

The Campaign for the World's Libraries Guide-

How To Participate and Use the Campaign



The Campaign for The World Libraries is co-sponsored by The International Federation of Library Associations and Institutions (IFLA) and the American Library Association (ALA)

CONTENTS

What is the Campaign for the World's Libraries?

What Countries and regions are already is Part of the Campaign?

What Can the Campaign Do?

Why Participate?

How Does The Campaign Work?

How to Participate?

How to Start A Campaign In Your Country?

Creating A Plan

Selling the Plan

What is the Campaign for the World's Libraries?

The Campaign for the World's Libraries is a public education campaign of the International Federation of Library Associations and Institutions (IFLA) and the American Library Association (ALA) and libraries around the world to speak loudly and clearly about the value of libraries and librarians in the 21st century. It is designed to showcase the unique and vital roles played by libraries, of all types, worldwide.

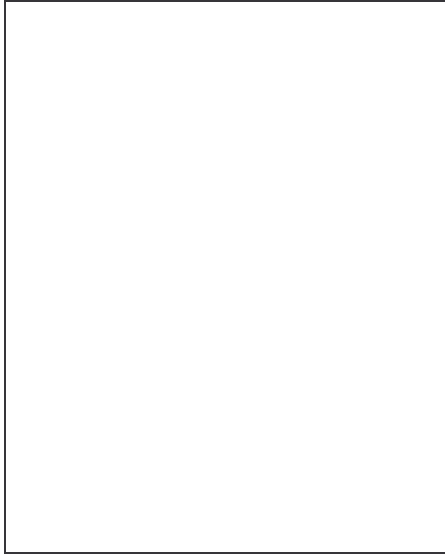
The **Campaign for the World's Libraries** was launched in August 2001 during the IFLA Council and General Conference in Boston.

It is based on The **Campaign for America's Libraries**, a multi-year public awareness and advocacy campaign sponsored by the American Library Association and libraries across the U.S. The U.S. campaign and uses a trademarked brand - **@your library**[®] - to unify the communications activities of libraries across the country.

The **Campaign for the World's Libraries** also uses the slogan

@your library[®]

and its official translations (on the cover of the guide) to unify the communications activities of libraries around the world. Below is the Campaign in the official IFLA languages.



Who is Participating in the Campaign?

There are over 30 Countries and Regions Participating in the Campaign already:

- Armenian Library Association
- Association of Caribbean University, Research and Institutional Libraries
- Association of Information Specialists (Georgia)
- Association for the Promotion and Development of Public Reading of the Area Metropolitan of Lisbon (LIBERPOLIS)
- Australian Library and Information Association,
- Azerbaijani Library Development Association
- Belarusian Library Association
- Brazilian Federation of Librarians Associations, Information Scientists and Institutions (FEBAB)

- Greek Librarians Association
- Icelandic Library and Information Services Association
- Italian Library Association
- Japan Library Association
- Korean Library Association
- Library Association of Moldova
- Library Association of the Republic of Kazakhstan
- Mexican Association of Librarians
- National Association of Directors of Libraries and Information Services of Academic and Research Sectors (Venezuela)
- National Association of Graduate Librarians of the Republic of Argentina
- National Library Board of Singapore
- National Library of Serbia
- Nepal Library Association
- Nigerian Library Association
- Norwegian Library Association
- Salvadoran Librarians Association
- Turkish Librarians' Association
- Union of Librarians and Information Service Officers (Bulgaria) and the
- Uruguayan Library Association

What Can the Campaign Do?

The **Campaign for the World's Libraries** helps library associations and libraries to:

- raise awareness about the variety of programs and services offered;
- increase use of libraries at schools, at colleges and universities, in government, at work, and in daily community life;
- increase funding for libraries;
- involve librarians as stakeholders on public policy issues such as intellectual freedom, equity of access and the "digital divide;"
- encourage librarianship as a profession.

Through outreach efforts the Campaign can speak to:

- general public -- parents, children, students, senior citizens and business people;
- educators, school groups and administrators;
- government leaders, policymakers and opinion leaders;
- librarians and those who are considering the library profession;
- media;
- strategic partners, including funding agencies.

Why Participate?

Libraries around the world need to promote themselves to get support from users, administrations, and government officials. Libraries need to promote themselves increase funding for resources that will allow the libraries to provide there much needed services to their citizens.

Library associations need to help make this happen!

The **Campaign for the World's Libraries**
can help you do this!

The **Campaign for the World's Libraries** can be used by libraries associations, big and small, take advantage of a global campaign that provides you the ability to use the resources and knowledge already created by other countries to create your own campaign.

To create an advocacy and promotional campaign on your own is difficult

Participating in the **Campaign from the World's Libraries** means you are part of a global campaign that has already shown that it can help library associations and libraries in their quest for visibility and support.

- The Campaign allows you to adapt and modify successful activities already created in other countries to promote your own campaign.
- The Campaign allows you to network and learn from others around the world on how they have used the Campaign

- The Campaign helps library associations show that libraries are dynamic places, places of opportunity, and bridges to the world
- The Campaign allows you to reach out to others to help fund and support the campaign, as in the case of Mexico, where the, the Association of Mexican Librarians (AMBAC) was able to get the Ministry of Culture paid for the printing and distribution of 16,000 Library Advocacy Handbooks to librarians all around the country.
- The Campaign gives you a platform to recruit celebrities such as the President or famous authors, as the Republic of Georgia did, to provide their name or support to help you promote libraries.
- The Campaign helps to increase use of libraries. Targeted campaigns in Australia helped increase circulation by 10% in one State.

How Does The Campaign Work?

The Campaign is based on the Brand- **@your library** such as

Educate Yourself @your library

In English the @ sign means 'at'.

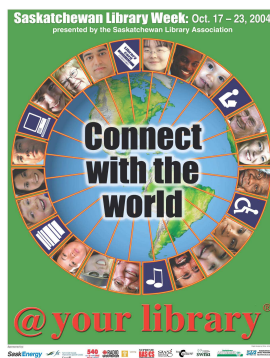
This brand, translated into the language(s), of your country is used like slogans that corporations such as Coca-Cola or McDonald's use that become recognized by people.

The brand has already been translated into over 25 languages!

The brand is very flexible and can be used to promote all of the services or messages you would like to use. We understand that in some languages the translation of the brand needs to be modified somewhat to make it work, and that is fine.

Library Associations should use the brand at all possible opportunities by putting it on their stationary, reports, conference logos, etc. to help turn it into your brand.

Here are some examples of how individual libraries are able to use it to promote either specific library services or the encourage people to visit the library.



(English)



(French)

Saskatchewan Library Association (Canada)



State Libraries of Australia



University of Hawaii at Manoa, Honolulu, HI, USA

How to Participate?

To become part of the Campaign for the World's Libraries the library association of the country or region needs to agree to participate.

This usually means a discussion by the Executive Board or Executive Committee of the Association, who would make the decision to officially join the Campaign. Sometimes this is preceded by a discussion with other key committees or other leaders in librarianship to make sure that all key members of the profession are in favor. The Association President then should sign the trademark agreement at the end of this Guide and send it to IFLA Headquarters.

The Association then begins the process to start a Campaign in your country or region that the Association and libraries can use to promote their importance and value to society.

How to Start A Campaign?

Create A Plan

To be successful the association needs to create a plan for the campaign which will outline what are the goals and objectives of the campaign, who are the audiences for the campaign, what are the key messages. The Uruguay Library Association created a very good plan that is used as an example

Action Plan

1. Define Goals and Objective
2. Determine Your Audience

3. Develop Messages
4. Identify Tasks
5. Find Resources
6. Get The Message Out
7. Evaluate

1. Goals and Objectives

The Association needs to first define defined goals and objects. Sample goals can be:

From Uruguay

- To inform the general public, particularly the political powers of the importance of the libraries as an instrument of democratic access to information, as a mechanism of education and scientific development of the community, as a tool during decision making
- To publicize the diversity of services and wealth of information of the libraries in Uruguay

It also can have the following **internal objectives** for your association:

- Develop a campaign that represents and is useful to all types of libraries;
- Create tools, resources and materials that could be utilized by all types of libraries;
- Provide an opportunity to share public relations/marketing/advocacy best practices within the library community;
- Tie together promotions into one unified brand, reinforcing key messages;
- Quickly respond to emerging issues such as library funding cuts;
-
- Promote the contribution of all library staff, including both librarians and support staff;
- Seek increased foundation and sponsor funding to expand Campaign activities;
- Conduct public opinion research to refine and expand Campaign messages on an ongoing basis; and
- Increase coordination with other public relations and marketing efforts, such as READ posters, National Library Week, Library Card Sign-up Month, etc.

Additionally, The Campaign is a key part of ALA's overall advocacy efforts and helps to create an environment in which advocates at the local, state and national level can help drive improvement in critical areas. Specifically, the Campaign fulfills the public awareness piece of ALA's advocacy plan, which also includes legislative, local, state and international advocacy.

Critical areas include:

- Increased library usage;
- Positive professional recruitment impact;
- Stronger commitment to funding at national, state and local levels; and
- More receptive public policy involving libraries.

Target Audiences

One of the challenges the campaign faces is the diversity of audiences to which it must speak. Each ALA member organization has different needs and will be inclined to prioritize the audiences for the campaign differently. "Tailored" campaigns address these needs, providing the structure for maximizing the outreach to each audience.

These target audiences have been identified:

First: General public, including users and non-users;

Second: Decision makers and those who influence them;

Third: Allies and partners;

Fourth: audiences identified by "targeted" campaigns:

- Undergraduate and graduate students, faculty, researchers, college/university administrators ([Academic and Research Library Campaign](#));
- Teachers and administrators, students and parents, and boards of education ([School Library Campaign](#));
- Funders and policy makers, business and community leaders, parents and non-parents 20 to 30 years of age, seniors, new Americans, teens ([Public Library Campaign](#));
- Children in grades k-4, parents/caregivers, school administrators, teachers, school library media specialists ([Kids! @ your library Campaign](#)).

Key Messages

Below are key messages and talking points for your use in communicating about The Campaign for America's Libraries and the value of libraries and librarians in your community.

Libraries are changing and dynamic places.

Librarians are trained experts, on the forefront of the information age. In a world that's information rich, they are information smart and help ensure a society where everyone is literate as well as "information literate."

Libraries are places of opportunity.

Libraries are part of the American dream. They are a place for education and self-help. And because they offer free and open access to all, they bring opportunity to all.

Libraries bring you the world.

Libraries also help you make sense of the world. Where else can you have access to nearly anything on the Web or in print as well as trained professional service and assistance in finding it – and interpreting it?

These messages were developed after substantial internal research among ALA members, a review of public opinion research and external research among consumers. The messages meet the following criteria:

Convey what is unique about libraries.

The messages distinguish the unique role that libraries play in our society versus that of perceived "competitors," mega-bookstores and the Internet.

Communicate about librarians as well as libraries.

The campaign's messages are designed to ensure that target audiences know that today's librarian is a well-trained, technology-savvy, information expert who can enrich the learning process of any library user — from early reader to graduate student to young Web surfer to retiring senior citizen.

Be important and relevant for both internal and external audiences.

The messages not only resonate with external audiences, but also have been — and must continue to be — embraced by the internal library community as well.

Be broad in scope and adaptable to the diversity of libraries involved in the campaign.

Here is a sample of the Plan From the Uruguay Library Association

ACTION PLAN – Project Uruguay (CAMPAIGN FOR THE WORLD'S LIBRARIES)

URUGUAYAN LIBRARY ASSOCIATION

PURPOSE OF

It's a proposal for the development of a network of library advocates of Uruguay integrated for multiple roles.

WHO IS ELIGIBLE TO PARTICIPATE

Librarians
Employees of information units
Politicians
Public Speakers
Community Leaders

Friends of Libraries
Professionals and students
General Public
Others

BACKGROUND

The Uruguayan Library Association (ABU) received an invitation to participate

“Campaign for World Libraries”, January 2004

“International Registered Trademark Agreement” January 2004

Project Development, July 2004

Project Presentation, Uruguay, JUBI, August 2004

OBJECTIVES OF PROJECT URUGUAY

To inform the general public, particularly the political powers the importance of the libraries as an instrument of democratic access to information, as a mechanism of education and scientific development of the community, as a tool during decision making

To publicize the diversity of services and wealth of information of the libraries in Uruguay

To stimulate and to consolidate the use of the units of information in all the scopes: educative, recreational, labor, governmental, productive, technological, scientific, etc

To create a common space between the librarians and other professionals, as well as with the public, to discuss on topics, such as intellectual freedom, free access to information and the "breach or digital inclusion", among others.

PURPOSE

To provide information to users about the existing libraries, their goals and services.

To stimulate changes of individual and collective behavior in order to be used by the units of information

To democratize access to information.

To stimulate forms of cooperation in the matter of promotion of libraries

To foment the permanent education of the members of the community through information services

AWAITED RESULTS

Creation of a multidisciplinary network of promoters

Creation of a common space of dialogue between the promoters of the libraries, the users and the political power to obtain solutions that improve the access to information in all the areas

Development of tools of communication

Brochure and web site

Event participation and promotion

SHORT AND LONG TERM

To improve the political commitment with the development of the libraries in the country in all the areas

To raise awareness so that the government and institutions finance the activities and units of information

To increase the use of the information services by the community

To extend the cooperation between libraries with the objective to obtain of common goal

Greater equitable access to information at the scientific and technical level, etc.

METHODOLOGY

The Project Uruguay will be developed based on the methodology of IFLA Campaign for the World Libraries.

COVERAGE

The project will have national coverage.

Existing information services at the national level

In all the areas

STAGES OF THE PROJECT

First Stage January - August 2004

Determination of Objectives

Elaboración del Proyecto y Plan de Actividades por parte del Grupo de Trabajo
Adquisición de competencias y habilidades por parte del Grupo de Trabajo para desarrollar el proyecto

Second Stage September 2004-March 2005

Promoción bibliotecas municipales de Montevideo

Contactos con los responsables de esas unidades de información

Contactos con autoridades municipales al más alto nivel

STAGES OF THE PROJECT

Third Stage April – December 2005

Lanzamiento Oficial de la Campaña

Desarrollo del Proyecto a nivel municipal en el interior del país

Expansión a otras bibliotecas públicas de Montevideo

Contacto con autoridades del Ministerio de Educación y Cultura

Legisladores y Medios de Comunicación de Masas

Fourth Stage January-December 2006

Inclusión de otras bibliotecas públicas del interior del país

Extensión a las unidades de información en el área universitaria, científica y tecnológica en todo el país

Continúa la promoción con autoridades a nivel nacional y legisladores

Continúan los contactos con los medios masivos de comunicación.

STAGES OF THE PROJECT

Fifth Stage January 2007-

Etapas indefinidas

Consolidación del proyecto

Fase operativa máxima

PROJECT EVALUATION

Periodic Evaluations

Purpose: to establish corrections that allow a suitable and agreed development to the changing realities of the profession.

Identify indicadores de impacto para cada etapa

permitirán determinar si el proyecto se está desarrollando adecuadamente o necesita correcciones en el plan. Identification indicating of impact for each stage will allow to determine if the project is being developed suitably or needs corrections in the plan

PRODUCTS

Website @ your library

About the Project

Links to other similar Projects at an international level

Directory: links to other institutions of information

Website @ your library

Library legislation

Electronic Bulletin-includes information on information units.

News on events- news of interest to library promoters and users in general

Electronic Bulletin

The areas of information will have a reserved space to publicize their libraries and services

Participating in events and using the logo

@ your library®

The Campaign for the World's Libraries
Co-Sponsored by ALA and ILFA

INTERNATIONAL REGISTERED TRADEMARK AGREEMENT

The @ YOUR LIBRARY® mark (the Mark) is owned by the American Library Association (the ALA). The ALA is pleased to permit use of the Mark by the undersigned library association (the Association) under these terms:

1. The Association may use the Mark on: (a) signs, brochures, and other materials designed to promote libraries; (b) the Association's Internet web site; and (c) merchandise to be sold at libraries and other physical locations in the Association's immediate geographical area. The Association may not use the Mark on any items to be sold via mail order, the Internet, or other similar distribution methods without the prior written consent of the ALA.
2. The Association may allow its members, but no other individuals or entities, to use the Mark on: (a) signs, brochures, and other materials designed to promote libraries; and (b) merchandise to be sold at libraries and other physical locations in the member's immediate geographical area. It will be the Association's responsibility to ensure that all of its members that use the Mark do so in accordance with these provisions.
3. Each time the Association or an Association member uses the Mark as permitted herein, it must appear: (a) in American Typewriter Medium Weight typeface; (b) in red (PMS 032) and blue (PMS 072) as the first color option; (c) in black and/or white as a secondary option; (d) in the country's national colors as a third option; (e) with the registered trademark symbol as ® or as appropriately translated to the country of origin.

Accepted and agreed:

NAME OF ASSOCIATION: _____

By: _____

(Print name and title)

(Signature)

Phone/Fax/Email: _____

TRANSLATION OF @ your library®: _____

Please return copies of this form to IFLA & ALA along with an electronic version of your logo translation.

The following fonts are acceptable:

- 1) EPS file with fonts as outlines.
- 2) Word file with native-language font also provided (usually a TTF file).
- 3) PDF file with all fonts embedded.

4) Any other image format, GIF, JPEG, TIFF, etc., in which logo text is readable enough to recreate. If possible, provide font used for the text in the image.
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