



# IFLA Regional Division Committee North America

Regional Divisions 2021-2023

## North America REGIONAL ACTION PLAN 2021-2023

### 1. SDGs ENGAGEMENT - THE GLOBAL ADVOCACY DEFINED BY THE REGIONAL COUNCIL

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
1.1	Ensure librarians in North America have the advocacy skills needed to demonstrate how libraries contribute to city, state and local governments efforts to achieve progress on the SDGs.	Library programs and services are aligned with local efforts to achieve progress on SDG goals to eradicate conditions that are issues in the area of jurisdiction. Libraries are seen as partners with state/provincial, local and city governments in programs designed to achieve goals. Library funding is increased to carry out relevant programs and services.	Three recorded webinars that are used to train librarians on how to be an advocate for library work related to the SDGs. (intro + shared)	Webinar is developed for summer 2022 launch at major library association meetings. One year later follow-up survey of participants to collect success is launched.	Number of librarians receiving training, number of associations involved in offering the webinar and providing it to their learning platform Number of success stories keeps increasing over time.	Group composed of US and Canada representative works with IFLA to develop webinar. Library associations in North America are asked to publicize this effort to their members and offer the training. Webinar recording is offered to associations with learning platforms to have as part of their on-demand learning. Survey is developed to collect success stories.	Library associations and their local affiliates	

### 2. ENGAGEMENT IN OTHER GLOBAL ADVOCACY PRIORITIES

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
2.1	Copyright impact stories	Diverse impact stories about copyright in libraries from US/Canada	Identify themes needed & create story template Connect with associations for participation Distribute story template through associations Review & edit stories	By 2023 SCCR	# of Stories gathered. Use of stories in national advocacy, use of stories at SCCR by IFLA/NA library delegates and allies.	Committee, IFLA HQ	IFLA CLM, ALA, ARL, CFLA, CULC, CARL, OLA, ICA, ICOM	
2.2	Awareness of library copyright	Raise awareness of library issues among policy makers & politicians	Connect with associations to learn existing activities, capacity and needs Support needs through story gathering above	2022-2023	Reference to libraries by policy makers, in reports	Committee	IFLA CLM, ALA, ARL, CFLA, CULC, CARL, OLA, ICA, ICOM	

### 3. BUILDING REGIONAL ADVOCACY CAPACITY AND IMPACT

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
3.1	<b>Perform a 360 degree review of what is already being done in the realm of digital inclusion in North America,</b>	Compile a report that can then guide the council in future actions as well as distribute widely within the region and on the IFLA website	Survey libraries in NA on their efforts and tools on digital inclusion	January - September 2022	Download/ viewing figures for compilations and responses	Committee and wider membership, IFLA HQ	Other library associations as relevant	Digital inclusion = Access to broadband, information, and skills to use
			Conduct a SWOT based on the surveys and identify gaps					
			Compilation of responses into published reports					
3.2	<b>Facilitate webinars on digital inclusion, featuring efforts that libraries have made to promote digital access, and advertise</b>	Record the sessions and post on IFLA Website	Draft outlines and thematic topics for the webinars	October 2022-July 2023	Post-webinar eval forms	Committee and wider membership, IFLA HQ	Regional organisations	
			Call for volunteers to conduct webinars					
			Facilitate and organize series of Webinars					
3.3	<b>Draft recommendations on best practices and advocacy actions for digital inclusion in NA</b>	Guidelines reflecting how to maximize digital inclusion that may be adapted and adopted beyond NA region	Conduct surveys and focus group sessions with libraries that participated in earlier activities for feedback	2024	Survey Feedback from major actors	Committee, Regional Office, IFLA HQ	Regional organisations	
			Compile recommendations and get approval by the NA RC					
			Present to the IFLA RC for approval					

### 4. SUPPORTING OUTREACH

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
4.1	<b>Expand IFLA membership and awareness across NA</b>	Partner with relevant NA Library Associations to develop a webinar series - "Why IFLA? It is time to join!"	Set specific targets for increased membership in 3 specific areas: #1. Universities who have dropped out or have never joined. #2. Public Library Associations at the state or provincial levels. #3. Individual membership campaign.	Develop white paper and marketing campaign that will be released to all partners in Year 1 (2022). Roll out webinar series in Year 2 (2023). The marketing campaign will emphasize the benefits of online programming since attending IFLA meetings in person is not accessible to everyone.	Increase membership by 10% in all three categories.	Committee made up of: Regional Division Committee members and volunteers from the Canadian and US Library Associations and IFLA subsections.	Relevant IFLA sections.	
		Develop brief white paper that promotes IFLA membership. Include talking points, powerpoint, video that will be shared with Associations across NA. Develop testimonials to the value of participating in IFLA.						
4.2	<b>Emphasize online programming since attending IFLA meetings in person is not accessible to everyone.</b>	Target 2 or 3 advocacy goals identified by NA Regional Council.	Build an online programme. This could be a series of three one-hour webinars to build awareness and build membership.	2022-2023	Number of participants, participant feedback	Regional Division Committee members and the leaders of the Canadian and US Library Associations and subsections	Relevant IFLA sections, universities with library/info programs	

## 5. ENRICHING THE LIBRARY MAP OF THE WORLD

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
5.1	<b>Ensure regular contributions to Library Map of the World for US and Canada</b>	Both US & Canada will have data about at least 80% of libraries	Identify organizations that gather data	by April 2022	# of direct contacts identified	Committee, IFLA HQ	Canada: Provincial and Territorial public library officers, CULC, Ontario Library Association United States organizations here: <a href="https://libguides.ala.org/numberoflibraries">https://libguides.ala.org/numberoflibraries</a>	
			Hold 2 online meetings about the Library map of the World	by June 2022	# of participants in meeting			
			Gain agreement for ongoing contributions	by Sep 2022	# of committed organizations			
5.2	<b>Establish ongoing responsibility for Canada profile</b>	Canada will have a profile with 2019 data and identified source for update	Reach out to CFLA & LAC	by June 2022		Committee members	Organizations listed above for Canada	
			Support first draft	by Dec 2022		Committee members, IFLA HQ		

## 6. OTHER PROJECTS

#	Title of Action	Lead Partner	Expected involvement	Expected Outcomes	Timeframe	Notes
6.1	<b>Evaluate the MLS/MLIS credentials in Canada and other countries</b>	ALA	Meet with ALA President and Executive Director to discuss potential outcomes for MLS certification	Create a pilot accreditation program for non accredited MLS/MLIS graduates to be accredited	November 2021-December 2023	
6.2	<b>To bring attention to racial and ethnic diversity in librarianship</b>	Library Associations in US and Canada	Develop a webinar (recorded) addressing a recruitment and retention strategy to build a racially diverse profession. Produce outcome report.	Build Awareness	January 2022-December 2023 (and ongoing)	Could include Multicultural Populations section of IFLA