



IFLA Public Libraries Section

Priority Activities 2011-2012

Introduction

The Strategic Priorities for the IFLA Public Libraries Section has been updated for the period 2011-12 and is based on IFLA's Strategic Plan 2010-2015.

Values

In pursuing its priority activities, IFLA Public Libraries Section embraces the following IFLA core values:

- the principles of freedom of access to information, ideas and works of imagination and freedom of expression embodied in Article 19 of the Universal Declaration of Human Rights;
- the belief that people, communities and organisations need universal and equitable access to information, ideas and works of imagination for their social, educational, cultural, democratic and economic well-being;
- the conviction that delivery of high quality library and information services helps to guarantee that access;
- the commitment to enable all members of the Federation to engage in, and benefit from, its activities without regard to citizenship, disability, ethnic origin, gender, geographical location, language, political philosophy, race

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, and the IFLA Priority Actions. 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.

IFLA Public Libraries Section
 Proposal of Priority Actions
 2011-2012

Actions	Priority Activity	Section Lead	Status
<p>1</p> <p>1.1</p>	<p>Empowering libraries to enable their user communities to have equitable access to information</p> <ul style="list-style-type: none"> • Enable libraries to increase awareness among decision makers of the key role libraries play in advancing the information and knowledge society through IFLA's Advocacy Framework and Activities 		
<p>Action</p>	<p>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.</p> <ul style="list-style-type: none"> • Develop strategy to get new edition of <u>Guidelines</u> translated into different languages and mounted on the web. • Translations of new edition of Guidelines for public libraries are available in <ul style="list-style-type: none"> • Russian • Spanish • Korean • Translations in Progress: Chinese, Bulgarian, Croatian, Czech, Portuguese, Slovak • Identify a way to fund printing a new edition of the brochures based on the new <u>Guidelines</u>. • Promote the <u>Guidelines</u> at conferences and other gatherings of librarians through displays, presentations and papers. 	<p>ALL</p> <p>KSA</p> <p>All</p>	

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Action	<ul style="list-style-type: none"> • Make available a Power Point presentation compiled by editor Christie Koontz detailing the contents of the new edition of the <u>Guidelines</u> and how it differs from the first edition. • Create a version of the Guidelines in DAISY format for the visually impaired by working with the Danish Library for the Blind to put a downloadable version on the website for ease of distribution. <p>Promote readership for <u>Mobile Library Guidelines</u> and application of these <u>Guidelines</u> to the operation and services provided by mobile libraries.</p> <ul style="list-style-type: none"> • Translations of <u>Mobile Library Guidelines</u> are or will be available in Croatian, Russian, and Spanish • Promote additional translations 	All	
Action	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, Spanish and Russian.		
Action	Keep updated on progress of the Reading Manifesto. Appoint liaison from the Public Libraries Section to the Reading Committee to represent the interests and viewpoint of public libraries.	Appointment by PL Section Chair	
2	Building the strategic capacity of IFLA and that of its members		
2.1	Build an active, global, multilingual community of IFLA members through: <ul style="list-style-type: none"> a) increased opportunities to engage in all IFLA activities; b) open and transparent communication and decision making 		

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Action 2.2	Encourage public librarians to conduct poster sessions at IFLA conferences which address issues and services related to public libraries. Consider developing a platform related to the PLS/IFLA website which would allow and encourage ideas to be shared arising out of the revised <u>Guidelines</u> . Use this platform as a means to keep the <u>Guidelines</u> current and reflective of opinion and practices worldwide.	All	
3 3.1 Action	Transforming the profile and the standing of the profession Take a whole-of-organisation approach to IFLA's activities in our professional units by proactively engaging them in the implementation of strategies Present informative program at the 201 1 IFLA World Congress in Puerto Rico annual IFLA World Congress on a topic that is related to public libraries and public library services	Led by RO	
3.2 Action	Maintain and improve the Section's presence on IFLA website with minutes of meetings, newsletters, the strategic plan and other important documents kept current and accessible. Use Membership Toolkit to market membership in the Section. Redesign Public Libraries Section brochure Review communication tools and strategies to: <ul style="list-style-type: none"> • Use IFLA website to communicate about IFLA Public Libraries Section in local/state/national conferences • Investigate IFLA blog as a tool for communication. • Review newsletters and communication tools. • Promote IFLA and the Public Libraries Section at library and related conferences. Send welcome letter to each newly elected Section member	MMB All SP	

Actions	Priority Activity	Section Lead	Status
	Plan and hold mid-year working Committee meetings annually	All	
<p>4</p> <p>4.1</p> <p>Action</p> <p>4.2</p>	<p>Representing the interests of IFLA's members and their users throughout the world</p> <p>Building strategic alliances and partnerships to further the profession in the knowledge society;</p> <p>Build the capacity of the Public Libraries Section by creating a liaison from the PLS to other sections with related interests. The liaison will be expected to attend meetings of these sections and report on public library activities, seek partnership opportunities and report back to the PLS.</p> <p>Implement the advocacy program across IFLA and actively promote it through documents and multimedia applications</p> <ul style="list-style-type: none"> • Maintain the current level of membership. • Maintain a mentoring program for all new Standing Committee members. 	<p></p> <p>SP/ALL</p> <p>SP</p>	
5	Good Governance - Manage Standing Committee finances effectively.		
	<p>Submit budget which reflects the financial support needed for all Committee projects in 2011-2012</p> <p>Maintain accurate accounts and file reports as required and according to deadlines established by IFLA.</p> <p>Apply for project funding to maintain continuity and sustainability of projects.</p>	LN	