

Action plan 2020 – 2021

Name of Professional Unit: Management & Marketing

| Focus Area 1: Management | | | |
|--|---|---|------------------|
| Increase knowledge and improve practices to reflect best management practices in libraries to support them in attaining their goals and to inspire and enhance professional practice globally. In 2020-21 the special focus will be on personnel matters and coaching. | | | |
| IFLA Strategic Direction | | | |
| 2: Inspire and enhance professional practice 3: Connect and empower the field 4: Optimize our organization | | | |
| Key Initiatives | | | |
| 2.1 | Produce, communicate and distribute key resources and materials that inspire the profession | | |
| 2.3 | Develop standards and guidelines, and other materials that foster best practice | | |
| 3.1 | Provide excellent opportunities for face-to-face networking and learning | | |
| 3.2 | Support virtual networking and connections | | |
| 3.4 | Provide targeted learning and professional development | | |
| 4.2 | Effectively mobilize our human resources and networks | | |
| Funding Needed | Projects/Activities | Tasks & Responsibility | Timeframe |
| <input type="checkbox"/> | Coaching Initiative together with CPDWL | Coaching Initiative working group (coordinate) with CPDWL) | Annual |
| <input type="checkbox"/> | Sharing management best practices on social media | Information Working group | Monthly |
| <input type="checkbox"/> | Management skills building - webinars and other interactive ways of promoting and developing best practices in management | Management Skills Building Working group (coordinate webinars with CPDWL and NPSIG) | 12 months |
| <input type="checkbox"/> | Interactive virtual sessions on management connected to Midwinter-meeting | Planning group | Annual |

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| Yes | <p>Interactive sessions on marketing at conferences or satellite meetings.</p> <p>For 2021 we are planning to host a virtual conference on the theme "Managing and Marketing Social Justice and Inclusion in Libraries" together with the IFLA section Library Services for People with Special Needs and Amsterdam University Library. Initially this was supposed to be a Satellite.</p> <p>We believe this theme is of interest for many people. (The LSPSN Section have had up to 600 people signing up for their webinars on similar topics!) The theme also aligns with many of IFLA's core values from the Global Vision, for example:</p> <p>Q1.1 Equal an free access to information Q1.6 Diversity and inclusion</p> <p>"Free and open access to everyone regardless of race, colour, religion, gender, gender expression, age, national origin, disability, marital status, or sexual orientation was the most common response. Professional Unit Report" (IFLA Global Vision chapter 3, page 9)</p> <p><u>To make the conference accessible we are asking for funding for 10 hours of captioning, €1500. We also ask for €400 for a keynote speaker.</u></p> | Session & Satellite Working group | Annual |
| | | | |
| How will you communicate your activities and results? | | | |
| Update our current communications plan with multichannel approach for all projects and activities. | | | |
| How will you measure the impact of your activities? | | | |
| <ul style="list-style-type: none"> • Survey coaching participants on the impact of the coaching sessions • Likes and shares on social media • Number of views of webinar • Attendance at Management & Marketing Section's Congress sessions and conferences • Gather stories of success from professionals and libraries | | | |

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

Work With CPDWL on the coaching initiative and on webinars. With other sections, as interested, on other management activities and/or sessions.