



INTRODUCTION

The role and position of libraries is rapidly changing to match the growing influence of the Internet, the digitisation of knowledge, and the expanding impact of online social networking tools. To continue its role as the trusted global voice of the library and information community, the IFLA Strategic Plan sets out IFLA's strategic directions and goals for 2010-2015. It is a Strategic Plan to guide the governance and the entire activities of the IFLA organisation.

The Strategic Plan includes the Governing Board Priority Activities that will be fundamental for IFLA's actions and achievements of the IFLA Community in the coming two years (2010-2011). The new vision and mission statement firmly position IFLA as the leading international member organisation within the knowledge society of today, strengthening not only the library and information field, but also focusing on society as a whole by driving equitable access to information and knowledge for all.

Ellen R. Tise, IFLA President 2009-2011

VISION

IFLA is the trusted global voice of the library and information community, and drives equitable access to information and knowledge for all.

MISSION

IFLA is the international organisation for library and information associations, institutions and librarians in the user communities they serve throughout the world.

To advance the interest of its members IFLA:

- furthers accessibility, protection, and preservation of documentary cultural heritage;
- supports a library and information profession which anticipates and responds to the needs of communities worldwide;
- drives high standards in library and information services and professional practice;
- encourages widespread understanding of the value and importance of high quality library and information services in the public, private and voluntary sectors;
- promotes libraries as vital institutions that enhance people's lives through equitable access to knowledge and information;

IFLA does this by creating strategic alliances; enhancing professional education; developing professional standards; disseminating best practices and advancing relevant scientific and professional knowledge.

CORE VALUES

In pursuing its strategic directions, IFLA embraces the following core values:

- The principles of freedom of access to information, ideas and works of imagination and freedom of expression embodied in Article 19 of the Universal Declaration of Human Rights;
- The belief that people, communities and organisations need universal and equitable access to information, ideas and works of imagination for their social, educational, cultural, democratic and economic well-being;
- The conviction that delivery of high quality library and information services helps to guarantee that access;
- The commitment to enable all members of the Federation to engage in, and benefit from, its activities without regard to citizenship, disability, ethnic origin, gender, geographical location, language, political philosophy, race or religion.



IFLA will work with its members, partners and other relevant strategic organisations and governments to fulfill its Strategic Directions.

STRATEGIC DIRECTION

Empowering libraries to enable their user communities to have equitable access to information

Equitable access to information is a basic right for everyone. Libraries are the organisations in society that assist citizens to exercise their right to information. IFLA builds the capacity of libraries to fulfill this function.

GOALS

To improve access to information to stimulate the creation of knowledge, IFLA will focus its activities on:

- 1a. ensuring freedom to access information as a basic human right;
- 1b. advocating to ensure that access to information, ideas and works of imagination is fair and balances user needs with creators' rights;
- 1c. creating opportunities for all members of the community to participate fully in the information and knowledge society;
- 1d. enabling libraries to increase awareness among decision makers of the key role libraries play in advancing the information and knowledge society;
- 1e. promoting the preservation of information and knowledge to expand society's knowledge base;
- 1f. encourage the library and information sector to work with partners and users to maximise the potential of digital technology to deliver services that enable seamless and open access by users to cultural and information resources.

PRIORITY ACTIVITIES 2010-2011

To empower libraries to enable their user communities to have equitable access to information, IFLA will act to:

- 1.1. ensure freedom to access information as a basic human right through the IFLA FAIFE Programme;
- 1.2. advocate to ensure that access to information, ideas and works of imagination is fair and balances user needs with creators' rights through the IFLA CLM Programme;
- 1.3. create opportunities for all members in the community to fully participate in the knowledge society through the IFLA ALP Programme;
- 1.4. enable libraries to increase awareness among decision makers of the key role libraries play in advancing the information and knowledge society through IFLA's Advocacy Framework and Activities;
- 1.5. promote the preservation of information and knowledge to expand societies' knowledge base through IFLA's PAC Programme and IFLA/CDNL's ICADS.



STRATEGIC DIRECTION

Building the strategic capacity of IFLA and that of its members

IFLA's membership is essential in building the strategic capacity of IFLA and that of its members to strengthen the role of libraries and library associations in the knowledge society worldwide.

GOALS

To maintain its capacity as a sustainable organisation that is building the capacity of its members, IFLA will focus its activities on:

- 2a. securing a robust and sustainable future for IFLA;
- 2b. being a global multilingual organisation, serving its members and the international library community in the seven official IFLA languages;
- 2c. meeting targets for strengthening our membership base;
- 2d. building strong library associations and institutions;
- 2e. stimulating a high degree of membership participation and engagement;
- 2f. building an active community of IFLA members that engages productively in the wider profession and society at large;
- 2g. gaining resources to ensure sustainability of our advocacy programme.

PRIORITY ACTIVITIES 2010-2011

To build the strategic capacity of IFLA and that of its members, IFLA will:

- 2.1. secure a robust and sustainable future for the IFLA infrastructure, the IFLA Congress and the Advocacy Programmes;
- 2.2. implement strategies that meet the targets for broadening the Membership base and strengthening IFLA's capacity for participation in regional activities;
- 2.3. build an active, global, multilingual community of IFLA members through:
 - a) increased opportunities to engage in all IFLA activities;
 - b) open and transparent communication and decision making;
- 2.4. implement and evaluate the Building Strong Libraries Programme.



STRATEGIC DIRECTION

Transforming the profile and the standing of the profession

To sustain and to strengthen the role of libraries in the knowledge society / digital age IFLA works continuously on transforming the profile and the standing of the profession.

GOALS

To advance the profession through the development of standards and the promotion of specialised knowledge within the professional practice, IFLA will focus its activities on:

- 3a. advancing professional knowledge through research and the activities of IFLA's community of practice;
- 3b. supporting collaborative efforts to assure development of high quality library and information services through training and strategic initiatives;
- 3c. developing, maintaining and adhering to the highest professional standards that support high quality practices;
- 3d. asserting credibility through endorsed policies, standards and wider evidence-based research that demonstrates libraries' benefit to society.

PRIORITY ACTIVITIES 2010-2011

To transform the profile and standing of the profession, IFLA will:

- 3.1. assert credibility through endorsed up-to-date policies and standards and through wider evidence-based research that validates its policy position;
- 3.2. take a whole-of-organisation approach to IFLA's activities in our professional units by proactively engaging them in the implementation of strategies;
- 3.3. undertake evidence-based research in different research areas that links IFLA's priority policies to the beneficial aspects of libraries in society.



STRATEGIC DIRECTION

Representing the interests of IFLA's members and their users throughout the world

IFLA exists through and for its members and their users and acts as the global voice of libraries and library associations.

GOALS

To be a global association that is inclusive of the cultural and linguistic diversity of its members without regard to citizenship, disability, ethnic origin, gender, geographical location, language, political philosophy, race or religion, IFLA will focus its activities on:

- 4a. building strategic alliances and partnerships to further the profession in the knowledge society;
- 4b. securing strong partnerships with relevant international organisations in the cultural and scientific world and in society;
- 4c. partnering with sister associations and organisations to extend IFLA's research and influence;
- 4d. stimulating and initiating activities to enable members to become advocates at local level for the value of libraries in their society;
- 4e. implementing an advocacy structure that includes the Presidential Programme.

PRIORITY ACTIVITIES 2010-2011

To represent the interests of IFLA's members and their users throughout the world, IFLA will:

- 4.1. continue its involvement in WSIS and the Internet Governance Forum, placing emphasis on ICT4D and the Open Access Community, and with the support of the Presidential Working Groups;
- 4.2. assess the partnership with UNESCO to affirm strategic advantages and strategies in connection with IFLA's priorities and areas in which IFLA can take leadership;
- 4.3. further and strengthen participation in cultural heritage activities through LAMMS and Blue Shield initiatives and activities;
- 4.4. actively engage in fora to lobby for fair and balanced copyright and IP and freedom of access to information for all;
- 4.5. build on the Bill & Melinda Gates Foundation partnership and seek further opportunities for collaboration;
- 4.6. integrate the IFLA Presidential Programme into IFLA's advocacy activities;
- 4.7. implement the advocacy programme across IFLA and actively promote it through documents and multimedia applications.



SCOPE OF THE IFLA STRATEGIC PLAN

The IFLA Strategic Plan covers six years: 2010-2015. The underlying Priority Activities that will be formulated by each IFLA Governing Board will be valid for a two year period, covering respectively 2010-2011; 2012-2013; 2014-2015. Each new Governing Board will review the previous Priority Activities and formulate Priority Activities for its term and that are consistent with the overall plan for 2010-2015. The two-year Priority Activities will form the basis for the IFLA Strategic Actions (valid for 2 years) for all units across IFLA.

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ABOUT IFLA

IFLA, the International Federation of Library Associations and Institutions, is the leading international body representing the interests of library and information services and their users. IFLA acts as the global voice of the library and information profession, by:

- Promoting high standards of provision and delivery of library and information services;
- Encouraging widespread understanding of the value of good library and information services;
- Representing the interest of its members throughout the world.

To achieve its goals IFLA works in close cooperation with its strategic partners in the cultural heritage sector, in the scientific world and beyond. IFLA is an independent, international, non-governmental, not-for-profit member-based organisation, registered in the Netherlands as a Federation with full legal capacity, as required by Dutch law.

IFLA's membership of around 1600 includes associations, organisations, and individuals from over 150 countries worldwide. Based in The Hague (Netherlands) since 1971, IFLA's offices have been hosted since 1982 by the National Library of the Netherlands (Koninklijke Bibliotheek). IFLA was founded in 1927.

