



Universidad de Colima
Dirección de Desarrollo Bibliotecario



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Como resultado del trabajo realizado por los participantes del preseminario IFLA "Cómo influir en quienes toman decisiones: estrategias de impacto para las bibliotecas de los países en desarrollo", realizado en agosto pasado y al cual tuve la suerte de asistir, se generó un documento de resoluciones sumamente interesante, del cual anexo copia para la biblioteca del CUIB.

Saludos afectuosos.

A T E N T A M E N T E
ESTUDIA * LUCHA * TRABAJA *

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7835

LAT 1318

Official Pre-Session Seminar

**Influencing the Decision Makers:
impact strategies for librarians in developing countries**

DRAFT OUTLINE OF RECOMMENDATIONS AND CONCLUSIONS

Ankara-Turkey, 18 August 1995

Ways in which IFLA might assist: (not necessarily in priority order)

- * Expand IFLA's (and Unesco's) guidelines for the Management of Library Professional Associations to specifically address the issue of how Library Professional Associations can lobby effectively.
- * Consider an expanded programme to solicit funds from external agencies to support the strengthening and the activities of Library Professional Associations in developing countries.

The rationale behind such a campaign is that such support would have a leveraging effect - support for library professional associations is likely to have more effect on library services in the long run than supporting those services directly.

Note: The Round Table of the Management of Library Associations has been assisting countries on several occasions. The ALP programme in cooperation with the Round Table has arranged a workshop in Vietnam, and has this topic on its agenda, as does the African Section.

- * Create, publish and disseminate a book presenting a number of case studies of proactive library service that support development in developing countries.

Libraries and Economic Development:

A Book of Case Studies

- * "Best Practices" guidance in curriculum design,
 - I degree programmes
 - II continuing education
- * Develop a syllabus for workshops to be held on a regional or national basis that would prepare librarians to influence the appropriate decision makers.

Topics might include:

- * marketing/promotion
- * lobbying

- * strategic planning (not just how to do it, but the skills and vocabulary and the rationale to facilitate the inclusion of librarians as part of strategic planning teams).
- * economic of information
- * cost/benefit analysis
- * the securing of funding

Note: ALP has workshops on securing funding, and they could be incorporated here

- * ammunition:

- productivity data
- World Bank emphasis on information infrastructure

- * The above could be part of a larger programme to prepare librarians to influence decision makers in developing countries. Components of the programme would include,

- * the syllabus
- * the organisation of regional seminars and assistance in soliciting financial support for them
- * a programme to train trainers to lead these seminars

- * Preparation of guidelines for the development of information infrastructures in developing countries.

(A topic and a suggestion that is perhaps the subject for another IFLA preconference programme)

Ways in which Librarians and National Professional Associations can become more effective in influencing decisions makers

I STRENGTHENING PROFESSIONAL ASSOCIATIONS

- * promote membership
- * construe library and information science broadly and recruit broadly (there is strength in numbers)
- * establish a permanent secretariat
- * professional approach to budgeting
- * promote collaboration with other related professional societies
- * develop a professional culture in which the national library and other major libraries assume that part of their work is to promote the library professional association (the leveraging effect)
- * have a programme, including lobbying, that has a demonstrated utility to members and potential members

Note: See the suggestion above that IFLA undertake a programme to support the strengthening and the activities of library professional associations in developing countries.

II GENERAL PRECEPTS

1.- Planning

- * Long-term planning or visioning is important.
- * Libraries need to start working with small groups or sectors in order to start implementing parts of their plans.
- * Librarians should "think broadly but implement locally".
- * Planning should take into consideration and in general encourage establishing relationships with other government and private sector agencies.
- * These plans must address a specific socio-economic problem or problems rather than simply focus on internal problems of the service/system.
- * Librarians should constantly monitor the environment in order to detect and take advantage of opportunities for the development of services.

2.- Relationships

- * Libraries need to establish formal and informal systematic relationships with government or decision makers for the development of strategic plans.
- * Partnerships and alliances are fundamental for influencing decision makers. They should focus on the following,
 - * sectorial, state, county and national plans (e.g., education, health, agriculture, environment, etc.),
 - * industries,
 - * Internal and external funding agencies including industries, development banks, state agencies, etc.,
 - * legislative branches at county, state and national levels.
 - * non-governmental communities at large: private businesses, NGOs, community organisations, professional associations, etc.
- * In order to overcome political instability and/or possible policy changes at all levels, alliances and partnerships with stakeholders are of extreme importance. These partnerships should be based on projects..
- * Partnerships with different libraries/information centres should be developed in order to share resources, diversify information products, address additional users' demands, and become more effective.

3.- Marketing

- * Libraries need to incorporate marketing principles into their daily work in order to establish systematic mechanisms to make themselves more visible and influence decision makers.
- * They should be aware of both the different options of repackaging existing information which technology now affords and creating new products.
- * This information and new products must be tailored to the needs of real and/or potential users with a view to diversifying their own information services.

- * In order to negotiate or bargain, librarians should be prepared to,
 - avoid being negative, andshow in a positive and appealing manner:
 - mission, basic statistics and goals,
 - specific results of previous achievements, and
 - costs incurred or support needed and mutual benefits to be gainedIn order to lend credibility to further application for projects.
- * Librarians need to lobby with civil service policy matters to develop appropriate employment and promotional policies for library and information personnel, and have a plan and a programme for that lobbying.

4.- Professional Development

In order to enable professionals to implement the actions described above, they should,

- * acquire competencies in marketing, lobbying, strategic planning, new technology, etc.,
- * actively seek interaction with other professionals by working in teams so as to get exposure to other ideas and approaches,
- * be aware of and integrate into their socio-economic environment as well as adopt a proactive attitude to avoid isolation and self-contentment with technical and other procedures pertaining to library work, and
- * be sensible to social problems in the community, region or country.