

## Action plan LAC 2020 – 2021.

Name of Professional Unit: Latin America and the Caribbean

Focus Area 1			
<i>Strengthen the leadership and empowerment of Library Associations in the Latin American and Caribbean region (LAC)</i>			
STRATEGIC DIRECTION IFLA			
STRATEGIC DIRECTION 1: STRENGTHEN THE GLOBAL VOICE OF LIBRARIES			
STRATEGIC DIRECTION 4: OPTIMISE OUR ORGANISATION			
Key Initiatives			
1.1 <b>Show the power of libraries in achieving the Sustainable Development Goals</b>			
1.2 <b>Build a strong presence in international organizations and meetings as a valued partner</b>			
1.3 <b>Work with library associations and libraries to identify key legal and funding challenges to their work, and advocate for action</b>			
4.2 <b>Effectively mobilise our human resources and networks</b>			
Funding Needed Projects/Activities Tasks & Responsibility Timeframe			
☒	<i>Prepare a program of stays or internships for members of the Associations of the LAC region, and publish their experiences and reports.</i>	<i>Members of the Working Group on internships in coordination with the organizations that offer them. Identification Drafting of the Open call Dissemination on the IFLA LAC website Monitoring of associations Support to associations in the delivery of the report Article on the experience of the participating institutions. Report</i>	<i>suspended due to pandemic</i>

□	Carry out academic and training activities on topics of interest to the Latin American union (IFLA World Map of Libraries, Sustainable Development Goals, among others), thus allowing greater participation of libraries and national library associations.	<i>Proposal of topics to work on.</i> <i>Diagnosis of shortcomings, needs or issues to work on and identification of experts who offer short online sessions and webinars.</i> <i>Webinar presentation</i> <i>Evaluation of the webinar</i>	
How will you communicate your activities and results?			
<p>For Increasing the IFLA Membership of National Library Associations and National Libraries</p> <p>To increase participation in the IFLA World Library Map</p> <p>Webinars Through public calls through the website and other channels of the Section.</p>			
How will you measure the impact of your activities?			
<p>To measure IFLA membership Documents created with the total inventory of national associations and national libraries of Latin America and the Caribbean Total identified IFLA-affiliated national library associations, library-based institutions and national libraries</p> <p>To measure the increased participation of libraries and library associations in the IFLA World Library Map in the region Total percentage of data sent by the countries of the region in the 3 layers of the IFLA World Library Map.</p> <p>To measure the impact of the webinar Number of attendees to the webinar</p>			
Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.			

1) Management of Library Associations Section: a potentially the regional sections: 2) Africa Section, and 3) Asia and Oceania Section  
 - CPDWL

<b>Focus Area 2</b>				
Strengthening the communication strategy of the library sector in LAC by improving professional practice through citizens and information communities.				
<b>STRATEGIC DIRECTION</b>				
<b>STRATEGIC DIRECTION 3: CONNECT AND EMPOWER THE FIELD</b>				
<b>STRATEGIC DIRECTION 4: OPTIMISE OUR ORGANISATION</b>				
<b>Key Initiatives</b>				
<b>3.2 Support virtual networking and connections</b>				
<b>3.3 Empower the field at the national and regional levels</b>				
<b>4.4 Increase our visibility through excellent and innovative communications</b>				
<b>Funding Needed</b>		<b>Proyectos/Actividades</b>	<b>Tasks &amp; Responsibility</b>	<b>Timeframe</b>
<input type="checkbox"/>		Restructure and involve members of the Section in the LAC Communication Plan, in accordance with the objectives of the Strategic Plan, to give greater visibility to the Latin American and Caribbean (LAC) region by promoting the communication of the LAC Section in the different library associations and institutions in the region and within the different sections of IFLA.	Write a communications plan for the Latin American and Caribbean Section that covers Spanish and English speaking countries and the different web channels used by the section (IFLA web, blogs and other social networks), especially the library associations and affiliated institutions to IFLA (and therefore to	

the LAC Section); the plan should contemplate the inclusion of participants in the Mid-term meeting and the World Congress.

Make quarterly reports on the implementation of the plan to the Standing Committee.

Collaboration with the various sections and divisions of IFLA, integrating different themes and languages.

<input type="checkbox"/>	<p>Identification of relevant IFLA documents to be translated and disseminated both to the members of the Section and to the general public, such as manuals, guidelines, standards and the like on the official IFLA website that are not available in the languages of the region.</p>	<p>Inventory of relevant documents required by library associations and institutions in Latin America and the Caribbean and identification of languages to be translated, prioritizing those affiliated with IFLA (and therefore the LAC Section). Translation, publication and distribution of the priority documents identified in the inventory of relevant documents.</p>	
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<input type="checkbox"/>	<p>Support the migration of the contents of the LAC Section to the new IFLA website. Support from the Institute of Library and Information Research - IIBI of UNAM.</p>	<p>Inventory of contents to remove, update or migrate from IFLA website to new website. including documents posted on third-party websites that should be on IFLA's servers.</p> <p>Support to the IFLA HQ Communications Team in the migration of contents of the Section with the tasks that the Team requires to the LAC Section.</p> <p>Consult IFLA what happens with the official IFLA LAC documentation.</p>	
<p>How will you communicate your activities and results?</p>			

For the restructuring of the communications plan  
 By posting the plan on Basecamp  
 By posting tasks, calendar dates, and other documents to Basecamp  
 By publishing quarterly reports on Basecamp  
 Mention to IFLA SECTION AND DIVISION  
 For translated and published documents  
 Through inventory in Basecamp  
 Through a report on the website of the Section with the documents identified and prioritized  
 By disseminating the translated and published documents through the various channels of the Section.  
 About website migration  
 By publishing the inventory in the Section's Basecamp.  
 Through the various Basecamp tools that require it, such as calendars, tasks, documents and more.  
 Through news on the website of the Section and disseminated through the various channels available.

**How will you measure the impact of your activities?**

Restructuring and implementation of the Communications Plan  
 Documents created with the Communications Plan of the LAC Section to cover Spanish and English speaking countries.  
 Delivery of quarterly reports on the implementation of the Communications Plan to the Standing Committee.  
 THROUGH THE AMOUNT OF COMMUNICATIONS MADE BETWEEN SECTIONS AND ROW DIVISIONS  
 On the Identification of relevant IFLA documents to be translated and disclosed to both the members of the Section  
 Document with inventory of relevant documents to be translated.  
 Number of documents translated, published and distributed through the various channels of the LAC Section.  
 About IFLA website migration  
 Document with the updated inventory of content to be deleted, updated or migrated to the new website.  
 Percentage of tasks requested by IFLA HQ performed by the Section.  
 Increase the number of people who access the different media  
 Increase the number of documents on the website and development of a new Repository to gather all LAC resources

**Identify other Unit(s) which may be interested in this Focus Area, or with which you could collaborate on projects/activities.**

For the Communications Plan of the Section  
  
 Regional office . Division V.  
  
 IFLA sections where Latin Americans participate