

IFLA Midyear meeting April 20, 2020. Started at 8:02am Eastern time

Attendance:

Lan Gao; Teona Shainidze Krebs, Anne Barnhart, Andrew Finegan; Le Yang; Sebastian Tarazona; Elisabeth Marrow; Oddbjørn Hansen; Eleonore Clavreul; Theresa Byrd, Adjoa Boateng; Sabine Weber-Beard; Olga Cuadrado Fernández; Anita Basak; Jiangshun Zhang

Apologies:

Catharina Boss, Leslie Kuo, James Toner, Shelli Lake, Alireza Afshari

1. Welcome and Greetings: If you cannot make a meeting, please let Lan know in advance. Reminder that we agreed to try to speak slowly and clearly in meetings since not everyone has English as their first language.
2. Review of meeting minutes from IFLA WLIC Business Meetings 2019. Meeting minutes were approved.
3. IFLA WLIC 2020 & Satellite Meeting cancellation

There is some conversation about having some meetings virtually because the Annual General Meeting (AGM) and other meetings need to happen for the continued governance of the organization.

IFLA is not obligating sections to try to do anything virtually. Lan would like us to continue working with Continuing Professional Development and Workplace Learning Section (CPDWL) on a program if possible.

Adjoa said some sections have already planned webinars and to have sessions online. IFLA is trying to spread these out over August, September, and October to increase engagement. These would be managed and branded as IFLA.

IFLA WLIC 2021 will be in Rotterdam, Netherlands. More specifics will be announced later. IFLA WLIC 2022 will be in Dublin, Ireland.

Section Midyear Meeting 2021: it was discussed whether to hold this meeting face-to-face (f2f) or virtually. At IFLA WLIC 2019 the section had agreed on having f2f midyear meeting in 2021. However, concerns were raised about having f2f meeting early next year, including uncertainties about travel restrictions due to COVID-19 as well as the availability of funding for travel. It was agreed that our midyear 2021 meeting would be virtual.

Topic for open session at IFLA 2021: We had agreed during the business meeting in Athens in 2019 that at IFLA WLIC 2021 we will not have a satellite meeting and we will have an open session and business meetings. Two options for the topic of IFLA WLIC 2021 open session were discussed. The first possible topic is the collaborative session on Wellness and Burnout initiated by IFLA Continuing Professional Development and Workplace Learning Section (CPDWL) Section that had been planned for IFLA WLIC 2020. Teona and Lan have coordinated the collaboration on behalf of our Section thus far. It was agreed that we will wait to hear from Ray Pun, our contact in CPDWL, about their plans. The second possible topic is an event about the 15<sup>th</sup> anniversary of the *IFLA/UNESCO Multicultural Library Manifesto*, which had been discussed for 2021 at the Business Meeting during IFLA WLIC 2019. It was agreed to wait to hear about CPDWL's plans before deciding between the two topics for 2021.

Satellite Meeting 2022: We have been contacted by the host of this year's cancelled meeting. They would like to host our Satellite Meeting in 2022 in Dublin, Ireland. The Section agreed to transfer the proposed content from 2020 to 2022 and to have the Satellite Meeting in Dublin, Ireland with the same host. Simona, who coordinated the planning for 2020, has agreed that she will continue with the planning of that satellite meeting program.

#### 4. Announcements and reports

##### a. Chairs' report

We established **new leadership team** during IFLA WLIC 2019. The transition process from the former team to the current team, which now includes 6 team members, was smooth and successful. In addition to this, we also appointed Treasurer/Co-treasurer as well as Newsletter editor and her team during WLIC 2019.

New **Social Media Team** was established by our Information Coordinator Andrew Finegan. The team members will promote our Section work through our social media channels.

***IFLA/UNESCO Multicultural Library Manifesto Toolkit*** is now available in Russian. It was completed by our SC member Maria Neryueva and the IFLA Russian Language Centre located in the Russian State Library, Moscow. Information Co-coordinator Le Yang has been coordinating this translation project. Thank you all for this continual effort to have the *Toolkit* translated in more languages.

**MCULTP Action Plan 2019-2020** was completed and submitted to IFLA. Some members from the leadership team held a virtual meeting to help with the draft. Information Coordinator Andrew Finegan created an online version of this plan on IFLA website.

**MCULTP Annual Report 2018-2019** was completed and submitted to IFLA. Information Coordinator Andrew Finegan created an online version of this report on IFLA website.

We established **IFLA WLIC 2020 Open Session Team**. The team includes Teona Shainidze Krebs (leader), Catharina Boss, Theresa Byrd, and Lan Gao. Our Section had been working together with IFLA Continuing Professional Development and Workplace Learning Section (CPDWL) on delivering an open session during IFLA WLIC 2020 before it was cancelled due to COVID-19. We'd like to see if it's possible to continue this collaboration with CPDWL in the future.

We established **IFLA WLIC 2020 Satellite Meeting Team**. The team includes Simona-Marilena Bursasiu (leader), Sabine Weber-Beard (co-leader), Oddbjørn Hansen, Olga Cuadrado Fernández, Eleonore Clavreul, and Theresa Byrd. Andrew Finegan is overseeing the communication of this project. We had completed the agreement with our host and had invited several speakers before it was cancelled due to COVID-19. We'd like to have a Satellite Meeting in Dublin, Ireland in 2022, with the same host if possible. If we agree to move forward, Simona has agreed to lead and coordinate this project. Andrew and Sabine will also continue their leading roles in this project. Several invited speakers have let us know that they are interested to present for 2022 Satellite Meeting. Our original host is also on board to be our host in 2022.

We have published January 2020 issue of **Section newsletter**. It was prepared by our newsletter editor Pam Ryan and her team at Toronto Public Library. Our SC and corresponding members have contributed to the newsletter. Information Coordinator Andrew Finegan promoted the newsletter on IFLA website, social media, and through mailing list.

I would like to take this opportunity to thank all of you for the work you have done for our Section, especially during the current difficult situation.

b. Secretary report:

Leslie cannot make it today and Lan thanks her for helping prepare the minutes from IFLA WLIC 2019.

c. Information Coordinator's report

Social media team:

Andrew's report: One of my goals was to get more of the committee involved in Basecamp, so in March, a space was created in Basecamp for planning social media content, and all members of the social media team (Sabine Weber-Beard, Simona Bursasiu, Anne Barnhart, Olga Cuadrado Fernandez, Catharina Boss, Lan Gao and Leslie Kuo) have been added to the space in Basecamp, with instructions on posting to social media pages. I have created a calendar spreadsheet in Google Docs where we can plan our social media posts.

Activity from most team members has been very quiet – partially because I only started introducing the team to basecamp and the calendar at the beginning of March, and it has been a very disruptive two months for everybody. However, I would encourage everybody to try to write at least two posts a month. If people aren't feeling confident, I am happy to guide people through the process to get them started.

I considered the usage of Buffer for scheduling social media posts, but for now I just want to get people comfortable with creating and posting content. We can look more at scheduling later if we find that we need to pace the content out more.

### Social media engagement:

We have been posting content to three social media platforms – Facebook, Twitter and Instagram.

I have prepared some statistics around our engagement on each of these platforms from the past eight months since our meeting in Athens.

#### Facebook :

We went from 2,147 to 2,261 followers, gaining 114 followers.

Our peak level of engagement was during the week of the congress in Athens, where our reach in one week was far greater than that of any other month. The two most popular posts were:

- Day one arriving at the conference
- Last day Library Tour at Piraeus Library

As our activity dropped off, the level of engagement also dropped off (possibly due to FB algorithm). Recommendation: be more regular with our FB content.

#### Twitter:

We went from 1,455 to 1,610 followers, gaining 155 followers.

We posted 72 tweets, of which 46 were during WLIC in August.

Even so, our most engaging content was from more recent months:

- March 24 – COVID-19 translated signage
- November 21 – Refugee survey
- Feb 1 – Section newsletter

These were particularly well received when we were creating a call to action, such as participating in a survey or contributing to a project. Recommendation: Focus on content that calls for people to respond – especially when it is generated by IFLA units.

#### Instagram:

We are still relatively new to Instagram, but our followers have grown to 532 followers. We only post 27 times in the past eight months – 21 of which were during the congress in Greece.

The most engaging content with most likes was photos of people and events at WLIC. The challenge of Instagram is that we can't use it to link to other web content, so we need to ensure

that the content itself is visually engaging. Recommendation: Encourage committee members to take more photos at events and when visiting libraries – send to Andrew to post onto Instagram.

#### Other Information activities:

Since starting the role, I've started performing semi-regular web content work for the section, preparing and uploading section documents, publications and news to the IFLA website.

In December, the e-lists moved across to the new platform – iflalists.org. The list is now ifla\_mcultp@iflalists.org

In the past eight months, we have had 18 new subscribers join (9 of whom were immediately following WLIC 2019) – we are now at 174 subscribers on the elist.

Pam Ryan and her team worked to produce the January issue of the Section newsletter. We appreciate the contribution that she and her team has put into creating the newsletter.

In February the *IFLA/UNESCO Multicultural Library Manifesto Toolkit* was translated into Russian and added to the website – with thanks to Le Yang for coordinating this activity, and to Section member Maria Neryueva and the IFLA Russian Language Centre located in the Russian State Library, Moscow.

In March, in my current role at the Australian Library and Information Association, I was contacted by an Australian library who wanted help developing signage in different languages, to say that the library was closed because of the COVID-19 pandemic. I reached out to this Section for support, and after speaking to IFLA HQ, we were able to turn this into a partnership project, where we currently have 33 different translations available to download.

I was liaising with our Satellite Meeting host in Dublin, Ireland, to plan our web content for our Satellite Event at WLIC in Dublin. However, this work stopped when it was announced that the congress would be postponed until 2022.

We have worked with IFLA to start providing content as they work toward creating their new website. We have recently provided content for an 'About' page for MCULTP, but still need to provide an accompanying image. Action: If anybody has a good quality image of the group from WLIC, could you please send it to me to pass on?

Action items for Andrew (discussed at our meeting):

Focus area two - preparing comms strategy for the anniversary of the Manifesto - try to make time to revisit if possible (but if not, not a huge priority).

Looking at scope to solicit stories from librarians of what their libraries are doing now, and share either through social media.

Touch base with Pam - see how they're doing. Look at the possibility of a special 'COVID-19' issue - work with Le Yang and Sabine.

d. Section financial report:

Oddbjørn's mic wasn't working so Lan shared the financial information with SC members.

e. *IFLA/UNESCO Multicultural Library Manifesto* Toolkit translation update

Le Yang provided Manifesto Toolkit update: it is now available in Russian. He is coordinating with someone for the Bengali, Japanese, Russian, and Spanish translations. Japanese and Russian are doing okay. Implementation kit in Spanish is completed. So is part of the appendix. Yang needs help with Bengali and Spanish. Anita said she can help with the Bengali translation and is working with someone else.

f. Division III meetings update by Adjoa

IFLA understands that a lot of section action plans are not going to be finished in time since things have changed. We just need to update our action plans to reflect the current situation and changes we are making to it due to COVID-19. Adjoa said that we'll have to submit a report regarding progress with our action plan.

5. Lan is going to shift some of the dates on the Action Plan in the Timeframe column.

6. Channels for involvement – social media and Basecamp. We still want to have a positive impact on communities even though we are all focused on other events due to COVID-19.

Expectations for committee members – because we do not have a WLIC this year. Our committee should have a virtual meeting in August of this year. We should expect that Lan will continue to email us and communicate information as our Section Chair.

7. Any other business

We need a banner image to be used on IFLA website our section's "About" page. Sabine might have something in her collection of IFLA photos. Adjoa will also look.

We'll have an online business meeting (probably in August). In the August meeting we will finalize our next Action Plan and maybe will have more information for planning our WLIC 2021 meeting.

Idea: send stories to Andrew for social media posting about what libraries are doing during COVID-19.

Lan asks if Toronto Public Library is able to put together a newsletter? Andrew and Adjoa have both offered to help. We have a theme for library services during this difficult time. Andrew will collect stories about what we are doing during this time to create a special edition newsletter. Eleonore's library has asked libraries in France what they are doing in these difficult times. She can share that content for a potential newsletter.

Anne will share these draft minutes and finalize them before the August meeting.

Meeting adjourned at 9:47am Eastern.