

## IAML Strategic Intentions 2019–2021

Over the past several years IAML members have been working on documents related to the future, reviewing strategic direction and thinking about where to go next as an organisation. This had been resulted in restructuring of IAML and the approval of the new Constitution.

To make the most of it the Board wanted to bring together the various ideas about strategic directions and combine those with the work that we are doing as a Board to synthesize this into a Strategic Intentions document. It would indicate foremost aspects of IAML's activity for the upcoming 70th anniversary of the Association in 2021.

This document is intended to be a guiding document for the Board to use as we carry out our work. It will help guide us to reach our vision for IAML. There are six high level Strategic Intentions, and then as a working document we have points under each Intention that explain in more detail what actions we hope will happen to achieve our goals.

It is something that we hope will also guide the work of the National Representatives and the Officers. It is something that we hope that our members will find inspiring, too.

We are looking forward to your feedback to improve this document, hoping that it will bring good results to make our Association stronger and more visible to the wider world.

*The IAML Board*

### Strategic intention #1: **Empower members to embrace IAML**

Objective: **Strengthen relations between constituent groups of the Association and the membership**

Actions:

- Encourage engagement throughout the year;
- Explore new areas of interest of IAML's groups to propose projects or specific tasks based on "Terms of reference" to activate members between congresses;
- Promote using of workspaces for IAML's groups.

Objective: **Tighten the connections between national branches and "big" IAML**

Actions:

- Improve communication during the year (corresponding editors), enliven the pages of national branches on the IAML website (regular updates about current activity), seeks ways to increase subscriptions to IAML-L.

Objective: **Increase the professional relevance of the congress; make it more accessible to the wider professional community**

Actions:

- Annual revaluation and fine-tuning of the congress's structure and thematic content;
- Support congress organizers in providing streaming of select sessions.

## Strategic intention #2: **Inspire and engage new members**

Objective: **Increase membership of IAML**

Actions:

- Evaluation of how national branches are organized in regards to membership (diverse types of membership, relation to national library organizations etc.);
- Design programs to involve the younger generation in particular;
- Diversify annual congress locations in an effort to include new members and engage new countries.

Objective: **Promote IAML by increasing the use of the website**

Actions:

- Evaluate the content/design of the main page;
- Create/update the content on the website that could appeal to people outside of IAML;
- Increase the visibility of the website also through social media.

## Strategic intention #3: **Foster active engagement of our members with other library and music organisations**

Objective: **Reinvigorate IAML's involvement with other organizations; increase our members' activity in non-music institutions and associations**

Actions:

- Evaluate current and previous involvement with other organizations (UNESCO, IFLA, IMC, EMC, Europeana etc.);
- Explore possibilities of participation in committees/working groups, meetings, conferences, decision-making etc.;
- Identify strategic fields (copyright, cataloguing etc.) in which IAML should voice the concerns of music librarians on an international level.

## Strategic intention #4: **Share the unique history of IAML**

Objective: **Preserve IAML's documentation; enhance the knowledge of IAML's accomplishments**

Actions:

- Develop the way of preserving and dealing with historical documents of the Association;
- Elaborate guidelines for documents workflow;
- Explore conditions for creating IAML e-archive;
- Collect information about archives of national branches.

## Strategic intention #5: **Advocate for the preservation and promotion of music libraries, archives and music materials generally**

Objective: **Increase the understanding of the importance of music collections worldwide**

Actions:

- Cooperate with sister societies in organizing joint conferences;
- Promote outstanding initiatives and projects of IAML members.

## Strategic intention #6: **Ensure IAMLs financial stability**

Objective: **Enable the Association to more robustly pursue its aims**

Actions:

- Support fundraising initiatives for IAML;
- Elaborate terms of reference of a development committee.