



**IFLA Section for Public Libraries  
Standing Committee**

**Mid-term Meeting  
26 February – 1 March 2014  
Malmö, Sweden and  
Tårnby/Copenhagen, Denmark**

**Minutes**

<b>Time:</b>	<b>Meeting 1: Wednesday 26 February 2014</b>
<b>Location:</b>	<b>Malmö City Library 13.00 - 16 .00</b>
<b>Time:</b>	<b>Meeting 2:Friday 1 March 2014</b>
<b>Location:</b>	<b>Tårnby Main Library 10.30-11.30</b>
<b>Members in attendance</b>	Anette Mjoberg (AM) Marian Morgan Bindon (MMB), Jan Richards (JR), Sarah Dudek (SD), Raymond Santiago (RS), Montserrat Espuga Condal (MEC), Lo Claesson (LC), Leikny Indergaard (LI), Pirkko Lindberg (PL), Hitomi Takeuchi (HT) Angels Migueles Sarrii (AMS) Annie Dourlent (AD), Annick Guinery (AG)
<b>Apologies</b>	Monica Rizzo Soares Pinto, Ljiljana Sabljak, Paul Tovell, Josphine Siegrist, Teogo Mzizi, Clara Bessa da Costa, Corinne Hill, Emiliya Steneva-Mikova, Libuse Nivnicki, Nadine Barratt, Olga Ustinova, Suzanne Payette.

<b>Item Number</b>	
<b>1</b>	<b>Welcome and apologies for absence:</b> The Chair, Marion Morgan Bindon welcomed everyone to the meeting. Special thanks were extended to Anette, Pirkko and Leikny for organising the Mid-Term meeting and to Malmö City Library and Tårnby Library for hosting us during our visit.
<b>2</b>	<b>Approval and follow-up of the minutes of the meeting held in Singapore:</b> The Minutes of the Meetings in Singapore were confirmed as a true and correct record.
<b>3</b>	<b>Actions and Business arising from the meetings in Singapore:</b> All other items of business arising from the last meeting are included elsewhere in the Agenda.
<b>4</b>	<b>IFLA 2014: Satellite</b> Marion and Jan reported on the progress of the satellite and meetings with CILIP and the Society of Chief Librarians in London. The Satellite will be held in Birmingham at the new Library of Birmingham, UK 12-14 August 2014 with the theme <i>Public Library Futures in a global digital world</i> . A call for proposals had been distributed widely and 27 papers received forming a very strong field.

A holding page: <http://www.cilip.org.uk/cilip/events/ifla-satellite-conference> has been established until the web page is available.

Registration of interest form: <http://fs3.formsite.com/cilip/form632621186/index.html>

Events calendar listing: <http://www.cilip.org.uk/cilip/events-calendar>

Michael Heaney is the editor of the IFLA publications series, and has asked possibly there is a publication arising out of it? The last time was the Public Library Service Guidelines in 2010 and it would be great to have another publication from the section! It was unanimously agreed that this would be an excellent idea. Marion to follow up.

**Joint session:**

A joint session will be held with Management and Marketing at Lyon *Less=less; Managing for greater impact*

‘Today’s library and information organizations are faced with shortages of funds and then subsequently people and resources. Managers have to make hard decisions and cope with fewer resources. Fulfilling the mission is requiring new considerations and techniques that include creativity, new stakeholders, leveraging partnerships, using existing data for decision-making and implementing targeted social media to maximize communications. ‘

Proposed topics for the program are:

1. To make the right strategic choices with less resources
2. Leveraging partnerships and sponsorships
3. Maximizing library’s role in lifelong learning
4. Implementing targeted social media campaigns
5. Using existing data to make decisions which might be unpopular (like closing branches)
6. Reliance on available standards and best practices

The Marketing and Management Sections mid-year meeting was in Washington DC last week, and they discussed our joint program in Lyon. We have a three hour joint session, M&M we suggest that we invite 6 speakers.

1. Director Barbara Gubbin, Jacksonville Public Library <http://jpl.coj.net/> She is a former member of the PLS Section and is a good speaker. We can ask her to speak about topic **1 and 5** (*note subsequent correspondence with Barbara has indicated she is unlikely to be available*)
2. Newly retired director of Washington DC Public Library Ginnie Cooper can speak about topic **2**. <http://www.washingtonpost.com/blogs/mike-debonis/wp/2013/05/29/ginnie-cooper-d-c-public-library-chief-will-step-down/>
3. Mark Gelsomino, Planning Librarian - at Ottawa Public Library can also speak about topic **2**
4. For topic **4** we are suggesting a presentation of a project from Singapore called S.U.R.E, which is shortlisted for the IFLA Marketing Award. The objective of the S.U.R.E campaign is to maximize awareness of information literacy through the building blocks “Source, Understand, Research, Evaluate” to a target audiences who range from youths to working adults. We can invite Gene Tan to speak about this.

The Section then discussed possible speakers for points 3,5 and 6

- Swedish libraries felt that they could suggest a speaker for Point 3 as they have

	<p>done it for so long. Maximising library's role in lifelong learning is the librarians to speak to a politician. Anette and Lo to further investigate.</p> <ul style="list-style-type: none"> <li>• It was agreed not to explore point 6 although there was some discussion about compiling a list of 1001 Libraries you must see before you die as an example of best practice.</li> </ul> <ol style="list-style-type: none"> <li>1. <b>Action:</b> Marion Morgan Bindon and Jan Richards to continue to liaise with CILIP about the Satellite in Birmingham and keep members advised</li> <li>2. <b>Action:</b> Marion Morgan Bindon to contact Michael Heaney about the IFLA Public Libraries publication.</li> <li>3. <b>Action:</b> Marion Morgan Bindon and Jan Richards to continue to liaise with</li> <li>4. Management and Marketing Section about the Joint Session</li> <li>5. <b>Action:</b> Anette Mjoberg and Lo Claesson to suggest Swedish examples for the joint session with Management and Marketing Section.</li> </ol>
5	<p><b>Mid- term 2015:</b> Preliminary discussions were held about a possible venue for the Section's mid-term meeting in 2015. It was agreed that February was the best time to hold the meeting as it gave a good lead in before the Congress in August. Monsterrat and Angels indicated that they were willing to host the meeting in Barcelona should members wish to go there (the mid-term was held there in 2012 in conjunction with the MetLib Conference). Marion suggested that some guidelines be developed around mid-term meetings and these be made available to interested host cities.</p> <p>It was suggested that a good theme for 2015 would be around partnerships and the benefit to the partners of working with public libraries.</p> <p><b>Action:</b> Marion Morgan-Bindon to develop draft Mid-Term guidelines.</p>
6	<p><b>IFLA 2015:</b> <b>Satellite</b> It was agreed not to host a Satellite in 2015. Members agreed that due to the work involved Satellites should be held every two years.</p> <p><b>Joint Session :</b> The Library Services for People with Special Needs Section. is interested in partnering with the Public Libraries Section for the Congress in Cape Town. This builds on the recent discussion around library services for the homeless. Members agreed that this had the potential to be a strong program and should be pursued. There was a request for PLS members to meet with Veronica L. C. Stevenson-Moudamane in Lyon to explore this further. Anette and Lo agreed to represent the PLS.</p> <p>Other potential partners for a joint session at Cape Town is the Continuing Professional Development and Workplace Learning Section and the Information Literacy Section. It was felt that this may tie in with the Trend Report.</p> <p>There was a strong feeling that we should explore the value of libraries as a possible topic and this builds on Sinika's theme of riding the waves of change. Barcelona is currently working on this the social value of libraries challenge to measure effects and Annie spoke about the Bill and Melinda Gates project and read out some of the indicators. Annick spoke about the value of networking and collaboration in the global economy. Marion</p>

	<p>suggested a program that is trialled in a couple of countries. Annie and Sarah agreed to work on this project.</p> <ol style="list-style-type: none"> <li>1. <b>Action:</b> Anette Mjoberg and Lo Claesson to meet with Veronica L. C. Stevenson-Moudamane in Lyon to discuss a joint program between PLS and the Library Services for People with Special Needs Section.</li> <li>2. <b>Action:</b> Sarah Dudek and Annie Dourlent to look at possible projects/session themes around the value of libraries.</li> </ol>
6	<p><b>Review of ongoing projects :</b></p> <ol style="list-style-type: none"> <li>1. <b>Empowering the public to protect and preserve family treasures.</b> Raymond reported that little has happened from the organisers of this project which it would appear has stalled.</li> <li>2. <b>Communications.</b> Jan spoke about the web page, blog and Facebook and encouraged members to contribute. She is happy to edit any contributions.</li> <li>3. <b>Survey – How do you ‘describe a Library’ project</b> – (attached). The Report was accepted and the Action Plan put in place.</li> <li>4. <b>Gates Foundation European Union Project</b> . Annie gave a report on the Bill and Melinda Gates Foundation initiative which aims at measuring the impact of public libraries (beyond metrics and classical indicators - number of materials, of computers, circulation figures, of users and so on, it's about individual and collective impacts on the lives of library users). This "common impact measurement system" is used in countries which have been granted by the Gates Foundation. <a href="http://tascha.uw.edu/publications/cross-european-survey-to-measure-users-perceptions-of-the-benefits-of-ict-in-public-libraries/">http://tascha.uw.edu/publications/cross-european-survey-to-measure-users-perceptions-of-the-benefits-of-ict-in-public-libraries/</a>.</li> <li>5. <b>Committee on Standards</b> Jan spoke about the work of the Standards Working Party which is creating a manual to be used when developing IFLA Guidelines and Standards.</li> </ol>
7	<p><b>New Projects</b></p> <p>There was discussion around possible new projects for the Section and how these could attract funding from the Professional Committee. Further discussion will be held after the World Cafeto see if any ideas are generated. This may have to be done via email post Malmo.</p>
8	<p><b>Guidelines</b></p> <p>Mobile - have been translated into Portugese by Margarida Oleiro and team at the Department of the Portuguese Agency for the Book, Archives and Libraries. We also have electronic versions in Русский, Español, العربية , Português</p> <p>Public Library –have translated electronic versions in Русский (Russian), български език (Bulgarian). Català (Catalan) ,čeština (Czech) , Português (Portuguese), and Slovenčina (Slovak)</p>
9	<p><b>Scholarships</b></p> <p>It was noted that some sections (eg Academic) and some Library Associations (eg Finnish) provide scholarships for individuals to attend IFLA Congresses and Satellite meetings. Members of the PLS believe this is an excellent idea and were asked to consider funding opportunities to enable this for public libraries.</p>



## How do you describe a Library?

### Background

The concept for this project had its genesis at the Standing Committee's second 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.

This was never meant to be an in-depth or scientifically accurate survey. Rather it was designed as a vox pop to give the Standing Committee some direction for its marketing and advocacy campaign. I created the survey using Survey Monkey and distributed the link via IFLA e-lists and through the networks of Standing Committee Members.

We had 1,234 replies from colleagues in 13 countries. Regardless of which country the respondent hails from the same words have prominence with books, community, access, knowledge, reading and space being firm favourites.

The survey closed on 8 February 2013.

The CILIP International Library and Information Group requested permission to run story about the survey in their publication *Focus on International Library and Information Work*. This was submitted in February 2013.

## Findings

These were the words used to describe the public library.

<b>Response</b>	<b>#</b>	<b>Response</b>	<b>#</b>
Books	341	Children	43
Community	325	Service	41
Welcoming	198	Literacy	40
Access	192	Technology	39
Knowledge	167	Resources	38
Reading	139	Internet	38
Place	126	Fun	37
Freedom	126	Meeting	33
Learning	122	Quiet	32
Space	119	Staff	27
Public	112	Research	20
Safe	70	Local	10
Library	62	Imagination	9
Culture	59	Discovery	9
Education	48	Social	9

## Where in the World?

Responses were received from these countries. The strongest feedback was received when Standing Committee Members used their own networks to distribute the survey.

<b>Country</b>	<b># of Responses</b>
Canada	331
Australia	186
United Kingdom	75
Germany	60
Singapore	58
Romania	38
Spain	32
Norway	25
Netherlands	25
Turkey	14
France	12
Jamaica	12
Bulgaria	9

### The Next Step

In 2013 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 in the lead up to the Satellite meeting in Birmingham.

<b>Task</b>	<b>Responsibility</b>	<b>Timeline</b>
Create survey using survey monkey	Jan Richards	March 2014
Survey translated into IFLA languages (minimum)	PLS	March 2014
Promotional tools and strategy developed	Jan Richards	March/ April 2014
Promotional tools translated into IFLA Languages (minimum)	PLS	March/April 2014
Promotional tools loaded onto PLS Section of IFLA website for download	Jan Richards	April 2014
Promotional strategy implemented to raise awareness	PLS	May 2014
Survey conducted (1 month)	PLS	May/June 2014
Results collated and promotional stories developed	Jan Richards	June/July 2014
Report to PLS at Lyon	Jan Richards	August 2014
Disseminate results through established and new channels	PLS	August 2014 ongoing