

IFLA Library Services to Multicultural Populations Section Annual Business Meeting (via Zoom)

Date: 18 August 2020 | Time: 8:00 a.m. - 9:30 a.m. Eastern Time

Meeting chair: Lan Gao | Moderator: Andrew Finegan | Minutes: Anne Barnhart

Attendance:

Lan Gao; Andrew Finegan; Anne C. Barnhart; Anita Basak; Adjoa Boateng; Simona-Marilena Bursasiu; Theresa Byrd; Olga Cuadrado Fernández; Miyuki Hamaguchi; Oddbjørn Hansen; Suela Jorgaqi; Teona Shainidze Krebs; Shelli Lake; Maria Neryueva; Pam Ryan; Sebastian Tarazona; Le Yang; Jiangshun Zhang.

Apologies:

Éléonore Clavreul; Leslie Kuo; Catharina Boss; James Toner; Sabine Weber-Beard.

Observer:

Yasuko Hirata

1. **Welcome and Greetings**

The attendees were requested to follow the section's recommendations for being inclusive to non-native speakers of the working language.

2. **Approval of the 2020 Section Midyear minutes**

The meeting minutes were approved.

3. **Announcements and reports:**

- a. **Chair's report:** Lan Gao. The chair acknowledged that each member is facing different situations regarding COVID-19 in their country and at their job. See Lan Gao's written report (Appendix I).
- b. **Secretary's report:** Leslie Kuo could not attend but sent her report in writing. (Appendix II). She sent thanks to all who helped compile the tips for IFLA Headquarters' guide to presenting online events.
- c. **Information Coordinator's report:** Andrew Finegan noted that the section has been quiet on social media and acknowledged COVID-19 makes this work challenging. Andrew will start sending reminders. Andrew's full report contains social media statistics (Appendix III).
- d. **Section financial report:** the section has no open requests for Professional Committee funds at the moment.
- e. **IFLA/UNESCO Multicultural Library Manifesto Toolkit translation update:** The Spanish translation is finished. It has been very popular. A request was put forward for someone to

coordinate the translation of the Toolkit into French or Arabic. If someone is able, please contact Le Yang.

4. **2019-2020 Annual Report Review**

This committee approved the Annual Report to be sent to IFLA.

5. **2020-2021 Action Plan Review**

- a. The project on recommendations for inclusive meetings (inclusive to non-native speakers of the working language) is in progress. They have been tested at two section meetings and IFLA Headquarters included a first version in its Webinar guidelines. Leslie and Teona will meet to finalize the recommendations.
- b. Idea for a campaign in 2021: more stories about how the *Manifesto* Toolkit has been used in libraries.

6. **2021 IFLA WLIC Open Session**

This committee will continue its collaborations with IFLA CPDWL Section to present 2021 IFLA WLIC Open Session.

7. **Standing Committee nominations and elections:**

- a. **Standing Committee members:** committee members are elected for 4 year terms with a maximum of 2 consecutive terms. Institutional affiliates and personal affiliates of IFLA can nominate and vote. Personal affiliates are allowed to nominate themselves if they would like. If a member has initial questions about this process, they can contact Leslie. The actual nomination and election process is administered by IFLA Headquarters and is expected to begin in November.
- b. **Standing Committee officers:** officers are elected for 2-year terms. Officer elections will be held at the business meeting in 2021.
- c. **Possible changes:** there might be some upcoming changes coming from IFLA.

8. **Communication & Active Involvement of SC Members**

Lan encouraged SC members to actively participate Section business through email, Basecamp, newsletter contribution, listserv, and so on.

9. **Any Other Business:**

Each member was given an opportunity to share what is happening at their library and in their country, as well as other thoughts.

- a. Andrew proposed more frequent check-ins so that we keep up the energy and communicate better about what we are doing.
- b. Oddbjørn noted that the Section needs to make a Plan B in case WLIC 2021 is not held in person.
- c. Shelli shared that she and the libraries in Oslo have offered many language cafes.

Appendix I

Chair's Report | Prepared by IFLA Section 32 Chair Lan Gao | July 2020

In April our Section hosted a virtual midyear meeting. During the meeting, we reviewed our Action Plan, future meetings, and IFLA WLIC sessions. Chair's Report, Information Coordinator's Report, *IFLA/UNESCO Multicultural Library Manifesto* Toolkit translation update, and IFLA Division III (Library Services) meetings updates were also shared among attendees.

Due to the cancellation of IFLA WLIC 2020 as well as COVID-19 impacts, IFLA Professional Committee was seeking updates and feedback on our Section's plan for the remainder of 2020. An online questionnaire was completed by Lan in May. Lan provided the following information in the questionnaire:

- An update on 2019-2020 Action Plan
- Plans for our Section's WLIC 2020 Open Session
- Plans for our Section's WLIC 2020 Satellite Meeting

We are shifting the completion dates for some of our projects and tasks due to library closures because of COVID-19. Also, we are adjusting projects/tasks for 2020-2021 Action Plan.

IFLA WLIC 2020 Congress has been cancelled due to COVID-19 pandemic and various travel restrictions worldwide. IFLA's next Congress will take place in Rotterdam, Netherlands in 2021. In 2022 IFLA WLIC will return to Dublin, Ireland. Our Section will still be joining IFLA Continuing Professional Development and Workplace Learning (CPDWL) Section to co-present an open session during IFLA WLIC 2021.

We will not be hosting Satellite Meeting in 2020 or 2021, but there should be one in 2022. Satellite meeting 2022 Team will be led by Simona-Marilena Bursasiu, and co-led by Andrew Finegan and Sabine Weber-Beard.

During the months of May and June, our Section helped IFLA HQ to prepare guidelines to support Units interested in running webinars and other virtual meetings, presentations, seminars. Our Section provided guidance for speakers or meeting/event organizers around strategies and techniques to make these virtual spaces more accessible for those people whose first language is not the language of the presenter. I'd like to thank Leslie for completing this task and coordinating with IFLA HQ.

We have published June 2020 Section newsletter. It was prepared by our newsletter editor Pam Ryan and her team at Toronto Public Library and coordinated by our Information Coordinator Andrew Finegan. We dedicated part of our Section's June issue of newsletter to challenges and solutions for libraries serving multicultural communities in coping and battling COVID-19. We have received many excellent submissions from libraries around the world. I would like to give thanks to Andrew Finegan, all the contributors, and especially our newsletter editor Pam Ryan and her team at Toronto Public Library who have been working hard to prepare and publish this newsletter. Andrew Finegan also promoted the newsletter on IFLA website, social media, and through our mailing list.

In July Lan attended Division III meeting on IFLA Governance Review.

IFLA/UNESCO Multicultural Library Manifesto Toolkit is now available in Spanish. The translation was completed by three colleagues in the U.S. in July. Information Co-coordinator Le Yang has been leading this project for almost two years. Currently we have the Manifesto Toolkit in English, Chinese, Japanese, Russian, and Spanish published on IFLA Website. I would like to give thanks to all the contributors and Le Yang.

Lan would also like to take this opportunity to thank all of you for the work you have done for our Section, especially during the current difficult situation.

Appendix II

IFLA Section 32 Library Services to Multicultural Populations
2020 Annual Business Meeting Secretary's Report
Prepared by Leslie Kuo

1. The minutes from the Annual Business Meeting 2019 which were taken by Leslie Kuo were approved at the Mid-Year Meeting, held April 20, 2020 online. These have been posted online by the Information Coordinator.
2. The minutes from the Mid-Year Meeting 2020 were taken by the Co-Secretary to be presented for approval at the Annual Business Meeting 2020.
3. The Secretary coordinated the section's response to IFLA Headquarters' request for a contribution to the new Webinar Guidelines for Professional Units (released July 2020) regarding how to run webinars so that people with different fluency levels in the working language are included. Thank you to all who helped compile the tips.
4. The Secretary will be the contact person for questions regarding the upcoming SC elections. The Chair will share more information about this process during the Business Meeting.

Appendix III

IFLA Section 32 Annual Meeting
Information Coordinator's Report
Prepared by Andrew Finegan

Social media team:

As reported in our mid-year meeting in April, one of my goals was to get our social media team members more actively creating content. We have a space in Basecamp for planning social media content, and all members of the social media team (Sabine Weber-Beard, Simona Bursasiu, Anne Barnhart, Olga Cuadrado Fernandez, Catharina Boss) have been added to the space in Basecamp, with instructions on posting to social media pages. There is also a calendar spreadsheet in Google Docs where we can plan our social media posts.

Activity from most team members has been quiet - much more so than before. Whilst I encouraged team members to try to write a couple of posts a month, it has continued to be a very disruptive four months since our mid-year meeting in April.

I surveyed the team for feedback, and they indicated that:

- There had been some undue stress as a result of COVID-19, and it was difficult to find the time and motivation to write social media content.
- There was also some difficulty in finding suitable content to post. When we're out and about, we can share our experiences, but when we're in lockdown, it's a little more difficult.
- More regular reminders would be useful to prompt more activity.
- We can either continue with the current plan, or move into more of a 'roster' system, where everybody gets allocated one week every few months, in which they are responsible for posting.

It's clear that a new approach is necessary to continue. I propose that, for the 2020-2021 period, I send out a fortnightly email to the social media team to call for ideas / content, which will then go into the planning spreadsheet. Where appropriate, we can also allocate tasks to individual team members (e.g. a post in Spanish for international Spanish Day).

I also want to revisit the use of Buffer as an app for scheduling social media content. The free version allows you to schedule ten posts at a time, but if demand grows, we also have the opportunity to set up a paid membership, so that we can schedule more content in advance. (Also, in previous meetings, there was talk about IFLA creating a large business account for various professional units to use - perhaps this is something that we can bring up again with HQ.)

Social media engagement:

We have been posting content to three social media platforms – Facebook, Twitter and Instagram.

I have prepared some statistics around our engagement on each of these platforms from the past four months since our midyear meeting.

Facebook :

In the past four months, the number of followers has grown from 2,261 to 2,374, gaining 113 followers. There were nine Facebook posts made during this time.

Our peak level of engagement was on the 29 July, when we announced the Spanish translation of the Multicultural Library Manifesto Toolkit. That post had a reach of 883 people and 60 engagements - more than four times that of most of other posts on Facebook since WLIC last year.

Twitter:

We went from 1,610 to 1,664 followers, gaining 54 followers in four months.

We posted 19 tweets in this time.

Our most engaging content was from:

- € Announcement of the Spanish translation of the Multicultural Library Manifesto Toolkit. (2,214 impressions, 121 engagements)
- € Shared article about Intercultural programming at Reykjavik Library, Iceland (1,644 impressions, 47 engagements)
- € Promoting the June 2020 Newsletter (1,375 impressions, 80 engagements)

Instagram:

We did not post to Instagram during this time, but our followers have grown from 532 to 618 followers.

Given the current restrictions on movement and visiting libraries and events, it is not surprising that there have been fewer opportunities to post to Instagram. Furthermore, it does not allow hyperlinks to other content, in the way that Twitter and Facebook does. That said, we should consider how we can share other visual content (perhaps from collections or online activities) via Instagram.

Other Information activities:

In the past four months, we have had 5 new subscribers join – we are now at 179 subscribers on the list.

As suggested in the mid-year meeting, we contacted Pam Ryan and her team about the possibility of creating a special 'COVID-19' issue of the Section Newsletter. Fortunately, they were willing and able to work to produce an excellent issue with 16 contributors, and 18 pages - one of our biggest newsletters yet!

Thanks as always go to Pam and the team at Toronto Public Library for the contribution that she and her team has put into creating the newsletter

In July the IFLA/UNESCO Multicultural Library Manifesto Toolkit was translated into Spanish and added to the website – with thanks to Le Yang for coordinating this activity, and to PROFORMA members Kirsten Grünberg, Freda Mosquera, and Alicia K. Long for translating the toolkit.