



**CONTINUING PROFESSIONAL
DEVELOPMENT & WORKPLACE
LEARNING**

UPDATE

CPDWL

*Newsletter of the **Continuing Professional Development
& Workplace Learning** Section #43 of the
International Federation of Library Associations and Institutions*

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Standing Committee, Officers & Corresponding Members

Responsibilities

CPDWL Standing Committee, Office Bearers & Corresponding Members (revised May 31,2015)

*Mandate ends August 2015

**Mandate begins August 2015

NAME	ADDRESS & CONTACT NUMBERS	TERM	RESPONSIBILITIES
Officers			
* Ulrike Lang Co-Chair	Head of Education + Training Department State and University Library Von Melle Park 3 D-20146 HAMBURG Germany Tel. +49 (40) 428385696 .Email: lang@sub.uni-hamburg.de	2nd term 2011-15	Oversee strategic direction and revision of Strategic Plan. Section representative at Coordinating Board meetings. Translate CPDWL guidelines into German
Catharina Isberg Co-Chair	Library Director Helsingborg City Libraries Stadsparken, 251 89 HELSINGBORG, Sweden Tel. +46 42-10 34 60 Email: cathis.isberg@gmail.com	2nd term: 2015-19	Oversee strategic direction and revision of Strategic Plan. Section representative at Coordinating Board meetings
Sandy Hirsh Secretary	Professor and Director, School of Library and Information Science San Jose State University, SAN JOSE, CA 95192-0029, USA Tel. +1 (408) 924-2491 Email: Sandy.hirsh@sjsu.edu	1st term 2013-17	Organise committee meetings and manage agenda/minutes.
Standing Committee Members			
*Monica Ertel Information Coordinator	Director, Global Information Services Bain & Company One Embarcadero Center #3600 SAN FRANCISCO CA 94901 USA Tel. +1 (415) 6271352 Email: monicaertel@yahoo.com	2nd term 2011-15	Manage website. Provide information to IFLA website coordinator.
Juanita Jara de Súmar Newsletter Editor	Liaison Librarian Humanities and Social Sciences Library 3459 McTavish Street MONTREAL, Quebec, H3A 1Y1 Canada Tel: +1 (514) 398-4729 Email: juanita.jaradesumar@mcgill.ca	1st term 2013-17	Edit and produce two newsletters per year Member of communication group Translate CPDWL documents into Spanish
Eileen Breen	Emerald Group Publishing Limited, UK Email ebreen151520@btinternet.com	1st term 2013-17	Member of communication group
Rebecca Brown	Trainer/Curriculum and Content Spec. National Library of Medicine Training Center. Spencer S. Eccles Health Sc.Library University of Utah, 10 North 1900 East SALT LAKE CITY 84112-5890 USA Tel:+1 (913) 232-7595 rebecca.brown@utah.edu	1st term 2013-17	
**Jane Dysart	Partner Dysart & Jones Associates 47Rose Park Dr. TORONTO, Ontario M4T 1R2 Canada jane@dysartjones.com	1st term 2015-19	

Matilde Fontanin	Librarian Università di Trieste, Biblioteca della sede di Gorizia Via Alviano, 18 34170 GORIZIA (GO) Italy Tel. +39 (0481) 599263 Email: fontanin@pug.units.it	2nd term 2013-17	
Loida Garcia-Febo	President, Information New Wave PO Box 90789 BROOKLYN, NY 11209. USA Tel. +1 (646) 470-5190 Email: loidagarciafebo@gmail.com	2nd term 2015-19	Webinars
*Annamarie Goosen	Programme Manager LIASA P.O. Box 1598 PRETORIA 0001 South Africa Tel.+27 (12) 3246096 Email: cicd@liasa.org.za	1st term 2011-15	
**Almuth Gastinger	Senior Academic Librarian. NTNU University Library Høgskoleringen 1 7491 TRONDHEIM Norway almuth.gastinger@ub.ntnu.no	1st term 2015-19	
**Gillian Hallam	Adjunct Professor.LIS Science and Engineering Faculty Queensland University of Technology GPO Box 2434 BRISBANE Qld 4001 Australia Tel. +61 (0) 423 373 547 g.hallam@qut.edu.au	1st term 2015-19	
**Holly Hubenschmidt	Head of Instruction, Liaison, & Reference Services Webster University Library 470 E. Lockwood Ave. ST. LOUIS, MO 63119 USA Tel. +1 (314) 246-8673 hollyh@webster.edu	1st term 2015-19	
**Mary S. Laskowski	Head, Collection Management Services Associate Professor, University Library University of Illinois Urbana-Champaign 1408 W. Gregory Drive URBANA, Illinois 61801 USA Tel. +1 (217) 244-3771 mkschnei@illinois.edu	1st term 2015-19	
*Margaret Law	Associate University Librarian (International Relations) University of Alberta, EDMONTON Alberta T6G 2J8 Canada Tel: +1 (780) 492-9849 Margaret.Law@ualberta.ca	1st term 2011-15	
Anne Lehto	Head of Services Tampere University Library P.O. Box 617, Kalevantie 5 33014 University of Tampere TAMPERE Finland Tel. +358 (40) 190 4262 Email: anne.m.lehto@uta.fi	2nd term 2013-17	
Vivian Lewis	Acting University Librarian McMaster University Library Mills Library, Room 204 McMaster University HAMILTON, Ontario L8S 4L6 Canada Tel: +1 (905) 525-9140, ext. 23883 lewisvm@mcmaster.ca	1st term 2013-17	

Cindy Lombardo	Deputy Director, Chief Operations Officer Cleveland Public Library 325 Superior Ave CLEVELAND, OH 44114 USA Tel: +1 (216) 623-28781 cindy.lombardo@cpl.org	1st term 2013-17	
Mary-Jo Romaniuk	Associate University Librarian & Adjunct Professor, School of Library and Information Studies University of Alberta EDMONTON AB T6G2J8 Canada Tel. +1 (780) 919-0172 Email: mary-jo.romaniuk@shaw.ca	2nd term 2013-17	
**Maria Imaculada Cardoso Sampaio	Librarian, Universidade de São Paulo Rua Carlos Weber 631 / ap. 132, Bl.B Vila Leopoldina SAO PAULO 05303-000 Brazil imaculadasampaio@gmail.com	1st term 2015-19	
Ewa Stenberg	Librarian Library and IT Services Malmo University, Orkanen Library MALMÖ 205 06 Sweden Tel. +46 (0) 40-6658304 Fax +46 (0) 406657301 ewa.stenberg@mah.se	1st term 2013-17	Member of communication group
**Nadia Temmar	Sous-directrice, Bibliothèque Ecole Supérieure de Banque BP 156 Bouzaréah, ALGER Algérie Tel & fax +213 23 23 67 53 nadiatemmar@yahoo.fr	1st term 2015-19	
**Wilhelm Elinatse Uutoni	University of Namibia. Private Bag 13301 WINDHOEK Namibia Tel: +264 61 206 3844 wuutoni@unam.na	1st term 2015-19	

Corresponding members and other roles			
Mary L Chute	State Librarian New Jersey State Library PO Box 520 (185 West State Street) TRENTON, NJ 08608 USA 609 278-2640 Ext 101 mchute@nistatelib.org	1st term 2013-15	
Lydia Namugera	Makerere University P.O. Box 7062 KAMPALA, Uganda Email: lydianamugera@gmail.com	1st term 2013-15	
Susan Schnuer	Associate Director University of Illinois, Mortenson Center 1402 Gregory Drive, Room 142 URBANA, Illinois 61801 USA. Tel. +1 (217) 3330031 Email: schnuer@illinois.edu	1st term 2013-15	Conference Program Handbook
Jana Varlejs	Associate Professor Emerita, Rutgers School of Communication & Information Home: 612 S. First Ave., HIGHLAND PARK, NJ 08904 USA Tel. +1 (732) 846-6850 Email: varlejs@rutgers.edu	2nd term 2013-15	Update CPD quality project

Letter from the co-Chairs



Ulrike Lang



Catharina Isberg

Dear colleagues, members and friends of CPDWL,

This is the last newsletter before the WLIC 2015 in Cape Town and the CPDWL Satellite Conference in Milnerton, South Africa. Our section is active as always and we are preparing a lot of interesting programmes for the library community. See more details later in this newsletter.

Every second year there is the possibility of applying to serve on a standing committee and every second year some of the members have to leave because their term comes to the end. This year we are very happy to welcome new members from Africa, North and South America, Australia and Europe. We are sure they will bring new ideas and impulses to the work of CPDWL. Please see the detailed information in this newsletter. To those who will leave the standing committee, we give our deepest thanks for their contribution and assistance. For us it was always a pleasure to create and conduct inspiring programmes with you.

The preparation of the Satellite Conference in Milnerton, Cape Town, which will take place August 12 – 14, 2015 is going very well. The registration is already open and the colleagues have created a very informative webpage <https://iflasatellitemilnerton2015.wordpress.com/>. *Taking Charge of your LIS Career: Personal Strategies, Institutional Programs, Strong Libraries* will present lectures, workshops and posters. For the first time we will not publish a hardcover “green back”, but every participant will get the presentations on a USB stick and after the conference we will upload the presentations to the IFLA Library.

At the WLIC in Cape Town we will present a joint session with the Public Library Section. The session title is *Learning across boundaries: a workshop*. Many presenters from different parts of the world will speak on this important subject on the global arena. The session has the number 092 and will take place on Monday 17 August, 9.30-12.45. There will be time to participate and discuss the presentations with your IFLA colleagues after each presented paper.

Next year the WLIC will be held in Columbus, Ohio. And CPDWL will hold a Satellite Conference in Cleveland, prior to the WLIC 2016. Later this year look out for our call for contributions on the subject **Transforming libraries: What does this mean for CPD?**

CPDWL always tries to involve interested colleagues from all over the world and will allow them to participate even if they cannot join us in person during the satellite conferences or the annual WLIC. So there is an important role of the social media in our group. We are very happy that our Facebook group has now more than 1000 followers who give their input and comment about our activities. And also, it is worth visiting our CPDWL blog regularly.

Another good opportunity to participate in the work of CPDWL can be found in the quarterly webinars hosted by CPDWL together with the NPSIG (New Professionals Special Interests Group). And we are also very proud of presenting webinars in Spanish and Portuguese this May.

The standing committee meetings during the IFLA conference are always open to all interested colleagues. Therefore, if you are attending the IFLA conference in Cape Town, you are welcome to visit us for the following meetings:

Session 26. Saturday August 15, 12.30 – 15.00 in room 1.41/1.42

Session 119. Tuesday August 18, 9.45 – 11.15 in room 1.61/1.62

We always try to live up to your expectations to support the community, with our work at CPDWL. So we are very much interested in your feedback via our blog, Facebook page or directly mailing our Group's officers.

Enjoy reading this newsletter. All the best, and we hope to see you in Milnerton and/or Cape Town in August!

CPDWL co-chairs,

Catharina Isberg
cathis.isberg@gmail.com

Ulrike Lang
lang@sub.uni-hamburg.de

CPDWL Membership Statistics⁺

Categories	2005	2006	2008	2009	2010	2011	2013	2014
Personal Affiliates	14	16	16	15	12	12	11	16
Associations	13	11	19	24	23	23	25	26
Institutions	18	28	39	44	43	44	43	42
Student Affiliates					1		2	
Total	45	55	74	83	79	79	81	84

⁺ Our current membership represent 36 countries, and 12 of those countries are represented in our Standing Committee, making us truly international.

Introducing the new Standing Committee members

Almuth Gastinger



Almuth Gastinger graduated from Ilmenau University of Technology, Germany, with a PhD in Informatics. Since January 2000 she has been working as Senior Research Librarian at the Norwegian University of Science and Technology (NTNU) in Trondheim, Norway, and she has been responsible for the subjects informatics, mathematics, mechanical engineering and production engineering. Almuth's main interests include international co-operation, network building and staff exchange, CPD, information literacy and subject librarian tasks.

Almuth was member of IFLA Information Literacy Section Standing Committee between 2007 and 2015 and she is active in IFLA National Organisations and International Relations Special Interest Group. In 2010 she was appointed Norway's representative to NATO Knowledge and Information Management Committee. Almuth has attended many conferences, given presentations and published articles and book-chapters, in English, German and Norwegian.

Gillian Hallam



Gillian Hallam has been directly involved in continuing professional development (CPD) activities for 15 years. Her current responsibilities as Adjunct Professor with Queensland University of Technology (QUT) in Brisbane, Australia, relate to the design and delivery of specialised CPD courses for LIS practitioners, including Law Librarianship: Legal Research, Essentials of Health Librarianship, Evidence Based Library and Information Practice and Research Support Services for Academic Librarians. She has also undertaken research projects into the evaluation and benchmarking of staff

development programs for QUT Library and the CAVAL academic library consortium.

With the Australian Library and Information Association (ALIA) she served as Chair of the Education and Professional Development Standing Committee (2004-2006, 2009-2011). Since 2010 she has been a core trainer with IFLA's Building Strong Library Associations (BSLA) program, running workshops with the Ukrainian Library Association, the IFLA Centre for Arab-Speaking Librarians, the Arab Federation of Library Associations (AFLI), the IFLA Asia and Oceania BSLA Convening, the IFLA MLAS/BSLA Satellite Meeting and the Pacific Islands Law Library Community (PILLC). Beyond her involvement with IFLA, she has run workshops for a number of international LIS organisations in Asia and Africa.

Gillian has been an active Standing Committee (SC) member of the Section for Education and Training (SET) for two terms (2007-2015), serving as Information Officer, Website Coordinator and Secretary as well as program chair for many of the SET conference sessions. She was Program Co-Chair for the joint CPDWL/SET session at the IFLA WLIC in Singapore (2013).

Holly Hubenschmidt



Holly Hubenschmidt is Head of Instruction, Liaison, and Reference Services at Webster University Library in St. Louis with responsibility for collection development, instruction, faculty research support, and reference. She serves as Liaison to the Nursing, Nurse Anesthesia, and Biological Sciences Departments. In her work at Webster, the scope of Holly's responsibilities has widened to an international level. Webster University has almost 100 campuses in the US, Europe, Asia, and Africa and with the exception of six small campus libraries at several of the international campuses, hers is the library for all of these students. She knows more about DVD regions, customs regulations, the digital divide, and firewalls at military bases than she ever thought possible.

Holly's second role at Webster University is Co-director of the Global Leadership Academy. This is a leadership development program for faculty and staff of the university. She was an Academy Fellow in 2013, and at the end of that year was asked to join the team of directors. With this program, each annual cohort comes together for a week three times during the year to explore leadership development, develop a grounded understanding of the university and the higher education landscape in all its complexity, and to create ambassadors to the communities Webster serves.

Holly holds a BA in Russian Language and Literature from Washington University in St. Louis and an MLS from the University of Missouri – Columbia. She is a distinguished member of the Medical Library Association's Academy of Health Information Professionals.

Mary S. Laskowski



Mary S. Laskowski is an Associate Professor and Head, Collection Management Services at the University of Illinois at Urbana-Champaign. Collection Management Services includes the Oak Street Library Facility (a high-density, Harvard-model storage facility) and a technical services processing unit.

She has a B.A. in English and an M.L.I.S. from the Graduate School of Library and Information Science, both from the University of Illinois at Urbana-Champaign. Prior to her current position she was the Media & Reserve Librarian at the Undergraduate Library of the University of Illinois, and the Instructional Library Media Specialist at Valders High School, Valders, WI.

A full listing of professional committee appointments, elected offices, and publications can be found online at <http://www.library.illinois.edu/people/bios/mkschnei/MaryLaskowski.pdf>.

In relation to the Continuing Professional Development & Workplace Learning section of the International Federation of Library Associations and Institutions, she has served on the University Library's Staff Development and Training Committee, been Chair of the University Library Promotion and Tenure Advisory Committee for a number of years, and serves on the campus Faculty Advisory Committee, a committee dedicated to voicing suggestions for the good of the University, affording recourse for consideration of grievances, and facilitating communication between the faculty and the officers of the University.

Nadia Temmar



Nadia Temmar managed several libraries in Algiers and is currently the head of the library at the Superior School of Banking = Ecole Supérieure de Banque (ESB) www.esb.edu.dz/biblio .

She is as a part time associate lecturer at the Institute of Library Science of the University of Algiers from which she is graduated. She is also the secretary of the International French Association of librarians and documentalists (Association internationale francophone des bibliothécaires et documentalistes) www.aifbd.org .

Nadia was engaged with IFLA as a Standing Committee Member in the Management & Marketing Section of IFLA, 2009-2015. She was active in a variety of projects of the section as member of the scientific committee for the calls for papers presented during the IFLA congress and a as jury member for the IFLA International Marketing Award 2009-2014. Nadia has presented several papers at the IFLA Conference; her writings were published in the IFLA publications.

She was a founding member and vice president of the Algerian National Association of Librarians and Documentalists (ANABDA which has not obtained yet the approval from the authority). Nadia is also involved in the management of public libraries on a national level, as chair of a committee of the National Book Centre of Algiers. She also has a master degree in human resource management. In this context, she is interested in training, particularly training of new librarians and new professionals.

Wilhelm Elinatse Utoni



Wilhelm Elinatse Utoni is a Lecturer in the Department of Information and Communication Studies at the University of Namibia and Editor of the Namibian Information Workers Association. In 2009, Wilhelm joined the Department of Information and Communication Studies as a Staff Development Fellow and in 2014 became a lecturer in the same department.

Wilhelm holds a Bachelor Degree of Arts in Library Science and Records Management from the University of Namibia and a MA: Library and Information Science, Digital Library and Information Services from the University of Borås.

Wilhelm's current research interest includes digital libraries and library reference services.

Join CPDWL !

CPDWL Conference program during the Cape Town Congress

Wednesday 12-Friday 14 **CPDWL Satellite Conference**, *“Taking Charge of your LIS Career”*
Milnerton Public Library, Cape Town,

Standing Committee Meetings

Saturday August 15 12.30 – 15.00 CPDWL SC Meeting 1 room 1.41/1.42

Tuesday August 18 9.45 – 11.15 CPDWL SC Meeting 2 room 1.61/1.62

Monday August 17 9.30 - 12.45 **Joint session, CPDWL + Public Library Section**,
“Learning across boundaries: a workshop”

Satellite Conference: Taking charge of your LIS career: Personal strategies, institutional programs, strong libraries Milnerton Public Library 12-14 August 2015

The IFLA Continuing Professional Development and Workplace Learning satellite meeting, [“Taking Charge of Your LIS Career: Personal Strategies, Institutional Programs, Strong Libraries”](#) will take place August 12-14, 2015 in Cape Town, South Africa prior to the World Library and Information Conference. For full information, please visit our [web page](#)



Ewa Stenberg,
Chair Organizing Committee

The theme of this meeting is to explore how individual librarians have successfully managed their careers by embracing change, professional development, and training, or by providing professional development opportunities for others. It will showcase examples of best practices for forging a vibrant library work force and examine how enhanced library skills contribute to stronger libraries. The program will feature a diversity of voices and will cover a variety of library types, organizational structures, different cultures and geographical regions.

Please join us to learn as well as share your stories. Follow this link to register before July 20: <https://iflasatellitemilnerton2015.wordpress.com/registration/> . For more information, please contact Ewa Stenberg at ewa.stenberg@mah.se"



Joint Session hosted by the **Continuing Professional Development and Workplace Learning section** and the **Public Libraries Section**

Learning across boundaries: a workshop

CPDWL will present a joint session with the Public Library Section at the WLIC in Cape Town. The session with the number 092 will take place Monday 17 August, 9.30-12.45, with the title **Learning across boundaries: a workshop**. Many speakers from different parts of the world will speak on this important subject on the global arena. We hope you will be able to participate!

After a short introduction, there will be a 10 minutes presentation by the first speakers, followed by questions and a discussion moderated by a host in each of the tables. The other four presentations will follow the same pattern.

The programme is as follows

Janet Martin, Lore Guilmartin and Jacquelyn Williams on: *Sustainable and effective professional development for diverse libraries: Current status and best practice.*

Gonzalo Oyarzun on: *Walking together. Ibero-American public libraries innovating for development.*

Ramune Petuchovaite and Ugne Lipeikaite on: *Building librarians' capacity to use ICT in services that meet community needs in Africa.*

Britta Biedermann on: *Make them stay: keeping young librarians in the profession.*

And the last presentation by Mark Freeman on: *Improving public library services for people with sight loss in the UK through staff development and reader engagement.*

We look forward to seeing you in Cape Town!

Catharina Isberg (CPDWL) and Marian Morgan Bindon (Public Library section)



**Continuing Professional
Development and Workplace
Learning Section**

From the Information Coordinator

Monica Ertel

CPDWL is an active group! Our [CPDWL blog](#) continues to be dynamic and we have over 1,070 followers on our [CPDWL Facebook page](#). This has nearly tripled since January 2014. It's a lively place to not only find out what's going on in the CPDWL standing committee but also to learn about related seminars, books and conferences from around the world.



I encourage anyone who has information about interesting events relating to professional development or training to send them to me so we can post this on the CPDWL website. Anyone can post to Facebook so please feel free to do that as well. I welcome any ideas for additional content and for increasing our visibility.



You can contact me at monicaertel@gmail.com. Please feel free to 'friend' me on Facebook as well!

[CPDWL Blog](#)

[CPDWL on Facebook](#)

[CPDWL on twitter](#)

Book tip, from Catharina Isberg

Competitive Intelligence for Information Professionals. Charlotte Håkansson and Margareta Nelke, Elsevier 2015

A new book on how librarians and information professionals can use their skills to take on a more strategic role within their organisations. Find out more about the need of strategic information and intelligence within every organisation.

Both authors have long experience from the knowledge management field and the competitive intelligence field as well as from the library business.

<http://www.elsevier.com/books/competitive-intelligence-for-information-professionals/nelke/978-0-08-100206-3>

2015 CPDWL and NPSIG Webinars in English, Portuguese and Spanish

By Loida Garcia-Febo

IFLA Governing Board Member & CPDWL Member

CPDWL and the New Professionals Special Interest Group (NPSIG) presented webinars in English, Portuguese and Spanish during the first part of this year.



A webinar in English titled “Making the leap to library leadership” was coordinated by the Association of College and Research Libraries (ACRL) a division of the American Library Association with which CPDWL and NPSIG partnered to present the webinar. The speakers, Eva Dahlbäck, Acting Head of Customer Service at the University of Stockholm in Sweden, and Kimberly Sweetman, Library Consultant based in The Netherlands, spoke about essential skills for 21st century library leaders and topics such as emotional intelligence, professional behavior, understanding organizational culture, change management, and intellectual agility. The goals were to help participants to develop an understanding of essential skills for library leaders, become familiar with the tools for understanding the larger picture of higher education administration, and learn how to better know their organization to be a more successful leader. Link to recording:

https://ala.adobeconnect.com/_a1087453682/p19s5bcnhrh/?launcher=false&fcsContent=true&pbMode=normal

Two webinars in Spanish and one in Portuguese were presented in partnership with the [Latin American and Caribbean Section \(LAC\)](#) and the School of Information, Documentation and Library Sciences of the Faculty of Philosophy, Sciences and Literature of the University of São Paulo, Ribeirão Preto Campus (USP) in Brazil.

The webinars in Spanish included one titled “New roles of librarians in the 21st Century.” This webinar was especially designed to motivate everyone to think about the new jobs available for librarians. The latest technological advances and the rapid information flow are providing new avenues for librarians to go beyond traditional roles. Through these roles librarians are increasingly contributing to the areas of research, science, health, government, ecology, museums, archives, information centers, corporations and many more areas of our daily lives. We were glad to have two new librarians speaking about these topics and their experiences: Yamira Santiago, Computer Science Researcher at the Aviation Safety Program, Nasa Langley Research Center at the National Aeronautics and Space Administration (NASA) in USA, and Santiago Villegas, a Digital Strategist for Knowledge Management using social media, digital marketing, Web 3.0 (Semantic) and ICTs to promote innovation and development of organizations, companies and cities in Colombia. Link to an article published about the webinar: http://www.infotecarios.com/nuevos_rols_del_bibliotecario_fuera_de_la_biblioteca/ Link to the recording: <https://www.youtube.com/watch?v=fdIXZ8oyMKE&feature=youtu.be>

A second webinar in Spanish was titled “How can we be more effective in copyright advocacy?” Paz Peña, Director of Advocacy at NGO Digital Rights in Chile, spoke about creative ways to advocate and develop copyright reform campaigns via websites, flyers, videos, and social media. The webinar included a very lively conversation about copyright, and national and regional concerns. Link to the recording: https://www.youtube.com/watch?v=IYn06H_mX-o&noredirect=1.

The webinar in Portuguese was about “New Models to develop contracts for the acquisition of electronic content.” Katiussa Nunes Bueno from the Universidad Federal de Río Grande do Sul and Coordinator of the Brazilian Committee on Collection Development CBDC / CBBU, and Anderson Santana Nunes, Librarian, Departamento Técnico Integrado de Bibliotecas (DT-SIBI) at the University of Sao Paulo, shared business models and technologies used to publish electronically as well as examples and case studies about acquisition of e-books and databases. The link of this webinar will be posted on international library lists when it is ready.

All the partners expect to continue the webinars to benefit colleagues around the world. There is an enthusiast team behind these efforts. The webinars are coordinated by Loida Garcia-Febo, IFLA Governing Board and CPDWL Member. Sueli Mara Ferreira from IFLA-LAC and the University of Sao Paulo (USP) co-ordinates the webinars in Portuguese and Spanish. Michael Dowling and Delin Guerra from ALA host the webinars in English. The team includes Claudiane Weber, ECA/USP and UFSM, Raquel Lione, FFCLRP/USP, Elaine Cristina Bovo Perez, Informática FFCLRP/USP, Fabio Belavenutto, Informática FFCLRP/USP, Sigrid Karin Weiss Dutra, President IFLA LAC and UFSC, and Juanita Jara de Sumar, IFLA CPDWL.

Questions and requests for information: Loida Garcia-Febo, Series Coordinator, loidagarciafebo@gmail.com

The Lyon Declaration and the role of IFLA delegates: Donna Scheeder meets IFLA delegates at the Stelline Conference” in Milan, 12-13 March 2015

CONVEGNO/MILANO

12/13 MARZO 2015

DIGITAL LIBRARY/LA BIBLIOTECA PARTECIPATA
COLLEZIONI/CONNESSIONI/COMUNITÀ
food for thoughts



20ª EDIZIONE

FONDAZIONE STELLINE
CORSO MAGENTA 61



By Matilde Fontanin

Donna Scheeder, IFLA President-elect, participated to the Stelline Conference in Milan last March, within the frame of the actions taken to promote the Lyon declaration and the IFLA Trend Report.



Besides giving the over 1000 participants her keynote speech, she attended some meetings with the Government of the City of Milan (The City of Expo this year), visited some libraries and met members of AIB, the Italian Library Association, namely the members of the local chapter, and, last but not least, the Italian IFLA delegates. I was lucky to be among them and here is my account of the meeting.

The message Donna conveyed on all of these occasions was basically the same: times are changing fast, and librarians need to follow the change or they will be pushed off road. If we are not proactive our place at the table will be taken by others, for example by the publishers.

Change represents both a challenge and an opportunity: libraries embracing change have the opportunity to develop from mere repositories of documents to centers for creativity and social exchange.

Donna pointed out that for IFLA delegates change comes in 4 different dimensions:

1. **A personal level:** IFLA delegates wear two hats, as they have a role in their national association, but they also need to work with their section to spread the Trend Report. In particular –she said - the CPDWL should deal with the role of educators in the world of libraries, and oversee that when the academic world delivers new titles this happens looking forward, and not behind us. We must be aware of what is needed nowadays in the profession, and base the curricula on the certification of competences: Library associations should also reflect on what are good practices and solutions in professional development;
2. **An institutional level:** delegates should analyse the kind of institution they work at in the light of library and information science; the concept of library must be used in the widest sense, to include all sorts of organisations where information professionals work. The latter need to reflect on users' needs, and translate that reflection into a new approach to services;
3. **A national level:** Donna, at her second journey in Italy, reports that many library managers she met individually are aware of the same problems, such as the staff shortage and lack of turnover. Her suggestion is that they use the force of the association to make a case, which differs deeply from an individual complaint, as this is not a matter that can be dealt with by each single individual. A case should be presented in a language that can be understood by all stakeholders, especially those outside libraries whose support we need most of all.

“There is a definition of insanity that says it is doing the same thing over and over again and expect different results” says Donna, meaning that if the message we conveyed up to now has not worked, we must learn to speak the language of our audience and present it differently. She does not claim she has a solution for the Italian problems, but still advises that we look for a new angle. As an example, she reports that during a conversation she had the day before with Mr Filippo Del Corno, Councillor for Cultural Affairs of the City of Milan, the issue of investments on libraries cropped up; she mentioned this has a *“multiplier effect”*, as libraries work in direct contact with people who are a source of concern for the government, such as immigrants, young children and so on. She could see from his reaction that he had immediately understood

her meaning, as she was speaking his language. So her suggestion is that we get together through our associations and find the best way to present our case.

4. The global level: we need to talk about the Lyon Declaration at the national level, and increase the number of signatures. The Declaration is a formidable weapon for librarians and libraries, since it is not only signed by libraries but also by many other associations. Therefore, it is clear that this is not merely the action of a small lobby group, but expresses a general interest.



Whenever we need to start a conversation with politicians we need to look at things from their perspective and frame our case so that our aims and theirs collate: this way we become credible partners. It is crucial that all IFLA Sections spread awareness of the potential of the Lyon Declaration to help us show our politicians that libraries are an investment for the whole society and that in order to defeat poverty we need to start from fighting information poverty.

Donna Scheeder Donna reminded us how important it is for national library associations to lobby on the representatives of their country at the United Nations assembly to help make the case for the Lyon declaration. The fact that it has been signed by 548 associations up to now is very important, but more important is the fact that these organizations include also NGOs that are fighting for information freedom, associations of journalists and many other non-library organizations. This allows IFLA representatives to speak in front of the UN assembly – as Donna has done not long before coming to Milan – with large numbers to support their claims. Yet, more than the numbers, it is the stories that help frame our case: the Statistics and Evaluation Section is essential in helping collect data, the basis for stories. We need to put our case in the shape of stories: as an example Donna speaks about the role of libraries in Botswana, where they are the outposts on the territory for health services as well as cultural services; such stories show we are working for millions of people, which sounds more lively than hundreds of associations, and it definitely rings a bell for an audience of politicians.

Through some more examples (the Legislative Day in the US, or the relation to “Friends of the Library” associations) Donna advised us once more on the importance of framing our case through stories, opening the dialogue with politicians and decision-makers, posing our requests clearly and thanking when they are accepted, thus establishing a relation to the stakeholders outside our libraries. Librarians need to work together, and to work out the best methods to have an impact and show the society at large, and above all the non-library world, how important libraries are for the development of a free and democratic society.

From my personal experience her speech made me realize that - though I had thought of myself as a library advocate - I had been very short-sighted: I have been active for years in an association which shares many principles with the Lyon declaration, and never made the connection with the world of libraries. CISV (Children’s International Summer Villages, <http://www.cisv.org/>) is a Unesco-affiliated international organisation promoting peace education for teenagers through experiential learning . Now the Italian national chapter of CISV agreed to sign the Lyon Declaration, but, most importantly, started thinking about libraries, and as they are in contact with many teenagers this could have a ... multiplier effect!

I spoke with the delegates afterwards: the meeting was inspiring for all of us, and the action which followed has already brought other signatures to the Lyon declaration. Most important of all, this allowed us to speak about libraries to associations which had hardly ever felt before that libraries had an impact on their own existence, and now have started networking with AIB, the Italian Library Association.

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The participatory digital library: the challenges for the librarians¹

By Anna Maria Tammaro. Translation by Matilde Fontanin

The following is a reprint, with permission, of the column written by Anna Maria Tammaro for the latest issue of AIB Studi, the journal of AIB, the Italian Librarians' association. Besides featuring the English translation of the column as well as abstracts of all published articles, this peer-reviewed journal always publishes an article on professional trends and issues outside Italy: this is generally published in the author's mother tongue and translated into Italian.

In the same issue an interesting overview by Lisa Hinchliffe on "Library Assessment and User Surveys in Academic Librarianship in the United States".

The twentieth edition of the Stelline Conference "Digital library / the participatory library" took place lately. It was organized by Bibliografica and AIB (the Italian Library Association) in Milan on 12-13 March 2015, within the context of Milan Book City.

The aim of the Conference was to point out - within the digital ecosystem - the library transformation, defined by the juxtaposition in the title of two terms which are often set in opposition, that is **digital and participatory library**, and not "the digital library vs. the participatory library" or even the dichotomy "digital or participatory library". The first question all of the approximately 2000 participants asked themselves was: what is a participatory library? What do we mean with user involvement into the life of a physical/digital library? Each presentation has tried to give an answer to this question, opening up to the stimulating debate at the end of all sessions.

Participating does not merely mean having a conversation; there are problems to solve and also "false" problems whereon we often linger to shield us from change. The conversation continued after the Conference, for example on the blogs of younger librarians such as Valeria Baudo, Enrico Francese, Andrea Zanni, Eusebia Parrotto and many others I cannot name, as the list would be too long. Valeria Baudo and Eusebia Parrotto rightly underlined that we need to start from the needs of the users, encouraging them and stimulating them to express their desires.

The first clear message from the speakers was: in a time of social change, libraries must "connect" to their users both in the physical and the virtual environment. New partnerships with our users mean exactly this: giving them the possibility to use libraries in new ways. Users have changed and they must be involved at various levels; they participate in the creation of contents and in the management of digital libraries that empower them to becoming innovative and creative.

The first problem is to build a community of users, to urge users to become participatory. Not all users wish to participate, or, better to say, not all of them wish to have conversations; Valeria Baudo in her paper "Designing and managing on-line communities" talked about the 90/9/1 rule, according to which 90 are the "silent" readers who seem to be passive, but who in any case are there. There are no participatory libraries, but active librarian agents, involved in their communities, who can facilitate, together with the users, the participatory aspects of libraries. Every time a new user enters a participatory digital library, a would-be content creator enters as well. For example, librarians could give them the possibility of creating collections, of customizing the catalogue and constructing the website. According to Maria Stella Rasetti in the paper "Digital and participatory: makerspaces in the library among plural collections, multiple connections and changing communities", the librarians' role stretches to the promotion of innovation, by creating spaces such as *Library-makers*, workshops and so on. The participatory digital library focuses, paraphrasing Lankes, on the action of "facilitating the creation of knowledge": this approach characterizes the vision of the digital library. Librarians are not "collectors", they are the ones who lead to new ideas, through innovative services on one hand and through labs and technological-content platforms on the other.

From digital libraries as "resource centres" to libraries as "community centres"! The second message delivered to the participants is that the digital library is not what it is generally meant, that is a repository of digital contents with some connected research services. The central idea of the concept of the digital library is that facilitation of knowledge and social action must advance simultaneously: there are many possible social models of the world, and each one leads up to a different action for different communities. Such a social action implies a critical approach to

¹ Tammaro, Anna Maria. "The participatory digital library: the challenges for the librarians", AIB Studi, 2(2015). <http://aibstudi.aib.it>. Translated by Matilde Fontanin

long-standing rocky certainties: it is necessary to review the priorities of libraries in relation to their social context and to the needs of the users.

The digital library definitely represents the knowledge process and therefore focuses on the contents more than on the container (artifact) and on its physical context (building). Yet, even if the tendency is to dematerialization and virtual communication, the digital library has a perceptive and emotional aspect - as cognitive psychology succeeded in demonstrating - which is fulfilled into the active participation of the users, their involvement in the construction of the digital library and the collaboration among the users that the digital library facilitates.

Almost anything happening in the digital world is significant to knowledge building, anyway it is not visible to the naked eye! Mental operations flow effortlessly, very fast, because we care about the result and not about the operations themselves. The problem - mentioned also at the "Stelline Conference" - is the possibility of a contrast between physical and virtual space. The answer cannot be dichotomous, whereas the digital library system is open, dynamic and flexible. In the city of bits - according to William Mitchell² - real places are integrated by virtual places, and their presence is simultaneous. The space-time perception in an age of constant connection and presence on the Web varies dramatically compared to the past, and this entrusts the architects of the present and of the future with a new task: planning places suited for this new collocation. The digital library will not replace the traditional library in the short run, but some differentiation will take place, so that both means of accessing information will coexist in different - though possibly integrated - spaces.

All speakers came to the conclusion that the participative aspect has been undervalued and that physical and digital libraries nowadays are not participatory. Nevertheless, there is a vivacious community of librarians which is aware of the importance of the participatory library and is debating on how to bring it to life.

What could be done differently? We need to open the library to the world, by digitizing and giving visibility to the heritage held in libraries, as Klaus Kempf suggests in "Digital library, that is the sentence to penal collaboration. The case of the Bayerischen Staatsbibliothek". We need an adequate structure or institution to curate the digital collection. One of the parallel initiatives of the Conference was the Seminar "Digital curation and Cultural Heritage", organized by Ornella Foglieni on behalf of the IFLA Preservation and Conservation Section, in the spirit of integration among different cultural institutions and which discussed various aspects of digital memories³.

Understanding what is happening is very important in order to be ready, to define the future we want, rather than being passive onlookers if not downright victims of the transformation.

"The Cluetrain Manifesto: the end of business as usual" had been the cue for the AIB Group on Digital libraries to write a Manifesto for Digital libraries, which was followed by a lively "conversation", afterwards abandoned. We had the feeling in this Conference that we wasted 10 years, maybe because we were afraid of novelty or because we lacked appropriate training. Therefore, after ten years, probably the moment has come to discuss on the AIB Manifesto for Digital libraries again.

An authoritative voice came from Donna Scheeder, IFLA President-elect, who opened the Conference and participated to the Satellite event on "Digital Curation and Cultural Heritage". Besides, she privately met AIB members from Lombardy chapter and the AIB IFLA delegates, and encouraged them to get out of the libraries and communicate clearly to administrators and politicians our mission (as described in IFLA *Lyon Declaration*). If we manage to clarify to the society at large the unique role libraries play in development, we will be able to obtain the necessary resources to carry out this fundamental institutional role. The funding principles of the participatory library are all clearly expressed in the Lyon Declaration: the community, the connection, the open collection.

2 Mitchell, William J. *City of bits : space, place, and the Infobahn*. Cambridge, Mass. : MIT Press, 1996.

3 The program of the Seminar "Digital Curation e Cultural Heritage".. Nessun Dorma.. ", is accessible at: http://www.cultura.regione.lombardia.it/cs/Satellite?c=News&cid=1213713145932&childpagename=DG_Cultura%2FDetail&pagenam=DG_CAIWrapper



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