#### MLAS REPORT



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#### **Building Strong Library Associations**

The mission of the Management of Library Associations Section (MLAS) is to **build and support strong, well-managed library associations.** 

MLAS addresses needs and promotes interests of all types and sizes of library associations and brings together staff and elected leaders and representatives of these associations to:

 Foster and improve leadership skills; Share experiences; Develop useful publications and to offer relevant workshops; seminars and programmes; Support IFLA's Core Programmes, and Advocate within IFLA for the promotion and development of effective library and library association practices worldwide.

This unit is sponsoring the New Professionals Special Interest Group (NPSIG), and Women, Information and Libraries Special Interest Group (WILSIG). MLAS is part of IFLA Division C.

The Management of Library Associations of IFLA is delighted to collaborate with the Universitv Nazarbayev Librarv and the Association of University Libraries in the Republic of Kazakhstan to present a joint conference. The goal is to bring information, and recommendations experiences, to contribute to strengthen library associations worldwide.

Here are MLAS themes to inspire you: Information Integrity, library advocacy, library association's financial sustainability, strategic forecasting, and membership management. All under the umbrella, Building Strong Library Associations.

These themes identified by MLAS for the conference are based on MLAS analysis of data from IFLA and MLAS. Additionally, we considered priority themes of bodies such as the United Nations where IFLA has maintained a constant presence for the last ten years.

#### Join us in Kazakhstan!



Connect, Collaborate, Create: Advancing Library Associations and Partnerships to Future-proof our Profession

The 2024 EALC conference is a forum to share experiences and practical solutions, discuss professional topics and support each other.

### **Conference Information**

Conference website: https://nu.kz.libguides.com/ealc2024/home

Travel & Accomodation: https://nu.kz.libguides.com/ealc2024/travel

Specific digital info package: <u>https://nu.kz.libguides.com/ld.php?</u> <u>content\_id=35144041</u>

Visit Kazakhstan: https://visitastana.kz/en/information/touristmemo/

#### Visas info:

https://visitastana.kz/en/information/touristmemo/visa-to-kazakhstan/



MLAS CHAIR, LOIDA GARCIA-FEBO AT THE NAZARBAYEV UNIVERSITY, OCTOBER 2023

## **Call for Papers**

- <u>Call for Papers</u> 20 January 2024
- Abstracts submissions deadline 20 February 2024
- Notification of Acceptance 5 March 2024
- Full Paper Submission Deadline 1 May 2024
- Submission of PowerPoint Presentations 5 May 2024
- Start of Registration 31 January 2024
- Conference 29-31 May 2024

Conference Registration: https://nu.kz.libguides.com/ealc2024/register

For further inquiries, please contact <u>ealc@nu.edu.kz</u>



Connect, Collaborate, Create: Advancing Library Associations and Partnerships to Future-proof our Profession



Nazarbayev University in Astana, Kazakhstan



#### IFLA MLAS Advocacy Impact Evaluation Project 2021-2024

By Dr. Dijana Machala, MLAS Standing Committee Member

The IFLA MLAS Advocacy Impact Evaluation Project started in November 2021 with the aim to increase awareness and raise understanding of the challenges and benefits of advocacy impact measurement and evaluation practice for the library field. The project has been conducted by the IFLA MLAS Standing Committee members, led by Dijana Machala (Croatia) with an active participation from Susan Haigh (Canada), Hella Klauser (Germany), Jorge Moisés Kroll Do Prado (Brazil), Pascal Sanz (France) and Alicia Sellés Carot (Spain).

**The purpose** of the project is to set guideliness or recommendations for the library sector on how to evaluate the effectiveness or impact of the library advocacy activities. The aim of the project's output – The Strengthening Library Advocacy Impact Evaluation Practice – is to be a valuable tool for libraries, library associations and library professionals who want to go beyond designing, planning and measuring advocacy outputs and want to expand their knowledge on how to evaluate library advocacy impact and to measure the effects of change.

The project started with an exploratory phase. A literature review of research articles found in major scientific databases was conducted. The Working Group analyzed more than 180 multilingual papers organized within the Zotero web library. The Literature Review provided valuable information about theories, methodologies applied and examples of best practice in the field of measuring and evaluating the impact of advocacy. Although a great amount of professional literature that deals with library advocacy stresses the importance of advocating, providing interesting insights into successful case studies, innovative techniques applied, and sharing a plethora of practical advocacy tools to be used, there is still a lack of common understanding of the importance of library advocacy planning and evaluation.

We found a very little or a none evidence of systematic library advocacy impact evaluation reports. We thought this was due to the fact that it must be very hard for the library sector to familiarize with advocacy impact evaluation methods or techniques. And to avoid many pitfalls that occur during the process of planning, collecting, analyzing and presenting advocacy impact data in ways that it would be a reliable evidence of the level of their contribution to a desirable policy or societal change.

### IFLA MLAS Advocacy Impact Evaluation Project 2021-2024- Continuation

As a follow-up to the literature review of the advocacy impact evaluation theories and researches, the working group conducted an online survey looking for the inputs from IFLA MLAS members (library associations) on their advocacy impact evaluation practice.

The aim of the survey was to get insight into the current state of the advocacy impact evaluation practice and to identify the examples of best practice. A survey was conducted during May 2023 with 113 responses received from all IFLA Regions.

The survey preliminary findings reveal that there is a great divide among those library association who attempts to formally evaluate advocacy activities (49%) and those who does not evaluate (50%), although 79% of respondents who evaluate advocacy activities attempt to evaluate impact.

The main reasons not to assess impact are: lack of resources (staff, money), lack of knowledge of methodology, lack of time to execute the evaluation and lack of assessment tools suitable for library field. More than a half (55%) of respondents agree that the advocacy impact evaluation is important in general, and that it should be priority for IFLA and for library sector, while at the same time 58% of respondents do not have experience in advocacy impact evaluation practice or do not have good understanding of advocacy impact evaluation methodologies.

One of the aims of the survey was to identify recognized library advocacy experts in all IFLA Region agreeing to be further interviewed by the working group with the aim of gathering their personal experiences with advocacy impact assessment and evaluation methods.

#### The information about the project activities was shared with the library community at large:

- Webinar held during the Annual Conference and Assembly of the Croatian Library Association in December 2022
- Presentation of project activities held at the WLIC 2022 in Dublin during the Associations Forum
- The IFLA MLAS Open Session held at the WLIC 2023 in Rotterdam, the Netherlands: Strengthening library associations - The importance of Advocacy Impact Evaluation and its relevance to SDGs Advocacy

The project is in its final year. The Working Group is finalizing interviews with recognized experts from the field of the library advocacy impact evaluation with the aim to gather information about differences among advocacy impact evaluation practices from all the IFLA Regions. The Working Group is doing the analysis and guidance formulation with the aim that the final text of the project review *The Strengthening Library Advocacy Impact Evaluation Practice* be submitted to the Professional Council and IFLA Governing Board review and approval by end of the 2024.

### IFLA MLAS Advocacy Impact Evaluation Project 2021-2024- Continuation

To conclude, some preliminary project findings:

- The Library Advocacy and its Impact Evaluation should be introduced into LIS curriculum.

- Impact evaluation is a key step, not an afterthought. It should be systematically planned from the beginning.

- It should be used to inform subsequent advocacy efforts.

- If you do it, make it publicly available to your stakeholders and community.

- It will be helpful to create and promote a framework or model for library advocacy impact evaluation.



Dr Dijana Machala, The National and University Library in Zagreb, Croatia. Assistant Director General for the University Library Affairs Past President of the Croatian Library Association, 2018-2022 The IFLA MLAS Standing Committee member, 2018 The IFLA CPDWL Standing Committe member, 2014-2018 Email: dmachala@nsk.hr



IFLA MLAS WLIC 2023 Open Session: "Strengthening library associations - The importance of Advocacy Impact Evaluation and its relevance to SDGs Advocacy"

Speakers: Susan Haigh Marwa El Sahn Ton van Vlimmeren Moderator: MLAS Chair, Loida Garcia-Febo Event Coordinator: Dr. Dijana Machala

Over the last years the <u>IFLA Management of Library Associations Section (MLAS)</u> has followed a strategy to engage closely with the regions of the world: Asia/Oceania, Europe, Latin America and the Caribbean, Middle East and North Africa, Sub-Saharan Africa and North America.

In 2021 MLAS created a series of videos, featuring interviews of library leaders from regions across the globe. discussing "Advocacy: The Power of Networking." The videos are available on the MLAS YouTube Channel. The videos set the basis for MLAS multi-session event during WLIC 2021 where MLAS presented six online sessions featuring all IFLA regions including interactive conversations languages in spoken in the regions. The series concluded with a WLIC Open Session featuring regional leaders who presented advocacy highlights from their region.

In 2022 MLAS partnered with IFLA <u>New</u> <u>Professionals Special Interest Group</u> (<u>NPSIG</u>) to present the six-session webinar series "<u>Empowering library leaders and</u> <u>diversity worldwide</u>."

Library associations in each region shared opportunities provided for new and senior librarians, including leadership opportunities and how library associations foster diversity within the library profession leadership roles. Interactive and conversations in regionally-based languages revealed that across the regions, mentoring and coaching are commonly-shared best practices and team building and skills for leading in times of crisis are the top recommendations. Improved communication and leadership training are the needs most frequently identified.



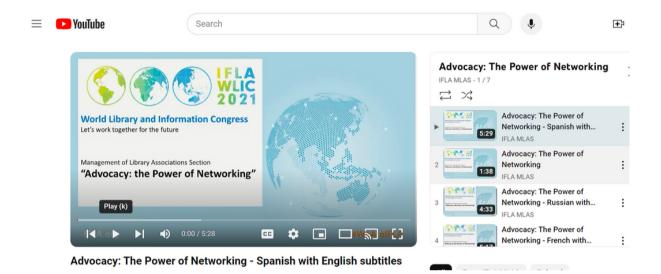
In 2023, IFLA's Management of Library Section Associations (MLAS) collaborated with the New Professionals Special Interest Group (NPSIG), the IFLA Regional Divisions, IFI A and Environment, Sustainability and Libraries Section (ENSULIB) to present "Sustainable Development Goals and Library Associations," a webinar series on the United Nations SDGs and Library Associations.

Each webinar was opened by a regional representative from the United Nations sharing insights and updates of work in the region.

In 2024, MLAS continues the practice of collaborating with other IFLA units to present webinars to help strenghen library associations in the different regions of the world. Stay tuned to MLAS communications channels for more information.

Follow us on Facebook and Twitter (X).

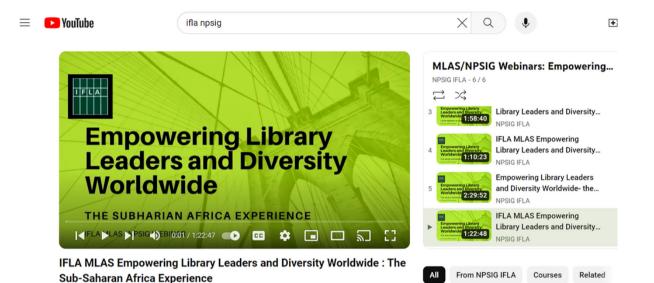
Advocacy: The Power of Networking MLAS Advocacy Video Series



The video series (2021) is available on the MLAS YouTube Channel. It features videos in Arabic, Chinese, English, French, German, Spanish, and Russian.

Link to playlist: <u>https://bit.ly/MLASAdvocacySeries</u>

## **MLAS Regional Webinars**



In 2022 IFLA's <u>Management of Library</u> <u>Associations Section (MLAS)</u> collaborated with the <u>New Professionals Special Interest Group</u> (<u>NPSIG</u>) to present "Empowering Library Leaders and Diversity Worldwide," a webinar series to empower new library leaders worldwide and foster diversity within the profession.

The series featured library associations and librarians from all IFLA Regional Divisions: North America, Latin America & the Caribbean, Europe, Sub Saharan Africa, Middle East and North Africa, and Asia/Oceania.

Over the course of six webinars, library associations from countries in each Regional Division shared information about the opportunities they provide for new and senior librarians including leadership opportunities and how these library associations foster diversity within the library profession and leadership. The webinar format included breakout rooms moderated in languages spoken in the region to engage attendees in conversations about topics that would elicit best practices and recommendations and the needs of new and senior professionals.

The insights gained from these webinars informed and enriched the MLAS Open Session at WLIC 2022 in Dublin which focused on the same theme.

The playlist with all the videos is available on the <u>NPSIG YouTube</u> <u>Channe</u>l.



In 2023 IFLA's Management of Library Associations Section (MLAS) collaborated with the New Professionals Special Interest Group (NPSIG), the IFLA Regional Divisions, and IFLA Environment, Sustainability and Libraries Section (ENSULIB) to present **"Sustainable Development Goals and Library Associations,"** a webinar series on the United Nations SDGs and Library Associations.

The United Nations has stated that the world is in last Decade of Action to meet the SDGs. Libraries are sustainable accelerators. Library associations are key in moving forward the library agenda in each country. MLAS mission is to build and support strong library associations.

Collaborating together with other IFLA groups and regions of the world, this activity allowed us to support national library associations highlighting effective strategies that would equip them to help their country to achieve development. The series featured library associations and librarians from North America, Europe, Middle East and North Africa, and Asia/Oceania.

Like in 2022, the webinar format in 2023 included breakout rooms moderated in languages spoken in the region attendees to engage in conversations about topics that would practices elicit best and recommendations.

The insights gained from these webinars enriched the MLAS Open Session at WLIC 2023 in Rotterdam which was in dedicated in part to the theme of library associations and SDGs.

The playlist with all the videos is available on the MLASYouTube Channel.



## MLAS in the MENA Region

IFLA Management of Library Associations (MLAS) is pleased to collaborate with the Lebanese Library Association (LLA), IFLA Middle East and North Africa (MENA) Regional Division, and the United Nations Economic and Social Commission for Western Asia (UN ESCWA) to present:

Libraries and the Digital Preservation of Cultural Heritage 6th Conference of the Lebanese Library Association 14-17 May 2024 in Beirut, Lebanon

Member coordinators from IFLA MLAS:

Dr. Imad Bachir, Professor in Library and Information Studies Lebanese University / Lebanese Library Association, former Chair IFLA MENA

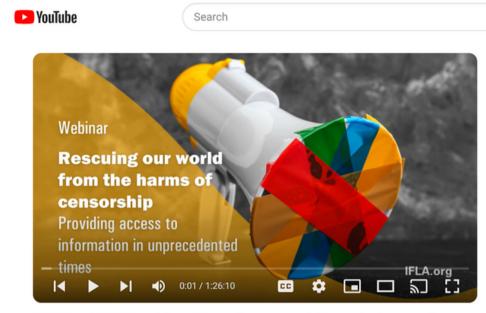
Dr. Marwa El Sahn, Director of the Centre d'Activités Francophones (CAF), Bibliotheca Alexandrina, former IFLA Governing Board Member

Conference website: <u>https://lebaneselibraryassociation.org/</u>

#### Important Dates Call for Papers:

Abstract submission deadline: 18 February 2024 Notification of Abstract Acceptance: 29 February 2024 Paper Submission Deadline: 15 April 2024 Notification of Paper Acceptance: 20 April 2024

## MLAS Collaboration with IFLA FAIFE



FAIFE and MLAS webinar | Rescuing our world from the harms of censorship

This year IFLA's Management of Library Associations (MLAS) in collaboration with the Freedom of Access to Information and Freedom of Expression Advisory Committee (FAIFE), organized a webinar on October 4, 2023 to discuss access to information under siege across the world, as well as best practices and strategies from library associations and librarians.

#### Speakers

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- Genilson Geraldo, member of the Freedom of Access to Information and Freedom of Expression Advisory Committee (FAIFE) and representative of FEBAB – Brazilian Federation of Associations of Librarians, Information Scientists and Institutions
- Joyce McIntosh, American Library Association (ALA) Office for Intellectual Freedom and Lori Fisher, Maine State Librarian, ALA Policy Corps Member
- Edward McKennon, Amnesty International USA Banned Books Week Working Group

Moderators

- Loida Garcia-Febo, Chair of IFLA Management of Library Associations Section, IFLA Governing Board Member.
- Jonathan Hernández Pérez, Chair of Free Access to Information and Freedom of Expression Advisory Committee.

Recording available on the <u>FAIFE YouTube</u> Channel.

## Updates from Special Interest Groups Sponsored by MLAS Up to December 2023



#### EMPOWERING COMMUNITIES: THE IMPACT OF VOLUNTEERING IN THE LIBRARY FIELD

Join our webinar and learn about:

- Creating volunteering activities in libraries
- Impact of volunteers on libraries, and library associations

Our panelists will also talk about their experience volunteering and how it helped them with their job or studies.

Come and celebrate International Volunteer Day with us!





#### **IFLA New Professionals SIG**

iThe NPSIG hosted a webinar in December 2023 to celebrate International Volunteer Day. Our keynote speaker, Barbara Lison, talked about the benefits of volunteering. Our panelists shared their experiences of volunteering in libraries or hosting volunteers. This event was a joint effort between NPSIG and CPDWL.

Throughout the past months, NPSIG has shared different library stories on its social media. In these posts, librarians from all over the world shared their experiences about how they found their first library job or how they did the interview. Many librarians also shared tips about how to be a good librarian. Our posts were liked and shared by library professionals from all over the globe. One of the posts can be found here: Facebook

(https://www.facebook.com/photo? fbid=729417079220804&set=a.4661142088 84427)

In collaboration with IFLA's Library Services to Multicultural Populations Section, NPSIG is hosting Multicultural Cafes. These fun meetings create a place for new professionals or LIS students to gather, speak about cultures, and get to know each other. The first meeting is in March 2024.

Lastly, NPSIG is planning its first IFLACamp online. We hope to hold our IFLACamp in different time zones to engage with new professionals from various countries. This is an exciting event which we are all looking forward to.

## Updates from Special Interest Groups Sponsored by MLAS Up to December 2023

#### IFLA Women, Information and Libraries SIG

WILSIG prepared an Action Plan for 2023-2025 and, in line with it, there are formed three working groups:

- Preparation of WILSIG Newsletter in charge of Tu Shumin, with Molly, Sadaf and Jelisaveta;
- Preparation of three (for now) bibliographies on Children's book on Women Rights and Gender Equality in charge of Antonella with Molly and Erica;
- Improving communication tools via updating Facebook page on regular basis, updating WILSIG webpage on IFLA site, archiving of group's activities on Basecamp, etc.



Regarding the first activity, Tu Shumin prepared an Execution Plan WILSIG Newsletter that should consist of three parts: Introduction of the WILSIG (goals, aims, activities, etc.) and SIG Committee members: Best Practices: Excellent cases of library services for women; Role Models: Outstanding female librarians and their main deeds. It should be published annually. In early March 2024, a call for articles should be issued on the IFLA official website and, in October 2024 Newsletter should be completed and published.

Before Christmas, we should prepare the Plan for implementation of second activity -preparation of bibliographies on Children's book on Women Rights and Gender Equality.

### **MLAS Members Responsibilities**

#### Officers

**Loida Garcia-Febo Chair** UNITED STATES OF AMERICA International Library Consultant

Lynn Jibril

BOTSWANA

**Julia Demasi** URAGUAY

President

del Uruguay

**Deepali Talagala** SRI LANKA

Senior Consultant

Nicholas Poole

**Chief Executive** 

CII IP

SPAIN

Delegate

(FESABID)

ARGENTINA

graduados de la

**Republica** Argentina

UNITED KINGDOM

Alicia Sellés Carot

Biblioteconomía,

Federación Española de

Sociedades de Archivística.

Documentación y Museística

Ana Carolina Lopez Scondras

Bibliotecaria Biblioteca ABGRA

Asociación de Bibliotecarios

Information Studies Unit Open University of Sri Lanka

University of Botswana

Asociacion de Bibliotecologos

Librarian

Loy Jyoon Chin Secretary MALAYSIA Life Member Librarians Association of Malaysia

#### Members

**Yanhang Wang** CHINA Secretary General Library Society of China

Irina Trushina RUSSIAN FEDERATION Executive Director Russian Library Association

Adama Kone CÔTE D'IVOIRE Head Library and Archives Department, National Assembly of Côte d'Ivoire

**Vidar Lund** NORWAY Vice President Norwegian Library Association

Jorge Moisés Kroll Do Prado BRAZIL President Federação Brasileira de Associações de Bibliotecários, Cientistas da Informação e Instituições

Antoine Torrens-Montebello FRANCE Directeur de l'Institut français d'Algérie à Constantine Institut Français d'Algérie Micheline Brûlé Information Coordinator CANADA Executive Director Fédération des milieux documentaires

**Wai Tat Wilson Hoi** CHINA Vice Director Macau Library and Information Management Association

Imad Bachir LEBANON Dean of Libraries/ American University of Iraq Baghdad (AUIB) Professor in Library and Information Management/ Lebanese University Lebanese Library Association

**Dijana Machala** CROATIA Assistant Director General for University Library Affairs National and University Library, Zagreb

Namutenya Hamwaalwa NAMIBIA Deputy Director Ministry of Education, Arts and Culture

*Hella Klauser* GERMANY International Cooperation German Library Association

*Marwa El Sahn* EGYPT Director of the Centre d'Activités Francophones (CAF) Bibliotheca Alexandrina

#### Convenors Special Interest Groups Sponsored by MLAS

**Paria Aria** UNITED STATES OF AMERICA Assessment Librarian, Texas A&M University **Jelisaveta Blagojevic Miljanic** MONTENEGRO Head of the Library Parliament of Montenegro

### **MLAS Members Officers**



### Loida Garcia-Febo, MLAS Chair

Garcia-Febo is a Puerto Rican American librarian and International Library Consultant in librarv services to diverse expert populations and human rights. President of the American Library Association 2018-2019 and Governing Board Member of IFLA. Garcia-Febo is worldwide known for her passion about diversity, communities, sustainability, innovation and digital transformation, library workers, library advocacy, wellness for library workers, and new librarians about which she has taught in 45 countries. In her job, she helps libraries, companies and organizations strategize programs, services and strategies in areas related to these topics and many others. Garcia-Febo has a Bachelors in Business Education, Masters in Library and Information Sciences.

Garcia-Febo has a long history of service at library associations. Highlights include- At IFLA: Governing Board 2013-2017, Co-Founder of IFLA New Professionals (NPSIG), two-term Member/Expert resource person of the Free Access to Information and Freedom of Expression Committee of IFLA (FAIFE), two-term member of the Continuing Professional Development and Workplace Learning Section of IFLA (CPDWL). Currently: CPDWL Advisor, NPSIG Advisor. Currently at ALA: Chair, ALA IRC United Nations Subcommittee, Chair Committee on the Status of Women in Librarianship. Born, raised, and educated in Puerto Rico. She has advocated for libraries at the United Nations, the European Union Parliament, U.S. Congress, NY State Senate, NY City Hall, and on sidewalks and streets in various states.

## **MLAS Members Officers**



## Loy Jyoon Chin, MLAS Secretary

I am Loy Jyoon Chin from Kuala Lumpur, Malaysia and currently the Secretary of the IFLA Management of Library Associations Section (MLAS) and an IFLA Non-salaried Affiliate Member. This is my second term in MLAS being re-elected as a Committee Member in 2023. Besides being the secretary, I was also involved in the various MLAS Working Group such as IFLA MLAS Webinar on Sustainable Development Goals and Library Associations; IFLA MLAS WLIC Open Session 2022 and MLAS Communications Group.

As IFLA was founded as a federation of library associations, MLAS plays an important role in representing the library associations and their members. MLAS Chair is an ex - officio of the IFLA Governing Board with voting rights. During the interim period of electing a new MLAS Chair in 2023, I was elected as the MLAS Deputized Representative to the IFLA Governing Board.

Besides MLAS, I also participated in the IFLA Building Strong Library Associations Pilot Project Workshop in 2009; IFLA Global Vision Asia Oceania Regional Workshop 2017; IFLA Library Map of the World and Project Manager in the Malaysia National Committee IFLA WLIC 2018 in Kuala Lumpur.

Career Achievements: I was conferred the Member of the Order of the Defender of the Realm by the King of Malaysia for extraordinary and meritorious service rendered to the King and country.

I graduated from the University of Wisconsin-Madison, USA with a Master of Arts in Library and Information Studies. I started my career as an Assistant Library Officer attached to the various Departments at the National Library of Malaysia and retired as Director in 2017 after 36 years of service. I was also actively involved at the regional level such as the Congress of Southeast Asian Librarians (CONSAL) Executive Board; International Network of Emerging Library Innovators-Association of Southeast Asian Nations (INELI-ASEAN); and Conference of Directors of National Library Asia-Oceania (CDNLAO).

I have been an active member of the Librarians Association of Malaysia for over 25 years serving in various positions such as Vice-President and Treasurer. I am currently the Secretary of the Main Organising Committee for CONSAL XIX General Conference and Meeting which will be held in Kuala Lumpur in 2025.

## **MLAS Members Officers**



## Micheline Brûlé, MLAS Information Coordinator

Je m'appelle Micheline Brûlé et je suis directrice générale de la Fédération des milieux

documentaire, au Canada. J'espère pouvoir cette année étendre mon implication

professionnelle, plus particulièrement dans le rôle d'Information Coordinator à la section MLAS.

J'ai un baccalauréat multidisciplinaire en communication et journalisme et j'ai occupé le poste

des communications à la Fédération des milieux documentaires. J'ai donc des connaissances et de l'expérience pour faire la communication des activités de la section MLAS, que ce soit sur un site web, par liste de courriel, infolettre ou médias sociaux. À la Fédération des milieux documentaires, je soutiens le travail de personnes de diverses professions ou milieux dans plus d'une dizaine de section ou comités et je suis un leader pour chacun afin que le travail soit fait.

My name is Micheline Brûlé and I am the **Executive Director of the Fédération des milieux Documentaires in Canada**. I hope to expand my professional involvement this year, most notably in the role of Information Coordinator for the MLAS Section. I have a multidisciplinary bachelors degree in communications and journalism, and I have held the position of communications coordinator at the Fédération des milieux Documentaires before becoming its Executive Director. I have the knowledge and experience to communicate the activities of the MLAS section, on websites, email lists, newsletters or social media. As executive director, I am used to leading the work of people from various professions or backgrounds in over a dozen sections or committees to ensure that the job is done.

# **Follow MLAS Updates**

# Website

<u>https://www.ifla.org/units/mlas/</u>

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