



**Division IV – Support of the Profession – Virtual Meeting (Zoom)**

[www.ifla.org/support-of-the-profession](http://www.ifla.org/support-of-the-profession)

**Minutes of the Virtual Meeting held in Zoom**

**Thursday 29 October 2020**

**Attendance:**

**Division IV**

Catharina Isberg Chair Division IV [cathis.isberg@gmail.com](mailto:cathis.isberg@gmail.com) SWEDEN

Albina Krymskaya Secretary Division IV [krymskayaalbina@gmail.com](mailto:krymskayaalbina@gmail.com) RUSSIAN FEDERATION

**Continuing Professional Development and Workplace Learning**

Ray Pun Information coordinator CPDWL [raypun101@gmail.com](mailto:raypun101@gmail.com) USA

Edward Junhao Lim member CPDWL [edward.lim@uconn.edu](mailto:edward.lim@uconn.edu) USA

**Education and Training**

Albina Krymskaya Secretary SET [krymskayaalbina@gmail.com](mailto:krymskayaalbina@gmail.com) RUSSIAN FEDERATION

**Library Theory and Research**

Egbert John Sánchez Vanderkast Secretary LTR [egbert@unam.mx](mailto:egbert@unam.mx) MEXICO

**Management & Marketing**

Leslie Weir Secretary M&M [leslie.weir@canada.ca](mailto:leslie.weir@canada.ca) CANADA

Jeremiah Walter Information coordinator M&M [JWalter@ppld.org](mailto:JWalter@ppld.org) USA

**Management of Library Associations**

Halo Locher Chair MLAS [halo.locher@bibliosuisse.ch](mailto:halo.locher@bibliosuisse.ch) SWITZERLAND

Hella Klauser Secretary MLAS [klauser@bibliotheksverband.de](mailto:klauser@bibliotheksverband.de) GERMANY

Loida Garcia-Febo Information coordinator MLAS [loidagarciafebo@gmail.com](mailto:loidagarciafebo@gmail.com) USA

**Statistics and evaluation**

Mary-Jo Romaniuk Secretary S&E [maryjo.romaniuk@ucalgary.ca](mailto:maryjo.romaniuk@ucalgary.ca) CANADA

**Library History SIG**

Kerry Smith Convenor LH SIG [kerrylib@westnet.com.au](mailto:kerrylib@westnet.com.au) AUSTRALIA

**Women, Information and Libraries SIG**

Evviva Weinraub Lajoie Convenor WIL [evvivawe@buffalo.edu](mailto:evvivawe@buffalo.edu) USA

**1. Opening and confirmation of the agenda**

The meeting was opened at 14:00 pm CEST. Catharina informed officers that this meeting is being recorded. The link to the recording will be provided to professional units so those officers who were not able to attend the meeting due to time zones' difference would have an opportunity to watch

the video and get experience shared by others at the meeting. The recording will be available on Google Drive for 2 weeks and after that it will be deleted.

## 2. Information from the Division Chair

The following Agenda was confirmed for the meeting:

- Information from the Division Chair
- Inspirational presentation
  - a. by Management & Marketing
- Exchange of ideas and experience, All units prepare:
  - a. How do your unit keep the global library community engaged in your work? And how is your communication work structured? Do you have a communication plan, a strategy or...?
  - b. What kind of new communication efforts do you have/use?
  - c. What has worked and what didn't work? Give an example on a successful initiative and also an unsuccessful initiative from which we can learn.
- End of meeting

Catharina informed that since there was no WLIC this year IFLA provided some tools for organizing webinars. Megan Price from the Professional Support Unit organized some training for units' officers depending on their incoming proposals/questions. On the Basecamp Megan posted information about upcoming workshops on Zoom Webinar Registration Customisation, Webinar Sandbox for Beginners, Meeting Breakout Rooms (see this [link](#)).

IFLA developed the Yearly LifeCycle that would be uploaded on Basecamp (see [this link](#)).

IFLA Governing Board meeting report would be posted on the IFLA website once it is approved (see [this link](#))

Catharina reminded about the General Assembly in early November.

As for the Governance, the last amendments to the statutes have to be made by lawyers. The work on the Rules of Procedures and the handbook is under development. This all needs to be ready in early 2021. Regional Council – a work will be done with the regions to further investigate the structure of the proposed RC.

As for WLIC 2021 – IFLA has been doing a survey of all who were and are involved into IFLA. After the survey IFLA would explore til the end of the year – what different models are there, IT solutions available/software, expectations from different target groups. Basing on the results it will make a decision and develop the plan in the 1st quarter of 2021. We all face a challenge to go into a total new model. Another challenge we face is finances implication as WLIC is important for IFLA's finances.

We can't replicate a physical WLIC into the virtual one. That's why everyone is involved right now in the survey.

Next time the Professional Committee will meet is Friday, 4 December.

As for the Sections, we are approaching to the nomination for next term – so we should see how many people that would not continue, who dropped out and who would continue to serve in IFLA.

Are there sections where people are not participating in the work? Please let Catharina know if you have any problems or questions.

### 3. Inspirational presentation

#### a. by Management & Marketing

Jeremiah Walter did a short presentation “Connecting Continents: Communicating and Collaborating in the Time of COVID”. The Communication Team was formed early 2020. Here are some steps to develop the communication strategy:

- We have a team – What should we do? – Review of Info Team Member Skills – How to communicate as a Team (regularly email, Zoom meetings) – How to extend digital presence of MMS – Expand Reach: New Platforms (such as Instagram, Twitter, Weibo)
- We have more platforms – What should we do with them? – What type of content?
- Developing Information Team Social Media Strategy
- M&M Business Meeting Presentation
- We shared our plan – Let’s improve it

Jeremiah gave a high assessment of good tools provided by IFLA:

- ✓ Using IFLA Professional Units corporate Identity usage guidelines
- ✓ Virtual Events Handbook for IFLA Professional Units

Ray suggested considering Content Calendar on Google Drive for those members who do not use any social platforms but email. So they can post their content for further sharing.

Halo asked how you decided on the content that should be published. Is there a need to discuss this with the membership?

Albina asked if M&M posted the same content on different social media platforms and if there is a need to approve posting members’ achievements on social media.

Catharina mentioned about high presence of followers on Weibo.

#### b. by Management of Library Associations

Loida Garcia-Febo – using Facebook, MLAS listserv, standing committee listserv; developed communication plan; goals – emails to associations to share news, posting news about library associations on Basecamp, update the website; cooperation with other IFLA units – for instance, new webinars; promote MLAS webinars on different topics; early 2020 – about 200 followers, today – over 1000 followers. There is a need to work on Tweeter more.

Hella Klauer – MLAS created 3 working groups to discuss different questions. Members are grouped by their interests and time zones. Engaging new IFLA members (associations) into MLAS activity and discussing what they were expecting from MLAS

Halo Locher – MLAS plans to do shared reading during the Business Meeting in December.

#### c. by Continuing Professional Development and Workplace Learning

Ray Pan – the Section runs the blog with the Standing committee members (such as interviews); meet up series – section’s member come up together for 30 min. with such questions as who you are, what books you like reading etc. It lets to know each other better. The Newsletter is also all content for posting. Partnering with other groups.

d. by Education and Training

Albina Krymskaya – SET Newsletter – we invite LIS specialists from other countries even if they are not SET members to contribute to the newsletter. So we use the newsletter as a tool to connect with the global library community. In September SET launched accounts on Facebook and Instagram for promoting webinars. Initiatives on involving LIS students: “The Student Spotlight” by Building Strong LIS Education Working Group (SET & LTR); “Student Library Voice: Peer to Peer”. Albina reminded about the proposal on IFLA Division IV Webinar Series for LIS Students.

e. by Library Theory and Research

Egbert John Sánchez Vanderkast informed that LTR has been continuing issuing the Newsletter. Recently the unit began planning to expand its presence on social media – Tweeter and Facebook. Also LTR runs the blog.

f. Library History SIG

Kerry Smith – SIG has a challenge with volunteers to promote its activity.

g. by Women, Information and Libraries SIG

Evviva Weinraub Lajoie – SIG has some troubles with information coordinators; was going to be focusing on these issues.

#### **4. End of meeting**

The Chair suggested continuing such meeting with sharing experience. Catharina wished to everyone to take care and stay healthy.