Building Strong Library Associations Programme

IFLA ALP: Building Better Library Communities
Simultaneous Interpretation available in this session
Introduction
Buhle Mbambo-Thata, Chair ALP Committee
Format for this session

- Introduction: Buhle Mbambo-Thata, ALP committee chair
- BSLA programme and its impact: Fiona Bradley
- Country projects 2010-2012:
  - Botswana
  - Cameroon
  - Lebanon
  - Lithuania
  - Peru
  - Ukraine
- BSLA: the trainers' perspective
- Future of the programme and questions: Fiona Bradley
IFLA ALP

- The **Action for Development through Libraries Programme** (IFLA ALP) is a core activity of IFLA
- ALP provides development and training programmes, online learning and other opportunities
- IFLA ALP delivers the Building Strong Library Associations (BSLA) programme
In addition to delivering the BSLA programme, IFLA ALP supports small projects to deliver workshops, seminars and other activities within ALP’s focal areas.

- Workshops based on IFLA’s learning materials or train-the-trainer activities are encouraged.
- Collaborative projects with other funding bodies are also encouraged.
IFLA’s experience in training and development
Introduction to IFLA development and training programmes

• IFLA has developed programmes and training packages that are customisable, flexible, and designed to meet the needs of different library communities

• Policy based training
  – Training based on IFLA’s guidelines, standards and manifestos. Developed by IFLA FAIFE
    • Public Access to Health Information
    • IFLA/UNESCO Internet Manifesto
    • IFLA Manifesto on Transparency, Good Governance and Freedom from Corruption

• Building Strong Library Associations (BSLA)
Strong Library Associations: Foundations for advocacy

- Strong national associations, globally and throughout the regions, are needed to support the profession

- IFLA developed *Building Strong Library Associations*, to support associations to develop their capacity and effectiveness, for the benefit of sustainable library communities
BSLA and Impact
Fiona Bradley, ALP Consultant
IFLA BSLA programme components

- Training and skills development
- Case studies
- Online learning
- Mentoring
- Impact evaluation
- In-country and cross-border activities
• In this session, you will hear from each of the first six countries that participated in the programme
• They will share their challenges, outcomes and impact of the programme in their country
• The BSLA *Impact Report 2012* will be launched
How was BSLA implemented?
Library visit during pilot workshop, Singapore
Review meeting, Lithuania
The Book's Christmas campaign resulted from the advocacy and visibility of many library partners in Lithuania, including LLA.

Alina Jaskuniene, Lithuanian Librarians' Association President, Lithuania
We have worked hard to increase participation across the country.

Ana María Talavera Ibarra, core trainer Perú and Dean of CBP
BSLA made us reflect on ourselves. It made us think of where we are, where we want to go, our weaknesses, our strengths.

Randa Al-Chidiac, LLA President Lebanon
BLA has been reborn. It is a better BLA
Lynn Jibril, Botswana Library Association

Review Meeting, Botswana
This is really something we can take credit for, because we are from nowhere, to where we are today.
Jerôme Ndjock, ABADDCAM President
Review meeting, Cameroon
Country visit, Nepal
Country visit, Nepal
Workshop for new librarians, Ukraine
“The members of the Council valued the opportunity to spend time together”

Ukraine
I have found the opportunities to come together extremely valuable
Gillian Hallam (Australia), core trainer Ukraine

Trainers Meeting, WLIC Puerto Rico
Programme activities

- Activities have reached over 40 countries
  - Country projects
  - ALP small projects
  - Train-the-trainer workshops
- Mini-congress for all 7 country projects in conjunction with MLAS midterm meeting, February 2012, Berlin
Measuring the results

• IFLA uses **impact evaluation** to measure the change that the BSLA programme makes:
  – Tells participants whether they are making real progress towards their goals
  – Raises awareness of the association in the sector and amongst decision makers
  – Share what works with other associations
Increased confidence in running associations and advocating for libraries

Organisations, partners, members across and beyond the library sector are more engaged with supporting the association’s work

Association activities have directly (via advocacy) or indirectly (through actions of workshop participants) benefited all library sectors
BSLA Impact Report

Shares results and stories from the first six country projects

Download from IFLA website, or available in print

Building Strong Library Associations
Impact Report 2012
Country Projects
Botswana
Botswana Library Association
Cameroon
ABADCAM
Lebanon
Lebanese Library Association
Lithuania
Lithuanian Librarians’ Association
Peru
Colegio de Bibliotecólogos del Perú
Ukraine
Ukrainian Library Association
BSLA
The Trainers’ Perspective
Future

Fiona Bradley, ALP Consultant
They own and believe in BSLA.
2012 ALP small projects

• Projects underway in:
  – Southeast Europe, coordinated by Croatian Library Association
  – Madagascar
  – Vietnam

• Cascade phase of BSLA in Argentina
Opportunities to participate

ALP Small Projects

- Support to run BSLA training module

In partnership

- With other associations or institutions
- Work together to seek funding, mentoring

Online access

- IFLA members use Online Learning Platform for their own learning
Building Strong Library Associations

Programme information »
Country reports »
Online learning platform »

Building Strong Library Associations is a comprehensive programme offering a strategic and coordinated approach to capacity building and sustainability of library associations. The programme benefits associations, libraries, and their communities.

More information about the programme and access to the Online Learning Platform: [http://www.ifla.org/bsla/](http://www.ifla.org/bsla/)
MODULE 4: DEVELOPING STRATEGIC RELATIONSHIPS

TOPIC 1: BUILDING AND MANAGING STRATEGIC RELATIONSHIPS

4.1.6 Effective communication

One of the prime methods of establishing and maintaining a solid relationship is good two-way communication. One of the key factors determining the success of working relationships is not whether there are any conflicts or differences, but how they are dealt with. You have to have clear, meaningful communication. You have to talk to the other party on a regular basis. You have to build trust.

That is why building business relationships is often referred to as networking. You interact with the other party. You exchange ideas and solutions. In this way you get to know the other person and they get to know you. Once you trust each other, doing business with each other will naturally develop.

Creating business relationships will become easier because word will travel quickly that you are a person worth knowing and doing business with. Your ability to develop and maintain long-term client relationships will form the foundation for the success of your association.

For example, the Special Libraries Association negotiated to give access to its membership database (with permission from members) to publishers in return for free advertising. Managing strategic relationships is clearly a complex and difficult process. Good communication skills are critical.

Access the Online Learning Platform: http://www.ifla.org/bsla/
BSLA materials in translation

- Translations of BSLA materials are being added to the Online Platform
- BSLA Trainingsmaterial fuer Seminare (Deutsch)
- Paquete de material didáctico para la Creación de Asociaciones de Bibliotecarios Sólidas (Español)
The future
Thank you!
Download the report: http://www.ifla.org/bsla/impact/

Building Strong Library Associations
Impact Report 2012