraries Section
Strategic Agenda 2009-2010

	PROGRAM GOALS AND STRATEGIES	Section Lead	1. Professional Priorities 2.Presidents theme 3.Pillars	Status
1	**Promote the role of public libraries in society with equal access to all.**		**1 a, b, d** **3 a, b, c**	
1.1	Raise awareness of the principles enshrined in the Public Library Manifesto.			• Translations are available in Spanish (GPS)
1.2	Enhance the Manifesto itself, publish it in additional languages and expand access through the use of technology.	GPS/OU/AG/ YK/KSA/LN		Russian (OU) French (AG) Japanese (YK) Chinese (KSA)
1.3	Encourage public librarians to conduct poster sessions at IFLA conferences which address issues and services related to public libraries.	ALL		Italian (KSA) Czech (LN) Arabic (KSA)
2	**Raise the quality of services in public libraries by defining standards, developing guidelines, and**		**1 a, f, h, i** **3 a, b, c**	

	documenting and disseminating best practices.			
2.1	Promote readership for <u>Public Library Service: Guidelines for Development</u> and application of the <u>Guidelines</u> to the operation and management of public libraries worldwide. a. Revise the <u>Public Library Service: Guidelines for Development</u> for publication by 2010 IFLA World Congress in Gőteborg, Sweden	RO, KSA, BG		• 45 language translations, with 13 translations available on the IFLA website. • Editor Christie Koontz, Florida State University has been selected to edit and update the <u>Guidelines</u>. Funding has been identified for 2009 and the editing work is underway. • At the March 2009 Standing Committee meeting a committee was appointed to serve as the review body. • All members of the Committee have been asked to submit at least one document/weblink considered to be a good example for each of the chapters of the book due

			June 2009.
			• Include extracts of <u>Guidelines</u> prepared by related sections of IFLA in the revised <u>Public Library Service: Guidelines</u>, for example Libraries for Children and Young Adults Section *Guidelines for Children's Services/Library Services to Young Adults/Library Services to Babies and Toddlers.*
			• The Committee has received the first draft of the revision to review and met at the Milan conference in August 2009.
			The timetable is as follows: • Committee recommendations to be sent to the editor by April 1, 2009. SC meeting not held until

		SP/ALL		end of March so report of recommended changes delayed until May 2009.
	b. Develop strategy to get new edition of <u>Guidelines</u> translated into different languages and mounted on the web.	SP/ALL		• June 2009 First draft review by Committee. Sent to Committee in July 2009.
	c. Identify a way to fund printing a new edition of the brochures based on the new <u>Guidelines</u>.	ALL		• August 2009 Final edited version for review. This will need to be moved forward; Committee reviewed first draft. • A wiki will be established for Committee members to share ideas and documents.
2.2	d. Promote the <u>Guidelines</u> at conferences and other gatherings of librarians through displays, presentations and papers.	MMB		• Preparation for publication to be published by August 2010.
	Merge Meeting User Needs with IFLA "Best Practices" on the IFLA website.			
3	**Promote the importance of training and professional development for public librarians.**		**1 h, i, j, k 3 b, c**	

3.1	Plan a program for 2010 IFLA World Congress in Gothenburg.	MM Bindon RO	**1a,c,d,i3b**	• Program will address "public library collections" in a digital age.
3.2	Sponsor pre-conference called Building Strong Communities: Unleashing the Potential of Libraries to build Community Capacity, Engagement and Identity. To be held prior to 2010 World Congress. Location Malmő, Sweden.	RO, MH	**1a, h, i, 3b**	Planning underway for conference with Regional Library Scania and Swedish Arts Council.
3.3	Co-Sponsor pre-conference with Reference and Information Services and New Professionals SIG entitled the <u>Global Librarian: Next Generation Users – Next Generation Libraries: Educating Next Generation Librarians</u>. Location TBD prior to World Congress 2010 in Gőteberg, Sweden.	SP		Committee members need to be appointed to serve as liaison from Public Libraries SC to the organizing committee for pre-conference
4	**Promote literacy, reading development and lifelong learning.**		**1 a, b, c, g** **3 a, b, c**	
4.1	Complete the Caterpillar Book Box Project to countries in Africa using the South African project as a template for the service.	IS, LJ		• Funding obtained and project advertised • Project underway in Burkina Faso. Final report expected.

				• Final project to be implemented in Ghana. Funds need to be transferred.
4.2	Update Reading Manifesto.	LJ		• The Committee convened in Milan and decided to begin work from scratch rather than revise the existing document, timetable TBD.
5	**Promote networking and cooperation between public libraries, other types of libraries and other agencies to support education and the dissemination of information.**		**1 a, b, c, f, g 3 a, b, c**	
5.1	Professional report (IFLA Greenback publication) titled <u>Libraries, Archives and Museums: Trends in collaboration and cooperation</u> is available to download from the IFLA website in English, French, Japanese, Chinese and Spanish.	OU		• OU will discuss a Russian translation with the Russian Library Association.
6	**Increase membership in the Public Libraries Section in IFLA Division III.**		**1 a, h, i 3 b, c**	
6.1	Increase membership from 283 to 300 by	SP/ALL		• A list of all current public

	end of 2009.			library members of IFLA (General/Public Libraries/Metropolitan Libraries) will be disseminated to members of the Public Libraries Standing Committee in 2009 and 2010.
6.2	Maintain a mentoring program for all new Standing Committee members.	SP		• Every Section member will be familiar with the membership Toolkit offered by IFLA and will use the Toolkit to recruit one new member each year in 2009 and 2010. • Committee members elected in 2009 were assigned mentors at the 2009 World Congress Committee meeting.
7	**Market the Public Libraries Section.**		**1 a, c, h, i** **3 b, c**	
7.1	Maintain and improve the Section's presence	IS, BG		

7.2	on IFLA website with minutes of meetings, newsletters, the strategic plan and other important documents kept current and accessible.		
7.3	Use Membership Toolkit to market membership in the Section.	SP	
7.4	Update Public Libraries Section brochure.	IS	
7.5	Publish two newsletters each year. One e-newsletter and an annual electronic and print newsletter.	SP	• O U promoted IFLA/Public Libraries at May 2009 Russian Library Association Conference.
7.6	Send welcome letter to each newly elected Section member. Promote IFLA and the Public Libraries Section at library and related conferences.		• AG published article on Quebec WLIC in local library journal. French IFLA Committee is sponsoring attendance to 2009 conference in Milan. • LN made 4 presentations at Association of Library and Information Professionals of the Czech Republic. • May 2009 President of

			WLIC Conference Organizing Committee speaks at Spain's national library conference.
			• Claudia Lux is keynote speaker at Danish Library conference 2009; Lux also attends American Library Association conference in July 2009.
			• LJ preparing paper on Community of Practice for PLA/ALA.
			• RO gives poster session at biannual Norwegian Library Association Conference in 2009.
7.7		ALL	• JL keynote speaker at ETTUS Conference, 2009.
	Appoint new Information Officer at 2009 WLIC Committee meeting.		
7.8		ALL	
	Use new IFLA website to communicate IFLA Public Libraries Section in		• Ian Stringer re-appointed.

7.9	local/state/national conferences.	JL/OU		
	Plan and hold mid-year working Committee meetings annually.	LN		• Everyone should sign in to use the website. • Mid year meeting set for Brno, Czech Republic in 2010.
8	**Present informative programs at the annual IFLA World Congress on topics related to public libraries and public library services.**		**1 a, h** **3 b, c**	
8.1	Program on "Public library collections in a digital age" (title TBD) will be planned for the World Congress in Gothenberg in 2010.	M Morgan B RO		• M Morgan B and RO planning program.
9	**Manage Standing Committee finances effectively.**		**1 j** **3 b**	
9.1	Submit budget which reflects the financial support needed for all Committee projects in	LN		

	2010.			
9.2	Maintain accurate accounts and file reports as required and according to deadlines established by IFLA.	LN		
9.3	Apply for project funding to maintain continuity and sustainability of projects.	LN		• Apply for funds in 2009-2010 to "translate" revised Guidelines into DAISY format for visually impaired; to complete the project and promote the revised edition.

1. 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	

2. IFLA President's Theme: Advocacy

3. IFLA Three Pillars: a) Society   b) Profession   c) Members