**Management of Library Associations Section
MLAS Midterm Meeting 2020 in Chicago **

**MINUTES**

**Time:** Thursday, 27 February, and Friday, 28 February, 2020; 8:30 – 17:00

**Venue:** ALA Headquarters Chicago

**MLAS SC members present at the meeting:**

Amy Burke, Ute Engelkenmeier, Loida Garcia-Febo ( information coordinator), Alim Garga, Susan Haigh, Hella Klauser (secretary; Minutes), Halo Locher (chair), Chin Loy Jyoon, Dijana Machala, Pascal Sanz

Michael Dowling (former MLAS chair, member of IFLA GB; ALA international relations office)
Gerald Leitner (IFLA Secretary General; only Feb. 28, 2020)

**Additional members present at the Zoom meeting:** Rauha Maarno, Evviva Weinraub (SIG Convenor Women, Information and Libraries )

**Day 1: Thursday, 27 February 2020**

**Slot 1:
Tour of ALA Headquarters / Overview of ALA**

Michael Dowling (MD), director International Relations Office, member of IFLA Governing Board and former MLAS chair, welcomes the group together with MLAS member and immediate ALA past president Loida Garcia Febo (LGF) for the MLAS midterm meeting 2020 at the ALA Headoffice in Chicago. They invite for a tour in the headoffice and give an overview about the American library association ALA. Information about the association can be found here under Presentation 1: <http://www.ala.org/aboutala/mlas-midyear-meeting-chicago-2020>

About 20.000 members, 250 fulltime staff in Chicago and Washington (office for lobbying).

ALA deals with 9 key action areas:
advocacy, diversity, education and lifelong learning, sustainability, transformig libraries, intellectual freedom, literacy organiziational excellence, equitable access to infomation and library services.

ALA’s budget of about 50 Million Dollars a year mostly comes out of publishing (36%), also ebooks 18%, meetings and conferences (24%), 10% grants and membership fees with less than 20%. The ALA store is selling materials like posters etc.

The Executive board with 11 members, the new executive director Tracy D. Hall just started.

Staff, council committee, council with 186 members, voting is electronical.

The chapters which are the state library associations are independent from ALA, have their own budget and they have votes on the ALA council.

International Relations Office: only members may become part of a committee or round table by application; chairs change every year.

Most of the 1500 international members come from Canada, most of them are personal members. The regular membership fee is 160 Dollar per year; $85 for international members.

There is no general assembly at ALA, the council is taking this duty. There are 11 divisions which are library associations such as PLA, ACRL, etc., and 20 roundtables (which are similar to special interest groups). At least 100 members are needed to create a roundtable.

ALA Affiliates are many ethnic people, American Indian, Chinese, Jewish Libraries, Theatre Library Association etc. In 2019 many USA library associations and ALA affiliates signed a joint statement on EDI (equity, diversity and inclusion).

The Library of the Future is ALA’s newest big topic and envolvement and a task force for the UN SDGs was created with LGF being the chair.

ALA sold its headquarter building and will move to another place in Chicago which was leased. With this moving, ALA’s structure will change intensively in the near future.

MLAS chair Halo Locher (HL) thanks MD and LGF not only for the tour and the input about ALA structures, but also especially for organizing the meeting and inviting MLAS to the ALA office for this year’s midterm meeting.

HL welcomes MLAS SC members and opens the midterm meeting.

**Slot 2**

**MLAS about our goals, aims and topics for the next 2-3 years**

HL invites Hella Klauser (HK) to present the paper she had sent before the meeting to all MLAS SC (Standing Committee) members and to introduce the topic. The aim of slot 2 is to come to decisions after a discussion and brainstorming.

HK starts with the question of what is our task and what can we offer and do as MLAS SC? IFLA is working on a new strategy - are we on the right track? IFLA GB (Governing Board) underlines the importance of the MLAS section, so we have to ask ourselves what we can contribute. When we meet we spend a lot of time with organizational matters and not with creating content during our meetings. Is the structure of our SC meetings at the WLIC convenient for our exchange? How do we decide on the topics of our open sessions at the WLIC?

Many aspects and proposals were mentioned and discussed in the brainstorming which follows:

What are our goals and how can we work more strategically, what will be our section’s role in the new IFLA governance structure, and which role will the position of MLAS chair play in the new IFLA governance structure? How can we be more productive within our section to serve the library associations’ community in the world better and how can we work more effectively together between our meetings?

Communication is another big topic; how can we exchange more and regularly about what is going on in the SC, do we include the working groups, SIGs and corresponding members best? Maybe we should aim for a more focused communication? LGF refers to a communication paper as a result of the MLAS committee working group on communication. It also includes social media. The paper will be sent to all MLAS SC members. The communication group will work on proposals to intensify the communication.

It is mentioned that training content for library/librarians associations is also relevant to our section and that we – as a goal - could be the leader of this topic. This aspect finds support, especially many library associations at the moment work on new strategic plans and appreciate examples and guideslines.

Talking about our goal and mission as MLAS, Susan Haigh (SH) proposes as goal for MLAS to insure strong, well managed, sustainable library associations and to achieve this with training, guidance, forum of discussion for best practices etc. to impact others and collaborate with new professionals and other IFLA sections. IFLA has some grants, which can also be applied for to renew our collaboration.

Looking for new topics to work on, ‘Developping a strategy for library associations’ and the SDGs are mentioned. Our task could be not to re-invent, but to select what is already done within the associations and produce a product out of this.

Inclusiveness and conciousness of what is done in other countries to guarantee a real inclusiveness within IFLA was another topic which was mentioned.

Talking about the IFLA program BSLA (Building Strong Library Associations), which ended in 2012 and which was created with the support of MLAS, the proposal came up to MLAS refreshing it, add new case studies for example and reuse and promote an updated version. MLAS can ask for support at the IFLA Headquarters by turning in the idea as a proposal and get financial /manpower support. MLAS can work as an advisory committee. MLAS should develop some project proposal for funding and for renew an update of BSLA. It is no longer only about building strong library associations, but also keeping them strong considering the challenge of getting new members,new people becoming involved and active etc. The professional committee will decide on projects and financial support in December, we should create a working group to develop the draft until then.

Other topics at the brainstorming were supporting IFLA membership for other associations, convincing IFLA HQ (Headquarters) to work more closely with MLAS, to contribute more from MLAS to the discussions and developments from HQ and to think over the structure of our meetings during WLIC and midterm.

The intense and lively brainstorming ends with the question of the chair: What is the result to this discussion?

The following topics come out of the discussion which are decided to work more detailed on in different working groups:

1. Update of MLAS mission and goal, serving the library community in the world by building and keeping strong library associations
2. Another evaluation of BSLA (the last one was in 2012) and out of that a renewed and enlarged programme which emphazies also sustaining strong library association not just building ones (BSLA and KLAS Keep Library Associations Strong); supported by IFLA staff in HQ and featuring examples from ifla materials and members, initiatives etc.
3. Reinforce MLAS communication and MLAS SC members work between the meetings and make the result of this work more known by other members
4. Keep MLAS in IFLA Governance structure (idea: MLAS as division (not section) with other sections like the geographical ones joining the division)
5. Keep having a seat in the GB as MLAS chair
6. Good solid thematic session each year at the WLIC
7. More training material for other library associations on strategy, funding, partners, sustainability, diversity resources etc. (MLAS has to take the leadership of training in the field of associations) – MLAS could become a hub.

This outcome of the discussion is merged into four big topics:

1. MLAS in IFLA (MLAS chair as member of GB, MLAS als division, high level thenmatic sessions)
2. MLAS as hub(provide information, webinars )
3. MLAS internal (updagte mission and gboals, intensify communication, using ou network, need surfey, info between meetings and within)
4. Professionalizing our work (BSLA renewed, enlarged to KLAS (question of funding), topics like strategy, SDGs, diversity) training and development).

Ute takes pictures of charts. Working groups within MLAS to these topics will be installed later.

Each of the participants is asked to choose two topics which seem the most important to him or her: Group 4, professionalizing our work reaches 8 votes, Group 3, MLAS internal 6 votes, group 2, MLAS as hub 4 votes and group 1, MLAS in IFLA reaches 2 votes.

**Slot 3:**

**MLAS: Implement Action Plans: Library Map of the World, Satellite Meeting Rotterdam 2021**

MD presents the Library Map of the World (LMW); explains, that some information especially in Africa is missing, but especially the examples for the SDG stories need to be completed. Library associations should take the lead in getting examples on the LMW. MD asks MLAS members to turn in the country overview, even if some SDG stories are still missing on the LMWfrom their countries. As representatives of the associations we should know who will turn in a story for the SDG stories from our country. Different examples from Malaysia, Cameroon, France [www.agenda2030bibfr.wixsite.com/agenda2030bib](http://www.agenda2030bibfr.wixsite.com/agenda2030bib)

and Germany [www.biblio2030](http://www.biblio2030).de are mentioned. To make it easier for our colleagues in the libraries it may be a good idea of creating a platform (wordpress) in your language and collect examples there before putting them in the correct format on to the LMW. AFLIA also runs a website with examples for SDG stories ( Alim will send the link). Discussion on how MLAS can support that more libraries will participate and contribute to LMW: IFLA should fund some more workshops, propose a small working group on SDGs in the LMW from MLAS working together with Kristine in HQ, working group on the SDGs within MLAS, promotion via our listservs to turn in our country reports to the LMW.

**Action:** MLAS information coordinator and the communication group with the support of Malaysia’s experience from CLJ will take over and will post to our members and SC-members regularly about the LMW, especially to turn in a country profil. Communication between LGF and IFLA HQ in progress.

**Satellite Meeting Rotterdam 2021:**

Discussion about the planned satellite meeting 2021 in Rotterdam. WLIC’s theme 2021 will be „Let’s work together, let’s library“. The participants decide on the following proposal:‚Surviving and thriving in changing times as library associations’. It will be presented at the zoom meeting tomorrow to also ask who from MLAS SC will be in the group to prepare the satellite meeting in Rotterdam.

**Slot 4:**

**ALA: Engaging membership, Advocacy marketing, recruitment ALA membership & recruitment.**

Marcy Morales, Deputy Director, Communication and Marketing Office of ALA and Jan Carmichael, Web Content Manager at ALA present some information and figures about the topic:

With limited staff and limited resources they try to get as many ideas and initiatives realized by strategic planning in advance as possible. They always focus on the goal of the marketing initiative, the audience, key messages, communication channels and using statements or materials (using the ALA branding and colours). Example: the because- statements: <http://www.ilovelibraries.org/librariestransform/>

More information see following presentations:

ALA communication and Marketing: Presentation 2 <http://www.ala.org/aboutala/mlas-midyear-meeting-chicago-2020>

ALA Membership & Recruitment: Presentation 3

<http://www.ala.org/aboutala/mlas-midyear-meeting-chicago-2020>

Engaging Membership & Advocacy: Presentation 4

<http://www.ala.org/aboutala/mlas-midyear-meeting-chicago-2020>

ALA’s media outreach for 2019 was covering 35.100 articles, circulation rate 24.7billion– via Associated Press for example. For Social media, ALA prepares masters for the smaller libraries to be reused. Google Analytics is used for measuring completion of goals.

Crisis communication plan in tools and resources: <http://bit.ly/IFLATools>

It is important to build relationships to the press agencies, but remember that they are not your friends!

The participants give a warm applause to the presenters and thank them.

Before the first day of the meeting comes to an end, the group prepares the topics for the discussion with IFLA secretary general Gerald Leitner for the next day.

The meeting ends at 16:30.

**Day 2:**

**Friday, 28 February 2020**

**Slot 5 MLAS administrative business (Zoom call with external SC members)**

The chair welcomes Gerald Leitner (GL), IFLA Secretary General and thanks him for his coming and chance to exchange.

The chair also welcomes MLAS SC member Rauha Maarno and Convenor of SIG Women, Information and Libraries <https://www.ifla.org/women-information-and-libraries> Evviva Weinraub who join the meeting via zoom.

The agenda of the zoom meeting is approved with two additions: under Top 2: Discussion results from the Slot 2 and how to go on and under 7. Other business: Midterm meeting 2021.

**2. Approval of the minutes**

The minutes of the two SC meetings in Athens August 2019 as well as of the last MLAS zoom meeting Dec. 03, 2019, are approved with no remarks and thanks to the secretary.

Discussion results from yesterday:

The chair introduces into the brainstorming session from yesterday (see slot 2) and presents the different topics and working groups which came out of this process. Find the list with the different working groups attached.

**Action:** HQ will send the listing of the different working groups to LGF after the meeting who will then send the list with the request to join at least one of the groups and deadline to all MLAS SC members. Received by LGF from HQ.

**Action:** As only two members of the MLAS SC joined this zoom meeting, HQ will send the information about zoom meetings again to all MLAS SC members with the invitation to join next time.

**3. Open session at WLIC Dublin 2020**

Ute and Susan give a report about the preparations, Rauha Maarno (RM) is adding via zoom. The open session will take place in collaboration with the Management and Marketing Section as a handson lab on the topic of SDGs (Sustainable Development Goals) with the moderator Matt Finch. The aim of the session will be to identify and understand the SDGs and use them for our association’s work. The title of the session will be ‚Big dreams, real impact: creating a practical approach to the SDGs’ <https://www.ifla.org/node/92789?og=80>

**Action:** RM asks for best practice examples from different countries and to send them to her for preparing the moderator and the session. LGF will create something on the MLAS website to collect information and examples for preparing the session. Members with best practices can send the information to LGF to compile and post on the website.

The moderator himself can also look for good examples, also from Ireland, for example. AFLIA will add examples and will promote the session, other examples also to cover the geographical scope are welcome.

EBLIDA asked to present its information on the topic.

Examples are helpful, but the focus of the session will not be presenting examples, but to focus on using them for the work of the library associations. It is decided that the group will contact Kristine Paberza in IFLA HQ, who works on the LMW project.

The chair thanks the group’s members for their work and especially the Finnish Library Association for financing the moderator.

**4. Session by our SIG Women, Information and Libraries / Evviva Weinraub**

The topic of the open session will deal with climate change and will be organized with other sections. Seven proposals for the call for papers have already been turned in until March 15, the session will be lifestreamed.

Evviva sends the link of the session to HK for adding it to the minutes: <https://2020.ifla.org/cfp-calls/women-information-libraries-atina-joint-with-e4gdh-sig/>

The second SIG MLAS is hosting, the SIG New Professionals, is preparing a session on the topic of ‘music in the library world’; the open call for papers has been published <https://2020.ifla.org/cfp-calls/new-professionals-with-audiovisual-multimedia-and-iaml/> .

**5. Dealing with inactive SC members**

MLAS wants to include all MLAS SC members being active in our section’s activities.

**Action:** The chair will share the list of non show-ups at our meetings with all MLAS SC members via basecamp to make the information visible to all SC members.

LGF will send a nice memory to them to remind them of their obligations being a voting member of an IFLA section. If no reaction follows after the reminder, HL will send a more official mail also to show that we care and noticed their absence.

The official rule says that after missing two meetings without excuse you can be dismissed from the standing committee.

**6. Corresponding members**

An information about corresponding members to sections was distributed: <https://www.ifla.org/officers-corner/corresponding-members> . MLAS has two corresponding members at the moment: Assane Fall from Senegal and Vadim Duda from Russia.

**Action:** The chair will contact them and will also contact Randa Chidiak (Libanese Library Association) because she wanted to become a corresponding member earlier.

A section may have up to five corresponding members. HL sees this as a chance to build new relation etc. GL proposes to check possible geographical lacks in our group, which knowledge is missing and which skills we need and then decide to ask for more corresponding members to fill these gaps.

**Action:** All MLAS SC members are asked to make candidates’ proposals to HL, including a short profile of the candidate. We will discuss the proposals during the next Zoom meeting in April.

**7. Other business**

Pascal Sanz (PS) and his association invite the MLAS SC members to Paris for the Midterm meeting 2021. MLAS SC members thank and accept; the date of the meeting and more information will follow. Perhaps the meeting will be in combination with the Salon du Livre in Paris in March 2021.

1. **Closing remarks**

The chair thanks PS for the invitation, thanks RM and EW for participating at the zoom meeting and closes the zoom meeting.

**Slot 6.**

**Governance process, implementation strategy, membership development** Gerald Leitner (GL) gives an overview of IFLA’s Development Roadmap since 2017 with the global vision discussion, the development of the IFLA strategy 2019-2024, the planning and creation of a new governance with 3 review groups: governing board, professional units and professional committees and the strategic committees. A steering committee brings these three groups together. A workshop in December 2019 brought a clear picture of the next developments needed: offer new opportunities, for example for geographic areas, the need of a wide geographic participation and broad professional activities and a structure which enables better support to members and libraries.

IFLAs aims: 1. Clarity to all involved (members, HQ, professional units, GB), 2. Best people on the jobs (barriers have to be removed), 3. Diversity and represention, 4. Innovative, ambishes, but realistic work.

Next steps: Chairs of the review groups will discuss with their groups; a workshop during the Governing Board meeting in May will develop a first draft of the governance structure, which will be published then. Within 4-6 weeks time a feedback and consultation of the draft is asked for; the final draft will be presented in Dublin.

New statutes will be needed and have to be prepared as well. The aim is that all members of IFLA will be able to vote and not only the ones who are present at the General assembly. If the election process will be modified by the vote during the General Assembly in Dublin, the voting of the changes themselves will follow in fall 2020. After that the election process for the new IFLA term will start.

There is no doubt that the representation of MLAS will play a significant role in the new structure as well. Therefore it is planned that the MLAS chair will stay on the governing board, although a reduction of members of the Governing Board is planned in order to have more efficient meetings.

In order to support the professional units within IFLA better, the plan is to create divisions with equal numbers of sections. All regions of the world (new regions) should be equally represented. IFLA needs experts especially in the strategic groups (FAIFE ...) to report to the Governing Board.

IFLA wants to become more inclusive. IFLA is a membership organization, but IFLA’s aim is also of being the global voice of libraries and library associations - this may sound contrahentary, but both directions are important and right.

See Gerald’s presentation 7, IFLA Development Roadmap: <http://www.ala.org/aboutala/mlas-midyear-meeting-chicago-2020>

The group presents the results of yesterday’s discussion within MLAS to GL; a discussion follows especially on the topic of BSLA or KLAS and the question of asking for support from HQ. BSLA was run by the HQ. IFLA will create an IFLA Academy, BSLA will be part of it. HQ plans to call for a position to analyse all these papers, then it will be decided together with IFLA experts what to do with them and how to go on as well as the question of additional funding from whom. The Academy will start in about two years; until then the following ideas will bridge the gap:

a)webinars 2per year how to get advocacy work done in your association for example

b)survey more library association: which services do an association need?

c)support smaller and newer associations

d)set up a flyer for IFLA membership for associations

**Action:** GL wants to know who out of the MLAS group will be his direct contact for each idea a) – d) All MLAS SC members are asked to decide until our next zoom meeting.

During lunch brake, Lisa Hinchliffe and her student Jane Rose give a **presentation on the results of the copyright education and library associations** The survey was just closed and is not yet published. The results will go to Stephen Wyber at IFLA HQ. Lisa and Stephen are discussing how to move on and how to publish the results.
Lisa suggests that IFLA should focus on its development of support for copyright education. HL adds that this topic could be a future one for an MLAS open session or for the future IFLA Academy.

He thanks for the presentation; the slides will be distributed later on.

**MLAS Action plan on gaining memberships for IFLA**

See presentation 6 from Gerald Leitner about IFLA membership: <http://www.ala.org/aboutala/mlas-midyear-meeting-chicago-2020>

GL suggests that MLAS should become more active in regard of supporting strategic goals and making IFLA more relevant on a national level. With Despina there is a new officer position in the HQ for strategy implementation; she will support in including strategic thoughts better in professional units in the near future. Some regions and national library associations are working already with the IFLA strategy (Cilip for example in Great Britain will use the IFLA strategy to build its own). Other examples from Malaysia, ALA, Switzerland, AFLIA are added to the discussion.

GL wants MLAS to become an influencer to other library associations and to be like a peer group with a close exchange between MLAS, HQ and the Governing Board.

GL encourages MLAS to be more active, supportive and also more pushy and to participate as an advisor for the revision of the BSLA program. He also asks for a permanent contact in MLAS for the LMW.

Three meetings will be organized in Australia, Africa and Europe in fall 2020 for promoting the IFLA strategy. Helen Mandl is the contact at IFLA Headquarters for membership matters.

**Action:** The chair suggests that all MLAS members look at the list of associations which are not yet IFLA members he had sent earlier and choose one association to get in contact with or even support financially. We will exchange about this during the next zoom meeting.

The idea comes up to create a flyer for Dublin.

**Action:** Together with Amy Burke (AB), LGF, Alim Garga the chair will create a committee within MLAS for professionalizing our work together with HQ (IFLA Academy). This is one of the working groups proposed.

GL answers about the new IFLA website that it is planned to be launched at the end of June, 2020, but fully working by August. It is planned that one part will be reserved for news from the library associations.

**Slot 7:
ALA: Sustainable practices – especially funding and collaboration**

See presentation 5: ALA fundraising: <http://www.ala.org/aboutala/mlas-midyear-meeting-chicago-2020>

LGF gives information about the topic: The advocacy office of ALA in Washington DC <http://www.ala.org/aboutala/offices/ppa> supports libraries in the following topics: network neutrality, privacy, government information, copyright, climate-change, library funding. ALA provides information, quite detailed, also webinars to prepare talks and meetings with politicians. See handouts (papers) in the folder or on the ALA website.

**Closing Round:**

Before the meeting comes to an end, all participants very briefly add what they are working on at the moment in their associations:

HK, Germany: the annual conference is coming up in May, SDGs are one of the focus points as well as the copyright.

AB, USA: Her association is looking for a new name, because the ‘special libraries’ in the title may hinder new markets for the association; they are also working on a new governance structure etc.

DM, Croatia: they are preparing a big celebration this year; last year they put emphasis on a new library law, close exchange between minister of culture and library association for standards of libraries.

LJC, Malaysia: Reviewing the constitution, the general meeting with new elections and conference is coming up in June, Kuala Lumpur will become worldcity of literature, professionalism of librarianship by training

UE, Germany: inside the association they work on the culture of working together in their association and on the sustainability goals; The annual conference in May will discuss the challenge of ebooks in public libraries and how to deal as libraries with right wing influence. Another topic will be the image of libraries to win new and good staff

MD, USA: establish a code conduct for conferences, ALA has a new executive director, ALA Headoffice will be moving, midwinter meeting will change as format, programming will be increased, reorganization things: conferences, publishing, membership

LGF, USA: reviewing different models for membership participation in ALA, electronic voting

AG, Cameroon: preparing two 2 events: The general assembly in October will focus on contribution of libraries on local development, there is a new law of centralization, which says that a library must be in every new center. Increasing cooperation with general assembly in Nigeria. In coopeation with Goethe-Institut and Embassy, they work on figures for adding to the LMW. Cooperation and consultation with the government.

HL, Switzerland: The new association’s president is coming from outside of the kantonal background and brings in a new thinking that libraries should not fight alone, because the public field is the owner of the libraries. New president knows alot about relationships and working together, for example for copyright fees. The conference will take place in Bern in August with also five library busses being presented in Bern in front of the train station. From 2021 the conference will take place in November because of the IFLA WLIC in August.

 PS, France: Cfibd has created a work group on the LMW topic. The first step will be to add the country profile for France; The Ministry of Culture organized two study days on the topic of sustainability in the book chain; libraries were presenting half a day their services and projects related to this topic. During the SDG week in September, more than1200 libraries participated with the SDG cubes. The association Abf will organize its annual meeting in June on the topic of, ‘Inclusive libraries’.

**End of midterm meeting**HL thanks again LGF and MD for their great hospitality at the ALA Headoffice. He thanks GL for his participation and all MLAS SC members for their coming and the great involvement in our meeting.

He closes the MLAS midterm meeting 2020 at 16:33h.