

LITERACY & READING SECTION ACTION PLAN and RESOURCE REQUEST FORM 2017 - 2018

Literacy matters!

I can read, therefore I am.

I can:

- be smart and become smarter;
- communicate with others in many different ways;
- solve problems, understand and connect with new challenges;
- participate fully in family, workplace and community life;
- use a range of technologies;
- think for myself and with others;
- keep my culture alive;
- share with others on a global stage;
- be creative and understand the complexities of our changing world.

I have the world and beyond at my feet.

I can read, therefore I am empowered and can learn lifelong.

I can read, therefore I am part of the present and the future.

I can read, therefore I am,

Because **LITERACY MATTERS!**

Action plan 2017 – 2018

Name of Professional Unit: Literacy & Reading Section

Objectives of Professional Unit 2017-18:

1. To promote the value and importance of Literacy & Reading to audiences worldwide, through the Literacy Matters! Concept, campaign, and creed.
2. To strengthen communications within the Literacy and Reading Section and its members, and to promote literacy and reading to audiences worldwide through the blog, social media and the new website: <http://www.literacymatters.org.au/>

These objectives support IFLA Key Initiative 1.1 Promoting reading and Literacy as an essential requirement for active participation in society through access to information in any format and 1.4 Promoting IFLA Standards to strengthen communications within the Literacy and Reading Section and its members, and to promote literacy and reading to audiences worldwide

Objectives <i>What do you want to achieve? Use your list above</i>	Project or activity <i>What project or activity are you going to do?</i>	Main tasks <i>What are the specific things you need to do?</i>	Responsibilities and timeline <i>Who will do them and by when?</i>	Resources <i>Do you need specific skills, money or technology?</i>	Communications <i>How will you communicate your achievements? To whom? By when?</i>	Measures of success <i>How will you show the impact of your work?</i>	Progress <i>Report here briefly the progress of your work, at least every month</i>
1. To promote the value and importance of Literacy and	1.1 Complete the production of the Literacy Matters!	1.1.1. Finalise revised Guidelines for Library Based Literacy	1.1.1.1 Lisa Krolak Review changes made Following	UNESCO have agreed to cover printing costs	Put on LiR and Literacy Matters website http://www.literacymatters.org.au/ , Inform members via email, blog and networks such as ALADIN	Feedback comments from users, section committee	

<p>Reading to audiences worldwide through the Literacy Matters! website, concept, campaign and creed (different languages)</p>	<p>materials</p>	<p>Activities.</p>	<p>comments from IFLA review – end of Nov Re-submit – Dec Feedback from IFLA – Jan Print – end of Mar Promote in Kuala Lumpur</p>	<p>Promote as part of KL programme Report back to LiR committee at meeting</p>	<p>and members</p>
<p><i>Supports IFLA Key Initiatives: 1.1 Promoting reading and literacy as an essential requirement for active participation in society, through access to information in any format</i></p>	<p>1.1.2 Finalise revised Using Research to promote Literacy & Reading in Libraries: Guidelines for Librarians</p>	<p>1.1.2.1 Lesley Farmer Version 2017 ready. Submit nov 2017. Promote in Kuala Lumpur</p>	<p>Printing cost of small quantity for Kuala Lumpur programme and advocacy purposes</p>	<p>Put on LiR and LM website, Inform members via email, blog and networks such as ALADIN Promote as part of Kuala Lumpur programme Report back to LiR committee at meeting</p>	<p>Feedback comments from users, section committee and members</p>
	<p>1.1.3 Finalise Literacy Matters design logo and</p>	<p>1.1.3.1 End of Oct decision on Literacy</p>	<p>Design via Atanta Meyer. Design costs</p>	<p>Put on LiR and LM website, Inform members via email, blog and networks such as ALADIN Promote as part of Kuala Lumpur</p>	<p>Feedback on final materials and logo</p>

<p>produce online and printed, poster, bookmark, postcard</p>	<p>Matters logo for website and IFLA. Atlanta Meyer.</p> <p>1.1.3.2 Atlanta Meyer to get 'Literacy Matters' online materials designed plus small quantity of printed ones for Kuala Lumpur and for advocacy purposes (Bookmark, Poster, Postcard. These then to be translated into IFLA languages. To be completed and printed by early June in time for Congress 2018. It is translated in some languages.</p>	<p>for online and printed materials Printing costs Translation skills of committee members</p>	<p>programme.</p>
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1.4 Promoting IFLA Standards to support libraries in the provision of services to their communities	1.1.4 To compose a library toolkit on literacy & reading.	1.1.4.1. Lisa Krolak, Annie Everall, Adriaan Langendonk will compose the toolkit in cooperation with other IFLA sections, HQ (Ingrid Bon) and Unesco (based on their policy brief nr 6: Using Libraries To Support National Literacy Efforts).		Inform members via email, blog and networks such as ALADIN Promote as part of Kuala Lumpur programme	Feedback on toolkit.
	1.1.5 Develop / produce online You Tube video to promote and disseminate the ‘Literacy Matters’ message and supported by online best practice examples	1.1.5.1 Section committee to work collectively on the video to have it ready for Kuala Lumpur. Session to develop Best Practices as part of Kuala	Production / design and editing of Literacy Matters video / online digital content	Literacy Matters You Tube channel developed. Collaboration with CYA Section on creating additional online Best Practices	Best Practices being added, Channel being used and promoted widely

		Lumpur programme.			
	1.1.6 Revise section leaflet	1.1.6.1 LiR officers to do initial draft, share with committee and via blog and agree. Finalise once 'Literacy Matters! Logo completed. Translations to be done	Small quantity to be printed for Kuala Lumpur and for advocacy purposes Translation skills of committee members	Put on LiR website, Inform members via email, blog and networks such as ALADIN Promote as part of Kuala Lumpur programme	Increased interest in the work and activities of the section. Increase in membership
1.2. Develop programme for Congress in Kuala Lumpur 2018	1.2.1 Agree theme and partners	1.2.1.1 Theme agreed (Literacy in the Workplace) Adriaan Langendonk asked possible partners (not yet) agreed:	Each Partner to nominate assessor for call papers.	Possible Guidelines or report on Literacy and the workplace	High number of proposals as a result of call High number of participants attending

			<ul style="list-style-type: none"> - Library Services with People with Special Needs -Education and Training -School Libraries -Public Libraries -Information Literacy -Continuing Professional Development and Workplace Learning <p>Atlanta Meyer with input from partners to draft call for papers, and send out by the end of 2017 or at the latest January 2018.</p>		<p>the programme in Kuala Lumpur</p>
1.3	1.3.1	1.3.1.1.	Each		
Develop programme for Congress in (place	Agree theme and partners	Theme being explored is not yet known. To be followed up	Partner to nominate assessor for call papers		High number of proposals as a result of call/ High

unknown) 2019	by Adriaan Langendonk and confirmed by June 18	number of participants attending the programme in (place unknown 2019)
1.4 Continue to support the work of IFLA on taking the Joint Statement on Literacy & Reading forward	1.4.1 Tasks to be developed and identified by the working group	1.4.1.1 Adriaan Langendonk, Atlanta Meyer, Annie Everall and Lisa Krolak representing LiR on the group

2.To strengthen communications within the Literacy and Reading Section and its members, and to promote literacy and reading to audiences worldwide	2.1 Update Communication Plan	2.1.1 Identify specific communication actions for 2018 2.1.2 Draft task roles for Communication Team and assign to members	2.1.1.1. Officers with input from committee members 2.1.2.1 LiR Officers(January 2018)	Time	Improved effectiveness of LiR communication channels Committee members taking a more active role in the work of the Section
<i>Supports IFLA Key Initiatives: 1.2 Promoting reading and literacy as an essential requirement for active participation in society, through access to information in any format</i> <i>1.4 Promoting IFLA</i>	2.2 Increase active committee membership	2.2.1 Follow up with people who had expressed interest in joining the committee 2.2.2 Use website, blog and networks to encourage new members	2.2.1.1. Adriaan Langendonk Nov / Dec 2.2.2.1 LiR Officers plus Lesley Farmer, Lisa Krolak and other committee members as appropriate,	Time	Increased number of people standing for committee and increase in active committee participation Increased number of people standing for committee and increase in active committee participation

<i>Standards to support libraries in the provision of services to their communities</i>	2.2.3 Contact LAC & New Professionals to encourage members to stand	2.2.3.1 Adriaan Langendonk (by January 2018)	Time	Increased number of people standing for committee and increase in active committee participation
2.3 Continue updating and development of LiR Section website pages	2.3.1 Review and produce action plan for 2018	2.3.1.1. Sylvia Vardell	Time plus support as appropriate form IFLA Web team	Up to date more vibrant web pages which act as link to other communication channels
2.4 Develop Social Media strategy for the Section	2.4.1 Develop action plan for social media	2.4.1.1. Officers Zoom call with social media team and assign tasks.	Time	Strong social media presence and which directs people to the Section and its activities
2.5 Establish ListServe for the Section	2.5.1. Confirm name and parameters and get it set up	2.5.1.1. Sylvia Vardell by December 17	Time	An additional channel for communicating the Literacy Matters message, for promoting the work of the LiR Section and for engaging with a wider audience

<p>2.6 Continue to maintain LiR Blog</p>	<p>2.6.1 Engage current committee members in more active support for the blog</p>	<p>2.6.1.1 Lesley Farmer to continue to manage blog (ongoing) Adriaan Langendonk to assign committee members specific times during the year when they are responsible for supporting Lesley by sending material for posting (Nov 17)</p>	<p>Time plus current information to be shared with Lesley</p>	<p>Increased number of blog posts plus interaction with the blog posts Trial issue of e-newsletter completed and circulated. Feedback received and if successful, a second issue produced. E-newsletter and blog complement and supporting each other in promoting the work of the Section</p>
<p>2.7 Organise Zoom meeting for committee</p>	<p>2.7.1 Quarterly for Officers, 6 monthly for full committee plus individual task meetings e.g. social media team</p>	<p>2.7.1.1. Atlanta Meyer to establish dates</p>		
<p>2.8 To update the</p>	<p>2.8.1 This is now 11</p>	<p>2.8.1.1 Adriaan</p>		

**Memorandum
of
Understanding
between IFLA,
IRA (now ILA)
and IBBY**

**years old and
the IRA has
subsequently
changed its
name so should
be reviewed
and updated**

**Langendonk
and Annie
Everall to raise
with IFLA**

3.

4.

5.