

IFLA STRATEGY 2019-2024



Library Week 2020 of the Library Association of Latvia
in collaboration with the National Library of Latvia

A success story of the first remote Library Week
in line with the IFLA Strategy



Library Week 2020 – a success story of the first remote Library Week in line with the IFLA Strategy

Latvia's annual [Library Week](#) took place from 20 to 26 April this year.

Because it was not allowed to organise face-to-face events due to COVID-19, more than 250 Library Week activities took place online, most of them via social media. All kind of libraries took part in the Library Week – mostly public libraries, but also some school and academic libraries. The main types of activities included:

- virtual exhibitions
- competitions
- photo campaigns
- presentations
- photo galleries
- videos
- local history activities
- library advocacy activities
- webinars

Stimulation of interest in books and reading

All activities in this section: IFLA Strategy Key Initiative 1.1 and 2.2



- The Staicele Library announced a “[Book Reading Marathon](#)” and a campaign “[Recommend a friend to read a book](#)”. Litene Parish Library and several other libraries offered [to guess one literary work every day under the cover of the book](#), which had only a part of it visible, or it had been slightly changed. Rēzekne City Central Library organized a competition for children, publishing [pictures with book titles and authors in a mixed order](#) on the library’s “Facebook” page, but the Balvi Central Library offered a game where you had [to find from which literary work is the given text](#).
- The Central Library of Dobele Region invited to participate in the photo campaign “[Me and the Book](#)” by sending creative, interesting photos with the book. It is interesting that the virtual competition with the same name and rules was also organised by the Zilupe City Library.
- With the aim to draw attention to books and reading, Ogre Central Library and several other libraries announced [a book spines poetry competition](#), where everyone was invited to arrange the book spines so that they give a piece of poetry or aphorism. Ogre Central Library and Rēzekne City Central Library offered a [video](#) and [photo](#) master class in creating bookmarks dedicated to the Library Week.
- The action of the Latgale Central Library “[Revive the book – interpret the cover](#)” gained the greatest attention of both the library and the rest of the society. The library invited people to a creative social media experiment, a collage made of self-created interpretations based on the motifs of various book covers. Each day, the library invited two other libraries to join the challenge and encouraged readers to do the same. This campaign gained really wide popularity and drew attention to readers, libraries, [national magazines](#) and [national newspapers](#).



“Revive the book – interpret the cover, an activity of the Latgale Central Library



Publication on IR - Latvian National Magazine

Virtual exhibitions

All activities in this section: IFLA Strategy Key Initiative 1.1



- As the joy of travel is denied to people due to an emergency situation, the Central Library of Dobele Region offered a virtual exhibition “[With a Book Around the World](#)”, offering books on travel matters and ordering them remotely. Many libraries offered virtual art and drawing exhibitions in collaboration with artists and drawing authors.



Virtual exhibition of Staicele Library

Improving media and information literacy

All activities in this section: IFLA Strategy Key Initiative 1.1



- The Gulbene County Library quiz “[\(No\)google – find in library resources](#)” was very educational: participants had to answer various questions by searching for answers not in “Google”, but in other information resources, for example, in digital collections and databases of the library.
- The Central Library of Dobele Region offered a competition-quiz “[Journey to the Past](#)”, that way popularizing and providing insight offered by various databases available in the library.
- Library Week in the Library of the University of Latvia was originally planned as an e-week, organizing [online seminars](#) to improve the skills of using the library’s subscribed e-resources. In the Library Week the Library of the University of Latvia organized 14 online seminars to improve the skills of using the library’s subscribed e-resources; 170 participants took part in these online seminars. Although the seminars were initially planned only for students and staff of the University of Latvia, these activities received a response not only at the University of Latvia, but also at other universities.



Webinar - online seminar during the Library Week in Latvia



Library history and local history

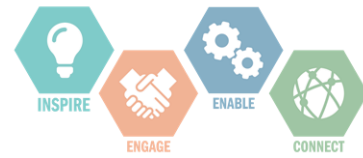
All activities in this section: IFLA Strategy Key Initiative 1.1



Many of the Library Week activities were dedicated to library history and local history.

- The history of libraries was demonstrated both by sharing the brightest photo moments of the past years (Ikšķile District Central Library) and stories of memories and history in the form of virtual exhibitions (Užava Library).
- Purenī Parish Library created a photo exhibition “[Historical Road of Purenī Parish Library](#)”, which gathered information about the library from its foundation to the present day. A video was also created based on this photo exhibition.
- The [photo galleries](#) on the Cibla Library “Facebook” page and an insight into the life of the library “[A Memory Kaleidoscope](#)”, where photos of various times, people and events published from the library’s local history materials, gained a wide response and interest from a public. An invitation was also issued to the population to share photographs of the past. The submitted photos were collected and also posted on the “Facebook” page of the Cibla Library.
- Rēzekne City Central Library created [a series of photographs](#) from the history of the library, past and present, linking it with the current situation, drawing comparisons, in order to see the positive in the current situation and technological progress achieved. Bauska Central Library offered to look into the history of the library, which was published [in the pages of the last century sovjet times newspaper “Komunisma Ceļš”](#). The articles were posted on the library’s website, and information about the articles was displayed on the library’s “Facebook” page.
- Every day on social media, Līgo Parish Library invited the community to answer questions on the local history theme: “Do you know these places?”, “My parish – my roots”, “Today, on the World Book and Copyright Day, let’s remember our community people – writers and poets”.
- Jelgava City Library made available during the Library Week [photos of Jelgava poet Harijs Krūze](#), which captured the urban environment of Jelgava at the beginning of the 21st century. All digital copies of the photos have been added to the e-catalog of Jelgava City Library and are available to anyone not only in Latvia, but also around the world. Descriptions have been created for the photos, showing the streets that appear in them, as well as the most famous objects that appear in the pictures. All photos are grouped by streets, so opening one image will show other photos on that street. Jelgava City Library during Library Week also actively encouraged everyone to get involved and to

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share photos of today's Jelgava scenes: "This is a clear example of how the library, together with the local community, can preserve and make visible the evidence of our time."

The fact that libraries actively collect local history materials from the population: photographs, memory stories, etc., is nothing new. And it was logically that Library Week was used to actively ask the population to get involved and to share with various materials for the aim of local history work.



Library history and local history: Cibla Library photo gallery from community shared personal pictures

Library promotion/library advocacy

All activities in this section: IFLA Strategy Key Initiatives 2.3 and 3.2



- With the aim to promote the library, several libraries (Rēzekne City Central Library, Beļava Parish Library) were asked every day [to answer one or more questions about the library](#), its collections and services. An interesting, library-promoting activity was the presentation prepared by Viļķene Library [about the most inspiring libraries visited](#).
- Several activities drew attention to the librarian’s personality, such as the Limbaži Main Library’s virtual campaign “[What are Librarians Reading](#)” and the virtual exhibition “[Library Staff Hobbies](#)”.
- Rēzekne City Central Library offered a competition “[Guess the Librarian of the Children’s Library](#)”. After the pictures of the book covers published on the library’s “Facebook” page, the children could try to guess which librarian the book is their favorite.
- Valmiera Library’s activity “[The Librarian Recommends](#)” was very creative. Picture stories were prepared and published about what books and other information resources or other leisure activities the Valmiera Library librarians recommend: “In this way we allowed to get to know ourselves and also how beautiful, interesting and intellectually exciting life can be!”
- Salacgrīva County Library [invited representatives of various professions in Salacgrīva County to name their special books](#), which they would like to recommend to others to read. The aim of the activity: to inspire each other by involving and uniting the residents – book lovers – of Salacgrīva region.
- Several libraries (Preiļi Main Library, Valmiera Library) have made videos addressing readers with the motto “See you soon”.
- Some libraries, for example the Bulduri Library, preferred individual communication with their users – by phone, e-mail, social media: “We called many readers, congratulated with the Library Week, and at the same time promoted our remote services.”



Valmiera Library activity - The Librarian Recommends



Professional development, inspiration and support

All activities in this section: IFLA Strategy Key Initiatives 1.3, 2.4, 3.3 and 3.4



- We would like to highlight the Krāslava County Central Library, which used an offer from the Library Association of Latvia (LAL) to organise remote activities via Zoom. They organised two webinars during the Library Week – a professional development and experience exchange seminar for regional librarians and a meeting with a writer. In each webinar 37 librarians took part.

The moderator, LAL Board member Dace Ūdre said: “While organising webinars with Krāslava County Central Library, I received many questions and felt real interest and favor. For librarians living and working on the Latvian border – far from Riga in an area with a lower economic situation, organization of webinars is very important and useful: librarians don’t have troubles with transportation and can join webinars from work or home computer, or smartphone. Librarians in Krāslava region really liked the form of this webinar, they really enjoyed it. And the webinars are also a step in library advocacy. The organisers of the webinar encouraged librarians to take the opportunity and ask for the support of local government to purchase necessary equipment (cameras, microphones) so that such webinars could be held under the best conditions.”

LAL activities in the Library Week

- One of LAL’s many activities during Library Week was the translation and sharing of IFLA’s Membership leaflet, which was done in order to promote IFLA and the importance of international dimension in the library field.
- The second was completely practical: we subscribed a platform “Zoom” for our Online Congress, but decided [to offer it to all our members](#) – as possibility to use it for organisation of their online events. Together with the free use of the platform, we also offered moderation and consulting support. In Library Week there were two events organised such a way, see the above mentioned Krāslava County Central Library webinars. That way (using our subscribed “Zoom” platform) in April and May will be organised in total 9 webinars. We think that it is a great support for our members – not only financial savings, but also acquired new skills, courage and motivation to use modern ICT.
- The most impressive activity of the Library Week was [the 13th Congress of Latvian Librarians](#), organised by LAL online via Zoom. The opening of the Congress started with a [video speech](#) by IFLA President Christine Mackenzie, followed by several votes, such as the [updated Code of Ethics for Latvian Librarians](#) and [the elections of the new LAL Board](#). It was very emotional moment of sharing memories of the restoring of LAL’s activities 30 years ago. Aiga Pīķe, Head of the Young Specialists Section of LAL, gave a [summary presentation](#) on the work of LAL from 1989 to the present, which vividly confirmed the role and importance of LAL in the development of Latvian libraries and the library field in



general and uniting all the Latvian librarians family, as well as contribution of international cooperation.

More than 400 librarians from all over Latvia took part in the Congress, and it vividly demonstrated both the capacity of LAL and the skills and motivation of all Latvian librarians to work with modern technologies.

The feedback on the Online Congress was uniformly positive, which confirms the idea that we will definitely continue to use this form of work. Of course, this does not mean that all LAL congresses and conferences will be held only online in the future, but we can certainly say that for sure – if there was no forbiddance to organise onsite events because of Covid-19, we wouldn't have dared to organise an Online Congress.

**Our vision is
a strong and united library field
powering literate, informed and participative societies**

We are IFLA



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