



Strategic Plan 2004-2005

Mission

Within IFLA, the MLA Section (MLAS) supports the role of IFLA as an international advocacy agency and policy maker. It addresses the interests, aspirations and concerns of the library associations represented among IFLA members and is mindful of its role in providing leadership which encourages Associations to be more conscious of social responsibilities within society. The MLAS supports the needs and interests of all types and sizes of library associations, taking into account that there is a continuum of resources available to library associations: some have paid staff and others are run by volunteers, both possessing a wide range of experience and expertise. MLAS welcomes the participation of all library associations, both IFLA and non-IFLA members.

Goals

Goal 1: Promote and support the implementation of IFLA policies and decisions through national library associations.

(Professional priorities: (a) Supporting the role of libraries in society; (b) Defending the principle of freedom of information; (c) Promoting literacy and reading; (d) Providing unrestricted access to information; (h) Developing library professionals; (j) Supporting the infrastructure of library associations)

Actions

- 1.1 Advise IFLA governance structures on international policy-making and the role of national library associations.
- 1.2 Act as a partner and consultative body for IFLA governance structures on policy matters relating to national library associations.
- 1.3 Recommend appropriate strategies to IFLA on matters relating to national library associations.
- 1.4 Partner IFLA in global lobbying activities and programmes.
- 1.5 Monitor and give support, where required, to national library associations in implementing IFLA policies and decisions.

Goal 2: Support the establishment, development, and improvement of all library associations and encourage their full and active participation in IFLA and the MLAS.

(Professional priorities: (a) Supporting the role of libraries in society; (h) Developing library professionals; (i) Promoting standards, guidelines and best practices (j) supporting the infrastructure of library associations)

Actions

- 2.1 Design a marketing strategy to promote awareness among and participation of members.
- 2.2 Prepare brochures on different aspects of library association management.
- 2.3 Share experiences among library association staff and volunteer leaders about effective practices through annual and intermittent programs, meetings and workshops, and twinning efforts.
- 2.4 Sponsor at least one regional MLAS seminar on library associations, incorporating the promotion of IFLA's activities.
- 2.5 Identify and cooperate with other associations or bodies that are involved with library association development.
- 2.6 Hold sessions at IFLA Conferences inviting representatives of library associations to participate.
- 2.7 Hold a mid-year meeting of the MLAS Standing Committee hosted by one of the members and meet with colleagues from the association within that country, or have a study tour of the appropriate institutions. These meetings are open to all national library associations as observers.

Goal 3: Encourage library associations to provide leadership through advocacy to address important societal issues such as open access to information, rights of users, freedom of expression, management of intellectual property, and copyright matters.

(Professional priorities: (a) Supporting the role of libraries in society; (b) Defending the principle of freedom of information; (c) Promoting literacy and reading; (d) Providing unrestricted access to information; (e) Balancing the intellectual property rights of authors with the needs of users; (h) Developing library professionals; (j) Supporting the infrastructure of library associations)

Actions

- 3.1 Design and maintain tools to guide associations to generate debate in addressing advocacy, professional and societal concerns.
- 3.2 Identify and share resources such as brochures, videos and bibliographies that are currently available from those library associations involved in IFLA.
- 3.3 Work together with FAIFE, CLM and other appropriate Core Activity programmes to formulate models and develop procedures for political advocacy programmes for library associations.

Goal 4: Provide regular print and/or electronic communication among library association staff and volunteer leaders in associations.

(Professional priorities: (h) Developing library professionals; (j) Supporting the infrastructure of library associations)

Actions

- 4.1 Publish the MLAS Newsletter on a regular basis both in print and online format [Responsibility of the Information Coordinator].
- 4.2 Maintain the MLAS web page on the IFLA website, including links to key MLAS documents in the five official languages, where appropriate.
- 4.3 Maintain the existing MLAS listserv for colleagues interested in the work of the section.
- 4.4 Establish MLAS Standing Committee member e-mail distribution list. [Responsibility of the MLAS Secretary].

Goal 5: Provide support to library associations, institutions and individuals in developing countries.

(Professional priorities: (h) Developing library professionals; (j) Supporting the infrastructure of library associations)

Actions

- 5.1 Identify available speakers and specialists willing to advise and guide library associations as requested.
- 5.2 Provide assistance to library associations and individuals in support of approved projects to the extent that MLAS resources are available.
- 5.3 Present joint activities with the regional sections of IFLA to promote life-long literacy, preservation of cultural diversity, and economic and social development.

Goal 6: Promote IFLA's Core Activities and Professional Priorities in MLAS projects and programmes.

(Professional priorities: (h) Developing library professionals; (j) Supporting the infrastructure of library associations)

Actions

- 6.1 Submit information and news items regularly about the MLAS for the IFLA Journal. [Responsibility of the Information Coordinator].
- 6.2 Communicate regularly with the IFLA regional offices, offer regional MLAS programs and distribute MLAS publications.
- 6.3 Foster the work of the IFLA ALP Core Activity programmes.

MLAS Strategic Plan Workgroup

[Keith Michael Fiels](#), Chair

[Arlene Cohen](#)

[Gwenda Thomas](#)

[Norma Amenu-Kpodo](#)

[Winnie Vitzansky](#)

[Alicia Ocaso](#)

[Sinikka Sipila](#)