

## ACTION PLAN and RESOURCE REQUEST FORM for Professional Units 2018 - 2019

### Introduction

An **action plan** for your Professional Unit is essential. It should answer the following questions:

- What are you going to achieve this year? These are your **Objectives**
- What will you do to meet your objectives? These are your **projects** or **activities**
- What are the specific things you will do on each project or activity? These are the **tasks**
- *Who* will do the tasks? *When* will they do them? *How* will they do them? *What* do they need? These are **responsibilities, timeline** and **resources**
- How will you communicate your achievements? This is the **communications plan**
- How will you know you have succeeded? These are the **measures of success**

This year the action plan document can be combined with your request for funding. The Professional Committee will consider both in tandem and this reduces the amount of work for you. Therefore, **there will not be a separate project funding call this year.**

### Process

Your action plan for the next year should be discussed during your standing committee meeting in August and either agreed upon then in person, or by virtual means shortly afterwards. It should be submitted to IFLA Headquarters and your Division Chair in October so that they can analyse it for discussion and planning during the PC meeting in December. At this time we also recommend you share an overview of your Action Plan with your Section Members, alert them to any work you would like them to contribute to, and invite them to comment.

When you implement your Action Plan, the activity coordinators or task leaders should frequently monitor and report on progress to the Standing Committee so that any delays can be identified and rectified.

We recommend that you share your action plan with your Standing Committee via, for example, *Google Docs* or in a *Basecamp project space*, so that you can continually update it and share progress during the year. You should ensure the action plan reports are updated more formally at least every four months (around October, February and June) and shared with your Standing Committee, as well as your Members and your Division Chair.

Your Action Plan should be prepared within the context of the IFLA Strategic Plan 2016-2021. These are available at: <http://www.ifla.org/node/9878>

***You may delete any explanatory text from your completed Action Plan.***

## **Action plan 2018 – 2019**

**Name of Professional Unit:**

**Objectives of Professional Unit 2018-19:** (*We recommend a minimum of 1 and a maximum of 5. Please state how each contributes to the IFLA Strategic Plan 2016-2021.*)

1. *Objective and contribution to the IFLA Strategic Plan/Key Initiatives*
2. *Objective and contribution to the IFLA Strategic Plan/Key Initiatives*
3. *Objective and contribution to the IFLA Strategic Plan/Key Initiatives*
4. *Objective and contribution to the IFLA Strategic Plan/Key Initiatives*
5. *Objective and contribution to the IFLA Strategic Plan/Key Initiatives*

*For example,*

1. *Increase the level of discussion among Section's Members in order to develop out network. This will help us to achieve contributions to Key Initiatives in future.*
2. *Contribute to the development of advocacy materials to support libraries' roles in the Sustainable Development Goals by supplying Section -related content and promoting discussion among Members (Key Initiative 4.1 Promoting libraries within the United Nations 2030 Agenda for Sustainable Development <http://www.ifla.org/node/10091>)*

Objectives <i>What do you want to achieve? Use your list above</i>	Project or activity <i>What project or activity are you going to do?</i>	Main tasks <i>What are the specific things you need to do?</i>	Responsibilities and timeline <i>Who will do them and by when?</i>	Resources <i>Do you need specific skills, money or technology?</i>	Communications <i>How will you communicate your achievements? To whom? By when?</i>	Measures of success <i>How will you show the impact of your work?</i>	Progress Report <i>Report here briefly the progress of your work, at least every month</i>
1. Recognize, collect and disseminate best practices and innovations in multicultural services	1.1 Launch a new award as WLIC 2019 session, for shareable documented examples of multicultural library service innovations and best practices (e.g. video, blog post, article, or photo essay). Papers given at Session will be by/from nominees for the Award	<p>1.1.1 Establish committee to plan criteria for award</p> <p>1.1.2 Prepare an online campaign to announce the award</p> <p>1.1.3 Establish a webpage (could be subpage of an IFLA.org) to publicize submissions</p> <p>1.1.4 Announce and promote award at IFLA WLIC 2019 via an award-related session, t-shirts and flyers</p>	<p>Award "Quality Board" established and agreed at WLIC 2018.</p> <p>Members: Jason, Maria, Oddbjørn, Shelli (Lead), Leslie, Teona, Adjoa.</p> <p>Shelli to communicate and arrange meet dates and finalise call as per Action in WLIC 2018 minutes.</p> <p>1.1.2 –Ongoing with Social Media Strategy. <b>Jan – Aug 2019 Award promotion focus</b></p> <p>1.1.3 – Updates ongoing to IFLA webpages by</p>	<p>1.1.2.1 Video clip to generate interest in the award (800€)</p> <p>1.1.2.2 Graphic design for a social media campaign to promote the award &amp; winners (900€)</p> <p>1.1.4. Print media to be used at IFLA WLIC 2019 to</p>	<p>Internally: Award Committee will communicate to SC officers and members via Basecamp (ongoing), using mailing lists and at the Midyear Meeting (March 2019)</p> <p>Award will be announced to the IFLA community at WLIC 2019 in Athens, and to the library world at large via our growing: - email list</p>	<p>Increased sharing of multicultural services best practices and innovations on the award platform (goal for first year of award: at least 10 submissions)</p> <p>Increase in numbers of countries, languages and ethnicities represented on our</p>	

			Communications group 1.1.4 – Aug 2019	promote the event (500€)	- newsletter - Facebook page (ca. 2000 followers) - Twitter account (ca. 1400 followers) - Instagram account And via our SC members' national associations	MCULPT social media campaigns (via new content from award submissions)  Increase in audience of active followers and participation in our social media reporting on multicultural services.
2.Continuation of effective and efficient communication among and beyond Section's Members	2.1 Newsletter	2.1 Publish Newsletters on IFLA Website	Pam Ryan will initiate call for articles and put content together, Winter 2018 issue to be published in December, 2018; Summer 2019 issue to be published in June, 2019. Lan or Leslie will publish Newsletters after approval by Chair	IFLA-MCULTP email list, Social media tools	Published Newsletter will be shared among IFLA-MCULTP email subscribers by 12/31/2018 and by 6/30/2019 respectively.	Newsletters

	2.2 Social Media	2.2 Promote SC work through social media	Leslie and Teona will continue promote Section work, news through Facebook, Twitter, and Instagram	Buffer (Identified Tools, 100€)	Social Media Usage Report (as part of IC Report) by Leslie to SC members during mid-year meeting (March, 2019) and 2019 IFLA WLIC (August, 2019)	Social Media Analytics
	2.3 IFLA Webpages	2.3 Keep our IFLA webpages updated	Lan and Leslie will post updated Section news/events/call for papers.	IFLA Website	IC Reports to SC members by Lan and Leslie during mid-year meeting (March, 2019) and 2019 IFLA WLIC (August, 2019)	IC reports
3.Complete Mid-Year Planning and Hosting	3.1 Mid-year Meeting	3.1.1Conference Planning (location, date, length, format, agenda, etc)	Adjoa, Lan, and Teona will meet and discuss details by end of September, 2018	Zoom	Meeting details will be shared among SC members by Adjoa by end of Nov., 2018	
		3.1.2 Host mid-year meeting at Colorado Springs, Colorado, USA	Teona and her team will host mid-year meeting during March 14-16, 2019.	Zoom	Mid-year meeting minutes will be shared for approval during 2019 WLIC by Adjoa in August, 2019	Mid-year meeting

## Resource requirements

If you wish to request resources for any of your planned activities, ensure the details above are complete, then copy the project and task details from above and add the necessary detail below.

**This replaces the Project Funding Application form used in previous years. It is therefore extremely important that you submit it to your Division Chair and HQ by the deadline 30 October 2018.**

The Professional Committee will agree in the December PC meeting a draft allocation of funds for anticipated reimbursements during 2019. Following confirmation of the level of PC Funds for 2019, the Division Chairs and HQ Professional Support Officer will communicate with Units in January/February to finalise the details. The PC would also appreciate hearing about resource requirements you already anticipate for 2020.

<b>Project or activity and Main task</b> <i>Use your list above</i>	<b>Launch a new award for shareable documentation of multicultural library services innovations and best practices (e.g. video, blog post, article, or photo essay)</b>  1.1.1 Establish committee to plan criteria for award  1.1.2 Prepare an online campaign to announce the award  1.1.3 Establish a webpage (could be subpage of an IFLA.org) to publicize submissions  1.1.4 Announce and promote award at IFLA WLIC 2019 via a award-related session, t-shirts and flyers  <b>Continuation of effective and efficient communication among and beyond Section's Members</b> 2.2 Promote SC work through social media
<b>Resources</b> <i>Do you need specific skills, money or technology?</i> <i>For what do you need resources in relation to this</i>	<b>1.1.2.1. Video clip to generate interest in the award</b> (ca. 800€) (Advocacy materials) The heart of the campaign to announce the award and motivate libraries around the world to participate will be a brief, fun and social-media friendly video that library workers will enjoy

task? Match your needs again the resources listed below\*

reposting and sharing. We are already talking to some video directors / university classes interested in contributing some of their time to make a video. This budget line would allow us to give them a small honorarium. In our experience, offering at least a small payment allows pro bono contributors to cover expenses and to prioritize our project alongside other paid projects.

Here's an example of what might happen if we try to make the video by ourselves without hiring any outside help. This video is perfectly nice, but does not make you jump up and want to make a video yourself:

<https://www.youtube.com/watch?v=QJLAz3fD6eQ>

Here's an example of what we DO want: a video that is low-budget, short, and yet very catchy – something people would want to repost and try to make themselves for the award!

<https://www.youtube.com/watch?v=rzURcoGyegc&feature=youtu.be>

#### **1.1.2.2. Graphic design for a social media campaign to promote the award & winners (900€)** (Advocacy materials)

To plant the idea of a multicultural library services idea webpage and contest in the minds of library workers around the world, we need a strong visual design that resonates across languages. We would hire a graphic designer to create :

- a color scheme and design for the video
- design guidelines and header for the webpage
- a toolkit of graphics for Twitter, Facebook, and Instagram header photos, avatars, and posts
- these design guidelines could also be used to produce print materials (1.3.4. below)

#### **1.1.4. Printing of promotional items to be used at IFLA WLIC 2019 to promote the event (flyers, T-shirts) (500€)**

(Advocacy materials / Publications: 1000 flyers, 20 t-shirts)

We plan to launch the contest at WLIC 2019 in Athens. SC members can wear t-shirts announcing the contest to the various sessions and events they attend, as well as handing out simple flyers inviting people to join the contest and follow our website and social media to see the interesting and inspiring submissions as they come in between WLIC 2019 and WLIC 2018.

	<p><b>2.2. Social media management tool (100€)</b> (Advocacy materials / Cloud software)</p> <p>To help coordinate our social media posts, which multiple SC members create across three different platforms, we have been testing Buffer. This online tool allows all our members to synchronize and schedule our posts ahead of time. The tool then publishes posts at different times of the day so that we can reach international users in different time zones. This budget line would allow us to continue to use this tool which saves time and increases our reach.</p>
<p><b>Amount of funding.</b> How much money would you like to request from Professional Committee Funds? <i>Explain your rationale for the estimated amount in each case.</i></p>	<p><b>2400€</b> - please see above for the line item explanations</p>
<p><b>Timing.</b> When would the money need reimbursement? <i>Usually reimbursements are made on production of invoices following completion of the work, however, pre-payment can be arranged in some circumstances</i></p>	<p>1.1.2.1 Approximately March 2019 (requesting pre-payment of half the invoice in advance) 1.1.2.2 Approximately March 2019 (requesting pre-payment of half the invoice in advance) 1.1.4 July 2019 2.2 January 2019 (or upon approval of Resource Request)</p>

**\* Resources**

Use the following list in order to identify what kind of activity needs resourcing and therefore what details the PC will expect to read. If you have other details or requests, do not feel restricted to this list:



1. Project meeting (please note that the PC Funds are extremely limited so physical meetings that need funding are not encouraged unless necessary to move a project forward urgently; please try to conduct discussions online or via telephone conference and coordinate your work online where at all possible) –
  - a. why is the meeting needed and why can it not be conducted online,
  - b. who needs funding (give names),
  - c. where is the meeting planned and when (if known),
  - d. what costs cannot be covered by the project participant themselves (hotel, flight, local travel, subsistence);
2. Publications –
  - a. what document(s) need funding support,
  - b. how many copies need printing, if any,
  - c. what services are required, if any (editing, design, proof-reading, etc.),
  - d. delivery of the document (from where, to where, why);
3. Meeting/workshop logistics – (if this is a project team meeting, see above), ensure there are details to describe the meeting appended when you submit this funding request to the PC (how many people are expected, what are the objectives, who are you partnering with, when and where is it anticipated it will take place, who will be the local organiser),
  - a. what logistics need funding (computers, room hire, refreshments, printing),
  - b. what participant costs might need support (travel, accommodation),
  - c. what trainer costs are there (honorarium, travel, accommodation),
  - d. by what other means is the event being funded (participants' own costs, sponsors, etc.). Give details;
4. Webinar –
  - a. What is being planned and with whom,
  - b. Who is the target audience,
  - c. What technical requirements are there;
5. Software –
  - a. What software is required and why;
6. Advocacy materials –
  - a. See the relevant number above (project meeting, publication, webinar, etc.);
7. Other - funding item not covered by the categories above.

## **Next steps**

Please send your completed Action Plan to: [professionalsupport@ifla.org](mailto:professionalsupport@ifla.org) and your Division Chair by 30<sup>th</sup> October 2018.

## **Questions?**

If you have questions or would like help with your Action Plan, please contact Helen Mandl or Eshka Lake via [professionalsupport@ifla.org](mailto:professionalsupport@ifla.org) or your Division Chair. We're ready to help.