

The background of the cover is a photograph of a library. On the left, there are tall, grey metal bookshelves filled with books. On the right, a student in a white shirt and maroon vest is sitting at a desk, looking down at a book. The floor is light-colored tile.

# The next frontier

2018 → 2020

SWEDISH LIBRARY ASSOCIATION  
KENYA LIBRARY ASSOCIATION

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## ***The next frontier***

### **Background**

The Swedish Library Association (hereinafter called SLA) and Kenya Library Association (hereinafter called KLA) have worked in the project *Stronger Together*, initiated in 2013 and ending 2017. The cooperation during these five years has been fruitful. Both SLA and KLA believe, however, that there is still more to do.

SLA and KLA have always kept a strong international commitment. SLA's decision to focus on Kenya was due to the fact that Kenya was a focus country both for SIDA (The Swedish International Development Cooperation Agency) and IFLA (The International Federation of Library Associations and Institutions), but also for the good possibilities of further cooperation that were identified.

The focus and themes for the next three years will give KLA the possibility to stabilise their operations and to become a stronger advocate for libraries in Kenya and neighbouring countries such as Rwanda and South Sudan.

### **Objectives**

The chief objective will be the continued strengthening KLA, with support from SLA, in order to further promote the development of the library sector in Kenya.

### **Timeframe**

The project, *The next frontier*, will run for 3 years from January 1, 2018 until December 31, 2020

## **Finance**

The Swedish Library Association will support Kenya Library Association financially during the project by:

SEK 250 000 – Year 2018

SEK 225 000 – Year 2019

SEK 200 000 – Year 2020

The given amount will be transferred twice a year: 50 % in January and 50 % in August. The transfer of the amounts presumes that other parts of this Letter of Intent are fulfilled.

In addition, SLA will also pay travel expenses for visits to Sweden and fund other activities according to what is detailed below.

## **IFLA**

The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession. Therefore it is important that *The next frontier* will be implemented in close connection with IFLA, especially with their Building Strong Library Association programme.

KLA must continue to be a member of IFLA and participate in the annual IFLA World Library and Information Congress. These activities will be funded by SLA.

## **Building Strong Library Associations – BSLA**

BSLA, is a comprehensive programme, arranged by IFLA, offering a strategic and coordinated approach to capacity building and sustainability of library associations. The programme benefits associations, libraries, and their communities.

IFLA's vision for the BSLA programme is to enrich society, and the library and information profession by building strong, sustainable library associations. *The next frontier* will not use the whole BSLA programme, but will, focus on the three main modules – Library on the Agenda, Library in Society and Sustaining the Library.

Seminars, workshops and information can, upon agreement, be arranged during the Kenya Library Association annual conferences.

## **Provisions for cooperation**

### **Member recruiting plan**

Committed members are the foundation of a successful library association. It is also vital in order to build a financially viable organisation. During the project KLA's aim is to have 200 paying members. In order to achieve this goal it is necessary to establish a member recruitment plan. The plan shall be developed and approved at the annual conference in November 2018.

### **Marketing plan**

KLA's aim is to be recognised and natural speaking partner and representative for the libraries, librarian and other information specialists towards authorities, stakeholders and others in Kenya. To fulfil this goal it is necessary to establish a marketing plan. This plan shall be developed and approved at the annual conference in November 2018.

### **Stakeholders**

Engagement from the many different stakeholders is important in order for KLA to be successful in the long-term.

During, or in connection with the annual conference 2019, SLA and KLA will hold a joint meeting with stakeholders like the Ministry of Sports, Culture and the Arts, Kenya National Library Services, Governor's Advisory Board, Jomo Kenyatta Foundation, Goethe Institut and other relevant partners in Kenya. The aim will be to discuss how a widespread engagement for KLA in the future, beyond the timeframe of this project, can be secured.

### **Strategic plan**

A vital issue for KLA within the framework of the project is the continued work with the Strategic plan. The Strategic plan will demonstrate how KLA can work to build an ever-stronger library association. The Strategic plan needs to state how KLA can work with dissemination, advocacy, marketing, development, long term financing, stakeholders, working groups and different libraries, but also how KLA can gain approval for their work in the society, by its members and others.

The current Strategic plan covers the period 2016 – 2020. Before the end of *The next frontier* is completed, a Strategic plan for the period 2021-2025 shall be developed and approved.

## **Others**

### **Maktaba Awards**

KLA, the Goethe Institute and The Jomo Kenyatta Foundation organise the Maktaba Awards (Library of the Year Award), which aims to recognise excellence in the provision of library and information services in Kenya.

The Maktaba Awards are an important step in marketing the libraries, both towards authorities, governors, counties, stakeholders and the public, as well as between the libraries.

It is evident that the Maktaba Awards are an important part of marketing libraries in Kenya and KLA must secure the awards for the future.

### **National Library Bill**

KLA will work actively with the Ministry of Sports, Culture and the Arts to promote the approval of a parliamentary National Library Bill, which, among other things, will confirm KLA's status as the leading accrediting professional body for librarians in Kenya.

### **Visits**

During the project, the chairman of KLA, together with two colleagues, will be invited to visit SLA's annual meeting, The Library Days (Biblioteksdagarna). Travel expenses for these three guests will be paid for by SLA.

During the project, representatives from SLA will visit the annual conference held by KLA.

### **Documentation**

Before the transfer of the amount each January, KLA shall present an annual report, a financial report and an audit report without comment. A report documenting activities and programmes for the period of July – December is also required.

Before the transfer of the amount each August, KLA must present an interim report documenting activities and programmes for the period of January – June.

At the end of the project a final joint report shall be published.

## **Dissemination**

It is vital that experiences and knowledge are disseminated to the whole of Kenya. This project could also enable KLA to share knowledge and experiences on library development outside Kenya, for instance through Standing Conference of Eastern, Central and Southern Library Associations and Institutions (SCECSAL) and African Library and Information Associations (AFLIA).

A model for this can be found in IFLA's model "train the trainers". Other countries around Kenya that have shown interest in their own BSLA programme with training from KLA can be recommended to contact IFLA's headquarter. SLA will be assisting with contacts if necessary.

## **Other contacts**

The cooperation between KLA and SLA opens up opportunities for further contacts and exchanges in the library sector in Kenya and Sweden where the associations can act as intermediaries. Libraries could for instance form partnerships, establish exchange programmes, carry out study tours, and hold workshops and seminars.

## **Follow-up and Evaluation**

Monitoring and evaluation will be an important part of the project. Follow-up meetings will be held in May and November when representatives meet during the association's annual conferences. Further follow-up meetings will also be held during the annual IFLA WLIC.

Possible tools for evaluation within Kenya are interviews, questionnaires to participants or members, course evaluations and focus groups. For this purpose SLA will use parts of the BSLA material.

This agreement is signed in duplicate and the parties have each received their copy.

Mombasa November 23, 2017

Swedish Library Association

Kenya Library Association

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Calle Nathansson  
President

.....  
Dr Tirong arap Tanui  
Chairman

LIST OF ACTIVITIES AND TIME SCHEDULE

|                           |  |
|---------------------------|--|
| January – December 2018   | Development of a marketing as well as a member recruitment plan                                |
| May 2018                  | Visit to The Swedish Library Association’s annual conference, Biblioteksdagarna in Stockholm   |
| August 2018               | Participating in the IFLA WLIC   |
| November 2018             | Visit to Kenya Library Association’s annual conference   |
| May 2019                  | Visit to The Swedish Library Association’s annual conference, Biblioteksdagarna in Helsingborg |
| August 2019               | Participating in the IFLA WLIC   |
| November 2019             | Visit to Kenya Library Association annual conference.<br><br>Stakeholders meeting              |
| January – December 2020   | Development of a new strategic plan for 2021 – 2025.   |
| May 2020                  | Visit to The Swedish Library Association’s annual conference, Biblioteksdagarna in Skellefteå  |
| August 2020               | Participation in the IFLA WLIC   |
| September – November 2020 | Final report   |
| November 2020             | Visit to Kenya Library Association annual conference   |