Libraries in the new normal

Christine Mackenzie
President, IFLA

What is IFLA?

*The **I**nternational **F**ederation of **L**ibrary **A**ssociations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users.*

It is the global voice of the library and information profession.

Who is IFLA?

1,500	150	60	+1,200
members (institutions, associations, individuals, others)	countries	professional units (44 sections and 16 special interest groups)	experts constitute IFLA's committees contributing to its work and impact

IFLA Aims

- Promote **high standards** of provision and delivery of library and information services
- Encourage **widespread understanding** of the value of good library & information services
- **Represent the interests** of our members throughout the world

NEW NORMAL
COVID-19

Leaders' Conversations: National Libraries in the Post-COVID-19 World

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The Leaders' Conversations is a new digital platform for leaders in the region and beyond to share their insights on major developments in the library world. This series is jointly brought to you by the IFLA Regional Office for Asia and Oceania and the National Library Board, Singapore, and is in support of the IFLA Global Vision.

https://www.facebook.com/nlbsingapore/posts/10157687033810924

LEADERS'
CONVERSATIONS
PRESENT
Tan (Singapore)
Dolores C ungui (Philippine...
Maizan Isn

Common themes

- We are working together more and sharing information
- We are increasing our innovation and creativity
- Librarians are upskilling
- There is a new appreciation of libraries – we are being seen as partners
- 2020 has highlighted the changing role of libraries
- Buildings are being adapted
- There are serious concerns about resourcing in the future
- And also…

…it’s not just

Novel coronavirus
(COVID-19)

but also…

Climate change

Poverty

& Inequality

Boris Johnson says he thinks life in the UK could 'return to normality' by Christmas

ADAM BIENKOV, THOMAS COLSON
JUL 17, 2020, 9:02 PM

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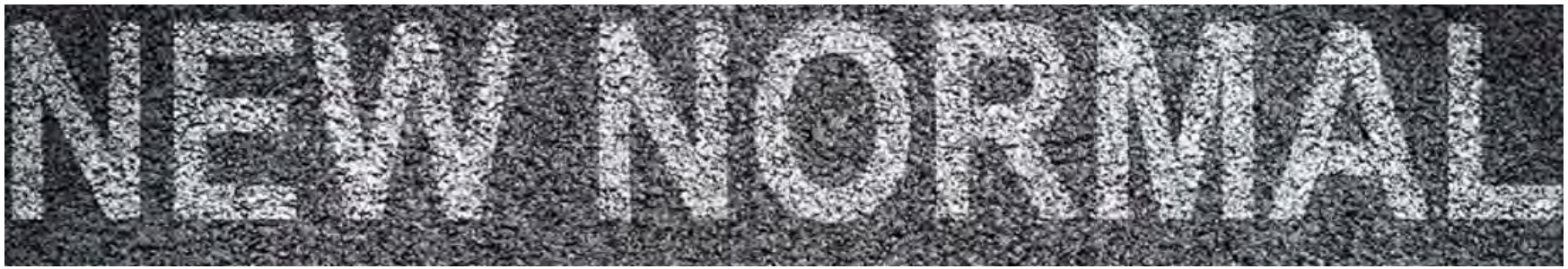
Getty

- Life in the UK could return to normal by November, Prime Minister Boris Johnson has

https://www.businessinsider.com.au/boris-johnson-coronavirus-life-could-return-to-normality-by-christmas-2020-7?r=US&IR=T



1. Community
2. Content
3. Technology
4. Staff
5. Working together

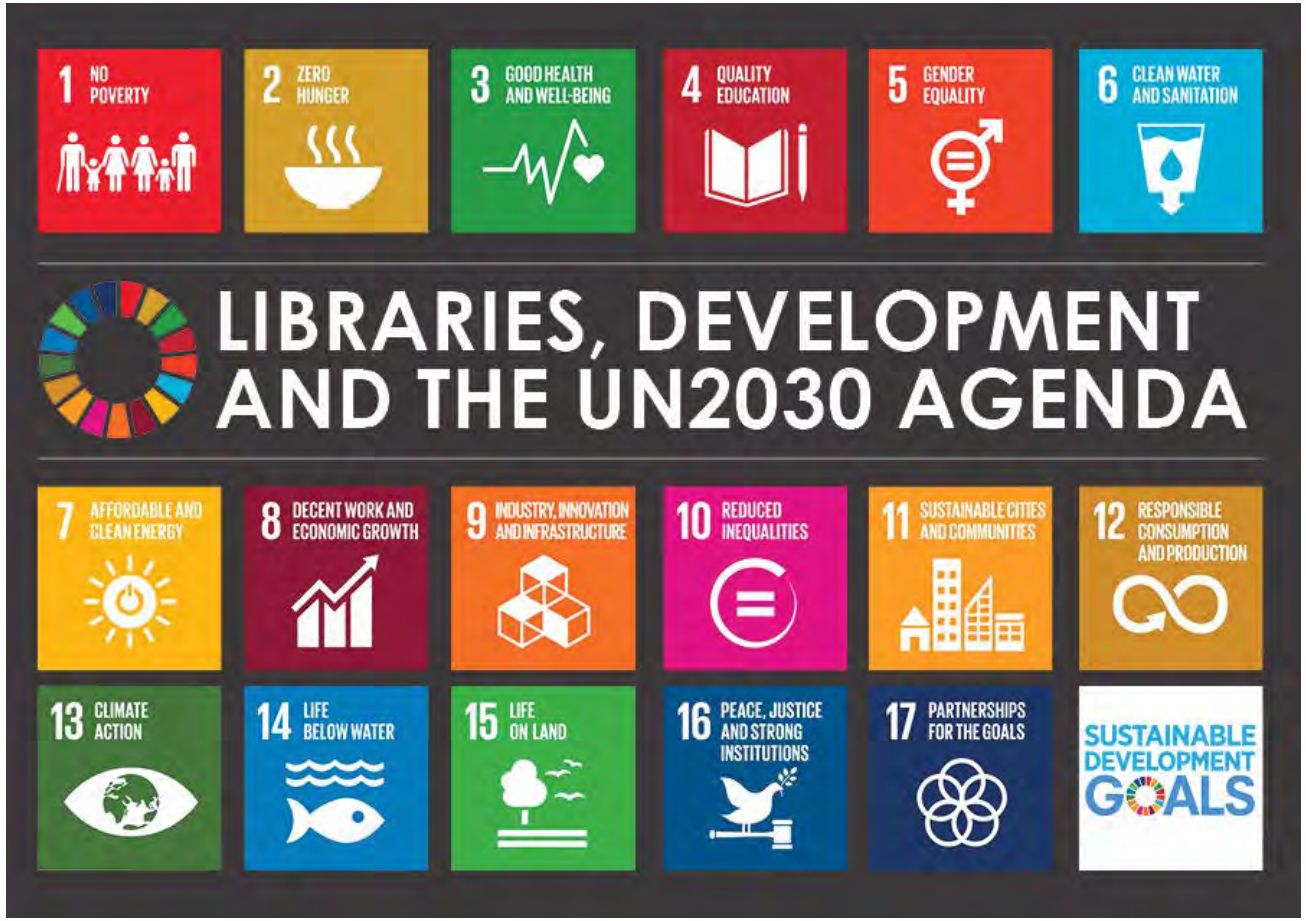
1. Community

- We are focused on serving our communities
  - Regardless of how we define community, we share a deep commitment to meeting users' needs. We value diversity, inclusion and the importance of providing a non commercial space.

- We need to understand community better and design services for impact
  - Expanding library outreach will help link with local partners, engage new and underserved sections of our communities, and have a measurable impact on people's lives.

IFLA Global Vision

Having a measurable impact on people's lives



UNITED NATIONS 2030 AGENDA

In September 2015 the 193 Member States of the United Nations adopted *Transforming our world: the 2030 Agenda for Sustainable Development*

17 Sustainable Development Goals

The Global Goals represent a “universal, transformative and integrated agenda that heralds a historic turning point for our world.”

United Nations Secretary General, Ban Ki-moon

IFLA and the United Nations

- Participation in developing the UN 2030 Agenda
- Since 2012, advocating for the following to be included in the Agenda:
  - Ensuring access to information
  - Safeguarding of cultural heritage
  - Universal literacy
  - Access to information and communication technologies (ICT)

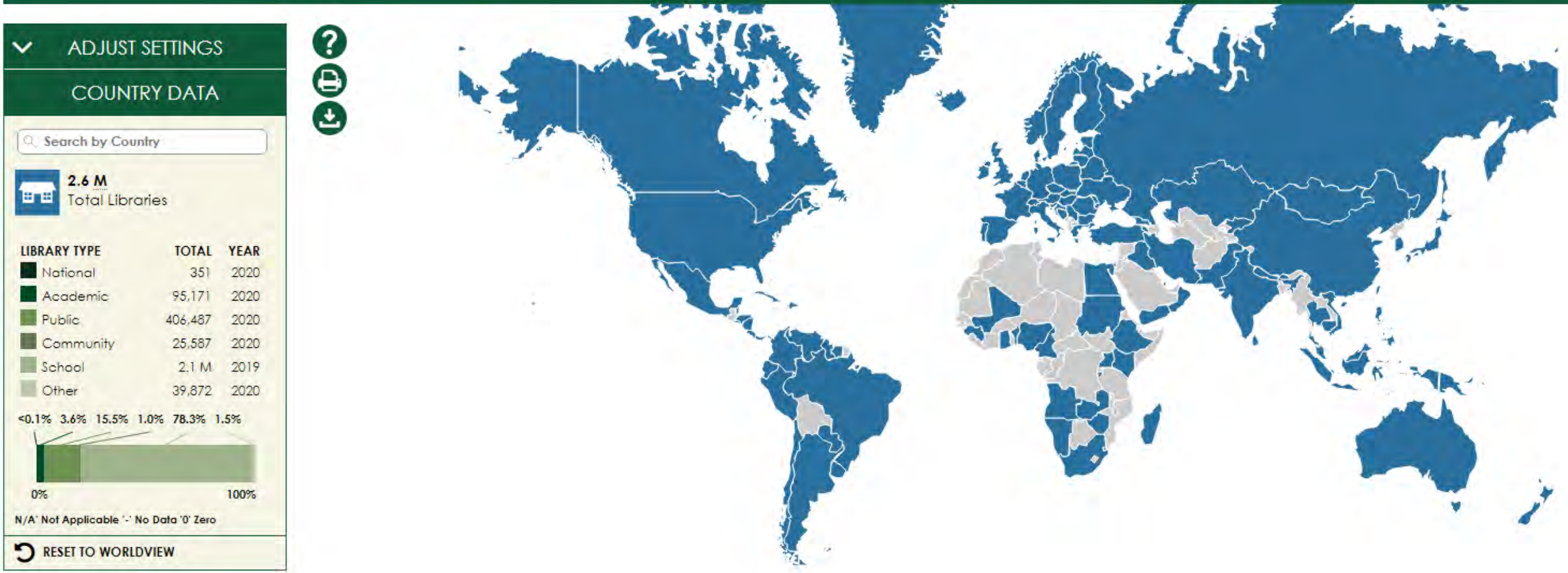
LIBRARY MAP OF THE WORLD

HOME | SDG STORIES | COUNTRIES | CONTRIBUTORS | ABOUT

LIBRARY MAP OF THE WORLD

Selected library performance metrics provide national level library data across all types of libraries in all regions of the world. Adjust map view settings to search by country and explore worldwide totals.

	Number of Libraries	Libraries with Internet Access	Full-Time Staff	Volunteers	Registered Users	Physical Visits	Physical Loans	Electronic Loans
WORLDWIDE TOTALS +	2.6 M	381,316	1.6 M	907,967	1,117.4 M	6,318.2 M	9,251.3 M	13,200.7 M



ADJUST SETTINGS

COUNTRY DATA

Search by Country

2.6 M
Total Libraries

LIBRARY TYPE	TOTAL	YEAR
National	351	2020
Academic	95,171	2020
Public	406,487	2020
Community	25,587	2020
School	2.1 M	2019
Other	39,872	2020

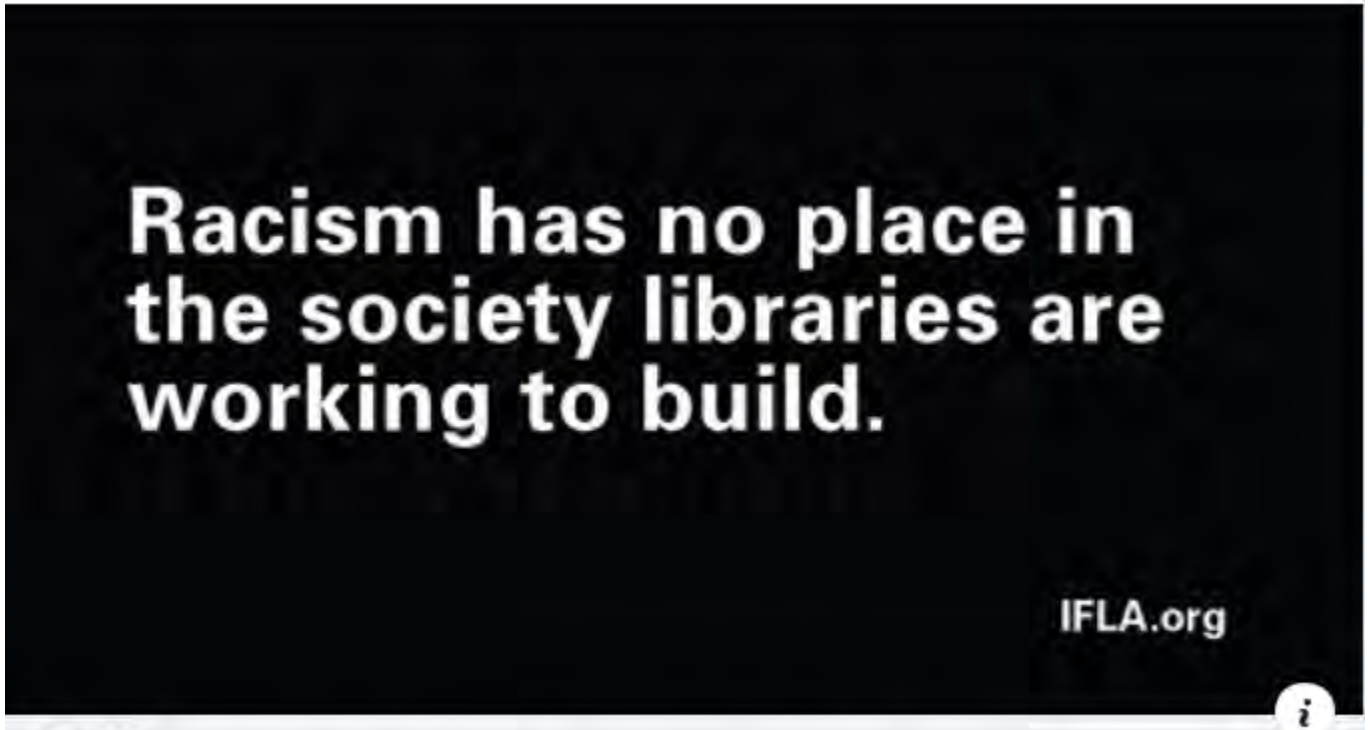
<0.1% 3.6% 15.5% 1.0% 78.3% 1.5%

0% 100%

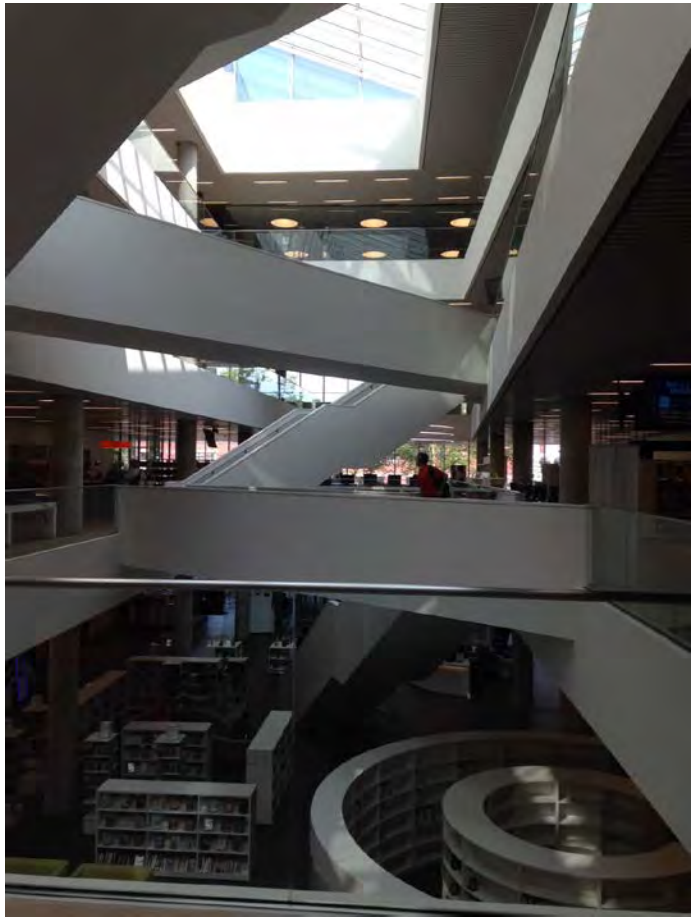
N/A' Not Applicable '-' No Data '0' Zero

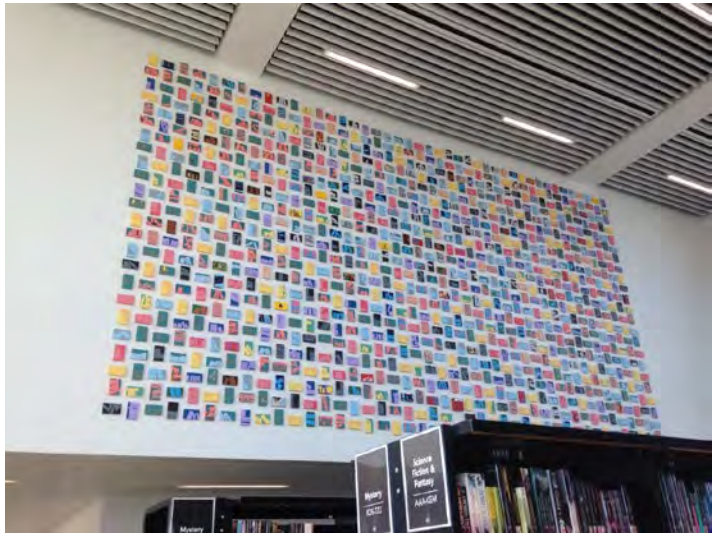
RESET TO WORLDVIEW

Valuing diversity and inclusion



The importance of providing non commercial spaces





Halifax Library, Canada

Measuring impact and value

Scholarly articles for **public libraries measuring impact**

Measuring impact and outcome of **libraries**
R Poll - Performance **measurement** and metrics, 2003 - emerald.com
... Newhouse, JP and Alexander, AJ (1972), An Economic Analysis of **Public Library** Services, Rand .. Revill, D. (1990), "Performance measures for academic **libraries**", Encyclopedia of **Library** and ... use of an **impact** survey as a **measure** of special **library** performance", Proceedings of ...
☆ 99 Cited by 68 Related articles All 3 versions

The role and value of **public libraries** in the age of digital technologies
S Aabø - Journal of Librarianship and Information Science, 2005 - journals.sagepub.com
... of the social **impact** of **public libraries** as a movement from **measuring** outputs (such ... was to pr a better understanding of the total value of Norwegian **public libraries**, both their ... By surveying a representative sample of citizens, including both **library** users and non-users, and ...
☆ 99 Cited by 180 Related articles All 8 versions

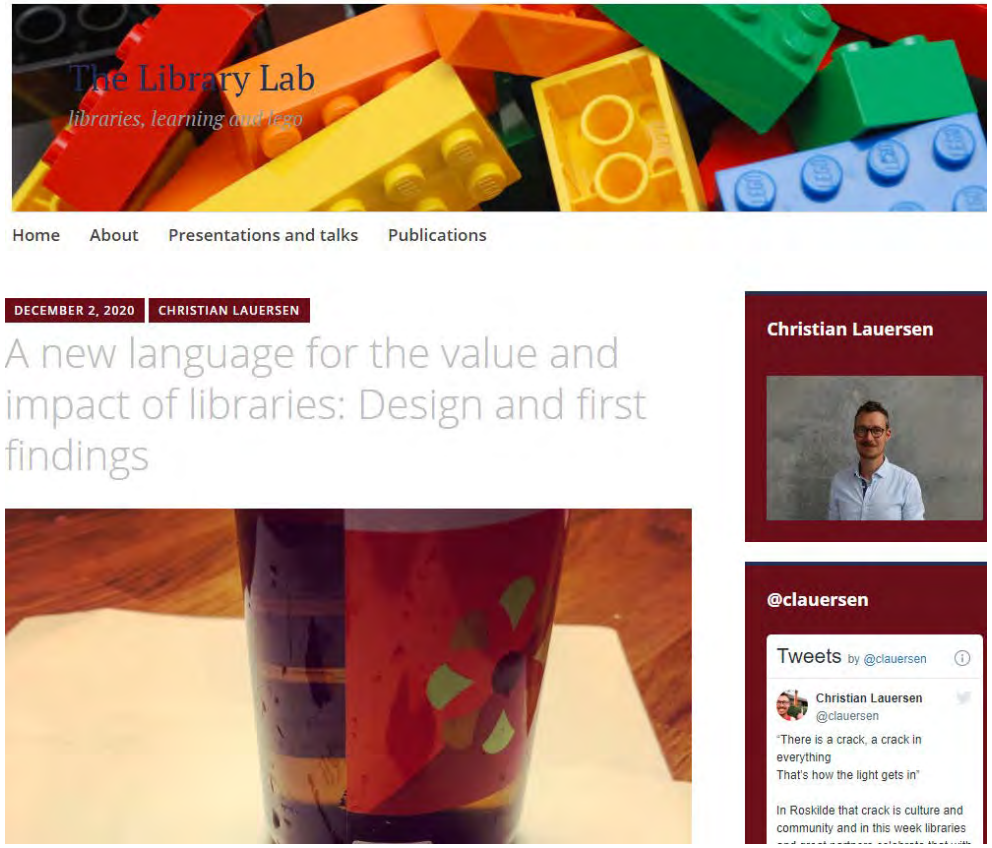
Impact measures for **libraries** and information services
R Poll, P Payne - **Library** Hi Tech, 2006 - emerald.com
... But the "anecdotal evidence" will be invaluable in reporting to the **public** and the institution, as it ... established in **libraries**, it would be easy to use the results for assessing the **impact** of **libraries**. But is satisfaction with the **library** or with a **library** service indeed an outcome in the ...
☆ 99 Cited by 160 Related articles All 17 versions

Measuring the value of **public libraries** in the digital age: What the power people need to know
E Halpin, C Rankin, EL Chapman... - ... of Librarianship and ..., 2015 - journals.sagepub.com
... Lean **Library** can solve it. Cite. Citation Tools ... Download article citation data for: **Measuring** the value of **public libraries** in the digital age: What the power people need to know. Eddie Halpin, Carolynn Rankin, Elizabeth L Chapman, and Christopher Walker ...
☆ 99 Cited by 24 Related articles

Performance indicators and efficiency **measurement** in **public libraries**
A Worthington - Australian Economic Review, 1999 - Wiley Online **Library**
... In general, these services are utilised on the premises, and **measuring** output by **library** issues ... Furthermore, **library** issues do not reflect the substantial investment by li- braries in providing ... of reference ques- tions answered as outputs in his study of New York **public libraries** ...
☆ 99 Cited by 130 Related articles All 10 versions

Public libraries: **Measuring** their value
G Broad, J Ortiz, S Meades - **Public Library** Quarterly, 2019 - Taylor & Francis
... based on the percentage differential between the cost of a 'good food basket' in each **library's** location versus the ... This percentage differential is a well-known and reliable **measure** determined annually by **public** health units across the ... **Public Libraries**: **Measuring** Their Value ...
☆ 99 Cited by 2 Related articles

Are **public libraries** worth their price? A contingent valuation study of Norwegi
public libraries



https://christianlauersen.net/2020/12/02/a-new-language-for-the-value-and-impact-of-libraries-design-and-first-findings/

2. Content

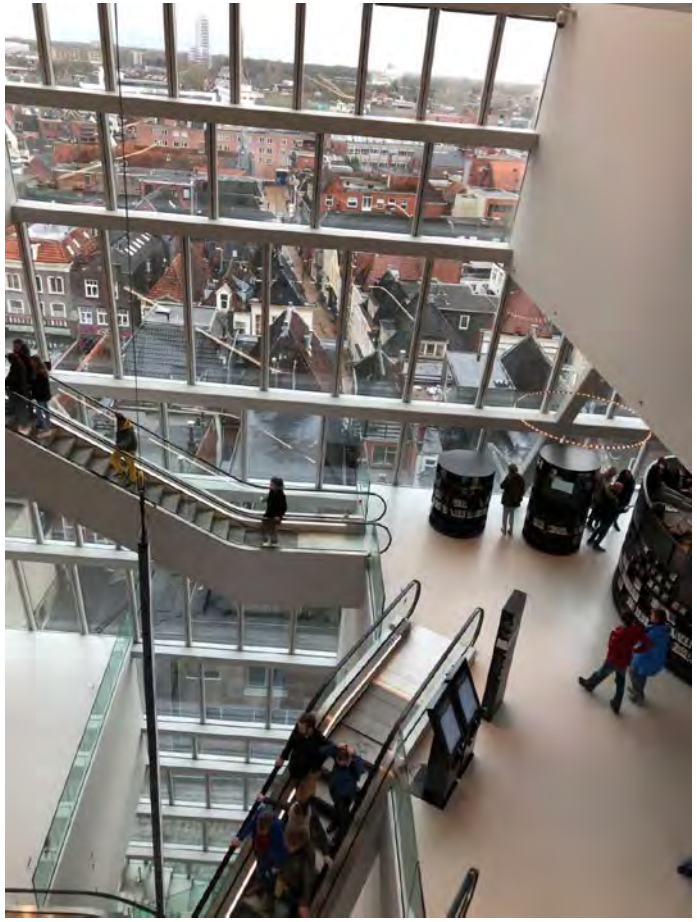
- We remain deeply committed to supporting literacy, learning and reading
  - Our traditional areas of strength – supporting learning, literacy, and reading – are universally recognised as central to the achievement of libraries' missions
- We must update our traditional roles in the digital age
  - To support learning, literacy and reading meaningfully in a digital age, libraries must adapt continuously. Services, collections and practices must develop to meet changing user expectations.

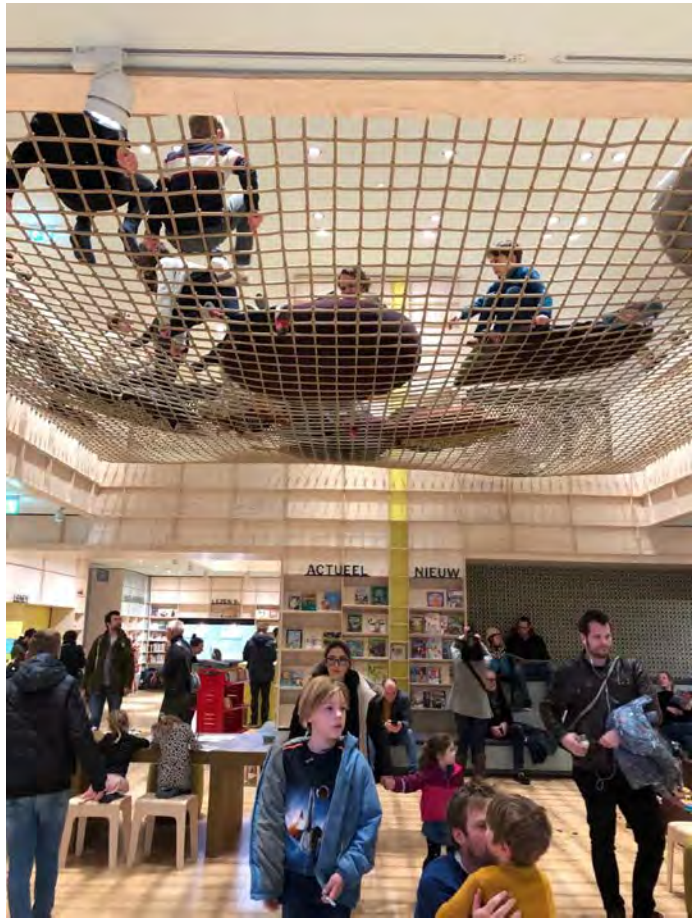
IFLA Global Vision

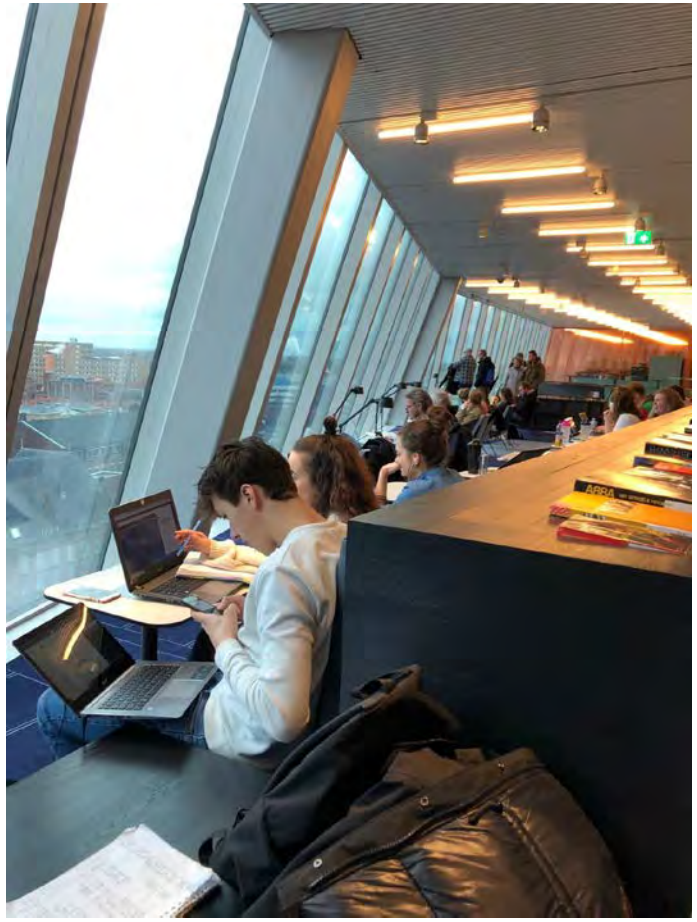
We are deeply committed to supporting literacy, learning and reading

Our traditional areas of strength – supporting learning, literacy, and reading – are universally recognised

Services, collections and practices must develop to meet changing user expectations





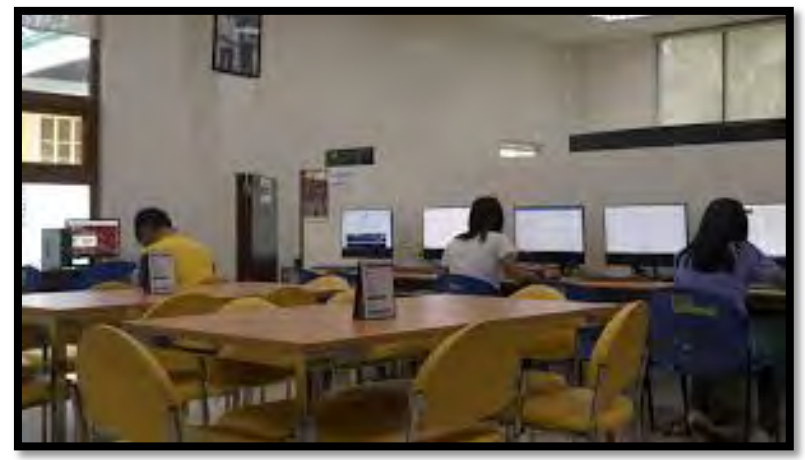


In a digital age, libraries must adapt continuously

How To Spot Fake News - IFLA in the post-truth society

https://www.ifla.org/node/11175

Services, collections and practices must develop - bridging the digital divide



Quezon City Library, Philippines

Library Pledge for Digital Inclusion

IFLA launched the Library Pledge for Digital Inclusion on 16 October, and is welcoming signatures. Below you can find the Pledge, and the signatories as of 3 December 2020. You can sign up to the pledge at this link. If you want to share why the Pledge matters for you, in your context, share your quotes or stories with us!

Maximising Access Now: A Library Pledge to promote digital inclusion and access to information during COVID-19 and Beyond

To the best of our abilities, and with full respect for the law and public health:

* We pledge to promote the best possible internet access for communities, reliably and at no or low cost, so that no-one should lack connectivity for financial reasons
* We pledge to promote the widest possible access to relevant digital content and services, supporting education, research, and economic, social and cultural participation
* We pledge to promote the strongest possible support for the development of digital skills, giving users the ability to be successful and confident internet users
* We pledge to promote equitable broadband policies at all levels

https://www.ifla.org/publications/node/93399

Partnership for Public Access

2020 Declaration

Libraries in Response: Every Community Connected

The global health crisis has made the pre-existing global connectivity crisis more evident – and action more urgent – than ever before. Broadband access is critical to the health, safety, education and economic well-being of communities. Public Access is proven to be an economical and equitable way to connect every community.

We pledge to do all within our power to ensure every community is connected. In turn, we call on decision-makers at all levels to:

- Ensure that each community has access to at least one publicly-available, adequately connected, no-fee internet access point, and that every school has access to an online or offline library.
- Mobilize libraries to act as community labs for action research, improving how we connect, protect and respect each other, and work together to achieve the UN Sustainable Development Goals by 2030.

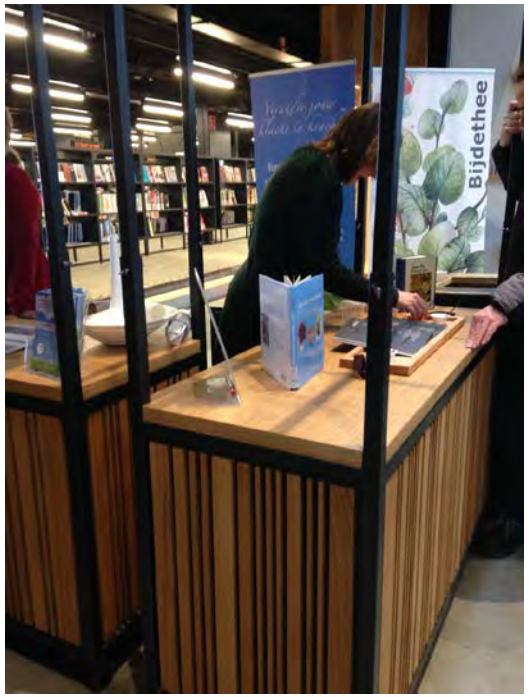
https://p4pa.net/2020-declaration/

3. Technology

- We embrace digital innovation
  - The field strongly agrees on the essential role of digital innovations in realising libraries' potential to enrich society, regardless of how extensively they already can and do use technology.
- We must keep up with ongoing technological changes
  - Ensuring all libraries have the right tools, infrastructure, funding, and skills to seize the opportunities provided by digital innovations is a pressing need.

IFLA Global Vision

Ensuring all libraries have the right tools, infrastructure, funding, and skills



LocHal, Tilburg The Netherlands

4. Staff

- We want to be less bureaucratic, inflexible and resistant to change
  - The field shares a desire to more proactive in its approach, open to innovation and ready to let go of out-dated or restrictive practices.
- We need to challenge current structures and behaviours
  - Overcoming our passive mindset and embracing innovation and change will allow us to tackle the challenges facing the library field.

IFLA Global Vision

Embracing innovation and change

THEAGE.COM.AU

Libraries' home delivery service proves a COVID-19 success story

When Covid closed the library: staff call every member of Victorian library to say hello

Libraries find ways to keep in touch with regulars, from phone calls to delivering books to live-streaming author talks

▲ 'People are really up for the chat and love getting that call from the librarian. Some calls go for five minutes and some go for half an hour,' says Yarra Plenty's Lisa Dempster. Photograph: Alamy

https://www.theguardian.com/culture/2020/aug/13/when-covid-closed-the-library-staff-call-every-member-of-victorian-library-to-say-hello

Learning new skills

5. Working together

- We see the need to build collaboration and partnerships
  - We recognise working collaboratively amongst ourselves, and in partnership with those outside, as essential for creating a strong, united library field.
- We need to develop a spirit of collaboration
  - Understanding and addressing actual and perceived barriers to collaboration will help end a tendency to work in isolation, and realise the vision of a united library field.

IFLA Global Vision

Working collaboratively amongst ourselves

COVID-19 and the Global Library Field

français | Español | 简体中文 | Русский | Deutsch | العربية

Last update: 13 October 2020

Key Resources for Libraries in responding to the Coronavirus Pandemic

2 July 2020

In Uncertain Times, We Need Each Other More than Ever: The IFLA Strategy and COVID-19

At the moment that the IFLA Strategy was launched at the World Library and Information Congress in Athens, Greece almost no-one could have imagined the world we live in today.

https://www.ifla.org/node/93178

IFLA FROM HOME

Introducing:

#IFLAFromHome

IFLA.org

https://www.ifla.org/node/93103

Realising the vision of a united library field

LET'S WORK

TOGETHER

Thank you!

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w: www.christinemackenzie.com.au