



International Federation of
Library Associations and Institutions

Audiovisual and Multimedia Section
STRATEGIC PLAN, 2015-2017

Mission

The Audiovisual and Multimedia Section (AVMS) is the international forum for persons working with audiovisual and multimedia in every kind of library and information service.

As such, AVMS aims to lead the development, provision and exchange of information between information specialists in charge of AV collections and services, in relation to users' needs. This pertains to all issues relating the life-cycle of audiovisual and multimedia objects, i.e. production, acquisition, description, preservation and access. AVMS maintains relationships with other IFLA Sections or Core Activities, and with other NGOs for audiovisual archives.

The current Strategic Directions include:

- (1) Empowering libraries to enable their user communities to have equitable access to information;
- (2) Building the strategic capacity of IFLA and that of its members;
- (3) Transforming the profile and standing of the profession;
- (4) Representing the interests of IFLA's members and their users throughout the world.

Presidential Theme 2015s:
“Strong Libraries, Strong Societies”

The current Key Initiatives are:

[Digital Content Programme](#): Driving access to content, and digital resources, for informed library users and communities

[International Librarianship Leadership Development Programme](#): capacity building to raise the voice of the profession nationally, regionally and internationally

[Outreach for Advocacy and Advancement of the Library and Information sector](#): connecting, collaborating, representing strategically

[Cultural Heritage Disaster Reconstruction Programme](#): Culture is a basic need, a community thrives through its cultural heritage, it dies without it

Goals

1. Promote awareness of issues related to the production, access and use of audiovisual and multimedia in libraries and other cultural institutions with an emphasis on evolving trends for description and access.

Actions:

1.1 Develop annual programmes and satellite meetings (jointly with other sections, as appropriate) on a broad range of topics with application to all library types and to all geographic areas of the world. Publish a call for papers and select appropriate speakers, both regional and non-regional.

- Ongoing (1,2,3,4)

- Working on satellite meeting in 2016. Working title Discoverability / Semantic Web (1,2,3,4)

1.2 Ensure that conference papers are translated into IFLA languages to promote a wider dissemination.

- Ongoing (1,2,4)

1.3 Continue to hold midterm meetings to focus on the ongoing activities, including preparations for the Annual Conference.

- Ongoing (1,2,4)

2. Encourage the development of AV heritage collections.

Actions:

2.1 Either by voluntary deposit or by the extension of legal deposit to include audiovisual and multimedia in both public and private archives.

- International Legal Deposit Survey (1,2,4)

- New Legal Deposit Survey to be launched in 2015 in cooperation with IASA (1,2,4)

- Visualization of the status of Legal Deposit on a world map (1,2,4)

2.2 Provide a forum for legal issues.

2.3 Support the UNESCO World Day of Audiovisual Heritage

- Ongoing (1,2,4)

3. Promote an awareness of the technological trends regarding historical, present and future carriers and related equipment in order to preserve heritage collections and to facilitate access to those collections

Actions:

3.1 Present local workshops for colleagues on matters of professional interest.

- Ongoing (2,3,4)

4. Provide information on AVMS activities, such as guidelines on collection development (analogue media, e-resources, and born digital resources), cataloguing,, preservation, access and copyright.

4.1 Focus on updating, completion and electronic publication of the AVMS Guidelines.

Actions:

- [Update the existing English version of AVMS Guidelines \(1,2,3,4\)](#)
- [Review existing external guides and provide links on AVMS website and blog \(1,2,3,4\)](#)
- [Explore options for future guides \(1,2,3,4\)](#)
- [Ensure that the Section's publications are translated into IFLA languages \(4\).](#)

5. Strengthen the Section by pursuing measures to increase membership.

Actions:

5.1 Promote membership in the Section, identifying which countries are underrepresented and emphasizing a broader geographic representation in the Standing Committee.

- [Ongoing \(1,2,3,4\)](#)

5.2 Provide information on how to become a member of the Section on major collection development-related electronic discussion lists.

- [Ongoing \(1,2,3,4\)](#)

5.3 Provide information on the website on how to become a member of the Section.

- [Ongoing \(1,2,3,4\)](#)

5.4 Maintain the policy that the Chair welcomes in writing all new Section members and at the annual conferences.

- [Ongoing \(3\)](#)

5.5 Join the IFLA programme "Adopt a Student" as a Section. This programme allows us to work with and mentor a student as a member of the Section, to encourage their involvement in our Section and IFLA.

- [Review to see if this is possible for our Section \(4\)](#)

6. Provide information about the work of the Section on IFLANET, via Blog, the Section's webpage, the list serve, and by the publication of papers given during IFLA conferences or at midterm meetings.

Actions:

6.1 Publish electronically on the blog of the Section, with a focus on the ongoing professional activities of the members as well as the section activities, reports/news from activities around the world.

- [Install a blog](#)
- [Publish on the blog \(1,2,3,4\)](#)

6.2 Maintain the Section's webpage, ensuring timely updates with news, agendas, events, publications, minutes of meetings, members and programme planning information.

- Ongoing (1,2,3,4)

6.3 Maintain the SCAVM-L List and encourage discussion and information sharing through this channel as well as disseminate significant Section documentation and announcements.

- Ongoing (1,2,3,4)

7. Develop working and cooperative relationships with other AV-focused entities outside of IFLA.

Actions:

7.1 Initiate formal and encourage informal contact with various AV organisations like American Library Association Video Round Table, CCAAA, IASA, FIAF, etc. and with the global scholarly and broadcasting marketplace.

- Members to report from e.g. ALA VRT and CCAAA annual meetings back to our membership through the blog and list serve (1,2,3,4)

3.2 Maintain awareness about related conferences.

- Publish on the blog and on the website as well as on the SCAVM-L List . (1,2,3,4)

3.3 Maintain awareness about related organisations through sharing information from them with our members on the blog and our website.

-Publish on the blog (1,2,3,4)

Margret Plank, March 2015