

IFLA Public Libraries Section

Annual Report 2014



International
Federation of Library
Associations and
Institutions

Public Libraries Section

About

The Public Libraries Section (PLS) provides an active international forum and network for the development and promotion of public libraries. We are committed to ensuring the world's communities have free and equal access to information and public library services. Our goals, objectives and strategies are developed within the context of the principles enshrined in the Public Library Manifesto and the IFLA Professional Priorities.



Members of the Public Libraries Section in Lyon

Membership

Membership of the section is active with 20 section members and 5 corresponding members representing 18 countries across 6 continents. At its meeting in Lyon (August 2014), the Section agreed to combine the roles of Secretary and Information Officer with Jan Richards undertaking both of these.

Collaboration

The Section actively works with other IFLA professional units and national library associations in developing programs, projects and other initiatives. These partnerships allow for the ready dissemination of information and awareness of PLS and the critical role public libraries play in the world economy. In 2014 significant partnerships have been fostered with the Section and include:

- Swedish Library Association to deliver the Section's mid-term meeting in Malmo in February. The comprehensive [program](#) included library and cultural tours, opportunities to exchange ideas and information on innovative library projects in formal and informal settings, and a first a symposium attracting almost 100 delegates from around the world.

Several partners were critical to the success of this program including library associations and professionals in Denmark and Sweden; with significant sponsorship from the Malmo City Library and the Swedish Library Association



- CILIP and the Society of Chief Librarians (UK) were key to the success of the Section's Satellite held in Birmingham, England, 12-14 August 2014. The theme : [Public Library Futures in a global digital world](#) provided an opportunity for the 120 plus delegates to discuss the latest developments in the public library world in the largest and most iconic public library in Europe.



Mobile libraries from across the UK were a feature of the Public Libraries satellite in Birmingham

- The PLS partnered with IFLA's Library Buildings and Equipment section to deliver Session 67E at the Congress in Lyon. Delegates were able to learn about some of the public libraries nominated for the [1001 libraries to see before you die](#) project. This online initiative aims to bring together best practice examples of public library buildings and spaces from around the world. It will also include links to relevant websites and other resources. As part of this session the Sections were delighted to host the presentation of the inaugural, international architecture award by the Danish Agency for Culture and the famous Danish firm schmidt hammer lassen architects with a prize of DKK 25,000 given to the best Public Library of the Year



Craigieburn Library, Australia. Winner of the 2014 Public Library of the Year

- The Section also partnered with IFLA's Management and Marketing Section in Lyon to deliver Session 167 *Less=less; Managing for greater impact*



Section member Annie Dourent was a member of the Organising Committee for the Congress in Lyon

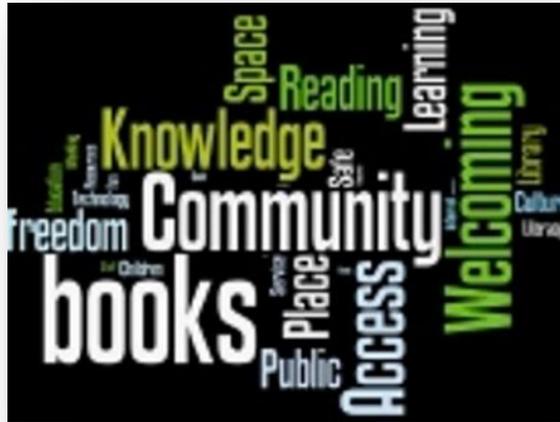
- In preparation for 2015 partnerships have been formed with IFLA’s Continuing Professional Development and Workplace Learning Continuing Professional Development and Workplace Learning and Library Services to People with Special Needs Sections. Discussions also commenced with City of Cape Town Library Service and the Western Cape Provincial Library Service towards the development of a Satellite program for the IFLA Congress in Cape Town.

Projects

- Developed a [Marketing Communications Plan 2014-2016](#) which provides a roadmap for the Section in informing key stakeholders about key issues and developments relating to the sector.
 - 2014 saw the considerably enhancement of social media as the main communication platform for the Section and wider LIS community. Whenever possible [blog](#) posts are translated into in several languages.
 - Wordpress accounts and special information sites are proactively created, providing information to manage communication around our activities. The site for the 2014 [mid-term](#) was critically important in providing a centralised “one-stop” for information relating to our 2014 Mid Term meeting and Symposium. This year’s event took a different direction from previous mid-terms; the blog was hugely important (and successful) and held all the information for members and attendees to the various events held as part of that meeting.
 - Expanded the range of social media to include a [Facebook](#) Page for the quick and informal dissemination of information. . In order to maximise audience reach this is linked to the Section’s blog . Standing Committee members are actively encouraged to work within their own networks to gain more ‘Likes’.



- Standing Committee members are encouraged to actively disseminate IFLA stories through their own networks to ensure an awareness of developments and projects beyond the immediate IFLA community. A positive example is the wide dissemination of information about the Section’s Satellite meeting which will be held in Birmingham 12-13 August 2014 and the World Café held in Malmo in February 2014 to discuss the progress and implementation of the IFLA trend report.
- *How do you ‘describe a Library*
The concept for this project had its genesis at the Standing Committee’s meeting at the 2012 IFLA Congress in Helsinki when we were discussing the papers that had been given over the course of the past week. It was noted that certain words had consistently been used by presenters to describe public libraries and this led to a decision to ask the wider library and information community what words or concepts immediately come to mind when thinking about a public library.



In 2013 1,234 library and Information professionals from 13 countries responded to the survey. In 2014 it was agreed that it would be a great idea to expand the project to gain a client perspective and to map how well this matched the words used by library professionals. This could be used as a marketing exercise for public libraries in individual countries at the same time being a promotional tool for the PLS. We created a survey which has been translated into several languages (English, Finnish, Croatian, German, Spanish, Catalan and Brazilian Portuguese). The results will be fed back to the Section in 2015.



Launch of 1001 Libraries to See Before You Die in Lyon

- [1001 Libraries to See Before You Die](#)
This online initiative aims to bring together best practice examples of public library buildings and spaces from around the world. It also includes links to relevant websites and other resources.

Conclusion



This 2014 *Annual Report* summarises only some of the activities of the very active IFLA Public Libraries Section. As is the case with public librarians, our Committee reflects the enormous goodwill and professional commitment that ensures public libraries remain at the heart of the communities they serve.

Our new program for our mid-term meetings now delivers a professional development opportunity in the country where we meet. The 2014 Swedish partnership for our mid-term meeting attracted a collective of over 100 passionate bibliophiles. We are incredibly grateful for the support Malmo City and the Swedish and Danish Library Associations provided to us.

Our Committee will continue to explore innovate practice and how public library spaces are drivers for regeneration and community capacity building as our Satellite held at the very handsome Library of Birmingham in August 2014 demonstrated.

I would like to express my personal thanks to all our Committee for their personal commitment and we look forward to an amazing 2015.

Marian Morgan –Bindon
Chairperson