

IFLA International Federation of Library Associations and Institutions

Building strong, sustainable library associations: Learning how to make a difference

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In this session we will:

- “ Begin to think about library associations
- “ Introduce IFLA and its programmes
- “ Examine the Building Strong Library Associations (BSLA) programme
- “ Explore the BSLA activities in Ukraine
- “ Consider the impact of such programmes
- “ Stimulate some thoughts for the future

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Introduction

- “ This forum: the **ALLA2012 conference**
- “ Professional meeting of the Australian Law Librarians' Association
- “ As a library association, the ALLA aims to:
 - Promote a network for law librarians
 - Provide forums for continuing education
 - Advocate on behalf of the interests of legal libraries and librarians in Australia

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Library associations

- “ There are a (surprising) number of library associations
<http://www.alia.org.au/links/organisations.html>
- “ Also international associations
<http://www.alia.org.au/links/international.html>
- “ I am a member of several associations – notably for quite diverse reasons:
 - Australian Library & Information Association (ALIA)
 - Special Libraries Association (SLA)
 - Australian Law Librarians' Association (ALLA)
 - International Federation of Library Associations & Institutions (IFLA)
 - Berufsverband Information Bibliothek (BIB)
 - Українська бібліотечна асоціація - Ukrainian Library Association (ULA)



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So – how did I get here? And why?

- “ March 2010: an 'out of the blue' email
- “ A new IFLA programme to support library associations in the developing world: Building Strong Library Associations (BSLA)
- “ Training resources were being developed
- “ There was a need for a series of 20 case studies to amplify and illustrate the issues raised in the training program – and I was asked to prepare them
- “ So I said 'yes' 😊

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IFLA background

- “ IFLA is the umbrella association for library associations: The Global Voice of Libraries
www.ifla.org
- “ Primary focus on:
 - . Freedom of access to information & freedom of expression
 - . Copyright issues
 - . Digital content issues
 - . Cultural heritage issues
 - . Advocacy
- “ The Action for Development through Libraries Programme (IFLA ALP) is a core activity of IFLA
- “ ALP provides development and training programmes, online learning and other opportunities



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IFLA's training programmes

- “ IFLA has developed programmes and training packages that are customisable, flexible, and designed to meet the needs of different library communities
- “ **Policy based training**
 - . Training based on IFLA's guidelines, standards and manifestos
 - “ Public Access to Health Information
 - “ IFLA/UNESCO Internet Manifesto
 - “ IFLA Manifesto on Transparency, Good Governance and Freedom from Corruption
- “ **Building Strong Library Associations (BSLA)**



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The rationale for the BSLA programme

- “ Strong national associations, globally and throughout the regions, are needed to support the profession
- “ IFLA developed the BSLA programme to support associations to develop their capacity and effectiveness, for the benefit of sustainable library communities




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IFLA BSLA country projects

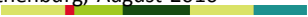
- “ 2010-2012
 - . Botswana
 - . Cameroon
 - . Lebanon
 - . Lithuania
 - . Peru
 - . Ukraine
- “ 2011-2012
 - . Nepal



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The training strategies

- “ IFLA core trainers have deep expertise in:
 - . Library association governance & management
 - . Building partnerships
 - . Advocacy
- “ Plus they need to have effective skills as trainers
- “ Cascade training
 - . To involve in-country trainers to extend the reach of the training activities
- “ Translation of BSLA training resources
- “ Core trainer workshops were held at the IFLA conference, Gothenburg, August 2010



Bob McKee


It is with great sadness that we communicate to you all the passing away of former IFLA Governing Board Member Bob McKee, who died in Gothenburg at the weekend.

Bob was an active, friendly and committed member of IFLA for many years. His contribution to the IFLA Governing Board, his membership of the FAIFE Committee and his expertise in the management of library associations earned him the respect of his fellow professionals. He was also, as all those who met him would testify, a deeply intelligent man whose quick wit and sense of humour made him many friends in the library world and beyond.

Bob was looking forward to both his retirement from CLIP in October and the chance to continue his work with IFLA as a core trainer in our Building Strong Library Associations Programme.

One of Bob's many strengths was his ability to connect with people from across cultures and languages. Bob had an undoubted talent for simplifying complex issues and making them practical and understandable.

Bob was attending the IFLA World Library and Information Congress. As you can appreciate, this news has caused us all both grief and shock. Our sympathy and thoughts go out to Bob's family and friends and our colleagues at CLIP and the United Kingdom. Bob died amongst those colleagues who loved and admired him.



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Training skills and development

- “ A new train-the-trainer course to help in-country trainers gain the required skills
- “ A pilot course was held for Arab-speaking librarians in March 2011:
 - . Alexandria
 - . Beirut
 - . The Hague



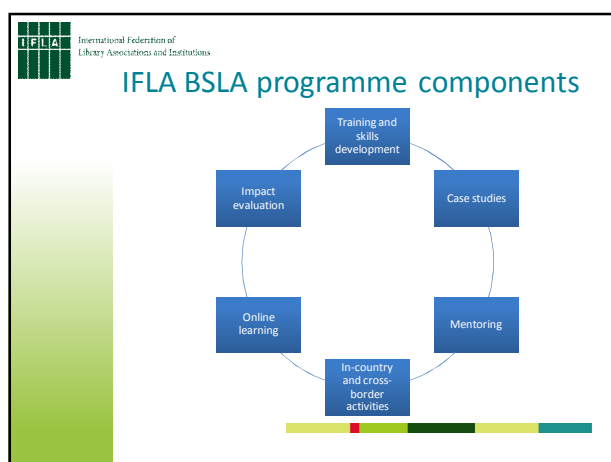
Trainers Meeting, Puerto Rico, August 2011



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Capacity building objectives

- “ The BSLA programme is more than ‘just training’ and aims for improved:
 - . Association governance, leadership, strategy, and membership
 - . Partnerships and collaboration within the library sector
 - . Advocacy on behalf of library communities and professionals
- “ Impact measurement is a key component



Each country project lasts for about 2 years

Trainer	Needs Assessment	Activities	Evaluation
<ul style="list-style-type: none"> Each country is paired with a core trainer for the whole project 	<ul style="list-style-type: none"> Country visit and stakeholder meetings to plan project activities and outcomes 	<ul style="list-style-type: none"> Workshops Cascade workshops Meetings Stakeholder meetings Cross-country activities 	<ul style="list-style-type: none"> Impact evaluation begins from the initial country visit, and continues after the project ends



Country projects: Flexible models

- “ Projects are designed to meet the needs of each library association and country
- “ The programme can (and should) be customised for different social, language and political situations
- “ The number and focus of activities (eg workshops) varies in each country



Building Strong Library Associations training package

- “ Five core modules cover a wide range of topics from starting a library association, to sustainability and advocacy
- “ Each module contains a series of topics, learning objectives, case studies, and opportunities for self-assessment
- “ Each module can be adapted to meet the needs of different library associations
- “ There is no single pathway for using the materials; library associations can use as much or as little of the training package as they need



Training package modules

1. Library Associations in Society
 2. Building Your Library Association
 3. Sustaining your Library Association
 4. Developing Strategic Relationships: Partnerships and Fundraising
 5. Libraries on the Agenda
- “ Specialist modules:
 - Library Statistics for Advocacy
 - Copyright for Library Associations



Topics within BSLA

- “ Understanding membership issues
- “ The role of the board
- “ Strategic planning
- “ Operational planning
- “ Communication
- “ Financial management and budgeting
- “ Marketing
- “ Strategic partnerships
- “ Advocacy



Flexible delivery of BSLA

Country Projects	ALP Small Projects	In partnership	Online access
<ul style="list-style-type: none"> • 2 year capacity-building activities • Focus on face-to-face activities 	<ul style="list-style-type: none"> • Support to run BSLA training modules 	<ul style="list-style-type: none"> • With other associations or institutions • Work together to seek funding, mentoring 	<ul style="list-style-type: none"> • IFLA members use Online Learning Platform for their own learning



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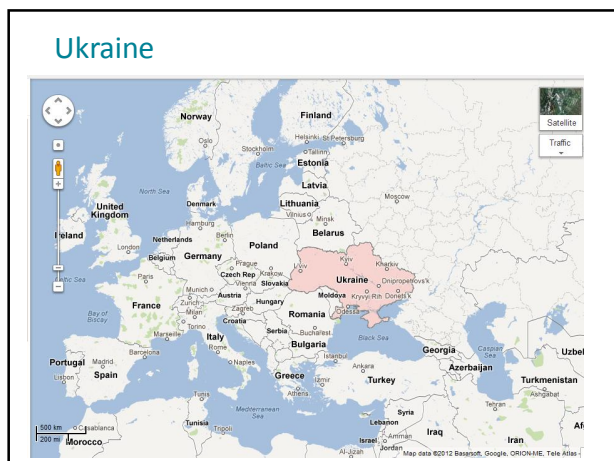
Measuring the impact

- “ IFLA uses impact evaluation to measure the changes that the BSLA programme has on:
 - Individuals
 - Associations
 - Library communities
- “ Changes in behaviour, competence, knowledge and attitudes are all relevant
- “ Change may positive or negative, intended or unintended

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Impact evaluation provides evidence

- “ To tell participants how they are making real progress towards their goals
- “ To provide a focus for sustained development
- “ To help to build organisational capacity by giving confidence to build on success
- “ To raise awareness of the association in the sector and amongst decision makers
- “ To help to secure the resources that the association needs
- “ To share what works with other associations



УКР ENG Електронна пошта Увага! Пошук на сайті

Українська бібліотечна асоціація

[Про УБА](#) [Приєднатись до УБА](#) [Новини](#) [Календар подій](#) [Фотогалерея](#) [Блоги](#) [Форум](#) [Контакти](#)

...го навчального року! ••• Запрошуємо на III Львівський бібліотечний форум, 13-14.09.2012, м.Львів ••• Запрошуємо на V Ф

Українська бібліотечна асоціація - це...
 це незалежна громадська організація, що об'єднує на добровільних засадах осіб (примачів, українців, позачайних громадян та осіб без громадянства), які професійно пов'язані з бібліотечною справою, бібліотечною й інформаційною діяльністю, які зацікавлені в розвитку на основі єдності інтересів для спільної реалізації своїх прав і свобод.
 Дізнатись більше?

Новини УБА
 Запрошуємо на III Львівський бібліотечний форум, 13-14 вересня, 2012 р., м.Львів

19 Форум видавців у Львові
 III Львівський бібліотечний форум
 12-16 вересня 2012, м.Львів

13-14 вересня 2012 р. в межах Форуму видавців у Львові (12-16 вересня 2012 р.) відбувається в Львівській бібліотечній асоціації форум. Ця подія запланована в 2010 році ГО «Форум видавців» та УБА.

[Документи](#) [Членство](#) [Програми, проекти](#) [Секції, круглі столи](#)
[Конкурси](#) [Нагороди та відзнаки](#) [Публікації](#) [Оголошення](#) [ГТЦ](#)

Конференції та Семінари
 30.08.2012 / Презентація від УБА в межах 15-ого Київського

07.09.2012 / Підсумки громадських обговорень на Рамонічів



Ukrainian Library Association (ULA)

- “ Ukraine became independent in 1991
- “ ULA was founded in 1995
- “ In 2010: 3,500 individual & 160 institutional members
- “ 18 regional and special chapters
- “ 7 sections
- “ 38,000 libraries in Ukraine
 - “ 18,172 public libraries
 - “ 17,532 school libraries
 - “ 223 university libraries
 - “ 1,460 government-funded research libraries
- “ Around 35,000 qualified librarians



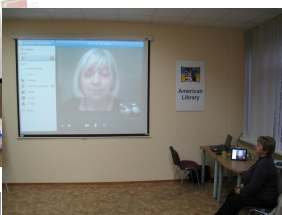
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BSLA workshops in Ukraine

- “ January 2011: 2 workshops
 - . Regional chapter presidents
 - . Board of directors
- “ February 2012
 - . Directors of major libraries
- “ May 2012
 - . Young librarians
 - . Project review meetings



BSLA workshops



“The members of the Council valued the opportunity to spend time together”

Board members' workshop, January 2011



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Cascade workshops

- “ In 2011-2012, almost 1100 librarians from all parts of Ukraine took part in more than 30 workshops
- “ All training materials were translated into Ukrainian and were provided to trainees, universities and colleges with library programs
- “ A group of trainers conducts workshops and presentations under BSLA programme



Cascade workshops across Ukraine



Cascade workshops



BSLA workshop for young librarians



Workshop for new librarians, Ukraine



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Main outcomes of the program

- “ The ULA membership has grown by 30%
- “ Existing chapters have conducted a number of events and trainings and signed up many new members
- “ Three chapters have been formed
- “ More professional management of the ULA
- “ Better communication with members and main stakeholders
- “ Further development of advocacy programs and partnerships
- “ Introduction of new services for members
- “ More attention to meeting the needs of librarians
- “ The concerns of libraries are more broadly represented across the whole country
- “ Positive changes in librarians' attitudes towards library associations

ULA media coverage

	Press	Internet	TV	Radio
2011	77	136	14	15
2012	33	118	7	2



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Changes resulting from the programme

- “ Increased understanding about professional associations and the role they can play in society
- “ Knowledge and skills - doing things better
 - “ Management of the ULA
 - “ Communication
 - “ Engaging members and partners
 - “ Advocacy activities
- “ Attitudes
 - “ “I should be more active, more deeply involved...”
- “ Behaviours
 - “ Increased participation and involvement of members and the ULA Council members

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Impact of the programme

- “ Building a healthy library association
 - . Recruitment
 - . Broadly representative membership
 - . Two-way communication
 - . Responsiveness to members' needs
- “ Enhancing relationships between the ULA, stakeholders and the library community
- “ Building partnerships and collaboration

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Open communication

- “ Communication to keep librarians continually informed
 - . ULA web portal and blogs
 - . Regular newsletter and other materials
- “ ULA has met with the government to discuss issues
 - . Tenders
 - . Funding
 - . Book publishing
 - . Copyright
 - . Rural libraries development etc

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Forthcoming activities 2012/2013

- “ The new ULA Board elections in Nov 2012: then induction of the newly elected Board
- “ To prepare a Communications Plan outlining communication strategies: ULA members, partners and non-members
- “ To introduce new services for members, including some fee for service activities
- “ To continue to apply for grants to support ULA activities
- “ To continue BSLA workshops & presentations

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ULA's challenges

- “ To guarantee sustainable funding for the management and programming of the ULA
 - . Low salaries of librarians do not allow them to support the association's needs to the full extent.
 - . Ukrainian laws pose limits on NGO financial activities
- “ Succession planning
 - . The new generation of librarians will be encouraged to take the lead in running the association in the future

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Vision for the ULA

The ULA will become a strong and influential advocate for libraries and their mission

- “ The ULA will strengthen its role of a catalyst for innovations and changes in libraries and in provision of information to citizens
- “ The ULA will increase membership and will be active in partnerships

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The future of libraries in Ukraine

In 10 years:

- “ Libraries in Ukraine will be able to provide access to information and library resources in all formats, will flourish as community and information centres
- “ Librarians will be educated and trained in using new information technology, will be seen by the society as technology savvy professionals, guaranteeing intellectual freedom and free flow of information
- “ The society, communities and the government will understand library mission and will support libraries

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BSLA Impact Report



Shares results and stories from the first six country projects.

Download from IFLA website:
<http://www.ifla.org/bsla/impact/>

Building Strong Library Associations
Impact Report 2012

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Opportunities to participate

ALP Small Projects	In partnership	Online access
<ul style="list-style-type: none"> Support to run BSLA training module 	<ul style="list-style-type: none"> With other associations or institutions Work together to seek funding, mentoring 	<ul style="list-style-type: none"> IFLA members use Online Learning Platform for their own learning

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ALP small projects

- Some projects underway in:
 - Southeast Europe, coordinated by Croatian Library Association
 - Madagascar
 - Vietnam
- Cascade phase of BSLA in Argentina

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What does all this mean for ALLA?

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Learning from each other

- ULA believes that it has really benefited from the opportunity to learn from other library associations
- The work of ULA can in turn help other library associations consider what they can do
- The IFLA BSLA programme has provided the framework to build the capacity of associations, but the participant associations have interpreted it all in their own way and applied their learnings to their immediate context
- From our workshops, ULA has distilled the key elements that are essential ingredients for its own success

Потужна бібліотечна асоціація



essential ingredients for a strong library association:

- активне членство
- лідерство у професії
- широкі партнерства
- сучасність
- інноваційність
- ефективне управління
- ефективне членство
- ефективна організація
- ефективна комунікація
- ефективна співпраця
- ефективна взаємодія
- ефективна взаємодія з громадськістю
- ефективна взаємодія з владою
- ефективна взаємодія з іншими асоціаціями



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Powerful library associations need:

- “ Representative membership
- “ Active membership
- “ Effective organisation
- “ Effective management
- “ Effective communication
- “ Flexibility and innovation
- “ Influence and recognition
- “ Leadership in the profession
- “ Leadership in the sector
- “ Extensive partnerships



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Conclusions

- “ Professional associations are established and develop as membership organisations
- “ The involvement and the engagement of the members are absolutely integral to the success of the association
- “ It is the members themselves who make the association strong, meaningful and purposeful
- “ For special librarians – law librarians – involvement in your own professional association adds an enhanced perspective to your chosen career



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Look to the future

- “ Think about the key issues that are critical to your profession and its success – what can you do to ensure law librarianship has a strong and exciting future?
- “ How can you help your association achieve these goals?
- “ Also – can you begin to think about how your association build on its current initiatives and extend its reach, to potentially help other law library professionals in the region develop their own strong library association?
 - ALLA Pacific Law Library Twinning Program
 - Pacific Island Law Library Community (PILLC)