



Management of Library Association Section (MLAS) Standing Committee meeting on 14 March 2014

Minutes

Date: 14 March 2014 from 9.55 hrs to 15.00 hrs

Venue: Spain, Seville, University of Seville, Law School

Participants:

MLAS members:

Gerald Leitner (chair), Barbara Schleihagen (minutes), Margareta Taldriz Mas, Silvia Stasselova, Marian Koren, Jukka Relander, Michael Dowling, Vania Grashkina-Mincheva

Guests:

Martyn Wade, Begonia Batres, Gloria Perez-Salmeron

IFLA HQ:

Donna Scheeder (President), Stuart Hamilton (Director, Policy and Advocacy) Ellen Broad (Manager, Digital Projects and Policy), Fiona Bradley (Manager, Member Services and Development)

1. Welcome and Opening

Gerald Leitner, MLAS chair, welcomes all MLAS SC members and all guests including IFLA HQ staff. He especially thanks Margarita, Begonia und FESABID for inviting the Standing Committee members and guests yesterday for dinner.

2. Apologies for absence

Barbara Schleihagen, MLAS secretary, has received apologies for absence by 10 of the 12 people not attending the meeting: Georgios Glossiotis, Maria Cotera, Randa Al Chidiac, Taro Miura, Kelly Moore, Marijana Misetic, Janice Lachance, Sabine Stummeyer, Jacques Hellemans, and Elena Tikhonova.

3. Approval of the agenda

It was suggested and agreed to add the “post-2015 development agenda” to the Update on copyright under item 11.

4. Approval of the minutes of the meetings on 17.08.2013 and 22.08.2013 in Singapore

The minutes are approved without changes.

5. Report on the SC meetings in Singapore, 17 and 22 August 2013

The report is already included in the minutes. There are no other questions or comment.



6. Report on IFLA/FESABID Access to information advocacy workshop on 13 March 2014

First Gerald thanks all IFLA HQ staff for their all their hard work to organised the workshop. The workshop was sponsored by a PC grant. All speakers were excellent; it was one of the best workshops on advocacy. The only week point was that there was not enough time. The programme was great but it should concentrate next time on one or two themes not four. A 2-3 days workshop could become more concrete.

A lively discussion followed this statement with almost all participants involved. Gloria agrees that the workshop was very ambitious and maybe too much. It was a pilot test and excellent to learn what IFLA is working on, so it was a pity that no more colleagues of MLAS were there to learn what the priorities of IFLA are. Margareta adds that the workshop was very good for the people who were here, but they were not involved in IFLA beforehand. In Madrid, there would have been more active people participating. But Seville is far away, so most participants came from Seville and for them it was important.

Stuart and Ellen add that the presentations were great. All topics were relevant, the reach out to CLM and FAIFE worked well. It was good to have translations, it is important not to just offer English. IFLA learned more about what topics are most relevant for participants. Next time it would be helpful to have more time to learn what is most relevant on the local level. It was good to see how to further improve advocacy workshops of this kind which IFLA plans to set up with a BMG grant for 2-3 days on issues related to the key initiatives of IFLA.

IFLA is in the process to secure BMG funding for four years advocating for change. IFLA will start with a scoping study to see which countries are about to reform their copyright act or digital information. IFLA will place this on top of those BSLA countries which are ready for advocacy, and where the leaders programme is. It will build on the BMG “beyond access” programme. Next round will begin in 2015. In the BSLA programme, usually participants build a project plan. The programme will be for key initiative 1: digital content, i.e. copyright, e-lending, library acts.

IFLA plans to have four major conferences to work on what IFLA wants to achieve, participants will work on advocacy plans and what they want to achieve. It is not only to serve IFLA’s interests but also to build capacity to empower people to make their own choices. IFLA needs to empower people to do what they can and then contribute to the goals of IFLA; there are “advocacy ready” countries.

Donna reminds that there are two different target groups: first, MLAS and those people standing before parliament like national librarians or the law section colleagues, those would be the first target groups if we look for “advocacy people”. But in addition there are “subject matter people” who wish to be involved as well. IFLA has to be strategic in its targeting where the people are. When those colleagues



appear before the legislators they have to have a certain standing, either as representatives of institutions or associations.

During the pilot workshop there was a very small group of local librarians. It would be interesting to see what did they get out of it, what did resign with them? It would be good to follow up with them and get some feedback.

IFLA is international and at national level there must be people to do the international advocacy. IFLA can only work effectively at the supra-national level, if the library associations work on the national level. It was good that speakers outside the library field made it clear that these levels are combined. The Gates Foundation wants to see front end reach with as many people as possible, wants IFLA to concentrate on a specific region. The message for participants should be to get skills to advocate on national level and in this way support IFLA as well. The participant needs to understand what the connection with the international level is and how it can help IFLA.

The discussion then moves on to improving communications: Currently, IFLA is very text based. IFLA needs to start thinking of how to approach different people and use e.g. more short videos to ensure different ways of communication. IFLA has to explain its work in easy ways and in many languages.

In Austria e.g. there will be every month two new videos on the website of the library association to bring its messages across. Library associations need people from outside to bring their messages to the public, e.g. actors to give statements and examples. There could be more interviews or radio partners and cooperation with professional journalists. Webinars are a better way than newsletters. The IFLA Governing Board will have to discuss this topic further, maybe also with the Gates Foundation. There is a budget line included for that. IFLA has enough advocacy material and works in the right direction. The issues page on the website is already there.

MLAS should also do more to communicate with MLAS members about what is MLAS doing.

The Open Data meeting was a good example for a new style of communication: Half of the participants were in the room, but the other half was outside and they were able to ask questions also from outside. Library associations would also like to use Facebook to communicate with each other. There is a demand to get information via social media.

BSLA and MLAS workshops

Stuart reports on the timeline that first funds may be available in July; a convening of high level expert group is planned for July to set the parameters of a scoping study and to get an advisory board for the next five years. The scoping study will take six months and will be delivered in February 2015, consultants will be involved. In the meantime, BSLA participants will be able to feedback. In spring 2015, there will be four meetings in various regions. The next MLAS midterm meeting could be held in connection with



one of them. There will be more discussions on the format, to be finished by the end of spring. IFLA will identify the regions and countries for the high level events; it will be a two to three years work. A midpoint convening will take place in 2016, together with MLAS representatives and a smaller one by the end of the programme which will finish by July 2018.

Gerald suggests that with regard to the next MLAS midterm meeting 2015 which could be combined with a BSLA workshop, the Standing Committee will decide on that in Lyon.

Stuart informs that for BSLA, the following countries are possible: Ghana, Indonesia, and Brazil. Stuart will consult with MLAS where the European one should be held.

Michael reminds that the IFLA conference 2016 is in the US, so 2016 could be either Canada or Mexico. MLAS has to look more into whether it make sense to combine the meetings, as already now, being in Europe, not many people attend the midterm meeting, although most MLAS SC members are European.

7. IFLA Lyon 2014 congress

a. MLAS programme session on trend report

Gerald reports about a skype meeting with Martyn Wade, Chair of IFLA FAIFE. There will be a morning session together with FAIFE on the IFLA trend report. Five experts will be invited to speak about various trends, followed by a panel discussion with some representatives who already had held national events on the trend report. FAIFE is currently focussing on surveillance. This MLAS/FAIFE meeting is almost the only session on the trend report. In addition, the President-elect programme is about issues of the trend report with different tables to discuss what can be done. Therefore MLAS does not organise an extra afternoon session. The MLAS/FAIFE session is on Wednesday, 20.08.2014, 9.30-12.30 hrs. The President-elect meeting is on Thursday, 21.08.2014 in the morning. Ellen Broad is working on the MLAS/FAIFE programme together with Gerald and Martyn. A draft programme will be sent by Ellen to Barbara and Michael who will then circulate it to MLAS.

It would be good if MLAS members could inform Ellen about the situation on these five issues in their country before the meeting. In addition, it would be interesting to know whether there are national events in connection with the trend report, its outcomes and possible case studies.

IFLA relates the conference programme to the trends. At the presidential meeting there will be tables for all the trends, so it can be discussed there what the most important effects on libraries are. One of the goals of the MLAS session is to drive people to the President-elect session to discuss the topics further. From the funding for the trend report some money is set aside for speakers outside the library scene.



b. MLAS/ BSLA satellite conference

Fiona reports that she has booked a room for 50 people (or 30 people for workshop style). Barbara reminds that the Standing Committee decided in Singapore that the content should be on the future of library associations, structure and funding issues. Some BSLA money is there for catering but not for speakers. However, a speaker on funding would be possible to support and some support for a couple of participants.

Gerald suggests continuing to work with the topics of the workshop in Seville for the satellite conference, or combine these with funding issues. A discussion follows on what topics to choose and on the question, what the important topics are for library associations. Some ideas are: copyright and its effects on education and research, the future of library associations, or sustainability of library associations.

Fiona states that BSLA would like to have more contact with MLAS. Could e.g. MLAS members do the training with materials from BSLA? The training material contains already the advocacy issue. However, it sells better if an outsider tells this; therefore it would be good to combine outsiders and MLAS members. E.g. the first case study could come from outside, followed by training with materials and then some case studies from inside the library world.

The format for the satellite meeting could be along these lines:

- 2 days on advocacy
- 1 speaker from outside
- 2 speakers from library associations
- BSLA training on advocacy
- transformation of associations (to include young people)

Action: a working group will be set up: Barbara Schleihagen takes lead, Silvia Stasselova, Fiona Bradley, Marian Koren and Michael Dowling. The organisation needs to be done as soon as possible, therefore Barbara will send out a first draft programme to the working group and Michael will advertise it very quickly. Amandine will be asked whether she could assist with a restaurant and funding.

8. MLAS Communication

a. MLAS Information Coordinator's report

Michael Dowling is responsible for the MLAS website; however, he could not upload the presentations given at the MLAS conference at CILIP last year. It is not possible to upload more than 2 MB; he will talk to Louis at IFLA HQ about that. This material should be included in the IFLA library; in the meantime it will be uploaded on our MLAS website. Ellen has all the presentations of yesterday's workshop, but even as pdf documents this is more than 3 MB, therefore Simon Lemstra, IFLA HQ, will look into the possibility of using slide share.



b. MLAS Newsletter

MLAS will need different ways for communication, but this is also a matter of internal discussion. MLAS should provide more information as things develop to keep this in peoples mind.

It is agreed that Stuart and Ellen will also include the mlas-list when advocacy material is sent out to the general ifla-list. Michael will pick this up and tailor it where necessary and invite people to give feedback etc.

c. MLAS Guidelines on Communication

Marian will make sure that the Guidelines will be available for discussion at the Lyon SC meetings.

9. MLAS Finance Update

Marian has received an overview of the amount of money spent on last year's project. This year the project (Workshop) was also accepted by the Professional committee and 3500 euro have been granted. As the workshop was mainly organized by IFLA HQ staff, they ensured that it stayed within the limits. Apart from that there is some administration money of 150 Euro.

10. MLAS Membership Update

Barbara gives an update on membership with the information that she had asked for from Tatjana Hoeing, IFLA HQ. Some MLAS members agree to help with those associations that have not yet paid.

11. a. IFLA Update on post-2015 development agenda

Stuart refers to the handout that was distributed yesterday. IFLA has participated in meetings of the United Nations Open Working Group on the Sustainable Development Goals. This process will lead to the creation of a new post-2015 development framework which will replace the Millennium Development Goals. There are 8-10 goals and 19 focus areas. IFLA advocates that one is on "access to information". Once the Outcome Document is released it will be shared on the mlas-list. Then follows a consultation process, a draft by IFLA will be presented in September. Then there will be one year of negotiations, a high level summit is planned for September 2015. This means that there is one year window time with among others the lobbying aim to keep as one target "access to information". A WSIS document is being circulated during a high level event in June in Geneva. Feedback will probably be included into the development document; the lobby aim here is "public access to ICT".

What can MLAS representatives do in this process? People could meet with national representatives, this will be organised with HQ directly. Between September 2014 and 2015 there is a lot of opportunity for forming coalitions and get the national level lobbied at.



The “Lyon declaration on access to information and development”, will be launched at the next IFLA congress. It will be open for signing by other associations. It is modelled on the “Berlin declaration on open access”; IFLA encourages national association to sign it, the first signatures should be from high level organisations.

The declaration is almost ready; the deadline for production is 31 March. IFLA HQ will come back with more details in April and will ask for signatures (first regional library association, national libraries, parliamentary libraries etc).

Helen Clark, UN, is invited to come to speak in Lyon; the launch will be on the day after. Stuart will send the link to the website; the current documents are available in various languages. Civicus is undertaking consultations on national level. Stuart will share this announcement on the mlas-list, deadline is 27 March.

b. IFLA Update on copyright

Ellen Broad, IFLA HQ, informs about the next SCCR 27 meeting on 28 April-2 Mai 2014 in Geneva. In the last meeting SCCR 26, “libraries” have been discussed for the first time; a lot of opposition was received from EU countries which gives IFLA more information on what the concrete points are. IFLA works on the establishment of a fundamental copyright framework all over the world. Particularly library associations from Europe need to be involved and should contact policy makers before the meeting in Geneva. IFLA hopes to get some external funding to bring more library associations to Geneva. A further SCCR meeting is held in mid- July, one further in December.

There will be a European Parliament event next Thursday on copyright. The European Commission assumes apparently that libraries need no changes in copyright and that the future is in licenses. IFLA will now become more aggressive in lobbying. An IFLA position paper is published on the EU consultation. This should also be sent on the mlas-list. Ellen will get herself added to the mlas-list.

12. IFLA Update on E-Books

IFLA is working on an updated paper on e-lending. The working group is being re-structured to ensure that all continents are represented. In Lyon or in Strasbourg the updated version will be presented.

13. Report on IFLA Governing Board

The most relevant information has already been presented and discussed. IFLA has created a new position of deputy director which is held by Stuart. There is a new “blue sky discussion group” which is an IFLA GB small working group coordinated by Stuart, for reflection on how IFLA can improve and change. It will feed into the strategic plan by the end of the year; the work is being done between April and December. The PC is working parallel to this on the question of how the professional units are in line with the IFLA strategy. In the end, the service to the members should be in the right areas given the limited resources. The real IFLA members are institutions and organisations, but individuals are the ones that drive the work.



Gloria suggests having a session for library associations on the IFLA advocacy landscape. This could be done at the national association meeting, in the way in which Stuart presented it in the GB meeting. Gloria found this very helpful to understand how all relates. As Stuart will prepare a presentation for Donna anyway, a slideshow will be available also for the BSLA meeting. Donna suggests producing video interviews on specific topics.

14. BSLA Programme Update

Fiona informs about the new funding for continuation of the programme on a regional basis. In the last few weeks there was a roll-out in Ghana, Indonesia and Latin-America. 30 associations are reached so far. Beforehand the application form asks for various information and ensures in this way active participants. The format is as follows:

First day: ethics and values of library associations, then governance, partnerships etc.
Second day: planning und prioritise issues, finalising proposals and seek funding
Third day: small workshops on various topics for 10-20 minutes, networking
Fourth day: evaluation, issues for the region, bringing elements together, identity needs and what library associations can do, cross-border cooperation, etc
Over the next three years library associations can send applications for projects.

15. Special Interest Update (SIG)

- a. New Professionals SIG
No update
- b. Women and Information SIG:
a written report was received and sent to MLAS members (Barbara will pass this on to Stuart and Fiona)
MLAS SC members ratify the new information coordinator Andrew Cranfield

16. Any other business:

Fiona reports that in July the SCECSAL conference will take place in Malawi.
Silvia announces that her library association has changed its name to now also include librarians and libraries. They have a new honorary member Roberta Stevens, former ALA president.

17. Closure

Gerald thanks the Spanish colleagues for their hospitality. He also thanks Donna, Martyn and IFLA HQ staff for joining the MLAS meeting and for sharing their information and participating so actively. Gerald closes the meeting at 15.00 hrs.

For the minutes:

Gerald Leitner, chair

Barbara Schleihagen, secretary