# Session 193: What makes a dynamic IFLA Professional Unit? Wednesday 17 August 2016, 13:45 – 16:00, room C220-222

## Background

The new Secretary General has a vision for IFLA that involves a more central and active role for the Professional Units in defining and supporting the strategic direction in which IFLA will move. The Professional Committee would therefore like to develop with you the criteria that will define such a dynamic Professional Unit now and in the future.

Officers of IFLA Sections, Information Coordinators (ICs) and Special Interest Group (SIG) Conveners have a leading role in defining the activities of an IFLA Section or SIG. The IFLA Professional Committee wants to discuss with you, and develop during the next year, the concept of a dynamic IFLA Professional Unit and look at how you as Officers, Information Coordinators, or SIG Conveners can work with your committees towards improving their effectiveness.

## Preparation with your SC

Please discuss the worksheets below with your Standing Committee or SIG members. If you will be short of time in your committee meeting, we suggest you (the Officers, Information Coordinators or SIG Conveners) prepare a draft response in advance to which your committee might add their own comments or agreement during your meeting.

* In consultation with your Standing Committee, complete the worksheets before the session on Wednesday 17 August.
* Identify at least one representative of your SC who can attend the session, participate, and report back.
* Ensure your representative has a completed copy of the worksheets to bring to the session.
* Make a copy of the sheets to submit to the PC after the session.

## Session overview

There will be a few short presentations to introduce the PC’s aims for this session and each of the two activities: Part 1, Defining a dynamic Professional Unit; Part 2, Communicating for success. Using the worksheets there will then be discussions round tables of about 10 people per table. Members of the PC and HQ Staff will help facilitate the discussions and collect new ideas and feedback.

The summaries of your ideas will be made available to you all to share with your committees after the congress. Your own representative might make notes of more Unit-specific feedback and ideas. The PC will use the input from this session for planning during the next year.

## Unit representative

The representative of your Unit should bring the completed worksheets to the session and must be prepared to discuss your Unit’s ideas, challenges, and views with the others at the table. If possible, we will try to group people who prefer to speak languages other than English but this will depend on the participants on the day. The representative should take notes specific to the Unit’s own activities that they can feed back to the committee after the session.

# Worksheet 1: Defining a dynamic Professional Unit

For short-hand we will use ‘committee’ to mean Standing Committee (for Sections) or organizing committee (for SIGs).

## Activity 1: do you agree with these criteria?

|  |  |
| --- | --- |
| Criteria that define a dynamic Professional Unit: | Do you agree?  Yes? No? Partly – give comments |
| 1. Has an active committee with all members participating in some way in the work defined in the Action Plan |  |
| 1. Receives lots of suggestions and ideas about what IFLA could achieve in relation to the Unit’s area of expertize. |  |
| 1. Has an international community beyond the committee that actively participates in the Unit’s projects, discussions or activities. |  |
| 1. Has an Action Plan that includes at least one activity per year that benefits the international community at large. |  |
| 1. When starting a project, has lots of volunteers. |  |
| 1. When posting questions to its community, gets quick and useful responses. |  |
| 1. (For Sections) Has to have elections because more people want to join the Standing Committee than there are places. |  |
| 1. Attracts new Members to join IFLA because they want to participate more actively in the activities associated with the Unit. |  |
| 1. Has a regularly updated web page that communicates regularly what the committee is doing. |  |
| 1. Regularly achieves results. |  |

## Activity 2: Can you suggest other criteria that demonstrate a dynamic Unit?

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## Activity 3: How can a Unit achieve better success in these areas?

| **Criteria for a dynamic Professional Unit:** | **What can a Unit (and your Unit specifically) do to improve its effectiveness in this area?** |
| --- | --- |
| 1. Has an active committee with all members participating in some way in the work defined in the Action Plan |  |
| 1. Receives lots of suggestions and ideas about what IFLA could achieve in relation to the Unit’s area of expertize. |  |
| 1. Has an international community beyond the committee that actively participates in the Unit’s projects, discussions or activities. |  |
| 1. Has an Action Plan that includes at least one activity per year that benefits the international community at large. |  |
| 1. When starting a project, has lots of volunteers. |  |
| 1. When posting questions to its community, gets quick and useful responses. |  |
| 1. (For Sections) Has to have elections because more people want to join the Standing Committee than there are places. |  |
| 1. Attracts new Members to join IFLA because they want to participate more actively in the activities associated with the Unit. |  |
| 1. Has a regularly updated web page that communicates regularly what the committee is doing. |  |
| 1. Regularly achieves results. |  |
| 1. **New suggestions from Activity 2 (if any):** |  |
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# Worksheet 2: Communicating for success

Please bring a copy of your Unit’s communication plan (if it exists) so that you can refer to this during the session.

The discussion will focus on:

1. What are the problems that might prevent your Unit being able to address its communication priorities?
2. How can you overcome the hurdles preventing you from using a medium that’s important to your community?

## Activity 4: What are the priorities for your communication in the following year?

If you do not have a communications plan, please use the worksheet below to identify your communication priorities. Focus on what you think will be (or ought to be) your communication priorities for the next year.

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| --- | --- | --- |
| **Communications plan** | **Examples** | **What are your priorities in the next year?** |
| Audiences | 1. Standing Committee members. 2. IFLA Members registered for the Section. 3. IFLA Members in general. 4. Potential IFLA Members and potential Standing Committee Members. 5. The international library community. 6. General public. 7. Bodies that will be lobbied. 8. Incoming Secretary General, President and President-Elect. 9. Professional Committee/Division Chair. |  |
| Communication Objectives | 1. Raise awareness of the achievements and potential of the Section, and the challenges you will be working on. 2. Indicate how people might participate. 3. Influence a decision. 4. Develop a network. |  |
| Messages | 1. Action plan/annual report 2. Examples of success achieved by the Section. 3. Ideas for discussion or input. 4. Calls for participation. 5. Updates on news. 6. Policy or guidelines. 7. Plans and challenges. 8. Discussion on Section topic. |  |
| Channels | 1. Website 2. Social media feeds and discussion. 3. Newsletter by email/online. 4. Mailing list. 5. Publications: IFLA Journal, other library journals, IFLA Professional Reports. 6. Webinars/other media. 7. WLIC open programme/business meeting/other event. |  |
| Timings/regularity | How often do you need to communicate for each audience/objective?   1. Weekly 2. Monthly 3. Quarterly 4. Annually |  |

## Activity 5: Social media and communication media: which of the following does your Unit use to communicate with its community?

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| --- | --- | --- | --- | --- | --- |
| **Do you use the following:** | **Often or well** | **Infrequently or not well** | **Do not use** | **How important is this medium for reaching your community?** | **If it is important, what barriers prevent you from using it more effectively?** |
| 1. IFLA Section web pages |  |  |  |  |  |
| 1. Facebook |  |  |  |  |  |
| 1. Twitter |  |  |  |  |  |
| 1. Blog |  |  |  |  |  |
| 1. Web pages not on the IFLA site |  |  |  |  |  |
| 1. Mailing list |  |  |  |  |  |
| 1. Webinar |  |  |  |  |  |
| 1. Publications (book/journal) either IFLA or other |  |  |  |  |  |
| 1. Other (specify) |  |  |  |  |  |
| 1. Other (specify) |  |  |  |  |  |
| 1. Other (specify) |  |  |  |  |  |