



# IFLA Section Continuing Professional Development and Workplace Learning

## Marketing and Communications Plan: 2019-2021

*Last updated February 6, 2019*

### 1. Introduction

The IFLA Continuing Professional Development & Workplace Learning (CPDWL) Section embraces all aspects of professional development and learning in the workplace in the period post-qualification to the end of a career. Our membership engages institutions, organizations and individuals in a community of practice which supports practical and research-related activities within our area of subject expertise. The Section also brings together those who are interested in and responsible for the quality improvement of systems for delivering continuing professional development and workplace learning programs.

The Marketing and Communications Plan provides a roadmap for the Section in informing key stakeholders about key issues and developments related to the sector.

#### *Communication Channels*

- Web: <https://www.ifla.org/cpdwl>
- Facebook: <https://www.facebook.com/groups/467504346631486/>
- Webinars: <https://www.ifla.org/node/72830>
- Blog: <https://blogs.ifla.org/cpdwl/>
- Newsletter: <https://www.ifla.org/publications/cpdwl-section-newsletter?og=82>
- Twitter: <https://twitter.com/IFLACPDWL> (inactive)

## SWOT Analysis

CPDWL Section strengths, weaknesses, opportunities and threats are as follows:

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"><li>● International networks forged through conferences and joint initiatives</li><li>● Capacity to partner with other IFLA sections to develop projects and deliver programs</li><li>● Delivery of strong programs at the IFLA Congress, Satellite meetings, and webinars.</li><li>● Effective use of technology for virtual meetings and communication with the standing committee.</li><li>● Effective dynamic and participatory practices within CPDWL.</li><li>● Development of CPDWL guidelines.</li></ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"><li>● Need to attract standing committee members who are more geographically dispersed</li><li>● Competing priorities of busy members</li><li>● Need to do better with communications and marketing (e.g., wider communication channels, more frequent communications)</li><li>● Need to get more standing committee members actively engaged in CPDWL's work</li><li>● Need to recruit and retain more section members and standing committee members for CPDWL</li></ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>● Further partnerships with other IFLA sections and key library and information associations</li><li>● IFLA Global Vision</li><li>● Do more with the CPDWL guidelines using the various translations</li><li>● An abundance of professional development resources, experts, and former members who have chosen to continue as CPDWL consultants</li><li>● Widen and strengthen online opportunities for CPD, both for learning through webinars, MOOCs, etc. and for engagement in Standing Committee activities.</li></ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"><li>● Global financial climate and its impact on IFLA membership and conference attendance</li><li>● Difficulty recruiting committed, connected standing committee members</li><li>● Challenges in prioritizing professional development opportunities</li></ul>

## 2. Marketing and Communication Goals

The CPDWL section's marketing and communication goals are to:

- Serve as a collective, global voice focused on continuing professional development and workplace learning in the information professions.
- Disseminate and promote best practices related to continuing professional development and workplace learning in the information professions.
- Attract, engage and include information professionals and organizations in the importance of continuing professional development and workplace learning.

## 3. Objectives

*CPDWL Section Objectives:*

- Help all stakeholders in the library and information sector understand that continuing professional development and workplace learning is of paramount importance to the success of the profession.
- Encourage associations and institutions to be 'learning organizations' and individuals to be responsible for their own career planning and development.
- Share best practices regarding continuing professional development and workplace learning that help associations and institutions develop their staff and information professionals engage in lifelong learning.
- Provide opportunities for continuing professional development and training in the workplace.
- Engage institutions, organizations and individuals in a community of practice which supports practical and research-related activities in the area of continuing professional development and workplace learning.
- Bring together those who are interested in and responsible for the quality improvement of systems for delivering continuing professional development and workplace learning programs.

*CPDWL Marketing and Communication Objectives:*

1. Participate in promoting and sharing information using CPDWL social media platforms, web, and national networks and encourage active participation in the Section.
2. Support the sector through the sharing of best practice.
3. Develop and deliver strong and relevant conference programs and webinars.
4. Market CPDWL to grow the membership of the Section and to encourage nominations for the Standing Committee.
5. Market CPDWL to LIS educators and students as an opportunity for those who are about to enter the profession.

#### **4. Positioning Statement**

The IFLA CPDWL Section provides an active international forum and network for the development and promotion of continuing professional development and workplace learning.

#### **5. Key Message**

The global voice for continuing professional development and workplace learning.

#### **6. Key Audiences**

The Continuing Professional Development and Workplace Learning Section's key audiences are identified as being:

- *Internal Audiences:*
  - CPDWL Standing Committee
  - CPDWL Section Members
  - IFLA HQ and Governing Board
  - Other IFLA sections and special interest groups
- *External Audiences:*
  - Training Providers
  - Managers/Information Professions and Workers
  - LIS Educators
  - Associations and Institutions in the information professions
  - Individuals working in the information professions.

## 7. Strategies

*Objective 1:* Participate in promoting and sharing information using CPDWL social media platforms, web, and national networks and encourage active participation in the Section.

Action	Target Audience	Communication Medium	Responsibility	Frequency
Share CPDWL stories on initiatives and developments regularly	All key audiences	Blog and Facebook	All Standing Committee members (rotate responsibility to different SC member each month)	At least once a month, with optimal goal of 2-3 times per month
Update CPDWL website	All key audiences	CPDWL website	Information Coordinator	As required (monthly minimum)
Prepare CPDWL newsletter	All key audiences	Electronic newsletter	Newsletter Editor	Twice a year

*Objective 2:* Support the sector through the sharing of best practice.

Action	Target Audience	Communication Medium	Responsibility	Frequency
Provide best practice information and links	All key audiences	CPDWL website, blog, and Facebook	All Standing Committee members	Ongoing
Promote and keep updated the CPDWL Guidelines	All key audiences	CPDWL website, blog, and Facebook	All Standing Committee members	Ongoing

*Objective 3: Develop and deliver strong and relevant conference programs and webinars.*

<b>Action</b>	<b>Target Audience</b>	<b>Communication Medium</b>	<b>Responsibility</b>	<b>Frequency</b>
Cultivate strong partnerships with other IFLA sections	All key audiences	CPDWL website, blog, and Facebook	CPDWL Co-Chairs and Standing Committee members	Annually to correspond to IFLA Congress and CPDWL meeting schedule
Widely promote IFLA and CPDWL conference programs to attract speakers and participants	All key audiences	CPDWL website, blog, and Facebook	CPDWL Co-Chairs and Standing Committee members	Annually to correspond to IFLA Congress and CPDWL meeting schedule
Widely promote CPDWL webinars to attract speakers and participants	All key audiences	CPDWL website, blog, and Facebook	CPDWL Co-Chairs Webinar Coordinator, and Standing Committee members	Ongoing

*Objective 4:* Market CPDWL to grow the membership of the Section and to encourage nominations for the Standing Committee.

Action	Target Audience	Communication Medium	Responsibility	Frequency
Send emails to associations/ organizations in different countries to encourage them to become members of CPDWL	Associations/ organizations in different countries	Email	Co-chairs, Secretary, Standing Committee members	Annually (more frequently/regularly?)

## 8. Evaluation Measures

The success of the CPDWL Marketing and Communication Plan will be evaluated by:

- Number of section members
- Engagement by Section members and audience reach in communication strategies
- Attendance at CPDWL conference programs, meetings, satellite meetings, webinars
- Survey results for selected activities

This document will be updated every 2 years, with the next formal review to occur at the IFLA Congress in August 2021. As part of this review, we will examine new methods and platforms of communication to ensure we are staying current with communication industry standards.