

IFLA Express 8

The final Chapter from Durban

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Highest number of African delegates ever!

One of the reasons for IFLA to travel the world to different locations for the IFLA World Library and Information Congress is to stimulate participation from people in the region.

The attendance figures this year in Durban prove that that effort is not in vain; there were **1606** delegates from the African Continent present in Durban!!

Country Representation

We are very pleased to announce that South Africa was the country with the largest representation, 1212 delegates, including day visitors and exhibition visitors!

Runners up were:

USA 488

UK 231

China 122

Russian Federation 97



Facts and Figures about the conference

2427	Full time delegates
349	Day registrations
202	Accompanying persons
33	Exhibition visitors
122	Volunteers
431	First timers
118	Countries represented
202	grantees thanks to generous grants
102	Exhibitors combined to an exhibition of
1050	square metres
215	Meetings
33	Meetings with Simultaneous Interpretation
80	Poster Sessions
15	New members joined IFLA
393	Conference Papers
226	Papers in English

98	Papers in French
17	Papers in German
12	Papers in Russian
35	Papers in Spanish
4	Papers in Chinese
1	Papers in Arabic

Call for Poster Sessions IFLA/WLIC 2008

This year in Durban there were 80 Posters which combined to a very interesting and well-visited exhibition. The Call for Poster Sessions for the 2008 World Library and Information Congress in Quebec can be found on the IFLA web site: <http://www.ifla.org/IV/ifla74/call-postersession-en.htm>

The deadline for proposals is **13 February 2008**, be sure to send in your proposal in time

IFLA/FAIFE World Report 2007

It is expected that the IFLA/FAIFE World Report 2007 will be finished in December 2007.

This year there will be a special focus on access to health information, in particular about HIV/AIDS in areas most affected, especially for women and illiterate people.

The report will also contain four commissioned articles:

- From censorship to freedom of access to information and freedom of expression in South Africa
Archie L. Dick (Department of Information Science, University of Pretoria, Pretoria, South Africa)
- Corruption and transparency in Russia: the anticorruption role of libraries
Irina Trushina (Assistant Deputy Director General, National Library of Russia)
- The USA patriot act: an example of the impact of national security legislation on libraries
Barbara M. Jones (University Librarian, Wesleyan University, Middletown, USA)
- Censorship in Arab countries
Kamel Labidi (Tunisian freelance journalist currently based in Arlington, Virginia, USA; Consultant for the International Freedom of Expression Exchange (IFEX) and the Committee to Protect Journalists (CPJ))

IFLA/OCLC Early Career Development Fellowship program 2008

International Fellowship program prepares librarians to help libraries thrive in developing countries

OCLC, along with the International Federation of Library Associations and Institutions (IFLA), the American Theological Library Association and OCLC PICA, announced the IFLA/OCLC Early Career Development Fellows for 2008 at a news conference during the IFLA World Library and Information Congress in Durban, South Africa.

The 2008 Fellows are:

- Ms. Hanan Erhif, Information Specialist, Moroccan Institute for Scientific and Technical Information, Rabat, Morocco
- Mr. Atanu Garai, Online Networking Specialist, Globethics.net, New Delhi, India

- Mr. Kamal Kumar Giri, Library Officer, Ministry of Water Resources, Gulmi, Nepal
- Ms. Sarah Kaddu Birungi, Librarian, National Library of Uganda, Kampala, Uganda
- Ms. Cyrill Walters, Librarian (Music Specialist), University of Cape Town, Rondebosch, South Africa

The IFLA/OCLC Early Career Development Fellowship Program supports library and information science professionals from countries with developing economies. The Fellowship program provides advanced continuing education and exposure to a broad range of issues in information technologies, library operations and global cooperative librarianship. Since its inception in 2001, the program has welcomed 38 librarians and information science professionals from 26 countries.

"We are thrilled with the quality and the diversity of this year's class," said Mr. Jordan. "We have not had Nepal, Uganda, or Morocco represented in the program before. As I always tell the Fellows during their first week on our campus, we will learn more from them than they will learn from us, and I know that we are going to learn a great deal from this year's class."

During the five-week program, which will run from April 27 through May 31, 2008, the Fellows will participate in lectures, seminars and mentoring. Four weeks will be based at OCLC headquarters in Dublin, Ohio, USA, and one week will be based at OCLC PICA in Leiden, Netherlands. Topics and issues include information technologies and their impact on libraries, library operations and management, and global cooperative librarianship.

Visits to selected North American and European libraries, library organizations, and cultural heritage institutions provide an opportunity for Fellows to meet leading practitioners and discuss real-world solutions to the challenges facing libraries today.

By observing an OCLC Members Council meeting, the Fellows gain insight into issues affecting global library cooperation and are exposed to the governance of a global library cooperative. Fellows turn their learning and experiences into specific professional development plans that guide their continued growth as well as their personal contributions to their home institutions and country of origin.

"The achievements of the Fellows have been staggering," noted Mr. Jordan. "Several are now working on their PhDs at universities from Malaysia to Pakistan to Missouri. Others are teaching future librarians, sharing their lessons. And one Fellow is

rebuilding the war-ravaged archives of his home country."

The selection committee for the 2008 Fellowship program included: Barbara Kemmis, American Theological Library Association; Sjoerd Koopman, IFLA; Janet Lees, OCLC PICA; Nancy Lensenmayer, OCLC; George Needham, OCLC; Norma Read, University of Cape Town, South Africa; and Barbara Schleihagen, German Library Association, Berlin, Germany.

The list of program sponsors now includes OCLC, IFLA, the American Theological Library Association, and OCLC PICA. The organizations that sponsor the Fellowship program are seeking additional sponsorships from other interested organizations. More information is available from George Needham, Vice President, OCLC Member Services at needhamg@oclc.org.

Application information for the 2009 Fellowship Program is available on the OCLC Web site: <http://www.oclc.org/community/careerdevelopment/fellows/default.htm>.

New Members who joined during the WLIC

IFLA welcomes the following new members:

National Association Members

- National Association of Public Libraries and Librarians in Romania

Institutional members

- WHO Regional Office for Africa Library, Congo
- Kashim Ibrahim Library, Ahmadu Bello University, Nigeria
- Kaduna State University, Nigeria
- Livingstone House, Botswana
- Boteti House Library, Botswana

Personal affiliates

- Lars Aagaard, Denmark
- Maryaline Muiruri-Gichuhi, Kenya
- Maria M. Aipinge, Namibia
- Binta Cadan Farouk, Nigeria
- Baldgun Tajudeen Adisa, Nigeria
- Vathiswa Majaja-Magwentshu, South Africa
- Margaret Tarpley, United States
- Bernadette Daly Dwanson, United States
- Elsie Okobi, United States

Thank you language teams!

A special thanks to all the language teams who, as in many of the past years, have helped to make the IFLA World Library and Information Congress a truly international event!

Their hard work for the simultaneous interpretation of conference sessions, the translations of conference papers and the translations of IFLA Express are highly appreciated by many of the conference delegates.

Management and Marketing in Durban!

The IFLA Section on Management and Marketing held two programs at this year's IFLA conference.

Co-sponsored with Academic and Research Libraries, "Libraries in the spotlight: promotion and marketing strategies," offered three excellent papers to over 550 attendees. The presenters were from the Bavarian State Library (Germany); National Library of Singapore; and Liverpool John Moore University, Liverpool, UK.

Second program, co-sponsored with Metropolitan Libraries Section, "Libraries – crucial institutions in a complex society," offered six papers to over 350 people. The presenters were from Loughborough University (UK); San Jose State (USA); University of South Africa; Jamaica Library Service; Riga Central Library (Latvia); and Stockholm Public Library (Sweden). The growing interest in actual case studies of applied marketing strategies is evidenced by the unusually large attendance. Presenters discussed the significance of customer research and segmentation as well as product and service development based upon these marketing activities. The speakers were geographically diverse which led to better attendance by more conferees.

The MM Section is also the sponsor of the IFLA International Marketing Award, and the winner was presented with \$1000 USD and airfare and lodging for IFLA. First place was awarded to Olga Einasto, representing Tartu University Library, Tartu, Estonia for "The Night Library and The Mom-Student Library Project." The slogan for the winning campaign was 'Students Don't Sleep! Come to the Library!' The library's campaign goal was to be responsive to diverse student market needs during exam week, providing a comfortable place for reading and study. Hours were extended and babysitting provided for those students who are also parents. A children's room was also created for after hours services, since daytime kindergartens are closed. The first-place winner received airfare, lodging, and registration for the 2007 IFLA and a cash award of \$1,000 (U.S.) to further the marketing efforts of the library.

Second place was awarded to Mladen Masar, representing the Zadar Public Library, Zadar, Croatia for "Knjiga u diru" a localism translated to

'Wheel of Books' 'Circle of Books' or 'Books Taking a Turn.' The bookmobile campaign brought services to school children, the disabled and the elderly living in war-affected rural areas of Zadar county. The mobile library carried a comprehensive selection of CDs and DVDs equipped with a wireless Internet connection.

Third place was awarded to Doris Yvon Samanez Alzamora, representing Municipalidad de Miraflores (Public Library) of Lima, Peru, for 'Leyendo en el Mercado' translated to 'Reading at the Market.' The campaign offered books and other materials (and a chance to sign up for a library card) via library staff who were pushing book-filled grocery carts into local markets. Vendors who bring their children to the market during the workday, were one of the targeted customer groups.

MM's latest publication is also out. The Shanghai Pre-conference Proceedings, *Library Management and Marketing in a Multicultural World*, IFLA Publications 125. Section member Jim Mullins, is the editor.

The preconference at Dakar, August 14-16, chaired by longtime member Rejean Savard. *Managing technologies and library automated systems in developing countries: Open source vs. Commercial Options*, was a huge success, with around 100 attendees. Papers will be edited and published around the first of the year. The conference had few initial resources but gathered input and sponsors, and was in French and English.

The MM Section is planning the program, *"Managing Libraries in a Changing Environment, Legal, Technical and Organizational Aspects"* in Quebec next year. MM will also sponsor the Library Theory and Research Section's program focusing on the 'library as place.' This theme will continue to a pre-conference IFLA 2009 in Milan. The section members feel the award and pre-conference are the best recruiting tools for new members. Currently we have 168 members.

Our section has strengthened and matured through establishing a midyear meeting. We operate much like national organization and use this meeting to conduct conference program work and also judge the award applicants. The section's midyear meeting is in Montpellier, France February 29-March 1, 2008.

Did you enjoy yourself?

Then come to Quebec next year!

Claude Bonnelly, Chair of the Quebec National Committee invited all delegates present at the closing ceremony to come to Quebec, Canada next year!

The 2008 conference has the following theme "Libraries without borders: Navigating towards global understanding" and already rumours promise that it will be another very interesting and exciting conference.

We hope to see you in Quebec in 2008!

Please see www.ifla.org for more information.



Large number of grants pushed attendance!

IFLA would like to extend a special thank you to all grant giving institutions and organisations.

Thanks to all generous contributions the IFLA World Library and Information Congress again was a wonderful mix of people from all regions and levels within the profession.

Thank you to the following institutions:

- South African Department of Arts and Culture, 63 grants;
- The National Research Foundation (SA), 42 grants;
- The U.S. Embassy in South Africa, 5 grants;
- SABINET, 71 grants;
- The IFLA 2005 Oslo Surplus Foundation & The Australian Initiative by Sharon Karasmanis 41 grants;
- The French IFLA Committee (CFI), 22 persons sponsored;
- Swets Information Services, 3 persons sponsored;
- EBSCO, 2 grants;
- The Finnish Library Association, 2 persons sponsored;
- The Arts Council of Northern Ireland, 1 person sponsored;

We are aware that this list may not be complete, our apologies for that and of course our gratitude extends to all those institutions and organisations that are not known to us at this time.

IFLA Awards and Honorary Fellowships

During the Closing Session, Alex Byrne, President of IFLA, handed out the following Awards:

IFLA Scroll

Susanne Seidelin, Denmark

In grateful recognition for her sterling contribution to freedom of access to information and freedom of expression, as Director of the IFLA FAIFE office, 2001-2006

Henri Sène, Senegal

In grateful recognition for his service as IFLA Regional Manager for Africa 1987-2006

IFLA medal

Abdel-Aziz Abid, France

In recognition of his distinguished service to the international library community, especially for his role in promoting the development of library services in developing countries and UNESCO's Memory of the World programme.

Dato' Zawiya Baba, Malaysia

In recognition of her distinguished service to the Malaysian and international library community, especially for her leadership in South East Asia.

Wim van Drimmelen, Netherlands

To Wim van Drimmelen and the Koninklijke Bibliotheek on the occasion of the 25th anniversary of the accommodation of IFLA by that institution, and in grateful recognition of the support provided to IFLA.

Honorary fellow

Kay Raseroka, Botswana

"The person nominated for honorary fellowship this year has made a major contribution, over a long period of time, in her own country, in her region, and worldwide. She has been a driving force in promoting the entry of her continent, Africa, into the Information Society. She has highlighted the value of indigenous knowledge and of its appropriate utilisation, and has promoted recognition of the importance of orality in indigenous communities. She is a respected leader in Africa and in the developing world generally. She has been a strong leader and a dignified and respected spokesperson for the library community and for IFLA in international forums such as the World Summit on the Information Society. In 2003 she became IFLA's first African President. Today, in the province of her birth, we honour --- Kay Raseroka.

ACTIVITIES OF PROFESSIONAL COMMITTEE, 2005-2007:

Chairperson's Report

Having been elected during the Oslo IFLA World Library and Information Congress in 2005, my two-year term as Chair of the Professional Committee (PC) ended in August 2007 with the Durban IFLA Congress.

The PC of 2005-2007 was made up of very committed and active members who worked successfully as a team. During our term we have done a lot to add value to the management of IFLA as an organization and to the global professional development. The main focus was on improving IFLA's professional structure. The Committee dealt with a lot of professional issues during the two years. The following stand out among the issues we dealt with:

Review of the structure of Professional Units of IFLA. One major achievement that we are proud to report is the review of the structure of Professional Units of IFLA. The Committee spent a great deal of the past two years working out strategies of

improving IFLA professional structure. The final document was adopted by the outgoing GB in August 2007. Implementation process will be undertaken by the in-coming GB. Once implemented, the new structure will reduce bureaucracy and open doors for more effective communication within IFLA community. On behalf of the outgoing PC, I want to thank the IFLA community for the valuable input and support we received during the process.

Projects. PC approved more than 30 projects over the last two years. Plans are at an advanced stage to put a system in place to improve the evaluation and monitoring of PC funded projects

IFLA Membership Recruitment Toolkit: The completion of the Membership Recruitment Toolkit was an exciting achievement for PC members having initiated the idea in 2005 to assist in the recruitment of members. The Toolkit is available on IFLANET at <http://www.ifla.org/III/officers/membership-toolkit.htm> We appreciate the contribution of IFLA HQ staff, particularly Ms. Cynthia Mouanda in ensuring

successful completion of the Toolkit. It is hoped that IFLA officers will sensitize their members to facilitate effective use of the Toolkit.

Conference Programme. Active participation of PC members resulted in very successful IFLA congresses in Seoul 2006 and Durban 2007. The quality of professional activities at IFLA conferences continues to grow.

Poster Session

PC takes the responsibility of ensuring the quality of posters at the IFLA Congress. The Durban conference attracted approximately 70 quality posters. The 2007 Best Poster Award went to *A Streetcar named Book*.

Newsletters

IFLA Section Newsletters are an excellent medium for communication within the IFLA community. The PC Newsletter award encourages Sections to pay attention to quality. The 2007 Best Newsletter award went to the periodical of the Asia & Oceania Section.

Sections and Discussion Groups

PC effected the following changes

1. The Law Libraries Section approved
2. The Mobile Libraries Section was incorporated into the Public Libraries Section.
3. The Library and Information Science Journals Section was integrated into the Library Theory and Research Section.

The efforts of PC members would bear no fruits without the support of IFLA HQ. We are grateful to the valuable support we continuously received from IFLA HQ staff. Sincere thanks go to all members of GB, particularly to the President Arlex Byrne, and President-Elect, Claudia Lux for their guidance and encouragement. We acknowledge the valuable input we received from IFLA officers who were always ready to provide information whenever needed.

My personal gratitude goes to all members of PC (2005-2007) for the valuable support I received as chair. It was the key to our success.

Jacinta Were

Chair - Professional Committee (2005-2007)

