

ISSN 1562-7608



9 771562 760442

www.liasa.org.za

LIASA

in touch

MARCH 2017

VOLUME 18

ISSUE 1

OFFICIAL MAGAZINE OF THE LIBRARY AND INFORMATION ASSOCIATION OF SOUTH AFRICA

South African Library Week 2017



My Library, Your Library

LIASA Celebrating 20 years of dynamic leadership

Official Newsletter of the Library and Information Association of South Africa (LIASA)

Published quarterly by LIASA.

Opinions published herein are not necessarily those of LIASA or the Editorial staff.

Acknowledgements: Photographs by LIASA members or otherwise specified.

Copyright statement: © 2001: LIASA.

All rights reserved. No part of this publication, may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, including electronic, magnetic, or other means, without the written permission of the copyright holder.

Advertisements:
René Schoombie
014 592-0528
rschoombie@gmail.com

Editor and Proofreader:
Nohra Moerat
Tel: 021 481-4615
Fax: 021 481-4790
NohraM@etv.co.za

Design to Print:
Muhdni Grimwood
muhdni@telkomsa.net

LIASA Office:
LIASA House
228 Johannes Ramokhoase Str.
Pretoria, 0001
Tel: 012 323-4912
Fax: 012 323-1033
liasa@liasa.org.za
www.liasa.org.za

Office Manager:
Annamarie Goosen
Tel: 012 324-6096
manager@liasa.org.za

Membership Officer:
Kagiso Ledwaba
Tel: 021 323 4912
membership@liasa.org.za

Contents

Introducing LIASA's new Exco 4
 New LiSLIG National Executive 5
 Eastern Cape Librarian of the Year ... 6
 Eastern Cape Year end function 6
 Observatory Library community 6
 Open Access Symposium 2016 7
 New Representative Council 7
 Mamre Holiday Programme 8
 Mamre World Aids Day 8
 CoJ Awards for public libraries..... 8
 The Bookery - Phendulani Quiz 10
 Wescott Primary - Phendulani Quiz ... 10
 8th Unisa Storytelling Festival 11
 Greater Tzaneen Library Competition 12
 EML Social Cohesion event 13
 Coligny Library Holiday Programme . 13
 Obituary: Goolam H Haffagee 13
People of LIS 13
 On the move 13
 Graduations 13
 Retirements 13
 In Memorium: G H Haffajee 14
 In Memorium: Dr Anna Louw 15

National Office News

2017 is a milestone year as indicated by the theme: Celebrating 20 years of LIASA. This momentous occasion presents an opportunity to reflect on the achievements that LIASA has accomplished over the past 20 years; and on how far we have come on the journey to realise our vision: Dynamic association of excellence for Library and Information Services sector.

The LIASA National Office is abuzz with preparations for South African Library Week which is to be held from the 18 - 26 March 2017. The theme for SALW is My Library, Your Library and together with EXCO, the office staff are sourcing materials and promotional items - watch out for notice from your Branch in early March that posters, t-shirts etc are available. The 2017 SALW logo is

a vibrant colourful exposition of the theme.

The Executive Committee held a strategic planning session in early January 2017 at which the strategic themes and objectives were reviewed and revised. The strategic plan was thereafter presented at the Representative Council and Leadership Weekend, held on 09-11 February 2017.

Towards the end of 2016, the LIASA National Office was privileged to get a refreshed look with among others repainting of the walls, ceiling and roof, and fixing a few leaks to leave the office looking smart. The rearrangement of the office space assisted in this regard. Packing up the offices in preparation for the renovations made us realise how many years' information we have stored at

the office - a real treasure trove. Our sincere thanks go to the National Librarian and CEO of the National Library, Prof Rocky Ralebipi-Simela, our host and landlord, for including the LIASA National Office in the work done on the National Library buildings and premises last year. Further to this, for providing us with office space for a few days while we wait for sanded and resealed floors to dry.

The membership drive continues and we ask that you encourage colleagues who are not yet members to get on board - remind them that LIASA is celebrating its 20th anniversary and to you our loyal members, let us celebrate 20 years together...

Larshan Naicker
NATIONAL SECRETARY

LIASA members have their say: results of the MAIG survey

Before planning a programme for the term 2016 to 2018: we are happy to report that 93 people responded to our survey which was promoted via the LIASA and MAIG listservs as well as social media during the period 22 November 2016 to 20 January 2017. We are pleased that many of our members who are responsible or interested in marketing and advocacy, made use of this opportunity to voice their needs and share ideas.

The results gave us much food for thought - here are some of the interesting findings in a nutshell:

32% of the LIASA members said they are not familiar with MAIG at all, 27% is only slightly familiar, 28% is moderately familiar and almost 13% is extremely familiar with MAIG and its activities.

Almost 27% of members reported that they were not satisfied with their library's current marketing and outreach efforts, 24% is slightly satisfied, 45% is moderately satisfied and only 3% is extremely satisfied with their marketing efforts.

The marketing support that members would like to receive from MAIG is as follows:

- Organize training workshops - 82%
- Provide marketing tool-kits and materials - 77%
- Provide best practice guidelines - 74%
- Provide event help or ideas - 72%



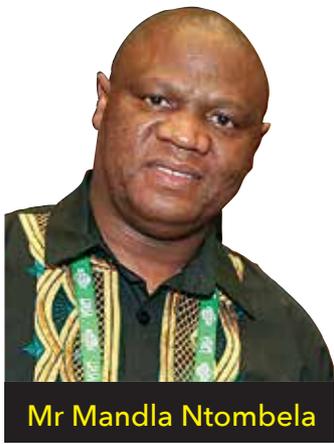
New MAIG (Marketing and Advocacy Interest Group) Committee (2016 – 2018)
 Back: Mpho Masienyane, Mercy Mokgele, Marieta van der Merwe and Cora Bezuidenhout. Front: Elsabe Olivier, Harry Matolong and Gerda Ehlers.
 Absent: Salome Meyer.

- Provide exhibition help or ideas - 65%
 - Provide social media guidance - 59%
- The biggest marketing/outreach/public relations challenges that members have identified are:
- lack of time, resources, creativity, promotional material and funding,
 - reaching the different target markets effectively via marketing efforts,
 - getting buy-in or support from other staff members, executive members and decision makers;
 - creating interesting displays and posts
 - how to address the apathy from clients and users.

MAIG appreciates all the valuable feedback and suggestions from the LIASA members and will try to address as many of these identified problems as possible. We give everyone the assurance that the results of this survey and the ideas put forward will be discussed at length during our first meeting.

Please join our Facebook page for useful tips, news and updates (LIASA MAIG) or follow us on Twitter @liasa_maig. We will appreciate your feedback and collaboration and you are always welcome to contact us with your marketing and advocacy queries: elsabe.olivier@up.ac.za

Elsabé Olivier
MAIG CHAIR



Mr Mandla Ntombela

Compliments of the season! I wish you all the best for 2017. By the time you receive this issue, we should be well into the New Year. I trust everyone had a refreshing break and is keeping to those New Year's resolutions.

We congratulate and welcome the newly elected National Secretary of LIASA, Mr Larshan Naicker who was elected during a by-election - a situation which we hope to avoid at all costs in future elections.

EXCO has already been hard at work over the past three months with activities that included a strategic planning session held from 7 to 8 January. Mr. John Tsebe facilitated the workshop at which we brainstormed, reviewed and developed a strategic plan for LIASA for the next four years. It was a wonderfully energizing exercise and was embraced by the whole EXCO with commitment and passion. We have developed a fresh bold vision and mission and key strategic directions. It is planned to launch the strategic plan after the Representative Council meeting scheduled for 9 to 10 February and to roll it to the Branches and the Interest Groups for incorporation into their

From the LIASA President

activities for this term of office. We trust that the implementation of the key strategic areas will take LIASA forward into a brighter and stronger future, leading the profession to greater heights.

Colleagues, I request that you watch this space as we celebrate LIASA's 20th anniversary, a marker for moving the Association onto another level. There is a focus - informed by a strategic review being undertaken this year - on among others bringing about a more independent LIASA that has a key role in regulating the LIS industry.

Another development worth mentioning is the commencement of South African (National) Library and Information Policy emanating from the Transformation Charter. The DAC commissioned the National Library of SA to coordinate the LIS Policy which flows from the implementation of Transformation Charter. This document, once accepted by the government, will be our advocacy tool to transform the library sector in South Africa. LIASA is a key stakeholder in this process as this has a huge impact and benefits to LIS Sector in the country. The LIS Policy Technical Team, comprising of ten members including me as the LIASA representative and Prof Muxe Nkondo as Chair, recommended conducting roadshows in all provinces to extend the consultation process. I urge all members to engage deeply with the LIS policy Technical Team when they are in your vicinity.

Furthermore, the IFLA International Advocacy Programme (IAP) was launched with four regional workshops involving more than 100 participants from library

associations and public library representatives from 50 countries. In November 2016, South Africa hosted the Africa regional IAP workshop in Pretoria with seven LIASA members in attendance in various capacities. Prior to their involvement, participants signed an agreement with IFLA to carry out awareness-raising activities and to meet with policy makers to ensure libraries are recognised as key partners in supporting the United Nations 2030 Agenda. With securing these agreements, IFLA has established an engaged community of advocates who will work to increase the profile and impact of library and information professionals engaged in achieving the sustainable development goals. IFLA's Secretary General stressed: "This has never been done before in the library community, and it is even more relevant because of its long-term sustainability. These participants have committed to be strong advocates in their countries to bring libraries into the UN 2030 conversation, and IFLA will be there to support them along the way. There is no doubt that libraries contribute to the UN 2030 Agenda and the SDGs. Everyone in the library community can help by spreading the word and making sure libraries are recognised as key development partners. IFLA will help you to get there"

LIASA is working with the National Library of South Africa on the Mzansi Libraries Online project in pursuing this ideal opportunity which interrelates with the presidential theme for 2016 -2018 "Libraries for communities". Consequently, IAP information road shows will be taken to the branches and an appeal will be made for the re-

alignment of library management decisions and strategies with the UN 2030 Development Agenda, as well as the National Development Plan 2030.

South African Library Week will be held from 18 to 26 March 2017 with the theme "My Library, your library", and sub-themes: "My Library, My Home", "Mind your Library" and "Tell me about your Library". The National Launch will be held at the Sunrise View Primary and Secondary Schools, Bojanala, Retladirela, 14133 Molapo Drive, Rustenburg, North West Province, on Friday 17 March. Let us take this opportunity to engage communities on the importance of libraries, to motivate them to take libraries into the heart of the community and to strive to awaken a sense of ownership in each community member. Although not recognised as such, a library nourishes and sustains its community so this theme encourages and motivates members of our society to reflect on the role and value of libraries in their lives. The theme encourages people to take libraries to heart and to treat these as their homes so that destroying libraries and burning books becomes unthinkable.

Colleagues, whilst celebrating the LIASA 20 year anniversary, let us also contemplate what more we can do to entrench and strengthen our Association. I appreciate your contributions to a NDP agenda in your libraries and thank you for the ongoing value you add to the lives of our communities.

Yes we can do more for this glorious Association; let us all be committed to do something for LIASA.

Viva LIASA, Viva!

First MAIG/HELIG collaboration: Open Discussion on Library Orientation

What do you get when you mix a group of academic librarians and marketing librarians?

A wonderful collaboration of course! The LIASA Higher Education Libraries Interest Group (HELIG) and the Marketing and Advocacy Interest Group (MAIG) kicked off their new collaboration by organizing a Webinar on Library Orientation which took place on Monday 28 November 2016 at 11 am. This first Webinar was unusual in the sense that it was in the

format of an Open Discussion which has never tried before. Although a few technological hiccups were experienced with the BigBlueButton Conferencing System, quite a few of the 90 members who registered for the session took part in the open and informal discussion. The following questions were addressed:

- What do we mean by library orientation?
- Is it induction rather than orientation?
- What is the aim of your

institution's library orientation?

- Are you part of the bigger institution orientation for new students?
- Are you re-looking at library orientation in the light of the situation on your campus currently or is it "business as usual"?
- Do you differentiate between undergraduate and postgraduate students' orientation?
- Do you have special library orientation programmes? How are these devised?

- Share your ideas about the content of your Library Orientation with the group. The MAIG and HELIG Chairs Elsabé Olivier and Ingrid Thomson hope this was only the beginning of many more collaborative sessions to share expertise and learn from each other.

Elsabé Olivier
MAIG CHAIR
Ingrid Thomson
HELIG CHAIR