



**CONTINUING PROFESSIONAL  
DEVELOPMENT &  
WORKPLACE LEARNING**

# UPDATE



*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 01/09/09)

NAME	ADDRESS & CONTACT NUMBERS	TERM	RESPONSIBILITIES
<b>Officers</b>			
Susan Schnuer Co-Chair	Associate Director University of Illinois, Mortenson Center for Int. Library Programs 1402 Gregory Drive, Room 142 URBANA, Illinois 61801 United States Tel. +(1)(217)3330031 Fax +(1)(213)2650990 Email: <a href="mailto:schnuer@illinois.edu">schnuer@illinois.edu</a>	2nd term 2009-13	Oversee strategic direction and revision of Strategic Plan. Section representative at Coordinating Board meetings.
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 Fax +(49)40)4285532 Email: <a href="mailto:lang@sub.uni-hamburg.de">lang@sub.uni-hamburg.de</a>	1st term 2007-11	Oversee strategic direction and revision of Strategic Plan. Section representative at Coordinating Board meetings. Translate CPDWL guidelines into German
Monica Ertel Secretary	Director, Global Information Services Bain & Company 66 Oakdale Avenue SAN RAFAEL, CA 94901 United States Tel. +(1)(415)4828104 Email: <a href="mailto:monicaertel@yahoo.com">monicaertel@yahoo.com</a>	1st term 2007-11	Organise committee meetings and manage agenda/minutes.
Jana Varlejs Treasurer	Associate Professor Rutgers School of Communication, Information and Library Studies (SCILS) 4 Huntington Street, New Brunswick, NJ 08901-1071 Tel. +(1)(732)9327500 x8225 Fax +(1)(732)9322644 Email: <a href="mailto:varlejs@scils.rutgers.edu">varlejs@scils.rutgers.edu</a>	Special assignment	Manage section budget, accounts and project accounts Newsletter editorial group Library Management Journal Satellite – Editor of proceedings Guidelines for international presentations
Sylvia Piggott Information Coordinator	Global Information Solutions Group 3835 Northcliffe MONTREAL, H4A 3K9, Canada Tel. +1-514-860305 <a href="mailto:spiggott@sympatico.ca">spiggott@sympatico.ca</a> / <a href="mailto:sylviapiggott@hotmail.com">sylviapiggott@hotmail.com</a>	2nd term 2009-13	Manage website. Provide information to IFLA website coordinator. Newsletter editorial group Guidelines for international presentations Library management journal
<b>Standing Committee Members</b>			
Linda Ashcroft	Liverpool John Moores University, School of Business Information 98 Mount Pleasant LIVERPOOL L3 5UZ, United Kingdom Tel. +44-151-2313425 Fax +44-151-7070423 <a href="mailto:L.S.Ashcroft@ljmu.ac.uk">L.S.Ashcroft@ljmu.ac.uk</a>	2nd term 2009-13	Library Management journal
Bau-Mei Cheng	Head, Information & Computing Library, National Central Library Annex Information & Computing Library 13F, No.106, Section 2, Hoping East Road TAIPEI 106, Taiwan Tel. +(886)(2)27377736 fax +(886)(2)27377740 <a href="mailto:brenda@msg.ncl.edu.tw">brenda@msg.ncl.edu.tw</a>	1st term 2007-11	
Mary L. Chute	Deputy Director for Libraries Institute of Museum and Library Services 1800 M Street, NW, 9th Floor WASHINGTON, DC 20036-5802 United States Tel. +(1)(202)6534774 Email: <a href="mailto:mchute@imls.gov">mchute@imls.gov</a>	2nd term 2009-13	

Matilde Fontanin	Librarian Università di Trieste, Biblioteca della sede di Gorizia Via Alviano, 18 34170 GORIZIA (GO) Italy Tel. +(39)(04)81599263 Fax +(39)(04)81599262 Email: <a href="mailto:fontanin@pug.units.it">fontanin@pug.units.it</a>	1st term 2009-13	
Arne Gunderson	Senior Adviser Norwegian Archive, Library and Museum Authority P.O. Box 8145 DEP 0033 OSLO Norway Tel. +(47)23117500 Fax +(47)23117501 Email: <a href="mailto:arne.gundersen@abm-utvikling.no">arne.gundersen@abm-utvikling.no</a>	1st term 2009-13	
Roisin Gwyer Marketing Officer	Associate University Librarian Frewen Library, Cambridge Road Portsmouth, England, PO1 2ST United Kingdom Tel: +44-23-9284-3221 Fax: +44-23-9284- 3233 <a href="mailto:roisin.gwyer@port.ac.uk">roisin.gwyer@port.ac.uk</a>	2nd term 2009-13	Develop and implement marketing plan and communications strategy Sponsorship Newsletter editorial group
Li-hung Huang	Deputy General Director, Institute for Information Industry, 19F, no 216, Sec.2, Dunhua S. Rd, TAIPEI 106, Taiwan Tel. +(886)(2)27356070 Fax +(886)(2)27396429 <a href="mailto:lihung@iii.org.tw">lihung@iii.org.tw</a>	1st term 2007-11	
Anne Lehto	Head of Department Tampere University Library, Information Services P.O. Box 617, Kalevantie 5 33014 UNVIERSITY OF TAMPERE Finland Tel. +(358)(3)35517867 Fax +(358)(3)35517493 Email: <a href="mailto:anne.m.lehto@uta.fi">anne.m.lehto@uta.fi</a>	1st term 2009-13	
Michel Netzer	Head of the Continuing Professional Development Department Bibliothèque Nationale de France Quai François Mauriac 75706 PARIS, France Tel.+ (33)(1)53794134 Fax +(33)(1)53794356 <a href="mailto:michel.netzer@bnf.fr">michel.netzer@bnf.fr</a>	1st term 2007-11	Translate CPDWL guidelines into French Milan Satellite
Irma Pasanen	Associate Library Director for Information Services Helsinki University of Technology Library P.O.B. 7000 02015 ESPOO TKK Finland Tel. +(358)(9)4514125 Fax +(358)(9)4514132 Email: <a href="mailto:irma.pasanen@tkk.fi">irma.pasanen@tkk.fi</a>	1st term 2009-13	
Mary-Jo Romaniuk	Associate Director University of Alberta Library 5-07 Cameron Library EDMONTON AB T6G2J8 Canada Tel. +(1)(780)4925958 Fax +(1)(780)4927925 Email: <a href="mailto:mary-jo.romaniuk@ualberta.ca">mary-jo.romaniuk@ualberta.ca</a>	1st term 2009-13	
Richard Sayers	Training manager CAVAL Ltd. P.O. Box 585, CHERMSIDE SOUTH, Qln 4032, Australia Tel.+(61)(7)34917021 <a href="mailto:rsayers@aapt.net.au">rsayers@aapt.net.au</a>	1st term: 2007-11	

Corresponding members and other roles			
Juanita Jara de Súmar Newsletter Editor	Liaison Librarian Humanities and Social Sciences Library McLennan Library Building 3459 McTavish Street Montreal, Quebec, Canada H3A 1Y1 Tel: (514) 398-4729 Fax: (514) 398-7184 Email: <a href="mailto:juanita.jaradesumar@mcgill.ca">juanita.jaradesumar@mcgill.ca</a>	2009-11	Edit and produce two newsletters per year Translate CPDWL guidelines into Spanish
Graham Walton E-list Moderator	Service Development Manager University Library Loughborough University Loughborough, LE11 3TU, United Kingdom Tel: +44-1509-22-2355 <a href="mailto:graham.walton@lboro.ac.uk">graham.walton@lboro.ac.uk</a>	2009-11	Moderator for CPDWL e-discussion list
Ann Ritchie	Director Library Services, Northern Territory Dept of Health and Community Services, Darwin, Australia 0801 Tel: +61-8-8922-8756 Mobile: 0401 110 388 Fax: +61-8-8922 7777 <a href="mailto:ann.ritchie@nt.gov.au">ann.ritchie@nt.gov.au</a> / <a href="mailto:annritchie@yahoo.com">annritchie@yahoo.com</a>	2009-11	Newsletter editorial group
Clare Walker	University Witwatersrand Library, Johannesburg Wartenweiler Library, Private Bag X1, Wits 2050, South Africa Tel: 27-11-7171903, Fax: 27-11-3397559 <a href="mailto:walker.c@library.wits.ac.za">walker.c@library.wits.ac.za</a>	2009-11	Guidelines for international presentations
Eileen Breen Section Publisher	Emerald Group Publishing Limited Howard House Wagon Lane Bingley Bradford BD16 1WA, UK Tel: +44 1274 777700 Fax: +44 1274 785244 E-mail: <a href="mailto:ebreen@emeraldinsight.com">ebreen@emeraldinsight.com</a>	2009-11	Corresponding member IFLA CPDWL
Lamyaa Belmekki	E-mal <a href="mailto:lambelmekki@yahoo.fr">lambelmekki@yahoo.fr</a>		

**Join CPDWL !**

**<http://www.ifla.org/en/cpdwl>**

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## Letter from the co-Chairs

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**Susan Schnuer**



**Ulrike Lang**

Dear CPDWL members and friends,

We had outstanding sessions of our committee this year in Italy!

Together with the New Professionals SIG, our Section organized the Eighth World Conference on Continuing Professional Development and Workplace Learning for the Library and Information Professions, held in Bologna as a Satellite Conference to the IFLA 2009 Congress. More than 80 colleagues from all over the world, new professionals and experienced ones, met to discuss strategies for regenerating the library and information profession. Lectures and workshops were complemented by poster sessions. The proceedings of the conference have already been published by K.G. Saur in the series IFLA Publications, and some of the presentations are available online in <http://www.ifla.org/cpdwl/8th-world-conference>.

We also had a very successful Section session in Milan, focused on creating a positive work environment for a multi-generational library and information workforce, with examples of cases from Australia, Italy, Uganda and the United States. Thanks again to Michel Netzer, who did a very good job in moderating this session. The poster of the CPDWL committee was also well received and the co-sponsored session with the Management of Library Associations Section presented a program on the topic *Librarians on the catwalk: communicating for advocacy to influence policy and practice*, including an afternoon workshop. Besides detail accounts of our activities in Italy you will also find in this newsletter a call for papers for the Sweden conference 2010.

The CPDWL section is happy to welcome new members to the committee and thanks the members who finished their mandate. We really appreciate their ideas and input.

During the Section's Standing Committee meetings in Milan we decide to give a new structure to the organization of the Section. The chair, Susan Schnuer, is frequently unreachable via internet due to travelling demands of her work and the committee needs to keep in touch with the managing board at all times. To keep building the strength and vitality in the section we decided to create the position of co-chair, who will share the Chair's work and keep the section connected while Susan is out of reach. The new co-chair will be prepared to take over the position as chair when Susan finishes her second term. Thank you for giving me your trust for this task. And we hope that other committees will implement this model too.

We also agreed to hold our next satellite conference in 2012 and we are delighted that Finland will host the 2012 IFLA General Conference, because two of our new members are from Finland

Susan and I are looking forward to work with all of you. Please feel free to contact us with your ideas, suggestions, critiques or feedback.

Best regards,

Ulrike Lang  
lang@sub.uni-hamburg.de

Susan Schnuer  
schnuer@illinois.edu

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## Report from the Eighth World Conference on Continuing Professional Development and Workplace Learning for the Library and Information Professions. Bologna August 18-20, 2009

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This was a joint Satellite Conference with the New Professionals Discussion Group and was held in Bologna on August 18, 19 and 20, 2009. The venue was the ex-Convent of Santa Cristina, now part of the University of Bologna, which was offered to us at no cost. We also had the benefit of the assistance of local personnel who took charge of the logistics.



Local personnel receives a token of appreciation from Susan, Roisin and Loida

Alex Byrne delivered the 2009 Elizabeth Stone Memorial Lecture, “Owning our future: Twenty-first Century Librarians”. It was an inspiring vision which set the mood of the Conference.



**Alex Byrne delivers opening keynote speech**

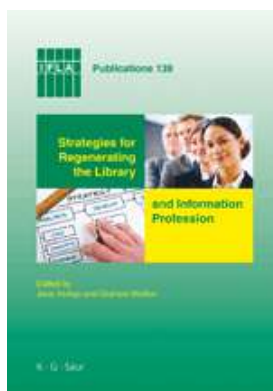
A total of 34 papers and 9 workshops were in the program and three simultaneous sessions were in place at certain moments, making it difficult to select which to attend, as they were all very interesting. Power point presentations and some papers not included in the Proceedings can be found at <http://www.ifla.org/cpdwl/8th-world-conference>



During the closing ceremony Professor Jacopo di Cocco, gave a historical overview of the University of Bologna and the library. The final speaker was Tracie Hall, Assistant Dean, Dominican University Graduate School of Library and Information Science, USA, who delivered a very upbeat presentation ending the Conference with a very positive message.



And, as is customary in the CPDWL Conferences, every participant received a copy, hot-off-the-press, of the Conference Proceedings, edited by Jana Varlejs and Graham Walton.



**Strategies for Regenerating the Library and Information Profession Ed. by Varlejs, Jana / Walton, Graham**  
2009. 21 x 14.7 cm. 415 pages. Hardcover.  
ISBN 978-3-598-22044-9 Series: IFLA Publications 139



The 80 participants enjoyed the venue, the site visits, the presentations and the excellent catering. Our partnership with the New Professionals SIG translated in a significant outreach for new presenters. The organizer also provided very good support through members who volunteered to mentor the first time participants, among them Bau Mei, Mary, Graham, and Ulrike. In general terms, the young professionals felt Conference provided the opportunity for bridge building with the more “seasoned” librarians and that this was an excellent introduction to participating in the IFLA Congress.



## The Poster Sessions

Poster sessions focused on recruitment, mentoring and succession and were very interesting. Eight groups of presenters were kept very busy with questions related to their posters





**Proud presenters take a break after finishing putting up their displays**

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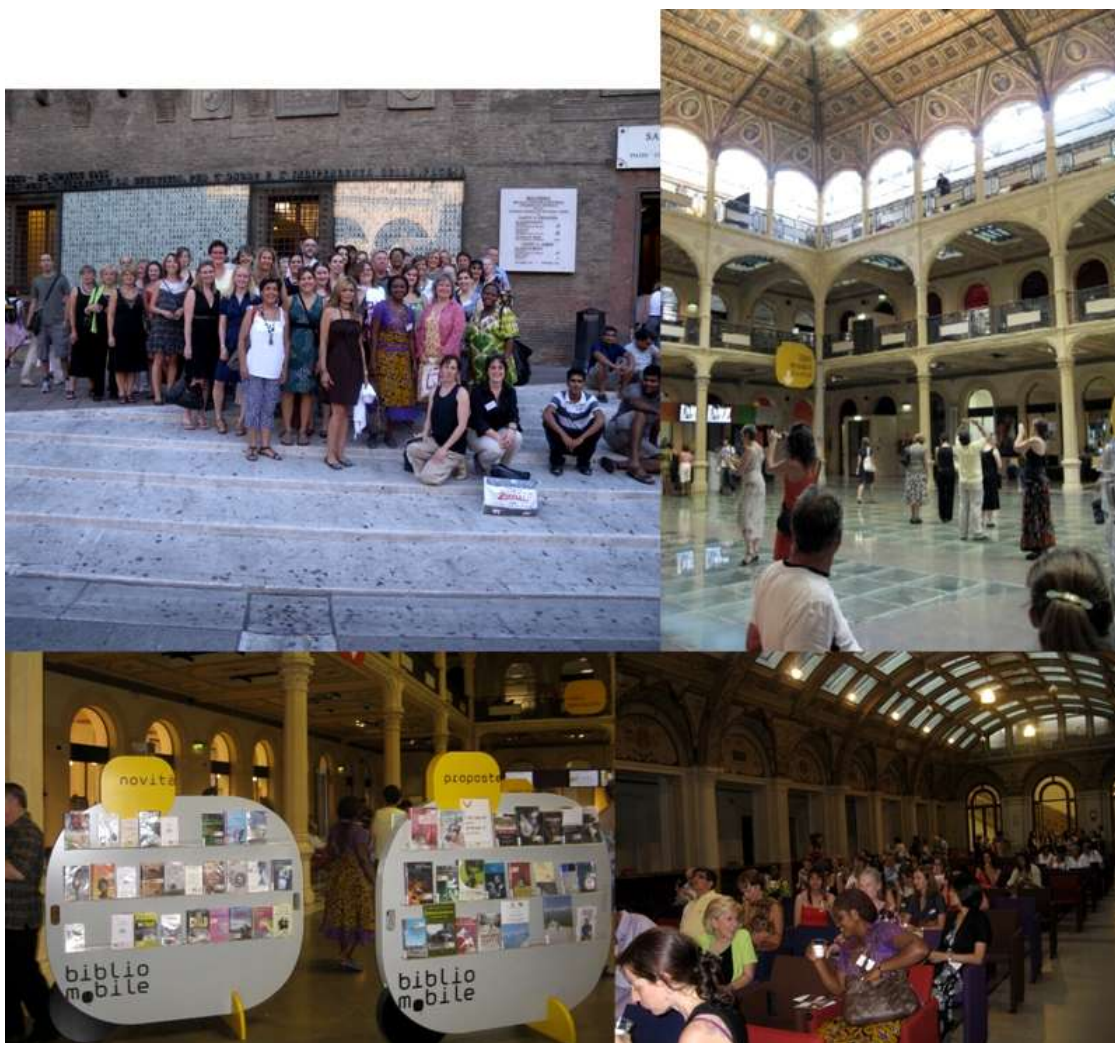
## Library Visits

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Two visits were organized., Early arriving participants were invited to visit the Biblioteca Comunale dell' Archiginnasio on the morning before the Conference started. Founded in 1801, it is one of the most important municipal libraries in Italy. It houses documentary patrimony of the Bologna culture It is located in the Palazzo dell'Archiginnasio, which also houses the famous Anatomical theatre of the University of Bologna, first built in 1636 andrebuilt after the Second World War with all the original pieces recovered.



The Conference evening reception was held in the Biblioteca Salaborsa, a very modern and complete public library in a historical building with archeological foundations.



Friendship and camaraderie extended beyond the wall of Santa Cristina



## Report of the Milan conference

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### Standing Committee Meetings

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The Standing Committee met twice in Milan.

The **first meeting** of the SC took place on Saturday afternoon, with the participation of 14 SC members and 9 observers. Susan Schnuer welcomed the newly elected members and thanked those who finished their two terms as officers in our Section. Mary Chute volunteered to act as secretary on behalf of Monica Ertel who sent apologies for not being able to attend.

Office Bearers for the Section were elected next. Monica Ertel was appointed Secretary and Jana Varlejs was confirmed as treasurer. Susan indicated that she would like to have a co-chair and that she was going to approach the Council for approval. Ulrike Lang was suggested for the position and elected by the committee. Sylvia Pigott also would like to have a co-information officer and suggested Eileen Bream's name. As Eileen already holds a position in another section, she will only be an unofficial support.



The Chair reported on the activities of the Coordinating board. We now belong to Division VII. The changes in the structure resulted in a very busy year for her as Chair of our Section. The main activity was the organization of our first co-convened Satellite meeting. For this event we made 27 stipend awards for new professionals attending and presenting at their first international conference. Susan indicated that there is a need to discuss the frequency of our Satellite meetings. This year we had our 8<sup>th</sup> Conference.

The Treasurer, Jana Varlejs, indicated that our finances are sound, and although we don't have yet the final numbers for Bologna, our expenses have been less than what we had. IFLA Headquarters only requires that our business is conducted in a transparent manner that clearly indicates how we spend the money.

Sylvia Piggott, Information Officer, indicated that there are approximately 460 participants on the listserv. She also informed that we will not be partners with the MLAS section for next year Congress.

Juanita Jara de Súmar, Newsletter Editor requested more input from members, particularly if they can contribute with book reviews and news.

Roisin Gwyer, who sent apologies for not being able to attend this meeting, sent a very positive report on the Bologna Satellite meeting. The experience of co-convening a meeting with the New Professionals SIG resulted in a significant outreach for new presenters. She also reported on the logistics, the local support and events and the delay in receiving the Proceedings. Some of the comments of the participants in the event were read. They show that it was a good Conference and that young professionals liked it very much.

Jana Varlejs reported on her work as editor of the Proceedings of the Bologna Conference. She suggested that each co-sponsor should have named 2 persons, as the amount of work is huge. She hopes that the Guidebook that she is preparing will be of help to those who will edit our future books. She received congratulations for the excellent work.

Discussion followed about how often we should organize the Satellite meetings. It was recommended that they be held every three years. Aspects to be taken into consideration are local support, travel costs and visa requirements

The next topic was the planning for the Gothenburg Congress. Topics were discussed, as well as possible partnerships. A sub group consisting of Sylvia, Susan, Mary, Michel and Matilde was formed to discuss topics and propose a theme.



**Second meeting of the Standing Committee** There were 15 members and 2 observers for the meeting of August 25. It started with the debriefing of the Section's session on August 24 with the topic *Creating a positive work environment for a multi-generational library and information workforce*. co-organized with New Professionals SIG. . It was agreed that the session was very good. The presentations were well prepared and the content was rich. However, the organizers would have liked more questions from the audience.

Planning for Gothenburg. Susan presented the ideas of the working group that was set in the previous meeting. The ideas were discussed and agreed.

The title for our session will be *Retention and job satisfaction: can continuing professional development make difference*. It will include the following topics:  
Generational differences; Mentoring & coaching; Motivation; Recruitment; Cultural/country differences

In Sweden the session will be interactive, with a panel of 6 speakers who will be asked to present four ideas in 5-7 minutes. In addition, they are asked to prepare questions for the audience. The speakers are required to send a full paper according to usual call for papers –practice. No language interpretation is available for the session; however the committee has members that speak a large number of languages so fluency in English is not needed for the question and answer period. Committee members will assist, as needed, with interpretation.

The Knowledge Management Section has made a proposal to E-Learning SIG, New Professionals SIG, Information Technology and CPDWL of a session with the theme *Global learning platform, learning platforms for the future, how the new technologies support the users*. CPDWL is interested. We await the call for papers. Contact person: Sylvia.

The Management of Library Associations SC was delighted at how well the session had gone in Milan. They are co-sponsoring with another group for 2010, but they approached CPDWL for a possible co-sponsorship in 2011. After some discussion, CPDWL decided to explore other possibilities for 2011 and the offer was declined.

Corresponding members. Susan noted that sections are allowed to have up to 5 corresponding members which are nominated for two years. The corresponding members don't need to be standing committee members. The nominees were as follows: Juanita Jara de Sumar (Canada); Eileen Breen (UK); Ann Ritchie (Australia); Clare Walker (South Africa); Lamyaa Belmekki (Morocco). All five were approved.

Section projects. Jana is in charge of two projects:

*CPDWL Quality guidelines.* The current guidelines need to be revised. For that purpose, an extensive literature review and comparisons with other professions could be done by a student. CPDWL has already approved them but they are not yet IFLA guidelines.

*CPDWL Conference Program Handbook* .This project needs a lot of more work. Collaborative work could continue in the form of a wiki.

*Guidelines for Exchanges.* Lamyaa, Li-hung & Matilde will work on this issue.

*Exchange for young professionals.* Susan reminded that there are already databases for exchanges, e.g. <http://www.ala.org/ala/mgrps/rts/irrt/irrtcommittees/irrtintlexc/international.cfm>. She will look into it and send an idea for comment.

## CPDWL Programme in Milan

**Monday, August 24 - 13:45 - 15:45** *Creating a positive work environment for a multi-generational library and information workforce* (joint with New Professionals SIG) Moderated by Michel Netzer

The session started with a brief report of the Bologna Satellite Conference presented by Jana and Loida. The four papers of this session are available online at <http://www.ifla.org/annual-conference/ifla75/programme2009-en.php>, session 100. We were pleased to see that our session was very well attended.





**Tuesday, August 25 and Wednesday, August 26 – 12:00 to 14:00** Poster session: *Ensuring the Future of Libraries through the Continuing Learning of Librarians*. This project is led by **Ulrike Lang** and **Jana Varlejs**.



**Wednesday, August 26 9:30 - 12:45 and 13:45 - 15:45** *Librarians on the Catwalk: communicating advocacy to influence policy and practice*. Whole day session presented by Management of Library Associations, Continuing Professional Development and Workplace Learning and ALP. Papers from the morning session are available at <http://www.ifla.org/annual-conference/ifla75/programme2009-en.php>, session 162.



**Thursday, August 27 13:45 - 15:45** *Lifelong e-learning and libraries*. Bau-Mei Cheng presented the paper *E-learning for the librarians in Taiwan: the experience at the National Central Library's E-learning campus*

## Plans for August 2010 – Gothenburg, Sweden

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### Call for Papers

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#### IFLA's Continuing Professional Development and Workplace Learning Standing Committee

#### **Theme : Retention and Job Satisfaction: Can continuing professional development make a difference?**

The IFLA Continuing Professional Development & Workplace Learning Section (CPDWL) will facilitate this program session at the next IFLA World Library & Information Congress (10-15 August 2010 – Gothenburg, Sweden).

This program session will explore if and how continuing education and workplace learning make a difference in retention and job satisfaction. The IFLA Continuing Professional Development and Workplace Learning Section is seeking proposals from speakers who would like to participate in the program.

We are particularly interested in proposals which explore these issues:

- How do we motivate librarians and create a sense of loyalty and excitement in the workplace?
- Do mentoring and coaching make a difference?
- Does workplace learning need to be tailored to meet the needs of librarians of different generations and can it have a positive impact on job satisfaction?
- Is there a need for professional development in the recruitment process?
- What are the differences and similarities in how libraries around the world organize training around the issues of retention and job satisfaction?

Those interested in contributing to this program session should not be limited by these questions. Any proposal which addresses the broad themes of this program session is of interest and will be considered.

This session will be conducted a bit differently than many IFLA sessions. The emphasis will be on discussion and interactivity with the participants. Selected presenters (up to 6) will have a short time to present some of the main ideas of their paper before engaging in discussion with audience members. Presenters should be prepared to respond to questions and also be ready to ask questions of the audience participants

#### **Important Dates and Timelines**

##### **Proposals:**

Please e-mail proposals by December 15, 2008 to Ulrike Lang <[Ulrike@Lang-Site.de](mailto:Ulrike@Lang-Site.de)>.

Proposals should include:

- a) Title of proposed presentation
- b) Outline of the proposed presentation (no more than 300 words)
- c) Name(s) of presenter(s)
- d) Position or title of presenter(s)
- e) Presenter(s) employer or affiliated institution
- f) E-mail address

- g) Telephone/fax numbers
- h) Short biographical statement regarding the presenter/s

All proposers will be advised at the end of February 2010 of the outcome of the review and selection of proposals.

### **Paper**

The presenters selected for the program at the Gothenburg conference will be asked to submit a formal paper (for inclusion on the IFLA conference website) no later than May 1, 2009. Papers can be submitted in one of the official IFLA working languages: Arabic, Chinese, English, French, German, Russian, Spanish.

### **Language**

The language of the session is English, however presenters may also give their talk in any of the IFLA working languages. Simultaneous translation is not guaranteed therefore, presenters are encouraged to provide the PowerPoint in English to facilitate understanding of the ideas presented.

(Note: All expenses, including registration for the conference, travel, accommodation etc., are the responsibility of the authors/presenters. No financial support can be provided by IFLA, but a special invitation can be issued to authors/presenters if that is required.)

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## **News from the Information Officer**

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The **CPDWL listserv** has attracted 570 subscribers to date. This is a discussion list for information professionals who are interested in issues to do with *continuing professional development & workplace learning in the library and information professions*. The object of the List is to facilitate discussion and exchange on any aspect of this topic. Messages intended for distribution to the list should be sent to: [cpdwl@infoserv.inist.fr](mailto:cpdwl@infoserv.inist.fr)

The new **IFLA website** has been rolled out to members and it is much easier to work with. Various aspects of the website are still being developed so there is more to come. Congratulations to the IFLA technology team for the vast improvements to the website.

**Librarians on the catwalk: communicating for advocacy to influence policy and practice** was the title of the one-day workshop sponsored in Milan by CPDWL, in collaboration with Management of Library Association Section (MLAS) and Action for Development through Libraries Programme (ALP). The coordinators for this programme were: Sylvia Piggott, Information Officer, CPDWL and Sinikka Sipilä, Toiminnanjohtaja / Secretary General, Suomen kirjastoseura / Finnish Library Association.

The morning session attracted over 250 attendees who heard papers on a variety of topics from countries such as Greece, Canada, United States, China, Mexico, Chile, Latvia, Rumania. Papers were delivered in English, Spanish, and Chinese.

The afternoon session, which attracted over 100 participants, was interactive and focused on a film that provided good information on what makes a good presentation and conversely, what makes a less effective presentation. After the film, participants joined round-tables for discussion and sharing of information.

### **Sylvia Piggott**

[spiggott@sympatico.ca](mailto:spiggott@sympatico.ca)

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## News about Section Projects and Activities

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**Matilde Fontanin**, Università di Trieste and member of the SC of the CPDWL was invited to address the Emilia Romagna Region of the Italian Library Association during their Autumn assembly. The issues discussed were the role of the Library Association in the recognition of professional status and the debate about the need to establish a professional profile. She focused on the importance of international experiences, on the one hand, and the need for advocacy to establish satisfactory professional paths, on the other. She also included some of the data collected during the Bologna Satellite Conference.

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### **REPORT ON THE MLAS-CPDWL- ALP “LIBRARIANS ON THE CAT WALK...”**

**Lindile I Nhlapo, IFLA Regional Manager for Africa  
ALP/SIDA SPEAKERS’ GRANTEE**

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#### **Introduction**

It is with great pleasure that I have to report on this session as a grantee. Being a Regional Manager for Africa sometimes it is not easy attend session as one would like. One is faces with a task to see the smooth running of the things for section where the office reside.

This grant was a great opportunity, enabling me some flexibility at congress. I was also able to attend MLAS business meetings before the workshop itself. A closer network with the group also took place.

#### **Librarians on the cat walk**

I was impressed with the layout of the session especially where there was more that 2 presenters. On is familiar with two, co – presenters and they still kept time. Presentations were factual, to the point not a lot of theory.

I also learnt that it is possible to win politicians to LIS side up to a point where they are part of the committee, “hanging out with politicians”.

I am excited also to be part of the team and the work of GLAD which for me the timing is perfect, when the “future ALP” is looking at capacitating library associations. Listening to presentations on how one get connected be the media, political agenda was a great learning curve and that it can be done.

The session highlighted the importance of partnership in advocacy, communication and marketing. The identification of the right arena for me, I learned that on the same breath is picking up your stakeholders.

The highlight of the workshop was “the elevated speech” which seems to cut across most of advocacy, communication and marketing activities. To me this is crucial that I practice the elevated speech before trying to share the knowledge gained at the session.

#### **Conclusion**

I would like to thank Africa Section for the opportunity to attend the MLAS/ALP Programme and a grantee. A word of appreciation also goes to the ALP, Birgitta Sandell and her team for the generosity. To Sinika Sipilae and Sylvia Piggot for keeping us posted on the programme that we do not miss out on anything scheduled. To Barbara Ford who was a mentor of my group, thank. Through my Regional office I pledge to share what I learnt with colleagues and the LIS African community.

## The story about us

Li-hung Huang, Taiwan



The story has to be traced back to thirty years ago. When Dr. Li-Hung, Huang worked as her professor's assistant in her junior year in the Department of Library and Information Sciences in National Taiwan Normal University, she had the chance to participate and observe the process of how an international conference was organized, thus expanded her horizon in this field because of this experience. Like a seed buried in her mind, it inspired her to give younger generation chances to experience such a conference. Lately, particularly, in her first IFLA conference in Oslo, Professor Mei-Mei Wu was her lead, this trip has inspired

her passion to join IFLA as an active member. Two years ago, Dr. Huang made a speech in Taipei Municipal Zhongshan Girls High School which was her daughter's school to encourage high school students to study in LIS. It turned out a big success that five students replied the call and luckily got accepted by the LIS Department in National Taiwan University. Dr. Huang wanted to trace the development of these students, and was hoping to further extend her nurture to these students. So she talked to Professor Wu about taking the young generation to IFLA. She came to NTU and recruited students to join the project of Cultivating Young Generation Professionals through Participating International Conference - A case in Taiwan.

The Chinese words "Yuan Fen" means the lot or luck by which people are brought together. And it is indeed "Yuan Fen" that brought us together. Our team has managers from the business field, professors from the academic community and students from different universities. There is a saying "Rome is not built in a day." So is a team. In February 2009, all participants met together and had the first meeting. We reached the sense of commitment, and planned the whole schedule for preparation, including training of English speaking, trip plan brochure editing and so on. Of course, we had to solve a lot of problems. The first problem was the financial burden. It's difficult for university students to get financial support from schools, government or private organizations, in financial crisis, but we still did our best. Our fund-raising began from searching potential agencies. We got help from Ministry of Education, National Youth Commission (NYC), and CPDWL. We learned how to write a proposal and perform oral presentation to the Ministry of Education and NYC. Besides, our team designed T-shirts to make more funds. It was a difficult but interesting process.

In addition to our own efforts, NYC also offered us a two-day training program on one weekend. They invited some presenters to share their team experiences, talk about international issues and also how to make documentaries. These experiences made us learn a lot.

The new skills we learned, and the different attitudes we changed inspired us to create a new interpretation of IFLA. First, "I" is being international. By attending the conference, our view toward things turned from local to

international. We could know what kind of problems other countries had faced and could compare the situations in Taiwan. We learned these experiences from all of the professionals in library information science. Second, "F" stands for friendship. We made friends with people in the project and the conference. We hoped to keep in touch after conferences. "L" stands for leadership; we learned how



to build our leadership from the preparation process. In addition, we saw how Susan Schnuer, the Chair of CPDWL, reported the committee schedule and assigned work to everyone in the meeting. The last one "A" stands for achievement of this whole project.

●The influence of this project

Firstly, we like to call it "personal growth." Each of us changed in many ways, we are able to present in public with confidence and we know how to make and appreciate good presentation. We also know how to help each other to achieve a mutual goal. We know how to travel abroad and how to enjoy different cultures. We make many friends from different locations of the world. Secondly, this project arose the attention at the organization level, for instance, the director of National Taiwan University Library was very moved by the team work and expressed her concern in encouraging her young librarians to attend the related international conferences in the future. In addition, the Chair of LAROC also promised to suggest new proposal to support students with fellowships to attend international conferences. We also expect these kind help will influence the Taiwan young generation of LIS! Finally, the impact could also be internationally, the chair of our session, Dave Percival also wished to make this project as a future model for IFLA to invite new generation to participate the profession.

●What we learned from the conference?

Practices> We can learn only theories at school, and have few practical experiences. However, in the conference, many librarians share their working experiences to us. For instance, they told us about what kind of problems readers may have in libraries, and how they deal with them. They also talked about how they overcame the budget problem to maintain the libraries, and how they attracted readers to go to the libraries, etc. It is quite different between reality and theory. Teachers seldom talk about financial problem of libraries in courses. Professor Nieuwenhuysen shared his experience with us. He said that there are few librarians in Belgium libraries, because the payment for a librarian is very expensive. No libraries can afford to hire too many librarians working at the information desk. Furthermore, the students who graduate from LIS schools would like to be managers rather than librarians. Another young librarian we met, Helena, comes from Slovenia, also said they have the same problems in her country. She came here to look for solutions to the problems and try to find out how to encourage young generation to work in libraries.

In the public libraries section, we had several real examples about public libraries management. For instance, Queensland library deals with a lot of young readers. At the beginning, they had no idea how to serve young readers. They had tried to hire young counselors, activity assistants and teen tutors. However, because of the service, they attracted too many young reads to handle with. Hence, they rent another place to serve youth. Additionally, Queensland library also provides community residents with training program of working skills. How will public libraries in Taiwan solve the overload problem of too many readers? How will libraries find more budgets to meet readers' need? These issues are worthwhile to discuss.

Passion>We saw the passion of all participants to libraries. Not only LIS professions but also the readers who care about the development of libraries attended the conference and hoped to help library improve. Moreover, the retired librarians or professors keep attending the conference to express their concerns about LIS and share their experiences to young generation librarians.

Multicultural Image>Taiwan students often read papers in Chinese and English, and have less understanding about other countries' library development. However, we can talk to non-English people to realize the development of their libraries, and the problems they encounter by attending the conference. We have more multicultural knowledge and experiences than before!

In this conference, we heard practical experiences from librarians coming from different countries. We know how to ask for more financial supports. We know how we can deal with young readers. All of our team members think it is very worthwhile to learn in CPDWL. Both the conference itself and the experience-sharing make us grow. Grapes grow up and refine to good wine. So are we. We hope we are and will be good members in CPDWL.

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## Links of interest, Publications

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**Pres4Lib 2009: A Camp Recap.** Jana Varlejs is calling our attention to this article written by Peter Bromberg, Assistant Director, South Jersey Regional Library Cooperative. It was published in [LearningExchange](#), September 2009. It tells us about the events of **Pres4Lib 2009: A Camp for Library Speakers and Trainers**. As the author says, "Pres4lib was a first-of-its-kind; a full day of conversations, presentations, sharing, and networking, devoted solely to the topic of effective speaking presentations."

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**IFLA Management and Marketing Section** in collaboration with Emerald Group Publishing Ltd. invites proposals for **8th IFLA International Marketing Award-2010**, in recognition of the best marketing project/ campaign in any kind of library throughout the world. The winner will receive **airfare, lodging and registration** for the World Library and Information Congress: 76th IFLA General Conference and Assembly in Sweden in August 2010, as well as a **cash award of USD 1,000** which must be used to further the marketing efforts of the recognized organization.

Complete application material and form can be downloaded from:  
<http://www.ifla.org/en/management-and-marketing/marketing-award>

Last date for submitting the application(including any supporting materials): **January 31, 2010.**

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## CPDWL latest publication

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***Strategies for Regenerating the Library and Information Profession*** Ed. by Jana Varlejs, Graham Walton,  
2009. 21 x 14.7 cm. 415 pages. Hardcover.  
ISBN 978-3-598-22044-9 Series: IFLA Publications 139

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**Editorial Note.** I am forever in debt with all the colleagues who contributed with pictures, articles and ideas to this newsletter. I don't list their names because I fear I may leave somebody out. And special thanks to Esmeralda Súmar for her wonderful work with the photographs. JJ