

## ALA 2015 International Strategic Plan- Activities to Annual 2013

(Adopted Midwinter 2012)

### Goal Area 1: Advocacy, Funding and Public Policy

**International Goal:** ALA is a leader in international activities advocating for libraries, library issues, and the library profession and plays a key role in formulating international policies and standards that affect library and information services and the people they serve.

Objective 1: Increase international public awareness of the value and impact of libraries, librarians, and library staff and help sustain grassroots efforts.

- Enhance ‘Campaign for World Libraries’ section on IFLA website, and present programs on CWL at IFLA Conferences in 2012 and 2013. **Lead IRO**
- Add three new countries as participants in “Campaign for the World’s Libraries” by Annual 2013. **Lead IRO**
- Provide grants to four developing countries that are part of the “Campaign for the World’s libraries” by end of summer 2012. **Lead IRO**
- Highlight successful public awareness efforts around the world in new *AL International Direct*. **Lead IRO Support IRC Geographic Subcommittees**

Objective 2: Promote an increase in research and evaluation documenting the impact of libraries worldwide.

- Provide ALA statistics, and information on other U.S. based resources, to support for IFLA’s Statistics and Evaluations Committees Global Library Statistics project for the IFLA Global Report. **Lead (ORS)**
- International Papers Program at Annual 2013 will focus on research and studies that document the impact of libraries in other countries. **Lead (IRRT)**

Objective 3: Increase resources and training for international advocates seeking funding and support for libraries.

- Provide at least two in-person or virtual trainings on advocacy by Annual 2013 **Lead OLA Support IRO**

Objective 4: Provide leadership in international arenas advocating for crucial library issues such as literacy, intellectual freedom, privacy, fair use, preservation, cultural heritage, information literacy, equity of access, and free public access to government information.

- Increase collaborative efforts on legislation and international treaties relevant to libraries. **Lead OITP**
- Provide webinars on intellectual freedom topics. **Lead OIF**
- Seek funding for international programs on topics **Lead IRO Support OIF**
- Generate support for freedom of access to information worldwide and develop international partnerships that strengthen library and information services. **Lead OIF**
- Support and promote the development and implementation of international guidelines, standards, and procedures through coalitions with IFLA and other library and educational organizations. **Lead IRO Support IRC, ALCTS, OITP**
- Oppose the privatization of government and other public information. **Lead OITP**
- Through the Library Copyright Alliance, represent U.S. libraries at the World Intellectual Property Organization (WIPO) meetings in Geneva. **Lead OITP**
- Advocate for an international legal instrument that would allow for the cross-border sharing of accessible content to meet the needs of people with print disabilities around the world. **Lead OITP**
- Help foster the documentation and preservation of indigenous knowledge in Africa. **Lead Africa Subcommittee**
- Literacy and access in different formats (for literate and illiterate populations) **Lead Africa Subcommittee**

Objective 5: Increase international cooperation and alliances with organizations at all levels to advance legislation and public policy issues affecting libraries, librarians, and information services.

- Continue strong collaboration with IFLA on policy issues. **Lead LCA Support IRC, IRO, OIF**
- Participate as non-governmental representative at WIPO **Lead LCA**

- Actively participate in U.S. National Commission of UNESCO through representative **Lead IRC Support IRO**
- Actively participate in U.S. Committee of Blue Shield through ALA representative **Lead IRC Support IRO**

**Objective 6:** Raise awareness of and solicit funds for relief efforts around the world in order to rebuild libraries.

- Continue fundraising efforts for Haiti and Japan through Annual 2013. **Lead IRO Support Americas Subcommittee, Asia and Pacific Subcommittee, IRRT**
- Create relief fundraising efforts as necessary to address catastrophes **Lead IRO**

**Objective 7:** Increase awareness in the U.S. library community of libraries and library services in other countries and highlight the ongoing US library projects in other countries to gain support for ALA's international efforts.

- Solicit articles, reports, stories, etc. for publication in ALA-media **Lead IRO IRRT, Geographic Subcommittees, Divisions**
- Encourage presentations by ALA members in international conferences by increasing promotion of opportunities **Lead IRO Support IRRT, IRC Geographic Subcommittees ALCTS**
- Create at least two programs at Annual 2012 and 2013 that highlight library services in other countries or regions **Lead IRC Geographic Subcommittees**
- ALA Presidential Citation for Innovative International Library Projects **Lead IRRT Support ALA President**
- International Librarians' Reception at ALA Annual provides opportunity for U.S. members meet with librarians from all parts of the world. **Lead IRRT**
- IRRT's pre-conference program in 2012 and 2013 to introduce the state of U.S. librarianship to librarians from other countries, and the state of worldwide librarianship to U.S. librarians. **Lead IRRT**
- Promote IFLA conferences in Helsinki (2012) and Singapore (2013) to ALA members and other U.S. librarians **Lead IRO Support Asia and the Pacific Subcommittee, IRRT**
- Promote the value and benefit to a library's program by the participation of staff in internationally related events and encourage support for librarians involved in international activities **Lead IRC Support IRRT IRO**

- The IRRT Endowment will encourage presentations by IRRT members in international conferences and international libraries at ALA conferences with small travel grants **Lead IRRT**
- Co-sponsor programs in Mexico/South America/ Latin America/Caribbean with their respective library associations **Lead Americas Subcommittee, Support REFORMA, SALALM, IRO**
- Work with to enhance cultural/linguistic bridges by promoting internship exchanges in other Latin American and Caribbean countries **Lead REFORMA Support SALALM, Americas, IRO**
- Establish/promote communication channels between national library associations and ALA. **Lead IRO Support Geographic Subcommittees**

**Objective 8:** Promote the use of new technologies to increase understanding of international issues affecting library and information services.

- Explore the feasibility of a filming and posting videos from international programs presented at ALA conferences. **Lead IRRT Support Geographic Subcommittees, REFORMA, IRO**
- Utilize webinar software, Skype and other methods to connect **Lead IRRT Support IRO, IRC**

## **Goal Area 2: Building the Profession**

**International Goal:** ALA's units will work to facilitate the delivery of professional development opportunities to librarians around the world, coordinate with international organizations to promote quality education for librarians everywhere, and support cultural diversity in libraries.

**Objectives 9:** Ensure LIS schools include international librarianship and global library issues in their course offerings.

- Survey LIS schools in fall 2012 on offerings in international and global librarianship (including those that provide education for area studies librarians) and identify and highlight LIS schools international outreach, study abroad, and collaboration activities **Lead COD Support IRRT, IRO, Eurasia and Central Asia Subcommittee**
- Promote findings on ALA website and in articles in newsletters such as *Intl Leads*, *ALA Intl Direct*, *ALA Student Direct*, and *SEES*. **Lead IRRT Support IRO and Eurasia and Central Asia Subcommittee**

**Objective 10:** Work collaboratively with ALA units to adapt and promote their professional development opportunities to international librarians.

- ALA Inter-unit working group will continue work together with help from ALA Marketing Director on joint efforts such, as *AL International Supplement* and *ALA International Direct* **Lead IRO**
- Create International Leadership Group that will meet quarterly via conference call **Lead IRC Support IRO Geographic Subcommittees, CALA, ALTCTS**
- Work with ALA divisions and other units to offer scholarships and grants from librarians in developing countries to professional development courses. **Lead IRO Support ALTCS and other Divisions**
- Highlight the Free Links Project and how they might be used in international library settings. IRRT Free Links Project will identify and select free web-based tutorials and professional development information for librarians in other countries. **Lead IRRT**

**Objective 11:** Seek and promote opportunities for international librarians to work in the US and for US librarians to work abroad.

- Create a guide to employment in the US for international librarians that would include a list of libraries overseas and online libraries that have the means or directive to hire US librarians. **Lead IRRT Support Geographic Subcommittees**
- Highlight exchange opportunities for international and U.S. libraries such as the ALA-BIB U.S German Librarian Exchange **Lead IRO IRRT**
- Survey to determine which libraries offer exchange programs such as the one Yale does for Baltic librarians **Lead Eurasia and Central Asia Subcommittee**

**International Objective 12:** Increase the diversity of the library workforce to reflect an increasingly diverse national and global community.

- Highlight ALA policy regarding 'professional degree' from other countries **Lead IRO**
- Create features on librarians from abroad who are now working in the United States *for Intl Leads* and *AL International Direct*. **IRRT**

### **ALA Goal Area 3: Transforming Libraries**

**International Goal:** ALA provides leadership in the transformation of libraries and library services in a dynamic and increasingly global digital information environment.

Objective 13: Increase opportunities to share innovative practices and concepts across the profession, nationally and internationally, and among all libraries.

- Include Presidential Citation Award Recipients in IRRT Annual Programs **Lead IRRT**

Objective 14: Promote and recognize experimentation with innovative and transformational ideas from outside the U.S.

- Publicize international innovation through International Sustainable Library Development programs and website. **Lead IRRT**

Objective 15: Help libraries around the world make use of new and emerging technologies by promoting and supporting technological experimentation and innovation. (Lead LITA?)

Objective 16: Increase international leadership development and training opportunities designed to support the ongoing transformation of libraries. (Lead LITA?)

Objective 17: Promote the use of Library materials and services in the classroom.

- Develop educational strategies (and pilot) for the K-12 zone. **Lead IRC**
- Develop international strategies for Higher Education, including open access tactics. **Lead IRC**

#### **Goal Area: 4. Member Engagement**

**International Goal 4:** To increase the number and involvement of international ALA members and to promote international activity among U.S. members through increased awareness and opportunities.

Objective 18: Increase attendance and participation of international librarians at ALA conferences, workshops, and courses (in person and virtually)

- In 2012 ALA Store will allow librarians from outside U.S. to sign up for courses and workshops **Lead ALA Publishing**
- Expand opportunities for international attendees to participate as presenters at ALA Annual Conference, including possible virtual presentations **Lead IRRT Support CALA**
- Participate in programs that help international librarians visit the United States **Lead IRO Support CALA**
- Expand and promote virtual Annual Conference and virtual divisional conferences and institutes to international library community **Lead IRO Support Geographic Subcommittees, ALCTS**

- Work with ALA divisions on promoting their conferences and institutes to international librarians. **Lead IRO Support Divisions**

**Objective 19:** Increase international member engagement by identifying and eliminating barriers to participation through technological innovation.

- In 2012, ALA Store will allow international librarians to directly purchase 'e-content' **Lead ALA Publishing**
- ALA will recognize foreign participants, especially those who serve on committees or roundtables, with documents (such as Certificate of Committee member, with letterhead of ALA, even OK by electronic form) **Lead IRO Support IRRT, Geographic Subcommittees, ALCTS**
- Help reduce cultural and linguistic barriers that are integrated with technological barriers, e.g. as ambassadors, as translators, as cultural consultants, as presenters, planners, etc. **Lead IRO Support REFORMA, CALA, APALA, SALALM, Other ALA Affiliates**
- Explore Skype type participation in IRRT Preconference **Lead IRRT**

**Objective 20:** Expand and promote opportunities for ALA members to be involved in international library activities.

- Call in spring 2012 for ALA members to serve as representatives to IFLA Section Committees for 2013-2017 **Lead IRO Support ALCTS,ACRL**
- Work to create at least 25 new sister library partnerships between libraries in the U.S. and libraries in other countries by Annual 2013. **Lead IRRT**
- Signed collaborate agreement to continue ALA-FIL Free Pass Program to Guadalajara Book Fair through 2015. **Lead IRO**
- Continue ALA-FIL collaboration with Hong Kong Book Fair in 2012 and 2013. **Lead IRO Support CALA**
- Seek to broaden Free Pass Programs to book fairs in other parts of the world **Lead IRO Support Africa Subcommittee**
- Expand collaboration with ethnic affiliates in ALA international activities **Lead IRO Support ALA Ethnic Caucasus**
- Encourage Opportunities for ALA Leadership to participate in international conferences and events **LEAD IRO Support CALA, ALA Ethnic Caucasus**

**Objective 21:** Improve communications within ALA to international members.

- Launch in February 2012 focused bi-monthly *ALA International Direct* which will provides information and features on ALA activities, projects, resources, for international member and non-members. **Lead IRO**

**Objective 22:** Develop new models to recognize member participation, for both international and U.S. librarians.

- Link libraries through ALA's Sister Libraries Initiative and highlight models of successful matches. **Lead IRRT**
- Enhance the IRRT sister library project to facilitate and strengthen partnerships between US and international libraries. **Lead IRRT**

**Objective 23:** Develop strategies for involving library science students and new professional in ALA's international activities.

- Generate materials and publications on international trends in library transformation. **Lead IRRT Support IRO**
- Be leading participants in IFLA conferences to facilitate discussions on internationally focused issues and challenges. **Lead IRO Support OITP, OIF**
- Continue to support and promote the ALA Presidential Citation for Innovative International Library Projects. **Lead IRRT**
- Provide platform for three webinars targeting new professionals presented in partnership with IFLA CPDWL, IFLA NPSIG to help further the careers of librarians in different regions of the globe. **Lead IRO**

## **Goal Area 5: Organizational Excellence**

**International Goal:** ALA operates effectively, efficiently, creatively, and in a socially responsible fashion to accomplish the international mission.

**Objective 24:** Allocate sufficient resources to support the international activities and programs of the International Relations Office and other ALA units.

- IRRT establishes endowment Fund in 2012, and establish annual giving program **Lead IRRT**

**Objective 25:** Increase revenue from international sources.



- Expand adoption of Resource Description Access (RDA) around the world  
**Lead IRO Support ALCTS, ALA Publishing, CALA**
- Utilize *AL International Direct* to promote products and services available  
**Lead IRO Support ALA Marketing Director**
- Work to improve and promote distribution methods for ALA products and services  
**Lead ALA Divisions**
- Engage Intl Exhibitors to participate in IRRT activities including conference  
**Lead IRRT**

**Objective 26:** Seek funding for international activities from governments, foundations, corporations, members, and others to fund new initiatives or to leverage resources for current international programs and activities.

- Support international members to seek grants from organizations to attend ALA conferences  
**Lead Africa Subcommittee**

**Objective 27:** Increase and improve communications, participation, and collaboration on international activities throughout ALA.

- Foster and motivate more internationally minded members to assume leadership positions within the organization. **Lead IRRT**
- Support international ALA members to participate more actively in ALA through attendance at ALA, presentations at ALA programs, and appointment to ALA unit committees. **Lead IRRT**
- Support and increase collaboration with international relations groups of ALA divisions and round tables. **Lead IRO, Support IRC**
- Encourage libraries to participate in the Sister Library Program **Lead IRRT**

**Objective 28:** Improve ALA's technology infrastructure to meet international member needs more effectively.

- Improve participation in virtual conference activities for international visitors who cannot attend **Lead ALA Divisions**

**Objective 29:** Enhance cooperation with and support of international library organizations.

- Continue to support and participate in IFLA. **Lead IRO Support IRC**

- Enhance cooperative relationships with national library associations in other countries. **Lead IRO**
- Continue and encourage participation in international book festivals **Lead IRO Support IRC**

Objective 30: Foster opportunities for chapters and affiliates to support in international activities and recognize their importance.

- Survey chapters and affiliates on international activities **Lead IRO Support CRO**
- Promote activities to wider audience, and encourage more chapters and affiliates to create international connections. **Lead IRO Support CRO**

Objective 31: Evaluate the impact of ALA international activities.

- Gather update information every six months at MW and Annual and provide yearly update to Council at MW. **Lead IRC Support IRO**
- Survey international members about their needs and interests. **Lead IRO**