

## Action Plan for LAC 2019 – 2020

### Unit Name: Latin America and the Caribbean

Focus Area 1			
To strengthen leadership and empowerment of Library Associations in Latin America and the Caribbean (LAC)			
IFLA's Strategic Directions			
Strategic Direction 1: To strengthen the voice of libraries			
Strategic Direction 4: To optimize our organization			
Key Initiatives			
1.1	To show the power of libraries in the achievement of the Sustainable Development Goals		
1.2	To have a strong presence in international organizations and meetings as valuable partners		
1.3	To work with library associations and libraries in order to identify key legal and economic challenges of their work and to advocate for concrete actions		
4.2	To effectively mobilize our networks and human resources		
Funding Needed	Projects/Activities	Tasks and Responsibilities	Dates
<input type="checkbox"/>	To increase the <b>affiliation to IFLA of national library associations, library-based institutions and national libraries</b> from Latin America and the Caribbean.  <b>Coordinator: Karla Rodríguez</b>	<ul style="list-style-type: none"> <li>To inventory national library associations and libraries in Latin America and the Caribbean.</li> <li>To identify the national library associations and libraries that are affiliated to IFLA.</li> </ul>	<ul style="list-style-type: none"> <li>November 2019</li> <li>February 2020</li> <li>May 2020</li> </ul>

	<p>Work team in charge: Camila Muñoz- Luciana Grings - María Silvia Lacorazza –Regional Office - Alejandra Vélez – M. Angélica Fuentes</p>	<ul style="list-style-type: none"> <li>• To contact national library associations and libraries in order to invite them to become IFLA affiliates and to inform them about the advantages of joining the Federation.</li> <li>• To follow up on the invitations made to national library associations and libraries that are not affiliated to IFLA.</li> </ul>	<ul style="list-style-type: none"> <li>• August 2020</li> </ul>
<input type="checkbox"/>	<p>To increase the participation of regional libraries and library associations in <b>IFLA Library Map of the World</b>.</p> <p><b>Coordinator: Alejandra Vélez -</b></p> <p>Work team in charge: Miguel Viciado - David Ramirez – Wilma Garcete - Luis Pestarini - Sonia Amaya- M. Angélica Fuentes</p>	<ul style="list-style-type: none"> <li>• To hold two webinars (one in English and one in Spanish) on Sustainable Development Goals and libraries, hosted by national library associations as Map Contributors, in order to encourage institutions to participate in the data, stories and country page sections.</li> <li>• To encourage countries to send missing information in the data, stories or country page sections, including data compiled in the Directory of Library Associations created by the LAC Section in collaboration with Library Map of the World Contributors, that is to say, national library associations, especially those that have not sent</li> </ul>	<ul style="list-style-type: none"> <li>• February 2020</li> <li>• May 2020</li> </ul>

		the three layers of data of the Library Map of the World.	
<input type="checkbox"/>	<p>To prepare an internship or placement program for members of LAC Associations and publish their experiences and reports. Pilot Project</p> <p><b>Coordinator: Marisela Castro.</b></p> <p>Work team in charge: Luciana Grings Belén Martínez - Cecilia Justino – Carmen Castrillón - M. Angélica Fuentes</p>	Members of the Work Team on internships in collaboration with the organizations offering said internships.	March 2020
<input type="checkbox"/>	<p>To host webinars (at least once a year) on topics related to leadership and cooperation addressed at all interested parties in Latin America and other parts of the world, apart from the two webinars on IFLA Library Map of the World and Sustainable Development Goals.</p> <p><b>Coordinator: Jorge Kroll do Prado</b></p> <p>Work team in charge: Juan Miguel Palma- Georgina Torres- Paulina García- Carmen Castrillón- Jesús Lau - Sonia Amaya - M. Angélica Fuentes</p>	<ul style="list-style-type: none"> <li>● To create a training plan in collaboration with the national library associations of the region.</li> <li>● To develop a methodology, in collaboration with national associations, to collect training concerns or needs.</li> <li>● Proposal of topics to be discussed.</li> <li>● Diagnosis of shortcomings, needs or topics to be discussed and identification of experts offering short online sessions and webinars.</li> <li>● Presentation of the webinar.</li> <li>● Assessment of the webinar.</li> </ul>	<ul style="list-style-type: none"> <li>● November 2019</li> <li>● December 2019</li> <li>● November 2019</li> <li>● February 2020</li> <li>● March 2020</li> <li>● May 2020</li> </ul>
How are you planning to communicate these activities and their results?			

1. As regards increasing the affiliation to IFLA of national library associations and national libraries
  - a. By means of acknowledgements on the Section's website and dissemination via the Section channels
  - b. By means of official communications thanking institutions that become affiliated to IFLA
  - c. By means of the publication of the inventory on the Section's Basecamp
2. As regards increasing participation in IFLA Library Map of the World
  - a. By means of public invitations (in English and Spanish) to participate in the webinars
  - b. By means of acknowledgements of new contributors to the Library Map published on the Section's website and dissemination via the Section channels
  - c. By means of public calls to support the publication of stories through contributors, that is to say, national library associations and libraries
  - d. By means of the publication of the report on the Section's Basecamp
3. Webinars
  - a. By means of public invitations published on the website and other Section channels
  - b. By means of the publication of the report on the Section's Basecamp

How are you planning to assess the impact of your activities?

1. As regards affiliation to IFLA
  - a. Documents created with the results of the inventory of national associations and libraries of Latin America and the Caribbean
  - b. Aggregate number of national library associations, library-based institutions and national libraries affiliated to IFLA
  - c. Messages sent and answered by recipients concerning the invitation to affiliate to IFLA

- d. Assessment of new affiliations to IFLA
- 2. As regards the assessment of the increase of participation of regional libraries and library associations in IFLA Library Map of the World
  - a. Hosted webinars – number of participating countries out of the aggregate number of countries of the region
  - b. Total percentage of data sent by LAC countries in the three layers of IFLA Library Map of the World
- 3. Number of members that have successfully completed internships in the LAC region, reports and sessions to share their experiences
- 4. As regards the assessment of the impact of the webinar
  - a. Number of webinar attendees
  - b. Number of comments in the Section’s web channels
  - c. Documents submitted via Basecamp
- 5. Number of joint activities, such as number of papers submitted by LAC countries, number of concrete and good practice experiences carried out by professionals from LAC countries, number of documents in a Repository, increase in the number of LAC members in IFLA Sections

Identify other Unit(s) that may be interested in these “Focus Areas” or with which you may collaborate in projects / activities:

- 1. As regards affiliation to IFLA
  - a. Management of Library Associations (MLAS)
  - b. IFLA HQ Membership Team
  - c. National Libraries Section
  - d. Division V
- 2. As regards participation in IFLA Library Map of the World

a. Management of Library Associations (MLAS)

b. IFLA HQ Library Map of the World Team

c. National Libraries Section

3. As regards webinars

a. Continuing Professional Development and Workplace Learning (CPDWL)

b. National associations which will recommend experts in different areas

Focus Area 2			
To strengthen integration among LAC region's members, and also with other Division V members, through existing means of communication.			
Strategic Direction			
Strategic Direction 3: To connect and empower our Area (field)			
Strategic Direction 4: To optimize our organization			
Key Initiatives			
3.2	To support the creation of cooperation networks and links for online work		
3.3	To empower the area at national and regional levels		
4.4	To boost our visibility through quality and innovative communications		
Funding Needed	Projects/Activities	Tasks and Responsibilities	Dates
<input type="checkbox"/>	To restructure and include Section members in the LAC Communication Plan, as per the purposes of the Strategic Plan, in order to raise the visibility of the Latin America and the Caribbean (LAC) region, by promoting the LAC Section among the different library associations and institutions of the region and within IFLA.  <b>Coordinator: Jonathan Pleitez</b>	<ul style="list-style-type: none"> <li>To draft a communications plan for the Latin America and the Caribbean Section including Spanish and English speaking countries and the several web channels used by the section (IFLA web, blogs, and other social media), particularly library associations and institutions affiliated to IFLA (and therefore to the LAC Section); this plan shall</li> </ul>	<ul style="list-style-type: none"> <li>November 2019</li> <li>November 2019, February 2020, May 2020, August 2020</li> <li>December 2019</li> </ul>

	<p>Work team in charge: Karla Rodríguez - Regional Office - Camila Muñoz- David Ramírez - Ramiro Rico - Amada Marcos - M. Angélica Fuentes</p>	<p>contemplate the inclusion of participants in the MidTerm and World Congress meetings.</p> <ul style="list-style-type: none"> <li>To submit quarterly reports on the implementation of the plan to the Standing Committee.</li> </ul> <p>Collaboration with IFLA's sections and divisions by integrating different topics and languages.</p>	
<input type="checkbox"/>	<p>Identification of relevant documents prepared by IFLA to be translated and disseminated among Section members and the general public, such as handbooks, guidelines, standards, and the like included in IFLA's official website that are not available in the languages spoken in the region.</p> <p><b>Coordinator: Ricardo Crisafulli</b></p> <p>Work team in charge: Belen Martínez - IFLA LAC Information Officer and Regional Office - M. Angélica Fuentes.</p>	<ul style="list-style-type: none"> <li>Inventory of relevant documents requested by LAC library associations and institutions, and of documents to be translated. Associations and institutions affiliated to IFLA (and therefore to the LAC Section) shall be given priority. Officers in charge: Regional Office and IFLA LAC Information Officer, together with Division V communications officer.</li> <li>Translation, publication, and dissemination of priority</li> </ul>	<ul style="list-style-type: none"> <li>November 2019</li> <li>February 2020 and August 2020</li> </ul>



		documents identified in the inventory in two stages (February and August 2020).	
<input type="checkbox"/>	<p>To support the migration of LAC Section content to the new IFLA website.</p> <p><b>Coordinator: Luis Pestarini</b></p> <p>Work team in charge:– Regional Office (Isela) - Juan Miguel Palma - IFLA LAC Information Officer - M. Angélica Fuentes.</p>	<ul style="list-style-type: none"> <li>● Inventory of content to be deleted, updated or migrated from the IFLA website to the new website, including documents published in third party websites that should be hosted by IFLA servers. Officer in charge: IFLA LAC Information Officer</li> <li>● To support the IFLA HQ Communications Team in the migration of LAC Section content.</li> </ul>	<ul style="list-style-type: none"> <li>● November 2019</li> <li>● Upon request of the IFLA HQ Communications Team.</li> </ul>

How are you planning to communicate these activities and their results?

1. As regards the restructuring of the communications plan
  - a. By means of the publication of the plan via Basecamp
  - b. By means of the publication of tasks, dates in the calendar, and other documents via Basecamp

- c. By means of the publication of the quarterly reports via Basecamp
  - d. By mentioning the IFLA SECTION AND DIVISION
2. As regards translated and published documents
    - a. By means of the inventory published via Basecamp
    - b. By means of a report published in the Section website, including priority documents
    - c. By means of the dissemination of translated and published documents via the different Section channels
  3. As regards website content migration
    - a. By means of the publication of the inventory via the Section's Basecamp
    - b. By means of the different Basecamp tools, such as calendars, tasks, documents, etc.
    - c. By means of articles published in the Section's website and disseminated via the different available channels

How are you planning to assess the impact of your activities?

1. Restructuration and implementation of the Communications Plan
  - a. Documents created under the LAC Section Communications Plan referring to Spanish and English speaking countries
  - b. Submission of quarterly reports on the implementation of the Communications Plan to the Standing Committee
  - c. BY MEANS OF THE NUMBER OF COMMUNICATIONS EXCHANGED AMONG IFLA SECTIONS AND DIVISIONS
2. As regards the identification of IFLA documents to be translated and disseminated among Section members *[sic]*
  - a. Inventory of documents to be translated
  - b. Number of documents that have been translated, published, and disseminated via LAC Section channels

3. As regards the migration of the IFLA website content
  - a. An updated inventory of content to be deleted, updated, or migrated to the new website
  - b. Percentage of tasks requested by IFLA HQ and carried out by the Section
4. As regards the increase in the number of people who can access the different means of communication
5. As regards the increase in the number of documents included in the website and the development of a new Repository of all LAC resources

Identify other Unit(s) that may be interested in these “Focus Areas” or with which you may collaborate in projects / activities:

1. As regards the Section’s Communications Plan

Regional Office Division V

IFLA Sections with Latin American participants

Traducción al inglés del documento “*Plan de Acción LAC 2019*” realizada por la **Subdirección Traducciones de la Biblioteca del Congreso de la Nación Argentina** (*traducciones@bcn.gob.ar*).