



International Federation of
Library Associations and Institutions

Building Strong Library Associations Programme

IFLA ALP: Building Better Library Communities





IFLA ALP

- The **Action for Development through Libraries Programme (IFLA ALP)** is a core activity of IFLA
- ALP provides development and training programmes, online learning and other opportunities
- IFLA ALP delivers the Building Strong Library Associations (BSLA) programme





IFLA ALP Small Projects

- In addition to delivering the BSLA programme, IFLA ALP supports small projects to deliver workshops, seminars and other activities within ALP's focal areas
- Workshops based on IFLA's learning materials or train-the-trainer activities are encouraged
- Collaborative projects with other funding bodies are also encouraged





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IFLA's experience in training and development

Introduction to IFLA development and training programmes

- IFLA has developed programmes and training packages that are customisable, flexible, and designed to meet the needs of different library communities
- **Policy based training**
 - Training based on IFLA's guidelines, standards and manifestos. Developed by IFLA FAIFE
 - Public Access to Health Information
 - IFLA/UNESCO Internet Manifesto
 - IFLA Manifesto on Transparency, Good Governance and Freedom from Corruption
- **Building Strong Library Associations (BSLA)**





Strong Library Associations: Foundations for advocacy

- Strong national associations, globally and throughout the regions, are needed to support the profession
- IFLA developed *Building Strong Library Associations*, to support associations to develop their capacity and effectiveness, for the benefit of sustainable library communities





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How was BSLA implemented?



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Country visit, Nepal



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*“The members of the
Council valued the
opportunity to spend
time together”*

Ukraine



Programme activities

- Activities have reached over 40 countries
 - Country projects
 - ALP small projects
 - Train-the-trainer workshops
- Mini-congress for all 7 country projects in conjunction with MLAS midterm meeting, February 2012, Berlin



Measuring the results

- IFLA uses **impact evaluation** to measure the change that the BSLA programme makes:
 - Tells participants whether they are making real progress towards their goals
 - Raises awareness of the association in the sector and amongst decision makers
 - Share what works with other associations





Impact: Building Strong Library Associations programme

- Increased confidence in running associations and advocating for libraries
- Organisations, partners, members across and beyond the library sector are more engaged with supporting the association's work
- Association activities have directly (via advocacy) or indirectly (through actions of workshop participants) benefited all library sectors



BSLA Impact Report

Shares results and stories from the first six country projects

Download from IFLA website, or available in print



Building Strong
Library Associations

Impact Report 2012





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Building Strong Library Associations is a comprehensive programme offering a strategic and coordinated approach to capacity building and sustainability of library associations. The programme benefits associations, libraries, and their communities.

More information about the programme and access to the Online Learning Platform: <http://www.ifla.org/bsla/>



MODULE 4: DEVELOPING STRATEGIC RELATIONSHIPS

TOPIC 1: BUILDING AND MANAGING STRATEGIC RELATIONSHIPS

4.1.6 Effective communication



One of the prime methods of establishing and maintaining a solid relationship is good two-way communication. One of the key factors determining the success of working relationships is not whether there are any conflicts or differences, but how they are dealt with. You have to have clear, meaningful communication. You have to talk to the other party on a regular basis. You have to build trust.

That is why building business relationships is often referred to as networking. You interact with the other party. You exchange ideas and solutions. In this way you get to know the other person and they get to know you. Once you trust each other, doing business with each other will naturally develop.

Creating business relationships will become easier because word will travel quickly that you are a person worth knowing and doing business with. Your ability to develop and maintain long-term client relationships will form the foundation for the success of your association.

For example, the Special Libraries Association negotiated to give access to its membership database (with permission from members) to publishers in return for free advertising. Managing strategic relationships is clearly a complex and difficult process. Good communication skills are critical.

Access the Online Learning Platform: <http://www.ifla.org/bsla/>



BSLA materials in translation

- Translations of BSLA materials are being added to the Online Platform
- BSLA Trainingsmaterial fuer Seminare (Deutsch)
- Paquete de material didáctico para la Creación de Asociaciones de Bibliotecarios Sólidas (Español)





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Building Strong Library Associations

Impact Report 2012

Thank you!
Download the report:
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