



International Federation of
Library Associations and Institutions



The Building Strong Library Associations Program in Ukraine

Valentyna Pashkova,
Ukrainian Library Association,
Vice-President





Ukrainian Library Association (ULA)

- National association
- Established in 1995
- 4,659 individual members (January 2016)
- 43 official partners
- 12 regional chapters
- 10 sections
- Represents about 63,000 librarians and over 35,000 libraries
- Members work in public, academic, school and special libraries

IFLA BSLA program in Ukraine, 2010-2012, 2013

- ULA strived to develop its capacity, to educate librarians and to invest in its future
- Partnerships with the Bibliomist Program, the U.S. Embassy in Ukraine; leading Ukrainian libraries and universities provided additional strength to the program



International Federation of
Library Associations and Institutions





BSLA Project Goals



- **Governance and fundraising:** Skilling people to carry forward the association's agenda to enhance the communication, collaboration, planning and financial skills of board members and regional chapter heads
- **Strategy, membership and awareness:** Enhancing the vision of association and communicating this to members, non-members and partners
- **Advocacy:** To position the association as a key organization to represent libraries to national and local governments on issues of librarian status and library funding

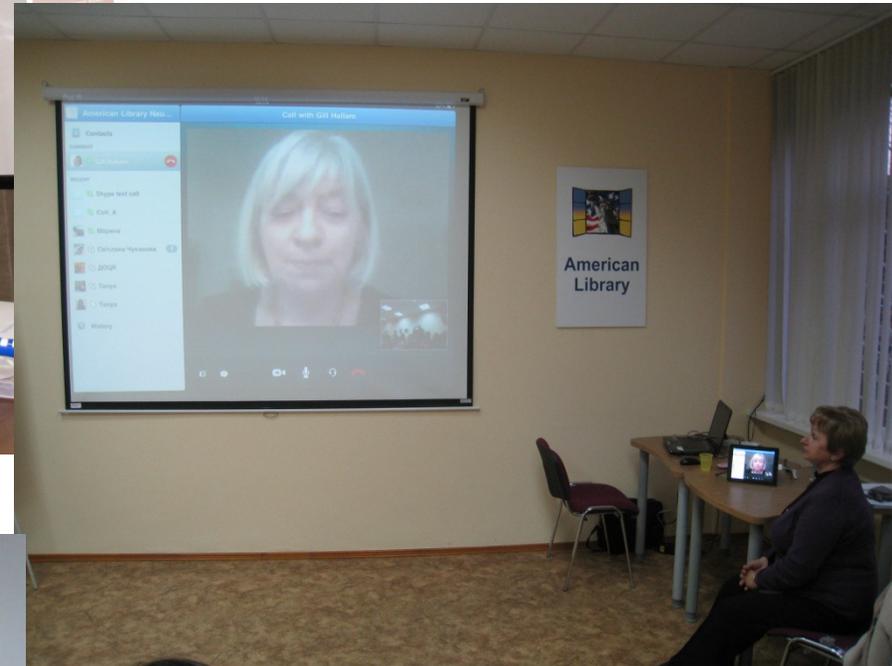


BSLA workshops



- In 2011-2013, more than 1,100 librarians from all parts of Ukraine took part in more than 30 workshops
- All training materials were translated into Ukrainian and provided to trainees, universities and colleges with library programs; Part on Ukrainian content added
- The international trainer – Gill Hallam; the national trainer –Valentyna Pashkova; group of local trainers

BSLA workshops in pictures



BSLA workshops in pictures

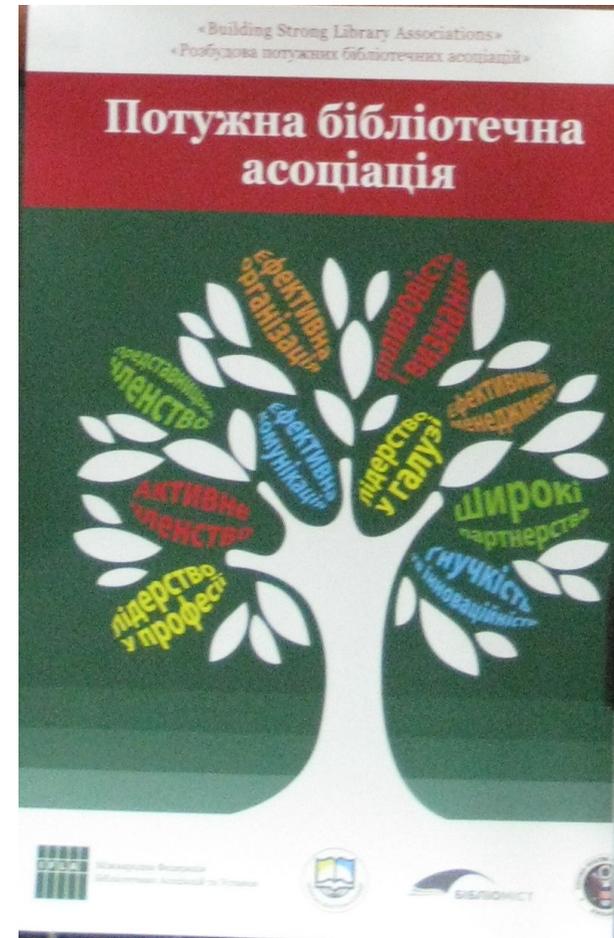


BSLA workshop for young librarians



Promotion of BSLA program in Ukraine

- Presentations at conferences, workshops, meetings of librarians
- ULA web portal
- ULA blogs
- BSLA program poster



The tree motif incorporated successes of the program in the leaves



Changes in:



- **Levels of knowledge** about professional associations
- **Competence** (doing things better) – management of the ULA, communication, advocacy, engaging members and partners etc.
- **Attitudes** – “I should be more active, more deeply involved...”
- **Behaviour** – increased participation and involvement of members and the ULA Council members



ULA media coverage

In 2011, media covered the ULA activities and programs **242** times

In 2015, -- **260** times





Impact



- Building a healthy Association (recruitment; broadly representative membership; two-way communication; responsive to members' needs)
- Enhancing relationships between the ULA, stakeholders and the library community
- Building partnerships and collaboration



Impact



- The concerns of libraries are more broadly represented across the whole country
- Regional chapters have become more active on the local level: conducted a number of events and trainings and signed up many new members
- 30% increase in membership, to a total of 4,070 individuals in 2013

Since 2013, 14% increase in membership, to a total of 4,659 in 2016

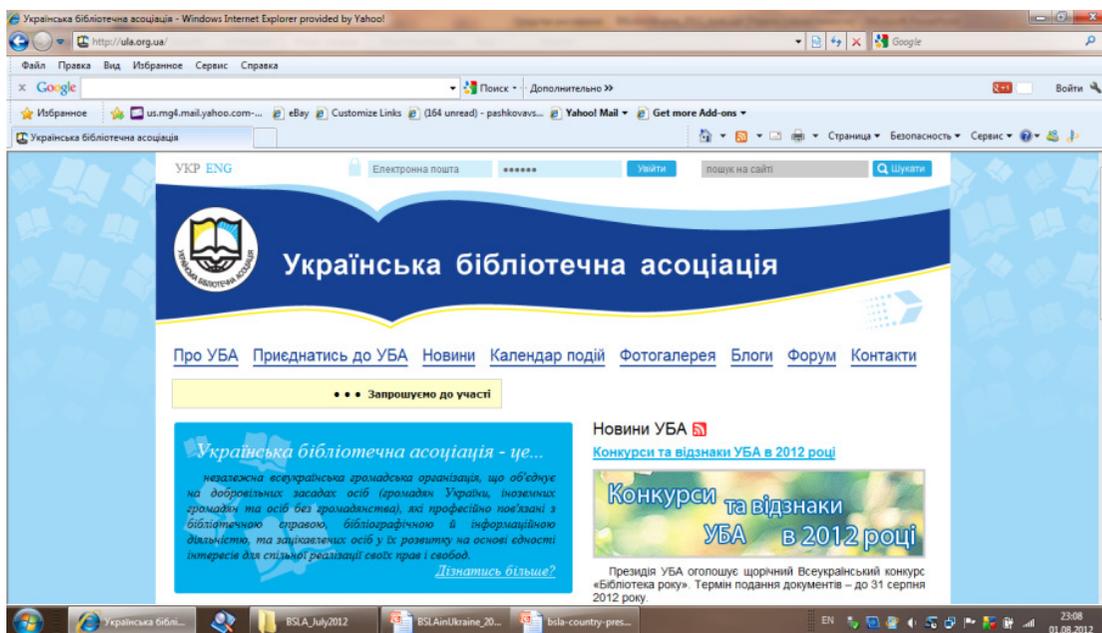
- The new generation of librarians was involved in the ULA activities



Impact



Better communication with members and main stakeholders: the ULA web portal, regular newsletter, and other materials keep them continually informed





The main outcomes of the program:



- More professional management of the ULA
- Further development of advocacy programs and partnerships. ULA works with the government on several topics – tenders, library funding, book publishing, copyright, rural libraries development etc.
- New services for members
- Positive changes in librarians' attitudes towards library associations

Sustainability

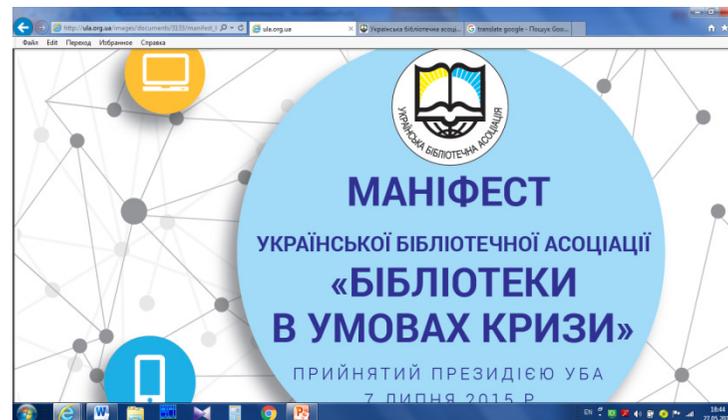
“... triple bottom line - manage financial, social and environmental risks, obligations and opportunities”





Libraries within changing social, economic and political contexts: ULA Documents

- Libraries in Crisis: Manifesto, 2015
- Concept of Qualitative Changes of Libraries for Sustainable Development of Ukraine, 2015
- Strategy of the Library Field Development, 2015
- Strategy of the ULA, 2015-2018
- Code of Ethics, 2013
- New Advocacy Strategy
– in progress





ULA and sustainability

Advocacy and partnerships with the government, civil society, media on behalf of citizens and libraries

Such issues as:

- Tenders to purchase books and periodicals for libraries;
- Marrakesh Treaty...



Strategy of the Library Field Development till 2025 “Qualitative Changes in Libraries to Ensure Sustainable Development of Ukraine”

adopted by the Cabinet of Ministers of Ukraine, March 2016

Стратегію розвитку бібліотечної справи у Україні до 2025 року затвердили в уряді

**Vice-Prime Minister,
Minister of Culture**





ULA and sustainability

Promotion of internetization and automation of Ukrainian libraries





ULA and sustainability

Transformation of libraries: management, services, etc.





ULA and sustainability

Professional development of librarians





ULA created the program of professional development for librarians

with the following modules:

- Basics of IT
- Providing Access to the Internet as a Library Service
- Innovations in Libraries
- Advocacy for Libraries
- Web 2.0
- Intellectual Freedom and Access to Information in Libraries. Professional Ethics

More than 40,000 librarians were trained under the Bibliomist Program using those training modules

Increasing the amount and regularly updating its programs, the ULA has become a strong player in continuing library and information science education in Ukraine





ULA provides programs to:

- Meet the needs of locally displaced people and libraries
 - Educate citizens in their constitutional rights
 - Open centers of European information in libraries across Ukraine
 - Equip and teach librarians in rural areas to provide high quality library and information services to their communities
 - Introduce innovative library services – library tourism, English and other foreign languages learning
 - Promote academic integrity
- etc.



Grants from European Cultural Foundation; Erasmus+ program, U.S. Embassy, Monsanto, British Council...; Partnerships with Goethe-Institute, Association of Publishers, Business School...



ULA's challenges

- Funding for programming and management of the ULA
- Low salaries of librarians do not allow them supporting the association's needs to the full extent
- Succession planning. The new generation of librarians is encouraged to take the lead in running the association



We offer the library community in our country:

- Networking
- Engagement
- Professional development and education
- Professional publications
- Advocacy and lobbying for positive and modern laws on access to information and libraries
- Professional assistance and advise
- Social protection
etc

The future of the association in our country

Our vision:

The ULA will strengthen its role as a catalyst for innovations and changes in libraries and in provision of information to citizens

