

## Action plan 2019 – 2020

### Name of Professional Unit: Audio-Visual & Multimedia Section

Focus Area 1			
Establish working relationships with other organizations as well as groups internal to IFLA for networking, advocacy and promotion of audiovisual cultural heritage.			
IFLA Strategic Direction			
1. Strengthen the global voice of libraries.			
Key Initiatives			
1.2	IFLA AVMS can make significant contributions to recognition of the role of libraries and preservation of cultural heritage as a valued partner with UNESCO and CCAAA, with whom our goals are very much in alignment as regards preservation and access of cultural heritage on an international level.		
Funding Needed	Projects/Activities	Tasks & Responsibility	Timeframe
<input checked="" type="checkbox"/>	Represent ILFA and libraries at the Coordinating Council of Audiovisual Archives Associations. IFLA was a founding member of CCAAA and needs to have a seat at the table with the eight other international organizations dedicated to safeguarding and preserving films, broadcast television and radio, and audio recordings of all kinds. CCAAA lobbies for preservation efforts and shapes policy in audiovisual heritage preservation worldwide. Attendance at CCAAA meetings would be by an AVMS member in geographic proximity to the meetings.	Debbie Benrubi and Gregory Lukow – secure funding from IFLA and start participating in CCAAA activities	fall 2019 - fall 2020
<input type="checkbox"/>	Create dossiers on UNESCO Memory of the World collections particularly relevant to A/V heritage, enriched by a contextualization that draws on UNESCO archives. Develop web pages with short articles that highlight the collections. Publicize widely to highlight need for a-v heritage preservation.	Giovanna Hendel - Identify three collections to include from UNESCO colleagues. Start researching collections.	fall 2019-summer 2020
<input type="checkbox"/>	Identify key international organizations in the field of audiovisual and multimedia to deliver support for advocacy and promote future cooperation.	Victoria Mas and Anna Bohn will report	fall 2019 – summer 2020
	Identify units and individuals within IFLA to pursue joint interests.	All	

**How will you communicate your activities and results?**

Send draft report to IFLA Units for information and comment.

Social Media activities.

Share research for and draft-dossiers with AVMS committee members and then publish the dossiers as indicated above.

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

Feedback of institutions and units, contacts established.

Traffic on the web pages in question + feedback from members of the public and specialized communities having consulted the pages in question.

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

IFLA HQ (Program office), Preservation & Conservation Section, Art Libraries Section, Cataloging Section, New Professionals SIG.

## Focus Area 2

Provide library workers with skills training / tutorials in Audiovisual and multimedia skills.

### IFLA Strategic Direction

2. Inspire and enhance professional practice. – 3. Connect and empower the field.

### Key Initiatives

The projects and activities below are designed to foster best practices and provide targeted professional development in all aspects of working with audiovisual and multimedia collections.

Funding Needed	Projects/Activities	Tasks & Responsibility	Timeframe
<input type="checkbox"/>	We will post videos about tools and best practices for multimedia formats; conversion tools; apps and gadgets; open and free platforms; screen recording; book trailers, AR and VR technologies.	Mirjana create videos. Mikael, all publicize.	Quarterly beginning winter 2019
<input type="checkbox"/>	Tutorials on different topics such as: Metadata Training, Digitization, full text search for AV. We are planning a webinar on cataloging video materials with RDA, a webinar on how to make searchable audio and visual digital collections with the ResCarta Toolkit, and a webinar on how to digitize small video collections	Organize webinars – Debbie Benrubi, Andrija Sagic, Monique Threatt Publicize – Mikael Johanssen, all	winter-spring 2019-20.
<input type="checkbox"/>	Survey on need for training skills among our members and on IFLA-L	Design survey – Tim, Mirjana, all Distribute – all. Summarize, assess - Tim	winter 2019-20
	Post recommendations on social media channels on tools & best practices	all	year-round
	Update guidelines for audiovisual and multimedia collections	Draft updates – Anna Bohn	fall 201 –summer 2020

### How will you communicate your activities and results?

Posting on social media and website, IFLA and AVMS email lists and members' networks, send to other IFLA units.

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

Number of hits and feedback.

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

Continuing Professional Development; Education and Training; Information Technology; Science and Technology Sections; Cataloging Section.

# Project Funding Request 2019 – 2020

Name of Professional Unit: Audio-Visual & Multimedia Section

<p>Project or activity Use your list above</p>	<p>Create and distribute promotional materials in the form of notebooks and buttons.</p>
<p>Resources and Amount of Funding  For what do you need resources in relation to this task? What is the estimated amount of funding required for these resources? Refer to the Project Funding Request Criteria.</p>	<p>We request 100 euro for printing costs. We have talented designers in our committee who will design the notebooks and buttons.</p>
<p>Estimate time and cost.  Give a breakdown of the tasks in your project that require funding . Give an estimate for the work time and funds dedicated to each task.</p>	<p>Marwa El-Sahn, Mikael Johanssen , and Debbie Benrubi – spring/summer 2020.</p>
<p>Reimbursement.  When would the money need reimbursement? Usually reimbursements are made following completion of the work, however, pre-payment can be arranged in some circumstances</p>	<p>following completion.</p>

## Project Funding Request 2019 – 2020

Name of Professional Unit: Audio-visual & Multimedia Section

<p><b>Project or activity</b> Use your list above</p>	<p>Join CCAAA and attend its annual meetings at the 2020 International Symposium of Sound and Audiovisual Archives conference and Joint Technical Symposium organized by CCAAA, usually held in October. The CCAAA represents the interests of worldwide professional archive organizations with interests in audiovisual materials including films, broadcast television and radio, and audio recordings of all kinds.</p>
<p><b>Resources and Amount of Funding</b></p> <p>For what do you need resources in relation to this task? What is the estimated amount of funding required for these resources? Refer to the Project Funding Request Criteria.</p>	<p>We request 500 euro per annum for Category B membership in CCAAA. See <a href="https://www.ccaaa.org/pages/who-we-are/terms-of-reference.html/">https://www.ccaaa.org/pages/who-we-are/terms-of-reference.html/</a>.</p> <p>We request 450 euro for the joint conference registration, plus up to 400 euro for transportation. See the 2019 costs at <a href="http://2019.iasa-web.org/registration/">http://2019.iasa-web.org/registration/</a>.</p>
<p><b>Estimate time and cost.</b></p> <p>Give a breakdown of the tasks in your project that require funding . Give an estimate for the work time and funds dedicated to each task.</p>	<p>An AVMS member would represent IFLA at CCAAA meetings and activities for about a week in fall 2020 including travel time. See costs above.</p>