

**PELAN STRATEGIK 5 TAHUN  
PERSATUAN PUSTAKAWAN  
MALAYSIA (PPM)  
2019-2025 - PERUBAHAN**

# KAJIAN & DAYA PENGGERAK

## SOSIAL

- Masalah sosial yg melibatkan remaja makin meningkat
- Remaja yang tidak membaca & berminat menggunakan perpustakaan
- Masalah miskin bandar dan kanak-kanak terbiar

## EKONOMI

- Kemudahan & kewangan yg makin berkurangan
- Ekonomi dunia & khususnya negara yg makin mencabar
- Syarikat-syarikat saiz sederhana dan kecil mengalami masalah perniagaan
- Peluang pekerjaan yg berkurangan

## TEKNOLOGI

- Teknologi yang sentiasa berubah
- Teknologi yg berimpak tinggi spt Data Raya, 'Data Science', Blockchain, Teknologi Crypto
- Penggunaan Media Sosial yang meluas

## KEPERLUAN PEMEGANG TARUH

- Pemegang taruh kurang arif dan tidak melihat Pustakawan dan Perpustakaan sebagai entiti penting sebagai strategi organisasi
- 'Value proposition' yang bertentangan
- Masyarakat masih melihat tugas pustakawan hanya membeli and meminjamkan bahan bacaan
- Dasar kerajaan yg baru - Program Gerakan Membaca Kebangsaan, KL Kota Buku, 2020,

## ORGANISASI

- CONSAL, LAS
- IFLA, United Nation

# PELAN STRATEGIK PPM 2019-2025

**Kajian & Daya  
Pengerak**

**IFLA Strategic Plan  
2016-2021**

**Global Vision: 10  
Opportunities**

## **Halatuju Strategik**

- 1. Pembangunan Keupayaan (Capacity Building)**
- 2. Perpustakaan dalam Masyarakat (Libraries in Society)**
- 3. Maklumat & Pengetahuan (Information & Knowledge)**
- 4. Warisan Budaya (Cultural Heritage)**

**United Nations Sustainable  
Development Goals (SDG) 2030**

# THE NEW IFLA STRATEGIC PLAN

**2016-2021**

**Strategic Direction 1 :  
CAPACITY BUILDING**

**Strategic Direction 2 :  
LIBRARIES IN SOCIETY**

**Strategic Direction 3 :  
INFORMATION & KNOWLEDGE**

**Strategic Direction 4 :  
CULTURAL HERITAGE**

**2019-2024**

**Strategic Direction 1 :  
STRENGTHEN THE GLOBAL VOICE OF  
LIBRARIES**

**Strategic Direction 2 :  
INSPIRE & ENHANCE PROFESSIONAL  
PRACTICE**

**Strategic Direction 3 :  
CONNECT AND EMPOWER THE FIELD**

**Strategic Direction 4 :  
OPTIMISE OUR ORGANISATION**

# PELAN STRATEGIK PPM

PPM 2016-2021

IFLA 2019-2024

Memperkuh kepakaran yang kompeten, berdaya saing dan menjadi pemangkin transformasi

Memantapkan keupayaan sejajar dengan perkembangan teknologi

Mempertingkatkan peluang profesional muda belajar, membangun & memimpin.

Menentu keperluan serta nilai pemegang taruh & mereka bentuk perkhidmatan untuk impak.

Mencabar struktur & perlakuan semasa.

Mempertingkatkan kolaborasi & mewujudkan perkongsian.

Kesedaran mengenai data raya serta mengurus, membangun & menyebarnya.

Keberkesanan pustakawan dlm penyediaan maklumat relevan & tepat pada masanya.

'Freedom of Access'

Membangun & mempertingkatkan kandungan tempatan.

Mengoptimum akses kepada kandungan tempatan.

Menyedia piawaian bagi pemeliharaan & pemuliharaan kandungan tempatan.

**Pembangunan Keupayaan (CAPACITY BUILDING)**

**Perpustakaan dlm Masyarakat (LIBRARIES IN SOCIETY)**

**Maklumat & Pengetahuan (INFORMATION & KNOWLEDGE)**

**Warisan Budaya (CUTURAL HERITAGE)**

**STRENGTHEN THE GLOBAL VOICE OF LIBRARIES**

**INSPIRE & ENHANCE PROFESSIONAL PRACTICE**

**CONNECT & EMPOWER THE FIELD**

**OPTIMISE OUR ORGANISATION**

Achieving the Sustainable Development Goals

Strong presence as a valued partner

Identify key legal & funding challenges to library works, & advocate for action

Public opinion & debate around open access & library values,

Key resources & materials that inspire the profession

High quality campaigns, information & communications on a regular basis

Standards, guidelines, & other materials that foster best professional practice

Tools & infrastructure that support the libraries

Provide excellent opportunities for face-to-face networking & learning

Support virtual networking & connections

Empower the field at the national & regional levels

Provide targeted learning & professional development

Long-term financial continuity & stability of the organisation

Mobilise our human resources & networks

Increase, diversify & engage our membership

Increase visibility through excellent & innovative communications

# PELAN STRATEGIK PPM

PPM 2016-2021

IFLA 2019-2024

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Mencabar struktur & perlakuan semasa.

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Kesedaran mengenai data raya serta mengurus, membangun & menyebarnya.

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**Pembangunan Keupayaan (CAPACITY BUILDING)**

1

**Perpustakaan dlm Masyarakat (LIBRARIES IN SOCIETY)**

2

**Maklumat & Pengetahuan (INFORMATION & KNOWLEDGE)**

3

**Warisan Budaya (CUTURAL HERITAGE)**

4

**STRENGTHEN THE GLOBAL VOICE OF LIBRARIES**

**INSPIRE & ENHANCE PROFESSIONAL PRACTICE**

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Increase visibility through excellent & innovative communications

# THE NEW PROPOSED PPM STRATEGIC PLAN 2019-2025

- 1**

**Pembangunan Keupayaan (CAPACITY BUILDING)**

  - ▶ Memperkukuh kepakaran yang kompeten, berdaya saing dan menjadi pemangkin transformasi. Including targeted learning & professional development
  - ▶ Memantapkan keupayaan sejajar dengan perkembangan teknologi
  - ▶ Mempertingkatkan peluang profesional muda belajar, membangun & memimpin.
  - ▶ High quality campaigns, information & communications on a regular basis
- 2**

**Perpustakaan dlm Masyarakat (LIBRARIES IN SOCIETY)**

  - ▶ Menentu keperluan serta nilai pemegang taruh & mereka bentuk perkhidmatan untuk impak. Especially achieving the SDGs
  - ▶ Mencabar struktur & perlakuan semasa.
  - ▶ Mempertingkatkan kolaborasi & mewujudkan perkongsian.
- 3**

**Maklumat & Pengetahuan (INFORMATION & KNOWLEDGE)**

  - ▶ Kesedaran mengenai data raya serta mengurus, membangun & menyebarnya.
  - ▶ Keberkesanan pustakawan dlm penyediaan maklumat relevan & tepat pada masanya.
  - ▶ Public opinion & debate around open access & library values,
  - ▶ Membangun, mempertingkatkan & mengoptimum akses kepada kandungan tempatan.
- 4**

**OPTIMISE OUR ORGANISATION**

  - ▶ Long-term financial continuity & stability of the organisation
  - ▶ Mobilise our human resources & networks
  - ▶ Increase, diversify & engage our membership
  - ▶ Increase visibility through excellent & innovative communications

# IFLA STRATEGIC DIRECTION

**2019-2024**



## STRATEGIC DIRECTION 1

# STRENGTHEN THE GLOBAL VOICE OF LIBRARIES

## KEY INITIATIVES

### 1.1 Show the power of libraries in achieving the Sustainable Development Goals

As a basis for effective library advocacy, produce high quality, high impact tools that demonstrate to external audiences the contribution of libraries to development in all of its dimensions.

### 1.2 Build a strong presence in international organizations & meetings as a valued partner

In order to shape laws, guidance & programmes which benefit libraries. Adopt a strategic, long-term approach, & build our reputation

### 1.3 Work with library associations & libraries to identify key legal & funding challenges to their work, & advocate for action

Collaborating closely with members, strengthen understanding & ability to deliver support for advocacy in priority areas at national & regional levels, including literacy, learning, reading, innovation, & access to knowledge & heritage. Deliver on this through direct engagement, guidance, & high-quality advocacy materials.

### 1.4 Shape public opinion & debate around open access & library values, including intellectual freedom & human rights

Provide practical & intellectual leadership to support open access & the broader values of our field. Aim to facilitate an understanding of libraries' role as champions of intellectual freedom, encourage reflection, coordinate action, & advocate externally.

## STRATEGIC DIRECTION 2

# INSPIRE & ENHANCE PROFESSIONAL PRACTICE

## KEY INITIATIVES

### **2.1 Produce, communicate & distribute key resources & materials that inspire the profession**

We will consolidate our position as a hub for authoritative and original research and sources about the library and information landscape. We will provide up-to-date data, insights and innovative ideas which provide an essential foundation for thinking about libraries, and key reports which catalyse innovation.

### **2.2 Deliver high quality campaigns, information & other communications products on a regular basis to engage & energise libraries**

Our regular communications foster an active mindset in the profession, challenging current structures and behaviours, and giving libraries globally the understanding, enthusiasm and tools to take action.

### **2.3 Develop standards, guidelines, & other materials that foster best professional practice**

As the most representative global library organisation, we will develop standards, guidelines and other documents that allow all types of libraries, everywhere, to improve practice and adapt to a changing world, keep up with and adopt new technologies, to meet user expectations.

### **2.4 Provide tools & infrastructure that support the work of libraries**

We will support the work of the profession worldwide, through well-designed practical tools and platforms in areas of unique IFLA strength, which contribute to the effective delivery of services and library missions.

## **STRATEGIC DIRECTION 3**

# **CONNECT AND EMPOWER THE FIELD**

## **KEY INITIATIVES**

### **3.1 Provide excellent opportunities for face-to-face networking & learning**

We will maximise the potential of physical meetings as venues for uniting the library field and breaking down the barriers to collaboration, enabling access to new insights and knowledge, and promoting the sharing of ideas.

### **3.2 Support virtual networking & connections**

We will develop a spirit of continuous collaboration in the library field through virtual networking tools that enable every librarian to be involved and engaged in a global conversation.

### **3.3 Empower the field at the national & regional levels**

We will enhance the capacity of the library field to deliver actions tailored to regional and national characteristics and requirements by strengthening library associations, institutions and networks at all levels.

### **3.4 Provide targeted learning & professional development**

We will provide a variety of learning opportunities that update current practices. We will build capacity to undertake community engagement and evaluation, make every librarian an advocate, and develop and connect the leaders of the future.

## **STRATEGIC DIRECTION 4**

# **OPTIMISE OUR ORGANISATION**

## **KEY INITIATIVES**

### **4.1 Foster the long-term financial continuity and stability of the organisation**

We will plan for the future, developing financial strategies and options for long-term sustainability, based on a strong understanding of potential partnerships and a capacity to seize new opportunities.

### **4.2 Effectively mobilise our human resources & networks**

We will maximise the potential of all of our people and encourage change and innovation through dynamic units and structures, a high-performing headquarters team, effective regional offices, language centres and attractive and varied volunteering opportunities.

### **4.3 Increase, diversify & engage our membership**

We will reinforce our position as the most representative global library organisation through a membership strategy that promotes diversity, engagement and action. We are recognised as an organisation that listens and responds to its members' expectations.

### **4.4 Increase our visibility through excellent & innovative communications**

We will strengthen our brand and ability to deliver high quality, high impact and engaging communications tailored to the needs of the global library and information community.

# PELAN STRATEGIK PPM 2019-2025 - Hasil (Outcomes)

## Halatuju Strategik

**Pembangunan  
Keupayaan (Capacity  
Building)**

**Perpustakaan dalam  
Masyarakat (Libraries  
in Society)**

**Maklumat &  
Pengetahuan  
(Information &  
Knowledge)**

**Warisan Budaya  
(Cultural Heritage)**

## Hasil (Outcome)

**PENDAPAT KITA  
DIAMBIL KIRA (OUR  
OPINION MATTERS)**

**PROFESIONAL YG  
DIKHTIRAF (PROFESSIONAL  
RECOGNITION)**

**SALAH SATU PENYUMBANG  
UTAMA PEMBANGUNAN  
NEGARA (ONE OF THE MAIN  
CONTRIBUTORS TOWARDS  
NATION BUILDING)**

**Thank You**