



KENYA LIBRARY ASSOCIATION

KUULIZA SIO UJINGA

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KLA President

Overview of KLA

- ▶ Registered with the registrar of societies since 1973
- ▶ Guided by constitution & Strategic plan

Vision

- ▶ To be the leading and *effective* professional body for librarians, information specialists and knowledge managers in Africa.

Mission

- ▶ KLA sets, maintains, monitors and promotes standards of excellence in the creation, management and exploitation of information and knowledge resources *and services* through training, *research* and advocacy.

KLA National Advocacy programme

Objectives

- ▶ Address the information gap of library workers at all levels.
- ▶ Raise awareness of the important role libraries can play in development by contributing to national development Agenda for sustainable development and the SDGs
- ▶ Increase the ongoing participation of library representatives in the advocacy environment at all levels to secure sustainable public access to information through library services and programmes.

KLA

NATIONAL ADVOCACY PROGRAMME



LIBRARIES, DEVELOPMENT, AND THE UN 2030 AGENDA



KLA Advocacy activities

KLA has advocated for the following:

- ▶ Ensuring access to information
- ▶ Safeguarding of cultural heritage
- ▶ Universal literacy in the country
- ▶ Access to information and communication technologies (ICT)

These aspects are represented in the UN 2030 Agenda

KLA Encourage access to information

- ▶ Access to information supports:
 - ▶ Eradication of poverty
 - ▶ Agriculture
 - ▶ Quality education
 - ▶ Health and wellness
 - ▶ Public access to ICT
 - ▶ Culture
 - ▶ Economic growth
 - ▶ Civil society
 - ▶ ...
- ▶ Access to information underpins the achievement of all SDGs

What is Advocacy

Advocacy is defined as the actions individuals or organizations undertake to influence decision-making at the local, regional, state, national, and international level that help create a desired policy or funding change in support of libraries.

KLA Advocacy Goals

To raise awareness on :

- ▶ Kenya Vision 2030 & big Agenda four
 - ▶ The UN 2030 Agenda
 - ▶ The Sustainable Development Goals (SDGs)
 - ▶ Significance of public access to information in the achievement of the SDGs
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- ▶ To highlight the critical role that libraries play in national and global development
 - ▶ To promote creativity and innovation to align libraries, with development outcomes in the country
 - ▶ To increase the capacity of library sector and library associations:
 - ▶ To leverage opportunities for advocacy activities at national and continental levels

KLA Advocacy Initiatives & Achievements

- ▶ Recognition of innovation & Creativity through the Library of the year Award (Maktaba Award)
- ▶ Promoting creativity among member libraries
- ▶ Promoting research through publications
- ▶ Organized & supported conferences trainings, & workshops in the various regions
- ▶ Development of national school library policy
- ▶ Partnerships with county government in marginalized areas to establish libraries
- ▶ Reading promotion programs in partnership with National Book Development Council

Strengths & opportunities

- ▶ Ability to hold major conferences and meetings national & international levels
- ▶ Strong partnerships e.g SLA, INASP, KLSIC, KNLS, Goethe Institute, JFK among others.
- ▶ Chapters and Branches
- ▶ Diverse membership base
- ▶ Highly trained and professional members
- ▶ Active website
- ▶ Annual Publications
- ▶ Positions in international Associations & Institutions e.g INASP, AfLIA, and IFLA by members among others.

Cont'd....

- ▶ Engaged in mentorship & capacity building nationally & Internationally
- ▶ Establishment of chapters and branches
- ▶ Membership recruitment through the branches
- ▶

Advocacy outcomes

- ❖ Implementation of existing policies
- ❖ Support inclusive growth and well being: Leaving no-one behind
- ❖ Ensure the planet's sustainability: Balance between socio-economic progress and sustaining the planet's resources and ecosystems
- ❖ Promote partnership: Governments, International NGOs, private sector and civil society will need to team up

Future Strategies

- ▶ Organize more trainings on the relevance of libraries to the national & international development agenda
- ▶ Establish an advocacy challenge to recognize Individual members with outstanding innovative & Creative performance.
- ▶ Strengthen mentorship programs
- ▶ Strengthen the braches and chapters
- ▶ Developing library maps and database
- ▶ Developing librarians bio data and profiles
- ▶ Actively Support libraries to start adult education and other activities for the elderly.

Future Strategies Cont'd'

- ▶ Strengthening of the Association through marketing
- ▶ Formation of Library Information School chapters
- ▶ Documentation of Case Studies
- ▶ Encourage use of Social media
- ▶ Work in consultation with LIS Schools to contribute in the curriculum development
- ▶ Mounting short online courses
- ▶ Encouraging & supporting documenting of Indigenous Knowledge
- ▶ Create Awareness campaign on matters of interest to the citizens.
- ▶ Encourage Institutional memory

options for communication

- ▶ Brochures, leaflets
- ▶ Postcards
- ▶ Posters
- ▶ Newsletters
- ▶ Websites
- ▶ Social media
- ▶ Letters – private and public
- ▶ Emails
- ▶ Phone
- ▶ Planting seeds – being with family and friends who will talk to other people
- ▶ One-on-one meetings
- ▶ Group meetings
- ▶ Public meetings
- ▶ Submissions
- ▶ Reports
- ▶ Public surveys
- ▶ Media: radio, TV, newspapers

Sustainability

Resource mobilization

Fundraising

Seek for local & international partnerships

Aggressive membership recruitment

Organize library advocacy campaigns



Thank You
Thank You
Thank You!!!!