

Understanding the Manifesto: Workshop Handbook

This document helps library professionals deliver a workshop on the key elements of the *IFLA/UNESCO Multicultural Library Manifesto*. Related materials and information resources can be found in the *Manifesto Implementation Kit*.

1. GETTING STARTED

The broad goal of the workshop is to communicate the content of the Manifesto and the objectives of multicultural services to staff, clients, community organizations, or other target audiences.

The workshop also provides an opportunity to address specific objectives, such as gathering information on user needs, encouraging support from representatives of local government, or generating awareness among library professionals.

Given the range of potential audiences and areas of focus, the first step in organizing a workshop is to clearly identify the **purpose** and **audience** for the workshop. The workshop should be planned based on the answers to a few preliminary questions.

WHO IS THE AUDIENCE FOR MY WORKSHOP?

WHAT ASPECTS OF THE MANIFESTO DO I WANT TO EMPHASIZE FOR THIS AUDIENCE?

WHAT INFORMATION OR RESULT DO I WANT THE WORKSHOP TO PROVIDE?

Keep in mind that different audiences will have different information needs, different expectations, and will be in a position to provide different types of feedback or action on the subject of multicultural services. Every audience provides a unique context and opportunities for exchange. Consequently, the entire process of planning, delivering, and following up on the workshop should be tailored to the audience, their information needs, and the library's specific objectives in delivering the workshop to that audience.

2. PLANNING THE WORKSHOP

Each workshop will have a unique character and planning requirements, based on the venue, size of the audience, duration, and supporting resources, among other factors. All workshops should be carefully planned well in advance, based on a timeline that takes into account the target audience, their information needs, and the library's specific objectives.

Throughout the planning process, consult or collaborate directly with members of the intended audience whenever possible, as this will help to establish clear, common objectives and will enable the workshop organizers to take into account unique cultural or linguistic requirements.

Planning will also be shaped by the workshop agenda. The following sample agenda describes a one-hour workshop.

IFLA / UNESCO Multicultural Library Manifesto – Workshop Agenda			
1	Welcome and Introduction	10 min.	<ul style="list-style-type: none"> • Welcome and introduce key participants. • Clearly identify the objectives for the workshop. • Provide an overview of the agenda and any supporting materials distributed.
2	Manifesto presentation	20 min	<ul style="list-style-type: none"> • Take the audience through the PowerPoint overview of the Manifesto.
3	Workshop activity	15 min.	<ul style="list-style-type: none"> • Conduct an information-gathering activity such as community analysis, group discussions, or other exchange based on the workshop objectives.
4	Discussion	10 min.	<ul style="list-style-type: none"> • Share results of the activity or provide an opportunity for questions and feedback.
5	Closing information	5 min.	<ul style="list-style-type: none"> • Clearly indicate what type of follow up there will be to the workshop; e.g. further information sharing, additional workshops, formal reporting, etc. • Provide contact information to encourage ongoing exchange.

The capacity of the library to deliver the workshop, the workshop duration, the size and specific profile of the target audience will all be key aspects of the planning process. For example, a small staff workshop will have different planning requirements in comparison with a workshop intended for a large community group. However, whether the workshop is designed as a brief, informal exchange, or an extended information-gathering activity, there are basic planning considerations that will remain consistent. The following checklist provides a point of reference for key planning elements:

WORKSHOP PLANNING CHECKLIST	
<input type="checkbox"/>	Identify the audience, their information needs, and the library objectives.
<input type="checkbox"/>	Make informal contact with potential participants, or conduct a general assessment of the availability and potential interest of the intended audience.
<input type="checkbox"/>	Identify and arrange roles as needed for staff, volunteers, translators, or other direct contributors.
<input type="checkbox"/>	Confirm the date and time of the workshop.
<input type="checkbox"/>	Confirm a venue for the workshop.
<input type="checkbox"/>	Formally announce the workshop date, time, and location through formal invitations or other means tailored to the anticipated audience (e.g. posters, phone calls, printed or electronic invitations, etc.). If RSVPs are required, provide clear instructions and contact information.
<input type="checkbox"/>	Identify and arrange for supporting materials required (e.g. printed documents, writing materials, computer equipment, teleconference or videoconference equipment, translation equipment, etc.).
<input type="checkbox"/>	Distribute documents in advance if necessary (plan in advance for translation requirements or other accessibility issues as required).
<input type="checkbox"/>	Make arrangements for refreshments or other special accommodations appropriate to the target audience.

3. DELIVERING THE WORKSHOP

The core focus of the workshop is the content of the Manifesto itself. Where possible, this document should be delivered to the workshop participants in advance, in a language appropriate to that audience. The Manifesto has been translated into over 20 languages, and is available online at: <http://www.ifla.org/publications/iflaunesco-multicultural-library-manifesto>

A PowerPoint overview of the Manifesto is available to assist libraries in conducting this central communication aspect of the workshop.

Keep in mind that the workshop also provides an opportunity to address the library's specific objectives in the context of multicultural services, such as identifying opportunities for collection development, soliciting input for staff training, or making resource allocation decisions for new services.

Consequently, the workshop may include a range of potential activities information-gathering or information-exchange activities. For this aspect of the workshop, the Manifesto *Implementation Kit* provides a range of templates and strategies to help libraries understand, apply, and promote multicultural services appropriate to their community.

Some specific activities and approaches can include:

- ✓ Building social time into the agenda, either before, during, or after the workshop, to enable participants to discuss the subject of multicultural services in an open, informal way.
- ✓ Gathering information as part of a "Community Analysis and Needs Assessment" initiative (see *Implementation Kit*, Appendix B).
- ✓ Breaking the audience into discussion groups, with a plenary exchange focusing on specific elements of the Manifesto and how these could be reflected in their library's information resources, services, or programs.
- ✓ Conducting a series workshops, each tailored to a cultural community served by the library.

4. FOLLOWING UP ON THE WORKSHOP

Whenever possible, libraries should plan to conduct follow-up communication, reporting, or other activities to reinforce the workshop's key messages, to deliver or request additional information, or to maintain an open dialogue with the communities they serve. This includes internal and administrative activities such as delivering ongoing training to staff members, or meeting with local officials to build on the outcomes of the workshop.

As appropriate, designate a library representative to serve as the point of contact for issues and information relating to the Manifesto and multicultural services, and ensure participants receive that individual's contact information during the workshop.

IFLA offers a range of additional guidelines, manifestos, and publications that complement the objectives and strategies outlined in the *IFLA/UNESCO Multicultural Library Manifesto*. For a complete list of IFLA's publications, visit: <http://www.ifla.org/ifla-publications>.