December 9th 2009

Bibliography section communication plan

Background

Bibliographic control at a national level is the common goal of section members. However, the means available and conditions applicable vary from country to country. Requisites for performing bibliographic control - such as cataloging rules - may be standardized, but the way bibliographic control is achieved can only be influenced, rather than directed, by recommendations from the section.

Thus, rather than initiating specific standardization work on bibliographic control, the nature of the section's activities will be advocative, supportive, advisory, inspiratory and knowledge sharing. To support these activities, the Bibliography Section Standing Committee wishes to intensify communication within the standing committee, within the section, and with others who have an interest in bibliographic control.

Communication aspects

Some of the communication aspects that the SC wants to promote are:

- Description of SC institutions' work with BC to improve an understanding of the institutions and conditions influencing the work. A framework will be provided
- Maintenance of "Guidelines for National Bibliographies in the Electronic Age":
  - promotion according to promotion plan
  - use cases
  - translations
  - revision suggestions
- Major contributions discussing any aspect of bibliographic control and linking to papers on the subject

- Sharing new bibliographic developments at section institutions
- Section members seeking advice on specific topics
- SC members seeking fellow SC members' advice/experiences on specific topics as a trusted network
- News on related work in other sections and elsewhere
- Announcements of relevant events (conferences etc.)

Means of communication
The SC wants to discontinue the section newsletter and instead establish other means of communicating the aspects mentioned above.

There are basically 5 means of communication:
- The out-of-a-box section website offered by IFLA
- The wiki facility within the website offered by IFLA
- The section blog
- The section mailing list
- The SC mailing list

Ways of communicating

<u>Section website</u>
The section website is the main entrance to the section. The intended audience is everyone with an interest in bibliographic control.

The section website should provide an entrance to all communication aspects with a scope broader than SC issues. In some cases, it will be in the form of (external) links. This goes for at least the section blog and mailing list.

Aspects not specifically mentioned under other communication channels below should be covered by the section website itself.

The section website includes a wiki facility, which should be used for major contributions ("papers") on bibliographic control.

News published under the News part of the main page will primarily be in the form of headings linking to the blog (Section generated news) or directly to an external site .

A new structure for the Section main page will be proposed by the information coordinator.

Section members will be asked for input on links to relevant publications etc.

Section blog

The section blog will replace the section newsletter and is intended to be the key element in a dialogue based, interactive communication. It is a group blog and all section members will qualify as authors. The blog is public and the intended audience is everyone with an interest in bibliographic control. Hopefully, this audience will also comment on postings.

The blog is intended for somewhat smaller postings encouraging interaction and comments. Larger contributions can be posted on the section's wiki.

Aspects could be new bibliographic developments at section institutions, or section members seeking advice on specific topics.

Blog categories are to be defined. Amongst these could be the headings from Guidelines for National Bibliographies in the Electronic Age, Advocacy and Tech corner.

A blog is a powerful, dynamic way of communicating – but it is also challenging, because it needs to have new postings on a regular basis. If we are to succeed, the SC members must all become authors from day one and be involved in creating regular postings.

Section wiki

See Section website

Section mailing list

This list is intended for subscribers from section member institutions. Communication through this channel will decrease in favour of the Section blog.

SC mailing list

A Standing Committe mailing list will be established. This is not intended for an audience outside the committee, but will serve as a closed networking facility for committee members, for instance when seeking advice on specific issues from fellow committee members. It will also be used to conduct the business of the section.

Communication procedures

All contributions to be mounted on the section website should be posted to the information coordinator.

Section members who are not already blog authors can contact the information coordinator for author privileges in order to be able to make postings on the blog. No privileges are needed to comment on a blog posting.

Other communication activities

- Identify and contact potential section member institutions
- Encourage the section members to be active in the Bibliography community (including becoming blog authors)