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iPals: International Partnership for Advocacy and Library Services

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2010 Emerging Leaders Project: IRRT Free Links: A Project Providing Access to Free Professional Development Opportunities for ALA Members around the World
Report to the Executive Board
June 26, 2010

By 2010 iPals Team (Suzan Alteri, Stephanie Carr, Jasmina Jusic, Lucas Mak, Valeria Molteni and Jeannette Pierce – IRRT Mentor)

Project Description:
The 2010 Emerging Leaders Team I will identify and select free web-tutorials & professional development information resources for libraries and librarians in other countries to access via the Internet. The goal of the project is to aid international librarians to stay current with library and information science trends in the United States and elsewhere.

Expected Outcomes:
- A list of free links to excellent professional development tools for library advocacy
- Existing technology links created by previous 2008 Emerging Leaders team will be reviewed
- A marketing plan for the project will be documented and implemented
- An assessment project focusing on input from librarians in other countries will be designed and implemented
- A document with recommendations for sustainability will be presented to the IRRT Executive Board

ALA Midwinter meeting
The 2010 Emerging Leaders team met at ALA Midwinter twice. In the initial meeting group members developed a project timeline and met with Mentor Jeannette Pierce regarding previous work on the IRRT Free Links Project. A second meeting was held to break down the project into phases and establish a means of communication between ALA Midwinter and ALA Annual. Team decided to use a combination of ALA Connect and monthly phone teleconferences to complete the project.

Review of Existing links and addition of new links
The first step of the project was to review the Technology links created by the 2008 Emerging Leaders team, which were located in the IRRT Free Links Wiki. The team divided up the various categories of technology links for evaluation. Links were evaluated along the following criteria:
  - Download time
  - Outdated/dead links
  - Complexity of software use
  - Number of links for a specific technology

During this review, the team decided that it would be beneficial and more user-friendly to switch the technology links and the advocacy links to a website which could be easily

updated and allowed for easy delivery of information. The site was created using Google Web (http://sites.google.com/site/irrtfreelinks/home) and the revised list of technology links were moved to the new website. The group also created a list of library advocacy links to add to the IRRT Free Links Project. These links were evaluated under the same criteria as the technology links and were posted to the new website. Once the website was complete, the team reviewed the site for any mistakes or changes that needed to be made. Once the site was completed, the team moved onto how we were going to market this resource to international librarians.

Marketing Plan
Within a month after completing the website, the team became brainstorming the marketing plan. The team collaborated on the final marketing plan, began work on the Poster and came up with the iPals team name, which would help with publicity, and the team's slogan "we have a link for that." Important elements of the marketing plan were:
- o Mission and Purpose (taken from the project description)
- o Product and Service Overview – history of project and new project parameters
- o Customer and Market Definition – definition of customers and why resource is needed
- o Marketing Objective
- o Marketing Strategy – Branding, bookmarks, Newsletter, Announcement on IRRT website, Email to IRRT membership, Marketing through IFLA listserv channels, creation of press release, Poster and handouts at both the Emerging Leaders and International Poster Sessions, Membership Pavilion presentation, usage of literature bins at ALA, and *International Leads* article

Poster, bookmarks, and pamphlet were created for ALA Annual 2010 and an article in *International Leads* will appear in the next few months.

Assessment Program
After completion of the website and the creation of a concrete marketing plan, the team discussed various assessment measures that could be undertaken to evaluate the website before its launch, and after. Two measures were used to assess the current website: A survey created through SurveyMonkey and Google Analytics.

The survey was 10 questions long and was distributed through both the IRRT listserv and various selected IFLA listservs. The survey was constructed using both yes/no questions and open-ended questions. A sample of the questions and results are as follows:
- o How was the navigation of the website?
  - Clear – 57.1%
  - Easy to Follow – 66.7%
  - Information Easy to Find – 80%
- o Were the links in Library Advocacy and Technology easy to locate? 100% yes
- o Did links load in a timely manner? 100% yes
- o Did you have difficulty navigating the site? 80% no

o Would you like more descriptive information on links? 100% no
o Did you feel there was too much information presented? 75% no

Google Analytics allowed the team to further analyze the website as to who was accessing the site, what pages were being accessed most frequently, what types of browsers were being used, what type of Internet connection the person accessing the site had, and what were the top traffic sources. Google Analytics also broke down who accessed the site by country:
237 visits came from 27 different countries – a sample is:

United States: 90 visits
Mexico: 57 visits
Romania: 37 visits
Fiji: 14 visits
Guam: 5 visits
Australia: 5 visits
Hong Kong: 3 visits
Canada: 3 visits
Botswana: 3 visits
Argentina: 2 visits

Overall, the team believed this was a strong showing since we reached four different continents and had a positive response to our survey. No changes were necessary to make to the website. A proposal has been made to allow users to provide continuous feedback through a feedback link on the website.

Sustainability Recommendations
The last part of the 2010 IRRT Free Links project is to suggest ideas/methods for maintaining and sustaining the IRRT Free Links website. Our recommendations are as follows:
1. The IRRT Free Links Project is an important project for the IRRT to maintain
2. Upkeep of the IRRT Free Links Website should be done by the webmaster or the creation of an assistant webmaster who would oversee the Free Links and other lists produced by International Exchanges
3. Use future Emerging Leaders to come up with new topics/links that would be of future importance
4. The IRRT Free Links should be expanded (this was also suggested by a survey taker)
5. Responsibility of the expansion of the website would fall under the Publications committee with, perhaps, and editor for the website, who could work on expanding and responding to feedback between other projects
6. Links should be checked on a quarterly basis
7. Expansions should take place on a yearly basis

Account information for future changes is User Name: irrtfreelinks/ Password: advocacy

2010 Emerging Leaders Project Attachments

1. IRRT Free Links Press Release

2. 2010 Marketing Plan for IRRT Free Links

3. iPals Logo

4. iPals Poster for Emerging Leaders and International Poster Sessions

5. Banner for Emerging Leaders and International Poster Sessions

6. IRRT Free Links Bookmark

7. IRRT Free Links Brochure

8. IRRT Free Links Survey

9. Google Analytics Report

10. Membership Pavilion Presentation

11. *International Leads* Article

ALA international relations round table
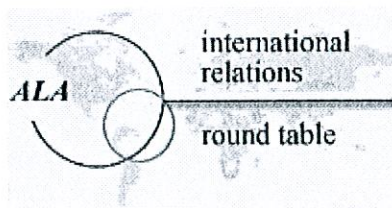
FOR IMMEDIATE RELEASE
April 19, 2010
Contact: iPALS, irrtfreelinks@gmail.com

IRRT FREE LINKS PROGRAM LAUNCHES NEW WEBSITE

iPALS Features Library Advocacy Resources

(CHICAGO, IL) – The International Relations Round Table (IRRT) and The International Partnership for Advocacy and Library Services (iPALS) invite you to the beta launch of the new Free Links Program Website.

In these tough economic times, libraries are faced with increased use and limited resources. It is increasingly difficult for libraries with limited budgets to provide their staff with training and resources that they need. The IRRT Free Links Program is a project providing access to free professional development tools for ALA members worldwide. This year's featured resources are on library advocacy. You can find a list of free annotated resources on the new Free Links Website: http://sites.google.com/site/irrtfreelinks/home.

Please visit the website and on the Feedback page follow the link to take a short survey. If you would like to provide further feedback and comments, please do so via the Contact Us link on the Feedback page. iPALS is dedicated to connecting international librarians to free, online professional development tools. Your feedback will help them improve the website before the official launch that will take place at the ALA Annual Conference in Washington, D.C.

For more information, visit the IRRT website at: http://www.ala.org/ala/mgrps/rts/irrt/index.cfm.

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Marketing Plan

Mission and Purpose

The mission of the International Relations Round Table (IRRT) is:

> To promote interest in library issues and librarianship worldwide; to help coordinate international activities within the American Library Association, serving as liaison between the International Relations Committee and those members of the Association interested in international relations; to develop programs and activities which further the international objectives of ALA; and to provide hospitality and information to visitors from abroad (International Relations Round Table, 2010).

The IRRT started a Free Links Program to help international librarians with professional development. The Free Links Programs provides access to free professional development opportunities for ALA members around the world. The programs will help librarians in other countries stay current with library information and trends. Identified areas for professional development links are: grant opportunities, collection development, digital collections, information literacy, leadership and management, technology training and issues, and library advocacy. The resources will be gathered together into an online format that will be linked to the IRRT website. All links selected for the Free Links Program are evaluated by Emerging Leader Teams to determine relevance, accessibility, format, language choice, organization, and currency.

Product and Service Overview

The first part of the Free Links Program was started by a team of Emerging Leaders in 2008. The purpose of their project was "to identify and select free web-based tutorials and professional development information for librarians in other countries to access via the Internet" (IRRT Free Links Project Wiki, 2010). The group choose to make these links available using a wiki.

The Free Links Program was continued by a team of Emerging Leaders in 2010. The group's assignment was to develop a list of free links to professional development tools for library advocacy and add them to the wiki. After some consideration, we decided that a website would be more user friendly and easier to navigate. We created a website where we posted our advocacy links. The links are all annotated and organized into several logical categories. We also posted the technology links to our new website. Although we checked the links for currency, we did not go back and annotate them due to time constraints. As the Free Links Program continues to grow, other teams (or the party responsible for maintaining the website) will be able to add content so that it is all in the same

location while retaining a user friendly format. The advantages of this would be simplicity and ease of use, which are factors especially important to international librarians who may not be fluent in English or very comfortable with Web 2.0 technology.

Customer and Market Definition

"The intended audience is librarians or library staff members who do not have the funds to travel to conferences or regular access to professional development resources in their own countries and want to advance their skills in emerging areas of international librarianship, emerging technologies, and creation of projects to promote their libraries and their work to an international audience. The free links project aims to put international librarians from smaller countries on par with the rest of the library market in the United State, Europe, and other large countries. It also enables international librarians from all areas of the world to enhance their skills and promote international libraries.

Marketing Objective

Our marketing objective is to increase awareness of the Free Links Programs among members of ALA, IRRT and IFLA, as well as international librarians who may benefit from this program.

Marketing Strategy

The ALA annual conference will serve as our official launch for this project. For branding and marketing purposes we have created a team name and logo which will serve to differentiate our team. Our official team name is the International Partnership for Advocacy and Library Services (iPALS). We will use our team name and logo on the Advocacy Links portion of the website, as well as all marketing materials distributed prior to and at the ALA Annual Conference. We are going to use several different strategies to increase awareness of the Free Links Program:

- Poster session at ALA annual conference.
- Bookmarks promoting the Free Links Program will be handed out at the conference. The bookmarks will include our team name, logo, and the address to our website.
- Newsletter to international members.
- Announcement on the IRRT website.
- E-mail to IRRT membership (through listserv).
- Marketing through IFLA communication channels.
  - ATINA-C (Access to Information Network – Africa)

- o CPDWL (Continuing Professional Development and Workplace Learning)
  - o IFLA-HUN (Hungarian Library & Information Professionals support group without borders)
  - o IFLA-IT (Information Technology section)
  - o IFLA-L (the large IFLA list)
  - o IFLA-LAC (Latin American and Caribbean section)
  - o INDIA-LIS (Library and Information Science in India)
  - o INFOLIT-L (Information Literacy section)
  - o LIS-L (LIS Education in Developing Countries)
  - o NPDG-L (New Professionals special interest group)
  - o REFSC-L (Reference and Information Services section)
  - o RSCAO-L (Asia and Oceania mailing list)
- Poster and materials at the IRRT reception.
- Literature bins by the exhibits.

Reference List

International Relations Round Table (2010). *International Relations Round Table (IRRT)*. Retrieved from http://www.ala.org/ala/mgrps/rts/irrt/index.cfm

IRRT Wiki (2010). *IRRT Free Links Project*. Retrieved from http://irrt.ala.org/wiki/index.php?title=IRRT_Free_Links_Project

iPALS

We've got a link for that

iPALS
We've got a link for that

International Librarians

iPALS
We've got a link for that

ALA Emerging Leaders

iPals Project

The International Partnership for Advocacy and Library Services (iPALS) is a project launched by the 2010 ALA Emerging Leaders Team 1 and sponsored by the International Relations Round Table (IRRT). iPALS connects international librarians to free, online professional development tools and resources presented in the IRRT Free Links Program.

International Relations Roundtable (IRRT)
Free Links Program

The IRRT started a Free Links Program to help international librarians with professional development. The program provides access to free professional development opportunities for ALA members around the world, and will help librarians in other countries stay current with library information and trends. Identified areas for professional development links are:

- Grant opportunities
- Collection development
- Digital collections
- Information literacy
- Leadership and management
- Technology training and issues
- Library advocacy

The resources are gathered together into an online format that is linked to the IRRT website. All links selected for the Free Links Program are evaluated by Emerging Leader Teams to determine relevance, accessibility, format, language choice, organization, and currency.

Library Advocacy Links

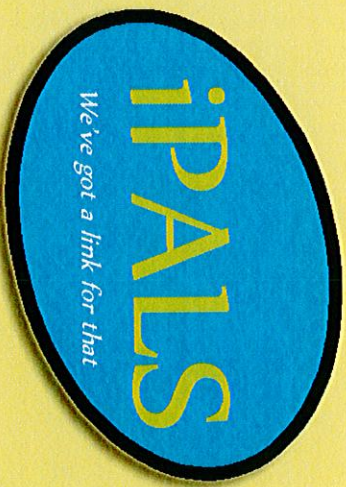The library advocacy links provided by the 2010 ALA Emerging Leaders Team include:

- Examples of international Advocacy
- How to do it
- Presentations & Articles
- Academic & Special Libraries
- School Libraries
- Other Resources

Technology Links

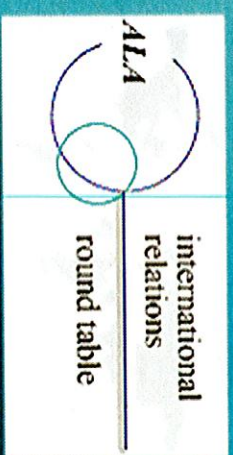The technology links provided by the 2008 ALA Emerging Leaders Team include:

- Tutorials
- Free Downloads
- Cataloging Resources
- Web 2.0 Tools
- Special User Groups
- Links in Other Languages
- Professional Tools

iPALS

We've got a link for that

IRRT Free Links Project

http://sites.google.com/site/irrtfreelinks/home

ALA

international
relations
round table

The International Partnership for Advocacy and Library Services

The International Partnership for Advocacy and Library Services (iPALS) is a project launched by a 2010 ALA Emerging Leaders Group, sponsored by the International Relations Round Table (IRRT). iPALS connects international librarians to free, online professional development tools.

In these tough economic times, libraries are faced with increased use and limited resources. It is difficult for libraries with limited budgets to provide their staff with necessary training and resources. For this year's project we have focused on library advocacy. Look through this pamphlet for a list of featured resources on a variety of advocacy related subjects. For a complete list of free annotated resources, please visit the IRRT Free Links website: http://sites.google.com/site/irrtfreelinks/home. We hope you find the information helpful.

—The iPALS Team

Ms. Suzan Alteri
Ms. Stephanie Carr
Ms. Jasmina Jusic
Mr. Lucas Mak
Ms. Valeria Molteni
Ms. Jeannette Pierce (IRRT Mentor)

iPALS
We've got a link for that

International Relations Round Table

American Library Association
50 E. Huron
Chicago IL 60611
1.800.545.2433
http://www.ala.org/ala/mgrps/rts/irrt/index.cfm

IRRT Free Links Project

A Project Providing Access to Free Professional Development Opportunities for ALA members around the world.

http://sites.google.com/site/irrtfreelinks/home

Featured Free Links: Library Advocacy

International Library Advocacy

Access to Learning Award Recipient
http://www.gatesfoundation.org/atla/Pages/access-to-learning-award-overview.aspx

Librarians on the Catwalk: Communicating for Advocacy to Influence Policy and Practice
http://www.ifla.org/en/node/1651

How to do it?

ALA Advocating in a Tough Economy Toolkit
http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/index.cfm

Frontline Advocacy Toolkit
http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/frontline_advocacy/index.cfm

ALA Library Advocate s Handbook
http://www.ala.org/ala/aboutala/offices/ola/libraryadvocateshandbook.cfm

I Love Libraries
http://www.ilovelibraries.org/

Presentations and Articles

Explore advocacy @ your library
http://www.folusa.org/advocacy/explore-advocacy.ppt

Library Advocacy in a World Community
http://www.library.illinois.edu/mortenson/book/14_brey-cassiano2.pdf

Library Advocacy Now! A Training Program for Public Library Staff and Trustees
http://www.cla.ca/divisions/capl/advocacy/lanworkbook.pdf

Other Resources

Elsevier Training Desk - Library Advocacy Toolkit
http://trainingdesk.elsevier.com/library-advocacy-toolkit

Focus on Libraries in Tough Economic Times
http://www.webjunction.org/home/articles/content/30406184

Library Use Value Calculator
http://www.maine.gov/msl/services/calculator.htm

Academic Libraries

University Libraries
http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/index.cfm

School Libraries

IFLA School Library Advocacy Kit
http://www.ifla.org/en/publications/school-library-advocacy-kit

American Association of School Librarians - ASSL Advocacy Toolkit
http://www.ala.org/ala/mgrps/divs/aasl/aaslproftools/toolkits/aasladvocacy.cfm

Schools Libraries Systems Association of the New York State - Advocacy Toolkit
http://www.crbsls.org/slsa/

Survey Monkey™

IRRT Free Links Survey Edit

Default Report   + Add Report

Response Summary

Total Started Survey: 8
Total Completed Survey: 4 (50%)

Select a page to view below or view all pages:
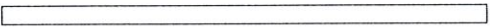
« | #2. Navigation | »

PAGE: NAVIGATION

1. How was the navigation of the website?   Create Chart   Download

	Yes	Partially	No	Rating Average	Response Count
Clear	57.1% (4)	28.6% (2)	14.3% (1)	1.57	7
Easy to follow	66.7% (4)	33.3% (2)	0.0% (0)	1.33	6
Information easy to find	80.0% (4)	20.0% (1)	0.0% (0)	1.20	5
			Comments on navigation		0
			answered question		8
			skipped question		0

2. Were the links in Library Advocacy and Technology easy to locate?   Create Chart   Download

	Response Percent	Response Count
Yes	100.0%	5
No	0.0%	0
If no, please suggest what would work		0
answered question		5
skipped question		3

3. Did the links load in a timely manner?   Create Chart   Download

	Response Percent	Response Count
answered question		5
skipped question		3

3. Did the links load in a timely manner?   Create Chart   Download

Yes	100.0%	5
No	0.0%	0
	answered question	5
	skipped question	3

4. Do all the links work properly? If no, please list those with problems?   Download

		Response Count
	Show replies	8
	answered question	8
	skipped question	0

5. Did you have an difficult time navigating the site?   Create Chart   Download

	Response Percent	Response Count
Yes	20.0%	1
No	80.0%	4
answered question		5
skipped question		3

Select a page to view below or view all pages:

«   #2. Navigation   »

SurveyMonkey™

IRRT Free Links Survey Edit

Default Report   + Add Report

Response Summary

Total Started Survey: 8
Total Completed Survey: 4 (50%)

Select a page to view below or view all pages:

«   #3. Information Presented   »

PAGE: INFORMATION PRESENTED

6. Would you like more information about the IRRT Committee?   Create Chart   Download

|	Response Percent	Response Count
Yes	0.0%	0
No	100.0%	4
Show replies Other (please specify)		1
answered question		4
skipped question		4

7. Would you like more descriptive information on the links presented?   Create Chart   Download

	Response Percent	Response Count
Yes	0.0%	0
No	100.0%	4
What type of information		0
answered question		4
skipped question		4

8. Is the information presented in an efficient, easy-to-understand manner? Could the information be presented better?   Download

	Response Count
Show replies	4
answered question	4
skipped question	4

9. Did you feel there was too much information presented?   Create Chart   Download

		Response Percent	Response Count
Yes		25.0%	1
No		75.0%	3
	answered question		4
	skipped question		4

10. Do you have any other comments or suggestions?   Download

	Response Count
Show replies	2
answered question	2
skipped question	6

Select a page to view below or view all pages:

«   #3. Information Presented   »

sites.google.com/site/irrtfreelinks
Dashboard
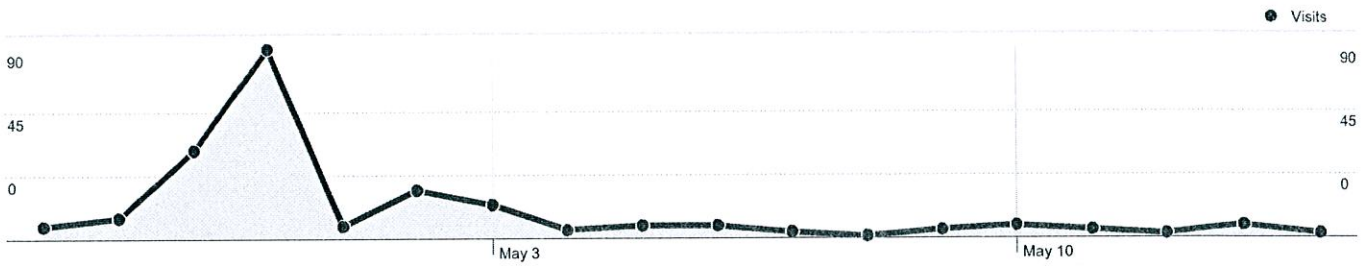
● Visits

Site Usage

237 Visits

797 Pageviews

3.36 Pages/Visit

34.18% Bounce Rate

00:02:57 Avg. Time on Site

79.32% % New Visits

Visitors Overview

● Visitors

Visitors
193
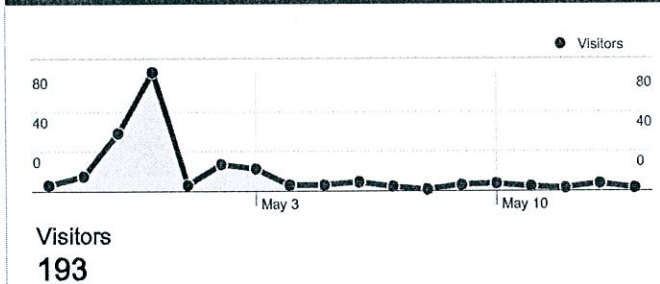
Map Overlay

Traffic Sources Overview

■ Direct Traffic
187.00 (78.90%)

■ Referring Sites
50.00 (21.10%)
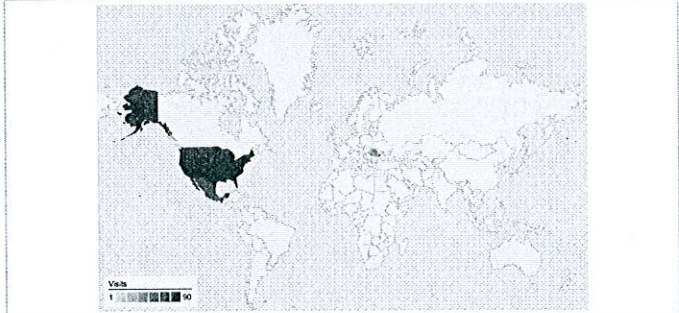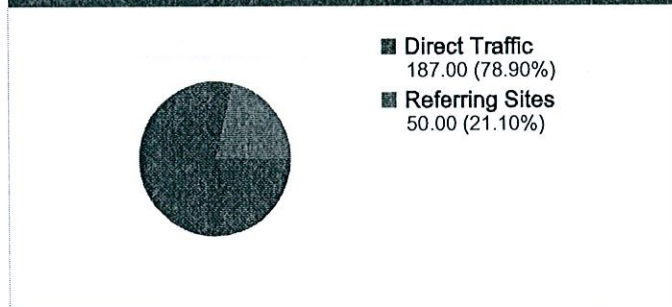
Content Overview

Pages	Pageviews	% Pageviews
/site/irrtfreelinks/home	281	35.26%
/site/irrtfreelinks/library-	58	7.28%
/site/irrtfreelinks/technology-	55	6.90%
/site/irrtfreelinks/technology-	45	5.65%
/site/irrtfreelinks/library-	39	4.89%

Google Analytics
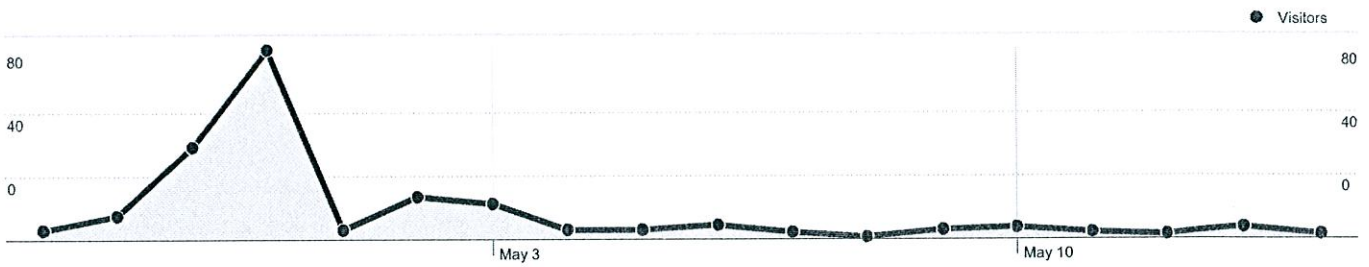
● Visitors

193 people visited this site

∿	**237**	Visits
∿	**193**	Absolute Unique Visitors
∿	**797**	Pageviews
∿	**3.36**	Average Pageviews
∿	**00:02:57**	Time on Site
∿	**34.18%**	Bounce Rate
∿	**79.32%**	New Visits

Technical Profile

Browser	Visits	% visits		Connection Speed	Visits	% visits
Internet Explorer	126	53.16%		T1	89	37.55%
Firefox	91	38.40%		Unknown	88	37.13%
Chrome	11	4.64%		DSL	30	12.66%
Opera	5	2.11%		Cable	25	10.55%
Safari	4	1.69%		Dialup	4	1.69%

Google Analytics

Traffic Sources Overview
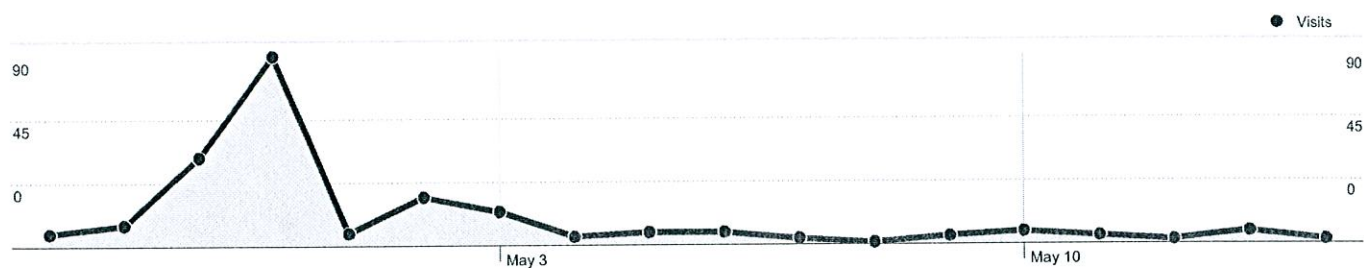
● Visits

All traffic sources sent a total of 237 visits

78.90% Direct Traffic

21.10% Referring Sites

0.00% Search Engines

■ Direct Traffic
187.00 (78.90%)
■ Referring Sites
50.00 (21.10%)

Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	187	78.90%
us.mg2.mail.yahoo.com	6	2.53%
connect.ala.org (referral)	4	1.69%
delicious.com (referral)	3	1.27%
sites.google.com (referral)	3	1.27%

Keywords	Visits	% visits
There is no data for this view.		

Google Analytics

Map Overlay
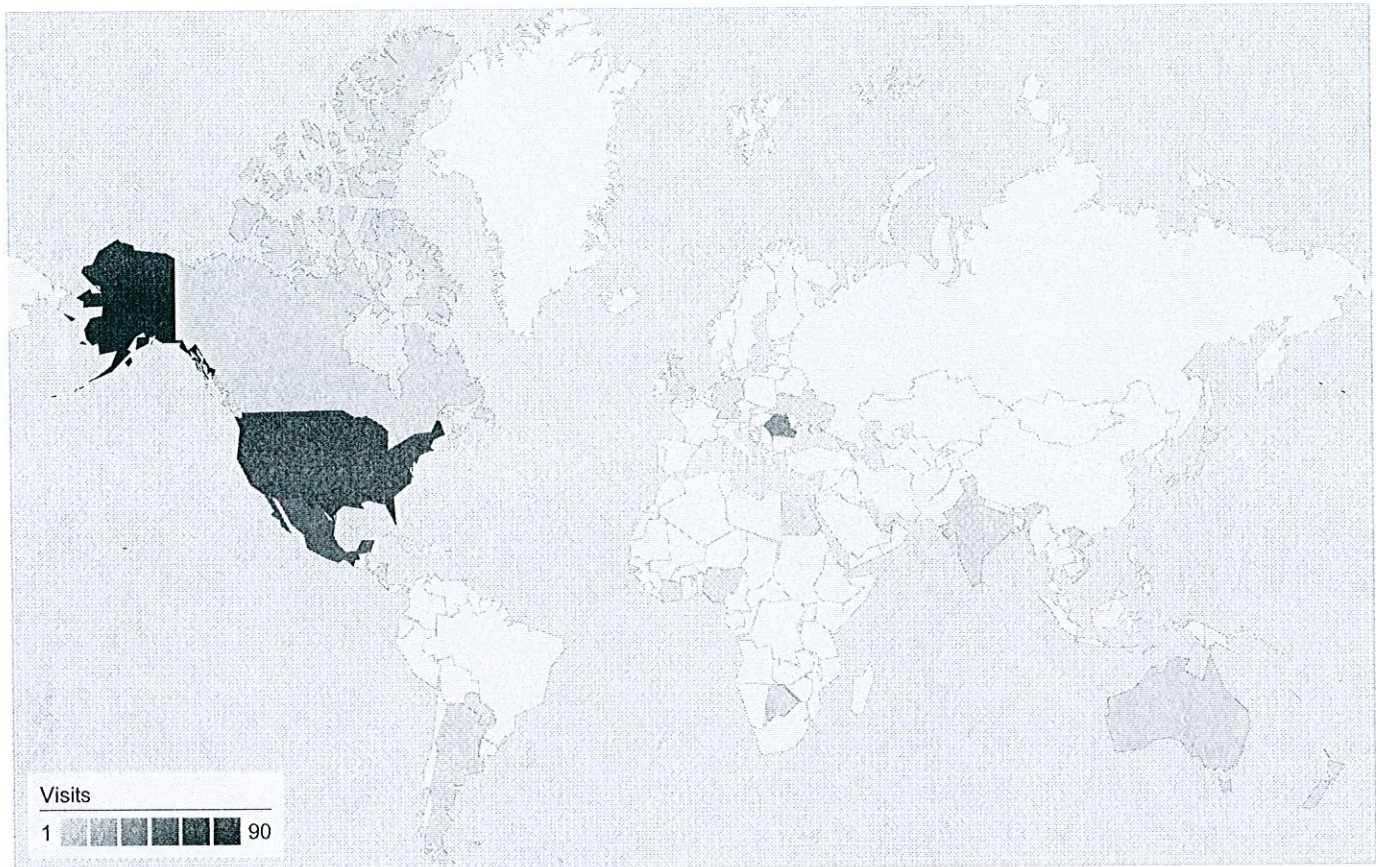
Visits
1 ▪▪▪▪▪▪▪ 90

237 visits came from 27 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
237 % of Site Total: **100.00%**	**3.36** Site Avg: **3.36** (0.00%)	**00:02:57** Site Avg: **00:02:57** (0.00%)	**79.75%** Site Avg: **79.32%** (0.53%)	**34.18%** Site Avg: **34.18%** (0.00%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	90	4.34	00:03:26	75.56%	30.00%
Mexico	57	2.63	00:02:53	89.47%	43.86%
Romania	37	3.32	00:03:39	83.78%	32.43%
Fiji	14	1.86	00:00:56	57.14%	50.00%
Guam	5	4.00	00:00:42	40.00%	0.00%
Australia	3	2.00	00:00:22	100.00%	33.33%
Hong Kong	3	2.00	00:00:11	66.67%	33.33%
Canada	3	3.67	00:00:41	66.67%	0.00%
Botswana	3	1.33	00:08:21	33.33%	66.67%

Argentina		2	3.50	00:01:39	100.00%	0.00%
						1 - 10 of 27

Content Overview
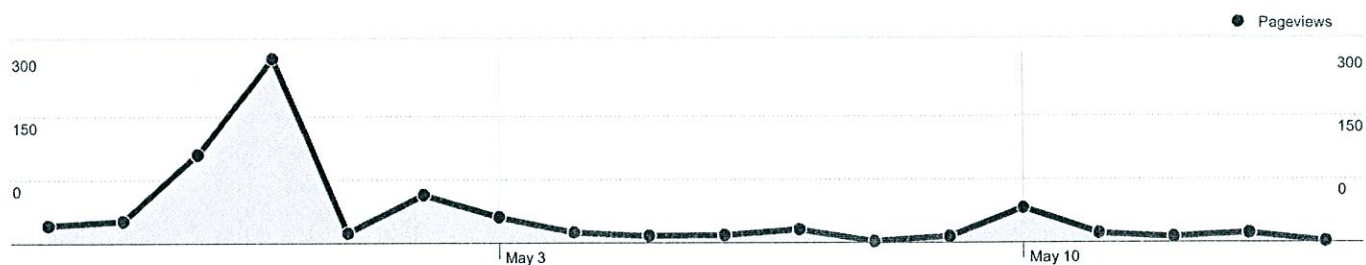
● Pageviews

Pages on this site were viewed a total of 797 times

797 Pageviews

660 Unique Views

34.18% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/site/irrtfreelinks/home	281	35.26%
/site/irrtfreelinks/library-advocacy/international-library-advocacy	58	7.28%
/site/irrtfreelinks/technology-links/downloads	55	6.90%
/site/irrtfreelinks/technology-links/tutorials-1	45	5.65%
/site/irrtfreelinks/library-advocacy/academic-and-special-libraries	39	4.89%

Google Analytics

iPals: International Partnership for Advocacy and Library Services

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What is iPals?

- iPals is an Emerging Leaders group formed by the International Relations Round Table (IRRT)
- An International Partnership for Advocacy and Library Services
- Part of IRRT Free Links project
- Expand upon previous 2008 Emerging Leaders project

History of IRRT Free Links

- Started by the IRRT in order to add value for international librarians
- Provide quality web resources for librarians all over the world
- Response to member requests for online materials
- 2008 Emerging Leaders tasked with providing links to technology

2010 Emerging Leaders

- Expansion of IRRT Free Links project
- Group was given charge of adding Library Advocacy links
- Overall goal of project remained the same
- Provide FREE professional development for international librarians

Other aspects of Project

- There were a total of five aspects to the 2010 project
  - List of free links for library advocacy
  - Review of existing technology links
  - Develop and implement marketing plan
  - Assess the project
  - Recommend sustainability to IRRT board

Review of Technology Links

- Technology links were assessed by the team based on four categories to cut down on number of links
  - Download time
  - Outdated/dead links
  - Complexity of software
  - Number of links
- At this point team thought it would more user-friendly to switch from a wiki to a website.

Marketing Plan

- Developed by Jasmina Jusic and commented on by team
- Included the mission of the project
- Marketing objective
- Marketing Strategies
  - IRRT & IFLA listservs
  - Bookmarks
  - Brochure

Assessment

- Group decided to assess the project using a survey method
- Survey consisted of 10 questions on navigation and information presented
- Google Analytics, provided by site, allowed country analysis
- 237 visits from 27 countries

Sustainability

- Recommendations are:
  - Important project to maintain
  - Upkeep of website done by webmaster
  - Use future Emerging Leaders to expand project
  - Responsibility of expansion should go to publications committee
  - Expand every year, if possible

How did we do all this?

- 2010 Emerging Leaders are from across the country
- In order to combat different time zones and stay on target, group used different methods
- Held monthly teleconferences
- Used ALA Connect heavily to comment and post documents

Questions?

- Thank you from the 2010 Emerging Leaders team!

IRRT and iPALS: Library Advocacy Resources for ALA members around the globe

Since the access to professional development resources is indispensable for the professional growth of any librarian or institution, the International Relations Round Table (IRRT) created a Free Links Program. The program is centered on providing free information and professional development resources for librarians in other countries, which they can access via the Internet. To accomplish this, IRRT has been supporting projects with different cohorts of the ALA Emerging Leaders Program.

So far two projects have been developed: one about technology resources and the other about library advocacy. The former project was completed with the help of a 2008 Emerging Leaders team, while the latter is the latest project for a 2010 EL team. The 2010 team has branded their project as the International Partnership for Advocacy and Library Services (iPALS), and is focused on helping international librarians stay current with information and trends regarding library advocacy. The audience is intended to be professional librarians or library staff who want to advance their professional skills, but do not have the funds to travel to conferences or do not have regular access to professional development resources in their own countries.

iPALS has developed a website with free annotated resources, which can be found at http://sites.google.com/site/irrtfreelinks/home. Some of the library advocacy resources include: examples of international library advocacy; a pragmatic how-to-do-it section; sample presentations and articles; and resources for academic and school libraries. The website also incorporates the technology resources provided by the 2008 EL team, including: tutorials; free downloads; cataloging resources; Web 2.0 tools; professionals tools; special user groups; and technology links in other languages.

For more information please check: http://sites.google.com/site/irrtfreelinks/home

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