



IFLA Section of Public Libraries

## **Strategic Plan**

2008 – 2009

### **Introduction**

The Strategic Plan for the IFLA Public Libraries Section was revised in February 2008 for the period 2008-2009. It was based on the previous Plan for 2005-2007 but modified according to new priorities and plans by the members of the 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 Centers; Multicultural Populations; and the Metropolitan Libraries Section, as well as other divisions and sections within IFLA.

### **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 307 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 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 2008-2009

	<b>PROGRAM GOALS AND STRATEGIES</b>	<b>1. Professional Priorities 2. Presidents theme 3. Pillars</b>	<b>Status</b>
<b>1</b>	<b>Promote the role of public libraries in society with equal access to all.</b>	<b>1 a, b, d 3 a, b, c</b>	
1.1	Raise awareness of the principles enshrined in the Public Library Manifesto.		<ul style="list-style-type: none"> <li>• Produce a leaflet “10 ways to make a public library work/Update your libraries”.</li> </ul>
1.2	Enhance the Manifesto itself, publish it in additional languages and expand access through the use of technology.		
<b>2</b>	<b>Raise the quality of services in public libraries by defining standards, developing guidelines, and documenting and disseminating best practices.</b>	<b>1 a, f, h, i 3 a, b, c</b>	
2.1	<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> <p>a. Complete translation of the Guidelines into 50 languages with those translated into IFLA designated languages mounted on IFLANET by 2009.</p>		<ul style="list-style-type: none"> <li>• 43 language translations, with 12 translations available on IFLANET by February 2008 (Chinese not available on IFLANET but has been published.)</li> <li>• Translation planned into</li> </ul>

	<p>b. Translate the promotional leaflet into French and publish in time for the 2008 IFLA World Congress in Quebec.</p> <p>c. Promote the <u>Guidelines</u> at conferences and other gatherings of librarians through displays, presentations and papers.</p> <p>d. Revise the <u>Public Library Service: Guidelines for Development</u> for publication by 2009 IFLA World Congress in Milan with simultaneous publication on IFLANET.</p>		<p>Sinhala, predominant language in Sri Lanka, in 2008.</p> <ul style="list-style-type: none"> <li>• Translation of pamphlet into French complete and printing funded by Quebec Ministry of Culture.</li> <li>• Poster sessions will be planned for 2008 and 2009 World Congress.</li> <li>• Assign responsibility for review and updating of each chapter to members of the Public Libraries Standing Committee.</li> <li>• Poster Sessions will be proposed for 2008 &amp; 2009 World Congress</li> <li>• Identify funds sufficient to attract a qualified editor to work with Committee members in revising and updating the</li> </ul>
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2.2	<p>Promote best practices in public libraries by updating and promoting <u>Meeting User Needs: A Checklist for Best Practice.</u></p>		<p>Guidelines.</p> <ul style="list-style-type: none"> <li>• Identify editor with appropriate qualifications; finalize agreement and timetable; provide editor with revisions from Committee members.</li> <li>• Include extracts of <u>Guidelines</u> prepared by related sections of IFLA in the revised <u>Public Library Service: Guidelines</u>, for example <i>Libraries for Children and Young Adults Section Guidelines for Children's Services/Library Services to Young Adults/Library Services to Babies and Toddlers.</i></li> <li>• Promote Best Practice checklist in <u>Meeting User Needs</u> on IFLANET; encourage regular additions and updating and utilize the Checklist as the method for regular updating of the concepts identified in the Public Library Guidelines.</li> </ul>
<b>3</b>	<b>Promote the importance of training and professional development for public librarians.</b>	<b>1 h, i, j, k 3 b, c</b>	

3.1	Hold a Division program at the 2008 IFLA World Congress in Quebec entitled Public Libraries and Advocacy in the Political Arena: Public Library Leadership and Influence on the Decision-making Process.		<ul style="list-style-type: none"> <li>• Program planned in cooperation with Metropolitan Libraries Section.</li> </ul>
3.2	Co-sponsor a pre-conference on Services to Youth, to be held in Montreal prior to the 2008 IFLA World Congress in Quebec, Canada.		
3.3	Hold a Committee sponsored program @ the 2009 IFLA World Congress in Milan.		<ul style="list-style-type: none"> <li>• Co-sponsored by Management and Marketing and Children &amp; Young Adult Committees</li> </ul>
3.4	Co-sponsor a pre-conference called Libraries as Places and Spaces on Library Buildings with 3 other IFLA Sections Library Theory and Research, Academic and Research Libraries and Management and Marketing.		<ul style="list-style-type: none"> <li>• Finalize topic and organizing chair at 2008 meeting in Quebec.</li> </ul>
3.5	Apply for funds to UNESCO to support training programs for librarians in Sri Lanka based on the revised <u>Guidelines</u> .	<b>1a, f, h, i, j, 3b</b>	<ul style="list-style-type: none"> <li>• Finalizing location and title to have it approved by Professional Committee.</li> </ul>
<b>4</b>	<b>Promote literacy, reading development and lifelong learning.</b>	<b>1 a, b, c, g 3 a, b, c</b>	
4.1	Fund and expand the Caterpillar Book Box Project to countries in Africa using the South African project as a template for the service.		<ul style="list-style-type: none"> <li>• Complete report for 2008.</li> <li>• Develop criteria to evaluate applications for funding.</li> <li>• Re-advertise funds and select</li> </ul>

4.2	Provide support and co-sponsorship to the Reading Section and their program at the 2008 World Congress entitled “Global Literacy and Reading Fair: Sharing good library practices in support of the United Nations Literacy Decade 2003-2012.”		<p>projects.</p> <ul style="list-style-type: none"> <li>• Apply for additional funding in 2009.</li> <li>• Committee member is serving on a panel to review and select papers for this program.</li> </ul>
<b>5</b>	<b>Promote networking and cooperation between public libraries, other types of libraries and other agencies to support education and the dissemination of information.</b>	<b>1 a, b, c, f, g</b> <b>3 a, b, c</b>	
5.1	Professional report (IFLA Greenback publication) titled <u>Libraries, Archives and Museums: Trends in collaboration and cooperation</u> will be announced and available at the 2008 IFLA World Congress in Quebec.		<ul style="list-style-type: none"> <li>• Barbara Clubb will complete final draft by February 2008.</li> <li>• It will be published in French and Spanish in 2009.</li> <li>• Hold a reception at a Museum or library in Quebec during the conference to launch the publication.</li> <li>• Consideration being given to using the report as the basis for a program at the 2009 IFLA World Congress in Milan.</li> <li>• Consider establishment of a</li> </ul>

			Special Interest Group for Public Libraries, Archives and Museums after launch of report.
<b>6</b>	<b>Increase membership in the Public Libraries Section in IFLA Division III.</b>	<b>1 a, h, i 3 b, c</b>	
6.1	Increase membership from 307 to 350 by end of 2009.		<ul style="list-style-type: none"> <li>• A list of all current public library members of IFLA (General/Public Libraries/Metropolitan Libraries) will be disseminated to members of the Public Libraries Standing Committee in 2008 and 2009.</li> <li>• 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 2008 and 2009.</li> <li>• Committee members elected in 2007 have all been assigned mentors.</li> </ul>
6.2	Maintain a mentoring program for all new Standing Committee members.		
<b>7</b>	<b>Market the Public Libraries Section.</b>	<b>1 a, c, h, i 3 b, c</b>	

7.1	Maintain and improve the Section's presence on IFLANET with minutes of meetings, newsletters, the strategic plan and other important documents kept current and accessible.		
7.2	Use Membership Toolkit to market membership in the Section.		
	Update Public Libraries Section brochure.		
7.3	Publish two newsletters each year. One e-newsletter and an annual electronic and print newsletter.		
7.4	Send welcome letter to each newly elected Section member.		
7.5	Promote IFLA and the Public Libraries Section at library and related conferences.		
7.6	Plan and hold mid-year working Committee meetings annually.		<ul style="list-style-type: none"> <li>• Poster sessions are planned at the March 2008 Norwegian Library Association and Danish Library Association conferences.</li> <li>• Members are being asked to seek an opportunity to provide an "IFLA window" during their national conference.</li> </ul>
7.7			<ul style="list-style-type: none"> <li>• Mid-year meeting planned in</li> </ul>



			Odense, Denmark
			<ul style="list-style-type: none"> <li>• Mid year meeting tentatively set for St. Petersburg, Russia in April, 2009</li> </ul>
<b>8</b>	<b>Present informative programs at the annual IFLA World Congress on topics related to public libraries and public library services.</b>	<b>1 a, h</b> <b>3 b, c</b>	
8.1	Plan programs and investigate program partnerships for the World Congress in Milan in 2009 and in Brisbane in 2010.		<ul style="list-style-type: none"> <li>• Program for 2009 Milan conference will be decided at August 2008 Committee meeting.</li> </ul>
<b>9</b>	<b>Manage Standing Committee finances effectively.</b>	<b>1 j</b> <b>3 b</b>	
9.1	Review current budget development process to ensure that the budget submitted reflects the financial support needed for all Committee projects.		
9.2	Maintain accurate accounts and file reports as required and according to deadlines established by IFLA.		
9.3	Apply for project funding to maintain continuity and sustainability of projects.		<ul style="list-style-type: none"> <li>• In 2009 apply for funding to support training for Sri Lanka public libraries</li> </ul>

**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**

[www.ifla.org/VII/s8/index.htm](http://www.ifla.org/VII/s8/index.htm)