

Action plan 2019 – 2020

Name of Professional Unit: Management & Marketing

Focus Area 1: Management			
Increase knowledge and improve practices to reflect best management practices in libraries to support them in attaining their goals and to inspire and enhance professional practice globally. In 2020 the special focus will be on personnel matters and coaching.			
IFLA Strategic Direction			
2: Inspire and enhance professional practice 3: Connect and empower the field 4: Optimize our organization			
Key Initiatives			
2.1	Produce, communicate and distribute key resources and materials that inspire the profession		
2.3	Develop standards and guidelines, and other materials that foster best practice		
3.1	Provide excellent opportunities for face-to-face networking and learning		
3.2	Support virtual networking and connections		
3.4	Provide targeted learning and professional development		
4.2	Effectively mobilize our human resources and networks		
Funding Needed	Projects/Activities	Tasks & Responsibility	Timeframe
<input type="checkbox"/>	Coaching Initiative together with CPDWL	Coaching Initiative working group (coordinate) with CPDWL)	Annual
<input type="checkbox"/>	Sharing management best practices on social media	Information Working group	Monthly
<input type="checkbox"/>	Management skills building - webinars and other interactive ways of promoting and developing best practices in management	Management Skills Building Working group (coordinate webinars with CPDWL and NPSIG)	12 months
<input type="checkbox"/>	Interactive sessions on management connected to Midwinter-meeting	Officers and host of midwinter-meeting	Annual
<input type="checkbox"/>	Interactive sessions on management on conferences or satellite meetings	Session Working group	Annual

How will you communicate your activities and results?

Update our current communications plan with multichannel approach for all projects and activities.

How will you measure the impact of your activities?

- Survey coaching participants on the impact of the coaching sessions
- Likes and shares on social media
- Number of views of webinar
- Attendance at Management & Marketing Section's Congress sessions and conferences
- Gather stories of success from professionals and libraries

Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.

Work With CPDWL on the coaching initiative and on webinars. With other sections, as interested, in other management activities or sessions.