



## EMPOWERING LIBRARIES TO TRANSFORM COMMUNITIES

*Connect Advocate Develop*

2018–2021

### *Connect*

Build connections by fostering and enhancing collaborative efforts among libraries

- Build and strengthen affinity groups to share expertise
- Provide avenues for communication and sharing among libraries and library staff
- Leverage resources through expanded resource sharing activities
- Support and facilitate digitization and preservation efforts

### *Advocate*

Increase awareness of the value of libraries by supporting advocacy and marketing programs and providing resources

- Support and provide marketing and outreach programs for specific audiences
- Enhance the libraries' awareness and perception of SEFLIN
- Increase the awareness of Arts and Cultural Events
- Embrace and communicate the diversity of SEFLIN Libraries and their communities

### *Develop*

Develop libraries and library staff by cultivating a learning culture

- Provide a broad range of learning opportunities for library staff in different formats and levels
- Partner with libraries to increase lifelong learning programs and activities that meet the needs of their communities
- Ensure library staff are knowledgeable about new technologies and trends