The Building Strong Library Associations Program in Ukraine
Ukraine and its neighbors
Ukrainian Library Association (ULA)

- Created in 1995
- Over 4,000 individual and organizational members
- 18 regional and special chapters
- 7 sections
- Represents over 65,000 librarians and about 38,000 libraries
- Members work in public, academic, school and special libraries
BSLA program in Ukraine

• Ukrainian Library Association (ULA) strived to develop its capacity, to educate librarians and to invest in its future

• Partnerships with the Bibliomist Program, the U.S. Embassy in Ukraine, leading Ukrainian libraries and universities provided additional strength to the program
BSLA Project Goals

• **Governance and fundraising**: Skilling people to carry forward the association’s agenda to enhance the communication, collaboration, planning and financial skills of board members and regional chapter heads.

• **Strategy, membership and awareness**: Enhancing the vision of association and communicating this to members, non-members and partners.

• **Advocacy**: To position the association as a key organization to represent libraries to national and local governments on issues of librarian status and library funding.
BSLA program in Ukraine

• Training modules -- carefully developed by IFLA -- provided the basis for studying the core issues of library associations’ management and development – both the theory and its implementation by various international, national and local associations

• The international trainer – Gill Hallam successfully managed to provide the international perspective of the issues covered; the national trainer – Valentyna Pashkova tailored the modules for Ukrainian context
BSLA workshops

• In 2011-2012, almost 1100 librarians from all parts of Ukraine took part in more than 30 workshops

• All training materials were translated into Ukrainian and were provided to trainees, universities and colleges with library programs

• Group of trainers conducts workshops and presentations under BSLA program
BSLA workshops
Librarians about the BSLA workshops:

• “I plan to use the knowledge gained delivering training to librarians and to be more active in engaging librarians to ULA”

• “The program of the workshop was intensive and full of useful information and knowledge and I was pleased with the high quality of the training materials provided”

• “Due to the workshop and its materials institutional members will act more professionally in planning, attracting members, and working with partners”
BSLA workshops in pictures
BSLA workshops in pictures
BSLA workshops in pictures
BSLA workshop for young librarians
BSLA workshops at Crimea-2011 and Crimea-2012 conferences
Promotion of BSLA program in Ukraine

- Presentations at conferences, workshops, meetings of librarians
- ULA web portal
- ULA blogs
- BSLA program poster
Posts on the ULA blog about the BSLA program
BSLA program in Ukraine in IFLA news
ULA media coverage

In 2011, media covered the ULA activities and programs 242 times – in national and local press – 77; Internet – 136; on radio - 15 and TV – 14

In 2012 (January-June), – 160 times: in national and local press -33; Internet – 118; on radio – 2 and TV -7
The main outcomes of the program:

• More professional management of the ULA
• Better communication with members and main stakeholders
• Further development of advocacy programs and partnerships
• Introducing new services for members
• Positive changes in librarians’ attitudes towards library associations
• Growing of ULA membership by 30%
• More attention to meeting the needs of librarians
Changes in:

- **Levels of knowledge** about professional associations
- **Competence** (doing things better) – management of the ULA, communication, advocacy, engaging members and partners etc.
- **Attitudes** – “I should be more active, more deeply involved…”
- **Behaviour** – increased participation and involvement of members and the ULA Council members
Impact

• Building a healthy Association (recruitment; broadly representative membership; two-way communication; responsive to members’ needs)

• Enhancing relationships between the ULA, stakeholders and the library community

• Building partnerships and collaboration
Impact

• The concerns of libraries are more broadly represented across the whole country, with stronger chapters and improved communication between librarians

• Three chapters has been formed. Existing chapters have conducted a number of events and trainings and signed up many new members

• 30% increase in membership, to a total of 4,070 individuals and 153 institutional members

• The new generation of librarians was involved in the ULA activities
Impact

- The ULA web portal, regular newsletter, and other materials keep librarians continually informed.
- ULA has met with the government on several topics – tenders, funding, book publishing, copyright, rural libraries development etc.
Forthcoming activities – 2012/2013

• The new ULA Board election in November 2012. To conduct training of the newly elected ULA Board
• To work out the Communication Plan specifying communication to ULA members, partners and non-members
• To introduce new services for members, including services for fee
• To continue to apply for grants to support ULA activities
• To continue BSLA workshops and presentations
ULA’s challenges

• Funding for programming and management of the ULA

Low salaries of librarians do not allow them supporting the association’s needs to the full extent. Ukrainian laws posed limits on NGOs financial activities

• Succession planning. The new generation of librarians will be encouraged to take the lead in running the association in the future
We offer the library community in our country:

- Networking
- Engagement
- Professional development and education
- Professional publications
- Advocacy and lobbying for positive and modern laws on access to information and libraries
- Professional assistance and advise
- Social protection etc.
The future of the Ukrainian Library Association

Our vision:

• The ULA will become a strong and influential advocate for libraries and their mission

• The ULA will strengthen its role of a catalyst for innovations and changes in libraries and in provision of information to citizens

• The ULA will increase membership and will be active in partnerships
The future of libraries in our country

In 10 years:

• Libraries in Ukraine will be able to provide access to information and library resources in all formats, will flourish as community and information centers

• Librarians will be educated and trained in using new information technology, will be seen by the society as technology savvy professionals, guaranteeing intellectual freedom and free flow of information

• The society, communities and the government will understand library mission and will support libraries