



# IFLA Knowledge Management Section Action Plan 2014-2016

## Mission

The IFLA Knowledge Management Section promotes the role of librarians and libraries that can, in the knowledge age, take charge of Knowledge Management (KM) in their respective organizations to leverage intellectual assets and facilitate knowledge creation.

## The KM Section

- Raises the awareness of KM among libraries, librarians and their institutions
- Promotes the enhancement of the mission of libraries by harnessing the principles of knowledge management
- Identifies and shares best practices
- Disseminates the results of relevant research
- Provides connections that help librarian KM practitioners from all regions and specialty areas to develop skills and expertise, while expanding their professional network
- Maintains close contact with other IFLA Sections, integrating KM into IFLA and the library and information community.

## Goals

Provide advocacy and advancement for all information professionals to increase their understanding of the value of KM to their organizations.

### *IFLA Key Initiatives:*

*(1) Digital Content Programme: Driving access to content and digital resources, for library users; (2) International Librarianship Leadership Development Programme: capacity building to raise the voice of the profession nationally, regionally and internationally; (3) Outreach Programme for Advocacy and Advancement of the Profession: connecting, collaborating, representing strategically*

## ACTIONS:

- 1.1. Plan an open session for the Cape Town (2015) and Columbus, Ohio (2016) Conferences dealing with appropriate topics and themes
- 1.2. Execute the Cape Town Conference program (2015) to focus “The Voice of Global KM.”
- 1.3. Work with other IFLA Sections (Public Library Section, Library and Research Services for Parliaments) in the planning and execution of open session and an additional conference programs for the Cape Town Conference (2015)
- 1.4. Plan and execute a one-day satellite pre-conference in Cape Town with relevant KM topics, with the theme “Knowledge Management and Innovation in 21st Century Library and Information Services.”
- 1.5. Plan for the IFLA Cape Town Conference (2015)

2. Share and distribute information about KM and its development and practical implementation to all IFLA members and continue the promotion of the KM Section as “The voice of global KM”.

*IFLA Key Initiatives:*

*(1) Digital Content Programme: Driving access to content, and digital resources, for library users; (2) International Librarianship Leadership Development Programme: capacity building to raise the voice of the profession nationally, regionally and internationally; (5) Multilingualism Programme: a multilingual IFLA website opens windows to the world*

**ACTIONS:**

- 2.1. Gather, evaluate and exchange KM information relevant to librarians by using the features of the IFLA website to build an internationally recognized repository
  - 2.2. Use all types of web-based communication, new social media and technology (blogs, social platforms, Twitter) to encourage participation by the membership and other librarians interested in KM
    - As a pilot project, develop a KM portal as an adjunct to the IFLA KM website, in support of the section, the profession, and IFLA at large, avoiding duplication and providing content not available on the IFLA KM site.
  - 2.3. Publish a newsletter, partly in different languages, to promote education and training programs, surface KM related articles and other news. Develop an effective marketing and branding strategy to increase the membership and its diverse global representations in the Section and to demonstrate the value and relevance of KM and the KM Section to other units of IFLA and other professional associations.
    - Translate the IFLA KM Section brochure in different IFLA official languages
    - Publish the newsletter as two issues per year, one pre-conference and one post-conference, and use the newsletter as a vehicle for the cumulative record of the KM Section, directing readers to IFLA and Section sites and resources as appropriate.
    - Participate in other section programs from the perspective of “The Voice of Global KM”
  - 2.4. Define the role of KM and the KM Section in the context of the presidential theme each year, i.e. the 2014 presidential theme "Strong Libraries, Strong Societies", and share the Section definitions and think pieces in as many ways as possible with the IFLA community as well as the larger library and information community.
  - 2.5. Create an advocacy document on how to make the case for KM in an organization, personalizing KM topics for geographical regions, with discussion based on the broad terms that describe KM.
3. Advocate and promote international social networking services (SRS) within members of KM Section as well as IFLA community at large.

*IFLA Key Initiatives:*

*(1) Digital Content Programme: Driving access to content and digital resources, for library users; (3) Outreach Programme for Advocacy and Advancement of the Profession: connecting, collaborating, representing strategically*

#### ACTIONS:

- 3.1. Encourage a diversity of gender, nationality, languages and professional backgrounds in the KM Section membership
  - 3.2. Enhance Section communication among members using all available social networking tools and channels, such as KM on Facebook, LinkedIn and Twitter, including regional social networking services
  - 3.3. Showcase best practices of using social networking services for KM purposes in library and information sector services
4. Promote best practice on using applicable KM theories and tools in library and information service operational management, such process management, performance measurement and organizational change management.

#### *IFLA Key Initiatives:*

*(2) International Librarianship Leadership Development Programme: capacity building to raise the voice of the profession nationally, regionally and internationally; (3) Outreach Programme for Advocacy and Advancement of the Profession: connecting, collaborating, representing strategically*

#### ACTIONS:

- 4.1. Showcase best practices of applicable KM theories and tools in library and information service management by integrating above goal as one of sub themes into Cape Town satellite and main conference programs.
- 4.2. Identify and promote standards and guidelines for KM in libraries
- 4.3. Identify and promote regional activities such as road shows and KM conferences
- 4.4. Publish a volume on the theme “Knowledge management in libraries and organizations: theory, techniques and case studies” containing reviewed papers from KM Section satellite meetings, conference sessions and others