Action plan 2019 – 2020

**Name of Professional Unit: Management of Library Association Section (MLAS)**

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| Focus Area 1 | | | |
| Ensure that Ifla really is the global voice of the profession and ensure that the organization works effectively | | | |
| IFLA Strategic Direction | | | |
| 4. Optimize our organization | | | |
| **Key Initiatives** | | | |
| 4.3 | Increase, diversify and engage our membership | | |
| Funding Needed | Projects/Activities | Tasks & Responsibility | Timeframe |
|  | In cooperation with the HQ, we contact members of the association who have not paid their contribution to Ifla in order to win them back for the association. | HQ: Deliver address list  SC-Meeting: Distribution of associations by continents and/or languages to all SC members  SC-Members: Contact them and report to SC | 2019-2020 |
|  | We clarify which UN states are not represented in Ifla by a national association, but in which persons or institutions are members | HQ and SC secretary | 2019 |
|  | We contact these personal and institutional members to discuss and initiate the chances of establishing a national association. Supported by the new flyer “Membership” from the HQ. | SC Midterm Meeting: We discuss in which countries the chances are positive and distribute the corresponding work;  taking into account experiences with the program "Building Strong Library Associations" | 2020 |

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| How will you communicate your activities and results? |
| Hopefully we can¢ report at the General Assembly 2020 on some regained or new association memberships |
| How will you measure the impact of your activities? |
| The number of members of the Association and the proportion of UN countries represented in Ifla by national associations |
| Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities. |
| The following section representatives indicated their interest in working together at the workshop: Management and Marketing, Division 5 sections: Africa, Asia and Oceania, Latin America and the Caribbean  The following representatives of professional units marked the same Key Initiatives as important for them at the workshop: Library Services to Multicultural Populations, Government Information and Official Publications Section, Law Libraries, Division 5, Reference and Information Services, Health and Biosciences Libraries |