



## Latin America and the Caribbean Section (IFLA LAC) Strategic Directions and Action Plan - 2015 - 2017

Final version, November 08, 2015

### About the Latin America and the Caribbean Section

The general objective of the Section is to encourage activities related to access to information and knowledge. The Section gives priority to promoting literacy, the promotion of reading, and the application of new technologies, as well as to the services of libraries and information centres in the region. The Section maintains a close relationship of mutual support and exchange with all the IFLA professional groups, acting as intermediaries for those groups which develop activities and projects for the region, and especially with the ALP Strategic Programme.

### IFLA LAC Strategic Directions 2015-2017

To realize our mission, IFLA LAC will focus on community, leadership and engagement at the international and regional level. Three strategic directions will guide IFLA LAC's activities:

1. Promote and strengthen the associations of libraries, librarians and information services in the Latin American and the Caribbean region, on the topics of copyright advocacy, and of sustainable development according to the UN-2030 Agenda and the IFLA Trend Report.
2. Build and maintain contacts with other IFLA Sections, Programmes and Special Groups, and also with organizations, institutions and/or external groups, in benefit of the profession and the services in the Latin America and the Caribbean region.
3. Strengthen the LAC Section, in order that it can continue its work of promoting the Latin America and the Caribbean region.

### IFLA LAC WORK PLAN 2015-2017

The LAC Section has identified **five goals** that will support the implementation of the mission and specific objectives of the plan period. Each of these goals is linked to key initiatives of the IFLA 2015-2021 Strategic Plan. The work plan will be reviewed in August 2016 to ensure objectives and actions remain relevant in this rapidly evolving environment.

**GOAL 1 - Promote education and training activities (in person and online) with the purpose of providing qualifications to the professionals of the region in strategic actions related to the new social trends.(IFLA Trend Report)**

IFLA Key initiatives	<i>Libraries in Society &gt; Libraries within a changing environment &gt; Changing attitudes and perceptions</i>	
	Actions	Who
	1. Promote a Satellite Meeting of the IFLA LAC Section, in collaboration with OCLC, on " <i>Future of Libraries: What will Content and Services Be in 2030?</i> ", on August 11, 2016 in Columbus, Ohio.	Satellite meeting organizer's team 2016/2017 and LAC Officers
	2. Encourage the collaboration with professional association from the various countries of the region, by promoting the offering of seminars and/or webinars on the <i>IFLA Trend Report</i> .	Officers and interested members of LAC SC
	3. Share and distribute information on how to apply the <i>IFLA Trend Report</i> as a tool for the development of the information professionals and libraries in the LAC region.	Officers and interested members of LAC SC
	4. Organize a follow-up regional workshop to develop strategies that create collaborations for the promotion of the <i>IFLA Trend</i> tool.	Officers and interested members of LAC SC
	5. Mapping the library initiatives being developed in the region by libraries, professional associations, university and postgraduate courses, and networks of services and products, at the national and regional levels	Chair and interested members of LAC SC
	6. Promote the Mid-term meetings of the LAC Section in different countries of the region, in order to participate in the development of the local association. The 2016 meeting will take place in Panama and for 2017 it will be in Trinidad and Tobago (or Cuba).	Mid-Term meeting organizer's team 2016/2017 and LAC Officers
	7. Host the IFLA MLAS - <i>Management of Library Associations Section</i> Mid-term meeting in April 2016 in Panama, as an activity towards the empowerment of the region's associations.	Mid-Term meeting organizer's team 2016/2017 and LAC Officers

**GOAL 2 – Provide support (advocacy) and promotion for all information professionals in the LAC region, to increase their understanding of copyright and allow libraries to play an important role in the collection, preservation and wider availability of all types of physical and digital materials, in this constantly evolving digital information environment.**

**IFLA Key initiatives**      **Information and Knowledge > An equitable copyright framework**

Actions	Who
1. Work with the <i>Unión Latinoamericana de Ciegos</i> to promote the ratification and implementation of the Marrakech Treaty in the Latin American and Caribbean countries, according to the agreements of the “ <i>Declaración de Motores de Cambio</i> ” on October 23, 2015 in Buenos Aires.	Officers and interested members of LAC SC
2. Promote education and training activities (in person and online) with the purpose of providing tools for strategic actions of advocacy in copyright and public policies to the professionals of the region.	Officers and interested members of LAC SC
3. Facilitate the collaboration with national library associations to raise libraries’ awareness of the impact of copyright legislation on their products and services.	Officers and interested members of LAC SC
4. Plan and implement the open session of the LAC Standing Committee during WLIC 2016 on “Limitations and exceptions for libraries in the copyright legislation of the Latin America and Caribbean countries”, in collaboration with the library associations of the region.	LAC Open Session at WLIC organizer’s team 2016/2017 and LAC Officers
5. Publish the ebook “Mapping the indicators of limitations and exceptions in the copyright legislation of the Latin America and Caribbean countries”, which will contain the papers presented during the open session of the LAC Standing Committee in WLIC 2016.	LAC SC Chair and interested members of LAC SC
6. Convene a BSLA workshop in Panama in 2016, addressed to representatives of associations of eight Spanish-speaking Latin American countries, on the topic of copyright advocacy and the agenda for sustainable development.	BSLA organizer’s team 2016/2017 and LAC Officers
7. Convene a BSLA workshop in Panama in 2016 addressed to representatives of associations of English-speaking countries in the region, on the topic of copyright advocacy and the agenda for sustainable development.	BSLA organizer’s team 2016/2017 and LAC Officers
8. Promote the Seminar "Acervos Digitais e Direitos Autorais: discutindo o acesso no contexto nacional e internacional" in Rio de Janeiro, Brazil, on November 6, 2015, in collaboration with the Fundação Getúlio Vargas, with participation of representatives of the IFLA CLM Strategic Programme and the Brazil Ministry of Culture.	LAC SC Chair
9. Participate in the seminar "Motores para el Cambio" organized by IFLA’s President-Elect and the Biblioteca del Congreso de la Nación Argentina in Buenos, October 2015.	LAC SC Chair

10. Participate in the Round table on “*Evolution of Internet Governance: Empowering Sustainable Development*” during the 10th annual meeting of the *Internet Governance Forum (IGF)*, from November 10 to 13, 2015 in João Pessoa, together with representatives of IFLA HQ and the *Committee on Copyright and Other Legal Matters*.

LAC SC Chair

**GOAL 3 – Develop expertise and promote education (in person and online) with the purpose of providing qualifications to the professionals of the region in strategic actions and good practice in the collection and preservation of cultural heritage**

**IFLA Key initiatives**

**Cultural heritage > Preservation of cultural heritage**

Actions	Who
1. Bring together professionals already started in digitization actions to deepen knowledge, share experiences, be creative and innovative and participate in the creation of best practice content and reference sources on digital preservation.	LAC SC Chair and interested members of LAC SC
2. Encourage the collaboration with information professional from the various countries of the region, by promoting the offering of publications, videos, seminar about digital preservation.	LAC SC Chair and interested members of LAC SC
3. Share and distribute information on how to apply standards for the collection and preservation of content (from UNESCO, IFLA and others) as a tool for the development of the information professionals and libraries in the LAC region.	LAC SC Chair and interested members of LAC SC
4. Organize a follow-up regional action to monitor and disseminate the various results arising from these activities listed above.	LAC SC Chair and interested members of LAC SC

**GOAL 4 – Promote regional advocacy of the role of libraries and information professionals of the region as agents of development responsible of ensuring access to information**

**IFLA Key initiatives**      *Capacity Building > Libraries within the UN Post-2015 Development Agenda > International Advocacy Programme > Building Strong Libraries Association > Enhanced regional presence*

Actions	Who
1.Promote the exchange of information professionals of the region and, simultaneously, organize education and training activities (in person and online) in order to provide methodologies and strategic actions for the defence of libraries.	Officers and interested members of LAC SC
2. Organize the Scientific Seminar " <i>Transforming LAC Region with Libraries: 2030 Agenda for Sustainable Development</i> " in April 2016,in Panama, with the presence of members of MLAS and LAC Standing Committees, and representatives of the region's associations invited to participate with the support of the BSLA Programme.	Mid-Term meeting organizer's team 2016/2017 and LAC Officers
3. Participate in the implementation of BSLA in various countries of the region, and in identifying additional library associations which would benefit with the programme and would be able to extend the programme to neighbouring countries.	BSLA organizer's team 2016/2017 and LAC Officers
4. Convene a BSLA workshop in Panama in 2016 addressed to representatives of associations of eight Spanish-speaking Latin American countries, on the topic of copyright advocacy and the agenda for sustainable development.	BSLA organizer's team 2016/2017 and LAC Officers
5.Convene a BSLA workshop in Panama in 2016 addressed to representatives of associations of eight English-speaking countries in the region, on the topic of copyright advocacy and the agenda for sustainable development.	BSLA organizer's team 2016/2017 and LAC Officers
6. Plan and implement a Satellite Meeting of the IFLA LAC Section in 2017 on the topic of the UN Post-2015 Development Agenda, as a pre-conference activity of WLIC 2017.	Satellite meeting organizer's team 2016/2017 and LAC Officers
7. Develop strategies to allow associations to promote the tool developed by IFLA for the UN-2030 Agenda, and to organize follow-up activities for the initiatives.	Officers and interested members of LAC SC

**GOAL 5 – Preserve the memory of the activities of the LAC Section members and professionals of the region, and ensure that these activities are known and promoted using ICT and social networks.**

<i>IFLA Key initiatives</i>	<i>Capacity Building &gt; Enhanced regional presence</i>	
	<b>Actions</b>	<b>Who</b>
	1. Analyze the impact of IFLA's Latin America and the Caribbean Section on the region and on the development of services and information products during the past forty years.	LAC SC Chair, interested members of LAC SC and external professionals
	2. Publish an ebook to record and disseminate the history and impact of the IFLA LAC Section on the region, from its creation more than 40 years ago. The book will include texts by current and former members of LAC's Standing Committee, as well as by external guests.	LAC SC Chair, interested members of LAC SC and external professionals
	3. Develop effective marketing, and a dissemination strategy for incrementing the Section's membership and various global representations, and to demonstrate to other IFLA units and to professional associations the worthiness and relevance of the LAC Section.	LAC SC Communication, Content developers and Translators team's
	4. Use all possible types of communication based on the web, the new social media and the technology (blogs, social platforms, twitter) to stimulate the participation of members and other librarians of the LAC region.	LAC SC Communication team and LAC Recruitment team
	5. Improve the internal and external communication of IFLA LAC (among Section members, between the Section and other IFLA Sections and Divisions, the Section and the Regional Office, the members and the national associations in the various countries of the region, the members and professional in the various countries of the region).	LAC SC Communication, Content developers and Translators team's
	6. Empower the members of the Standing Committee so they become true ambassadors of IFLA LAC in the countries of the region, and develop a closer relationship with the regional and/or national library associations of the various countries.	LAC SC Chair and interested members of LAC SC and external professionals