



Verein Deutscher
Bibliothekarinnen
und Bibliothekare



IFLA's strategic directions and goals
and the role of librarians
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IFLA Trend Report and IFLA Strategic Plan 2016-2021

- The IFLA Trend Report identified key trends within the information environment. IFLA will build a policy and action agenda around these trends.
- For 2016-2021, the IFLA Governing Board has set out four Strategic Directions
 - Libraries in Society
 - Information and Knowledge
 - Cultural Heritage
 - Capacity Building

Libraries are key players in political, economic and social change – but what about the librarians?

- Key trends of the IFLA Trend report:
 - TREND 1: New Technologies will both expand and limit who has access to information.
 - TREND 2: Online Education will democratise and disrupt global learning.
 - TREND 3: The boundaries of privacy and data protection will be redefined.
 - TREND 4: Hyper-connected societies will listen to and empower new voices and groups.
 - TREND 5: The global information environment will be transformed by new technologies.
- What about the current state of the library job market? Is it affected by the key trends, stated in the IFLA Trend report?

Emerging trends in library job profiles german speaking countries?

- Job profiles in academic libraries can be taken as an example.
- In Germany and other german speaking countries some differentiation within the job profiles can be observed.
- Differentiation of positions according to the different new tasks and technology-driven duties:
 1. Research services/Science management
 2. Services for scholarly publishing and Open Access
 3. Research data management
 4. E-Learning/Learning Services
- Library positions are becoming more specialized.

Library job market in the United States

- Computer skills are increasingly sought.
- Highly specialized skills like data curation, database design, project management, and essential knowledge of scientific research and information system management evolve.
- Decline in foreign language skills and decline in prior work experience requirements is observed.
- Proliferation of new position titles as an indicator for further differentiation takes place.

Therese F. Triumph and Penny M. Beile: The Trending Academic Library Job Market: An Analysis of Library Position Announcements from 2011 with Comparisons to 1996 and 1988

No strong libraries without strong librarians

- In a culture of shared knowledge, the library must turn into a generator of value.
- Librarians must become the solvers of problems automated systems like Google, amazon and Scribd cannot solve.
- The strategic process of IFLA may not be allowed to restrict itself to establishing objectives and indicators which do not go beyond the IFLA Trend reports "metalevel".