

Action plan 2019-2020

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

Focus Area 1			
Advocacy on the importance and role of libraries worldwide			
IFLA Strategic Direction			
1. Strengthen the global voice of libraries			
Key Initiatives			
1.3	Work with library associations and libraries to identify key legal and funding challenges to their work, and advocate for action		
Funding Needed	Projects/Activities	Tasks & Responsibility	Timeframe
<input type="checkbox"/>	Encourage present and past MLAS SC members to impulse the creation of the "Country Profile" (CP) of their respective country in the Library Map of the World (LMW). Goal: 30 CP till August 2020	MLAS SC members	August 2020
How will you communicate your activities and results?			
MLAS Annual Report, MLAS List Serv, MLAS Facebook, MLAS Twitter			
How will you measure the impact of your activities?			
The number of Country Profiles in the LMW from countries represented in MLAS SC 2019-2020, 2017-2019 and 2015-2017, as observed in August 2020			
Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.			
NPSIG			

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Focus Area 2			
Advocacy for the role of Libraries in the society			
IFLA Strategic Direction			
3. Connect and empower the field			
Key Initiatives			
3.3	Empower the field at the national and regional levels		
Funding Needed	Projects/Activities	Tasks & Responsibility	Timeframe
<input checked="" type="checkbox"/>	Organise a Satellite Meeting before or after the Rotterdam 2021 on the use of social media in Library Associations to promote their own action and the role of libraries in the society	A Work Group within MLAS SC, reporting to the SC	2020 - beginning of 2021
How will you communicate your activities and results?			
In 2020 MLAS Annual Report, MLAS List Serv			
In 2021, MLAS Annual Report, MLAS List Serv, MLAS Facebook, MLAS Twitter			
How will you measure the impact of your activities?			
Embodiment of the satellite Meeting			
Number of participants			
Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.			
Management and Marketing, New Professionals SIG			

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Focus Area 3			
Ensure that Ifla really is the global voice of the profession and ensure that the organization works effectively			
IFLA Strategic Direction			
4. Optimize our organization			
Key Initiatives			
4.3	Increase, diversify and engage our membership		
Funding Needed	Projects/Activities	Tasks & Responsibility	Timeframe
<input type="checkbox"/>	In cooperation with the HQ, we contact members of the association who have not paid their contribution to Ifla in order to win them back for the association.	HQ: Deliver address list SC-Meeting: Distribution of associations by continents and/or languages to all SC members SC-Members: Contact them and report to SC	2019-2020
<input type="checkbox"/>	We clarify which UN states are not represented in Ifla by a national association, but in which persons or institutions are members	HQ and SC secretary	2019
<input checked="" type="checkbox"/>	We contact these personal and institutional members to discuss and initiate the chances of establishing a national association. Supported by the new flyer "Membership" from the HQ.	SC Midterm Meeting: We discuss in which countries the chances are positive and distribute the corresponding work; taking into account experiences with the program "Building Strong Library Associations"	2020

How will you communicate your activities and results?

Hopefully we can report at the General Assembly 2020 on some regained or new association memberships

How will you measure the impact of your activities?

The number of members of the Association and the proportion of UN countries represented in IFLA by national associations

Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.

The following section representatives indicated their interest in working together at the workshop: Management and Marketing, Division 5 sections: Africa, Asia and Oceania, Latin America and the Caribbean

The following representatives of professional units marked the same Key Initiatives as important for them at the workshop: Library Services to Multicultural Populations, Government Information and Official Publications Section, Law Libraries, Division 5, Reference and Information Services, Health and Biosciences Libraries