



MARTYNAS MAŽVYDAS NATIONAL LIBRARY OF LITHUANIA
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MAJOR DEVELOPMENTS AND PERFORMANCE PRIORITIES FOR 2104/15

Martynas Mažvydas National Library of Lithuania is preparing for its 100th anniversary (2019) and follows its vision to become the strategic center for shaping the nation's progress and competitive advantage. We seek to develop the exceptional competences capable of adopting the experience of the most advanced modern national memory institutions and incorporating universal strategic management models which provide framework for building a "self-creating" library. Transformational leadership is the only solution for the National Library to establish a proactive, perspective-oriented, creative, effective and unique strategic management system.

We traditionally remain strongly involved nationally and internationally in strategic interactions on the institutional, legislative and integrated projects levels within the memory domain – archives, museums, libraries and other originators and performers of intellectual activities. Our nearest challenges are big data, interoperability between strategic information systems, open government and the status of libraries within the new world of the universal open access.

The implementation of the National Library's **strategic goals** for 2014/2015 – *To ensure the collection, preservation, promotion and access of the national documentary cultural heritage and*

To provide conditions for the development of information services in the LIBIS libraries (Lithuanian libraries included into the Lithuanian Integral Library Information System LIBIS) and strengthen the competences of library staff – is supported by the National Library's **performance priorities** set for 2014/2015 period (short overview below).

1. Improving infrastructure conditions for implementing the National Library's functions required by the legislation

The reconstruction of the Library's main building, which has been going on since 2008, is the fundamental priority targeted at proper performance of the National Library's functions. The resumed financing from the State budget (LTL 8 885 000 in 2014) enabled to finish the preparatory installation and construction work. We prepared a feasibility study for the new repository of the National Library's documentary collection. Technological solutions for the building under reconstruction are being revised and the finishing work is being done. The scheduled relocation of library activities into the reconstructed building is inseparable from the revision and streamlining of library performance, most notably its services; it will also call for changes in the organizational structure. In 2015 we are going to prepare an application for the project "Preservation and Access of the Modern Electronic Content", which is essential for realizing another long-term activity priority of the National Library, the development of the Lithuanian Integral Library Information System LIBIS. The implementation of this project would ensure access to the electronic content, including periodical publications, and its preservation as well as delivery of advanced electronic services enabling publishers, authors and readers to receive electronic services via various devices and create electronic content. With the aim to optimize the expenses for updating the server farm of the LIBIS libraries, we are integrating the catalogues of the LIBIS libraries into the National Library's infrastructure by establishing virtual servers, which ensure external connection via a terminal.

2. Strengthening the communication and human resources of the LIBIS libraries

The development of library services meeting the demands of diverse user categories is constantly posing new requirements for professional competences of the staff of the LIBIS libraries. In order to transform the building of competences from an initiative-based effort to a systemic pursuit and implement a functional and perspective-oriented framework for qualifications development of librarians, the National Library cooperates with county public libraries. In 2014, 2645 librarians were advancing their qualifications within the project for developing qualifications of the staff of the LIBIS libraries. The major focus has been on library staff competences related to communication and representation and publicizing of library performance results. The trainings for LIBIS librarians organized within the project "Libraries for Innovation 2" followed by the investigation of staff competences showed that 837 librarians who had taken part in the trainings

were qualified for drafting project applications individually. The National Library also coordinates investigations of the performance of the LIBIS libraries and provides methodological assistance in carrying out such investigations, organizes public events and communication campaigns, and performs publishing activities.

3. Enhancing the functionality of the digital library

As a national centre for digitization competences, the National Library is responsible for developing the digitization infrastructure and digital content of the national cultural heritage and implements the 2014/20 programme for the promotion and preservation of the digital cultural heritage. As an attempt to consolidate the integrity and sustainability of the virtual space of the cultural heritage by coordinating digitization processes and getting involved into interinstitutional partnerships, the National Library set the conditions for implementing the Digitization Monitoring System in 2014. The National Centre for Digitization and the Virtual Electronic Heritage System is involved in preparing for the implementation of the EU Orphan Works Directive in Lithuania and use of the EU orphan works database. In 2015 we are going to submit an application for the project “Development of a Virtual Cultural Space Meeting the Society’s Demands”. Within the effort to improve the functionality of the portal of interactive public electronic services, we updated the portal’s version in 2014. It enabled to implement a “one-counter” principle in ordering and reserving documents from any of the LIBIS libraries and automatically inform the user about the state of her/his order. In 2015 we are further establishing tools for receiving, managing and delivering electronic publications through expanding partnerships with publishers and copyright collecting societies. As an aggregator of the national digital content, the National Library provides access to the digital content of the national cultural heritage and promotes it on the EU level via the European digital library *Europeana*.

4. Improving access to information resources and the cultural heritage for all information users through promoting and expanding services

This activity priority of 2015 has the purpose to ensure that the information content and forms satisfy the users’ needs through the National Library’s strategy for collection development. We seek to improve access to the National Library’s resources, which are unique as they include the national archive of printed documents and the national bibliography. In order to publicize the databases of the national bibliography and publication statistics and promote their use by researchers and publishers, we are preparing a programme for updating publications on the national bibliography and publication statistics. Our purpose is to increase accessibility by applying the open linked metadata principle. In order to make the services more user-oriented after the accomplishment of the reconstruction of the Library’s main building, we are planning to conduct a survey into the

satisfaction the audiences of the National Library's public services. We are ready to further expand and publicize the services of e-publication lending, the integrated full-text search and integrated search within databases.

5. Improving the provision of specialized information to state, business and research institutions

In order to increase the National Library's role in providing the information required for decision making to professionals at state, research and business institutions, it is essential to establish an action platform and the infrastructure for the information targeted at specialists, professional communities and businesses. We must increase the visibility and use of research publications and establish tools ensuring access to the newest scientific information for researchers. We are planning to establish a centre for business and intellectual property (a feasibility study will be prepared in 2015), which will allow establishing specialized services for business, non-governmental and other organizations. Libraries as well as businesses and associated structures would be treated as equal structures capable of successful realization of partnered projects. We intend to increase the interaction between the National Library and the state sector through expanding access to electronic services for the public and taking joint actions in implementing a platform for the interoperability of resources, using the semantic potential of strategic information resources, ensuring secure information interaction within the electronic content, and integrating cultural resources into the digital environment.

KEY FIGURES IN 2014

Collections:

| | |
|---|------------------|
| Books and bound periodicals | 4,774,062 |
| Manuscripts | 81,820 |
| Audiovisual materials | 83,019 |
| Cartography | 13,104 |
| Other materials (including printed music, broadsheets, etc.) | 1,617,141 |
| Total holdings | |
| - in items | 6,569,146 |
| - in titles | 1,787,569 |
| Registered users | 9,902 |
| Number of visits | 105,764 |
| Number of virtual visits to the National Library's catalogues | 561,814 |
| Number of documents borrowed | 905,894 |

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|--------------------------------|---|
| Number of workplaces for users | 253 |
| Library staff | 490 (including 363 professional librarians) |
| Total operating budget | |
| -Incomes (thousand EUR) | 8,503.5 |
| -Expenditures (thousand EUR) | 8,918.2 |

PERFORMING THE FUNCTIONS OF A PARLIAMENTARY LIBRARY

The Martynas Mažvydas National Library of Lithuania is one of the few national libraries performing the functions of a parliamentary library. We have been having this status for almost 25 years and seek to retain it.

The functions involve of a parliamentary library provision, improvement and expansion of information and reference assistance for the governing bodies of the Seimas of the Republic of Lithuania, members of the Seimas, their advisers and other public servants. The National Library answers topical, bibliographic and factographic queries; prepares topical bibliographic reviews of Lithuanian and foreign press; collects material for analytical reviews; and draws topical bibliographic lists on request. Exhaustive bibliographic information on the 2014 elections of the President of the Republic of Lithuania and members of the European Parliament was prepared in 2014.

When organizing commemorations of remarkable events, presentations of awards for persons of special merit to the State and exhibitions, the Department of Information Service for the Government cooperates with the Office of the Seimas of the Republic of Lithuania, the Permanent Representation of Lithuania to the European Union and other organizations.

The good example of the National Library's cooperation with the government bodies is the annual international conference "Libraries Empower Social Changes" organized at the Seimas of the Republic of Lithuania. The conference "Libraries Empower Social Changes 2013: Experiences of the Baltic Sea Region" had been an official event of Lithuania's Presidency of the European Council, while the conference "Libraries Empower Social Changes 2014: Libraries in the European Union Information, Science and Cultural Policy", during which experts from abroad shared their experiences and discussed about the role of libraries and the encounters they are facing within the EU policies, had been included into the official list of the Ministry of Foreign Affairs of

promotional meetings of the 10th anniversary of Lithuania's membership in the European Union.

The National Library contributes to the research of the history of parliamentarism in Lithuania by carrying out its publishing activity. Since 2004 the National Library has been issuing the periodical research publication *Parlamento studijos* ("Parliamentary Studies"), which presents articles on the manifestation of democratic processes and topics related to history, political science, language and dissemination of information. Nos. 15 and 16 of the *Parlamento studijos* presenting articles by researchers of public communication, historians, lawyers, economists, political scientists, linguists and other professionals on issues of parliamentarism and its various aspects were issued in 2014.

In order to increase the National Library's role in supplying professionals of government, research and business institutions with information necessary for decision-making, it is essential to set up the infrastructure and action platform for the information required by specialists, professional communities and business organizations. We are planning to strengthen interrelationship with the government sector through expanding the parliamentary library function, providing increased access to electronic services for the public and cooperation in implementing the platform for the interaction between state information resources.

NETWORKING AND COLLABORATION

The National Library takes much effort in representing the entire system of Lithuanian libraries and its accomplishments within organizations of the world's libraries and information agencies as well as professional networks. Evolving the national library science theory and practice by strengthening the dynamics of integration into the global library science processes remains one of the main fields of activity in achieving the National Library's strategic goals.

The National Library takes part in activities of the main national, regional and international professional councils, confederations and organizations. We also have partnerships with embassies of foreign countries and other diplomatic services in various fields of culture, information and document exchange. In 2014 the National Library continued collaboration with:

- **The European Library (TEL) and the European Digital Library Europeana.** In the end of 2014, 1,605 thousand Lithuanian bibliographic records were integrated into the web portal of The European Library under the agreement on presenting bibliographic records from the Union Catalogue and other National Library's catalogues within the programme for the National Library's membership in The European Library. During the 2012/14 period, the National Library together with other European culture and heritage institutions were performing the

project „Europeana Awareness“ with the purpose to promote the use of Europeana’s information and cultural resources. In the spring and summer of 2014, the National Library organized a campaign devoted to the 25th anniversary of the Baltic Way with the purpose to pursue promotion and follow-up in Lithuania of the 2013 project “Europeana 1989” performed together with partners from 7 East European countries. 29 Lithuanian public libraries were involved into collecting memorabilia by participants of the Baltic Way and other events of 1989, digitizing and creating free-access digital archive www.europeana1989.eu.

- **The Association of the Libraries of the Baltic Sea Area Bibliotheca Baltica.** In 2014 the Director-General of the National Library Prof. Dr. Renaldas Gudauskas was elected for the second term as President of this international organization. He together with the manager of the project “Libraries for Innovation 2” Eugenijus Stratilaitovas represented Lithuania at the international symposium of Bibliotheca Baltica “Digital Humanities – Where Are the Libraries?” held in Sweden in October.
- **IFAP.** The Director-General of the Martynas Mažvydas National Library of Lithuania Prof. Dr. Renaldas Gudauskas has been elected as Lithuania’s representative at the Council of UNESCO’s Information for All Programme, IFAP. The representative’s participation in the Programme’s events is coordinated by the Ministry of Foreign Affairs of the Republic of Lithuania and the Lithuania National Commission for UNESCO.
- **The International Board on Books for Young People (IBBY).** The National Library’s Children’s Literature Centre and the IBBY National Section launched the 22nd commemoration of the International Children’s Book Day; there was also an election of the most popular 5 children’s books (such elections have been organized since 1993). At the 2014 IBBY Congress the report “Unmatched Characters in Fairy Tales – the Idea of Inclusion?” was presented.
- **The BaltHerNet.** The Lituanica Department of the National Library participated in the activities of the non-governmental organization BaltHerNet (Baltic Heritage Network). Commemorating the 70 years anniversary of one of the greatest Baltic emigration waves in the twentieth century, when at the end of the WW II, more than 280 000 Lithuanian, Latvian and Estonian citizens avoiding Soviet repressions were forced to leave their homeland, Latvian, Lithuanian and Estonian memory institutions for more than two years worked together on an international project “Refugees from the Baltic Countries in German Camps 1944-1951”. We also developed partnerships with cultural centres of Lithuanian expatriate communities and other organizations regarding issues of the acquisition and bibliographic control of Lituanica publications and involvement into international document exchange programmes.
- **The LiLaEst.** This international seminar of the national libraries of Lithuania, Latvia and Estonia has a long tradition going back to 1968. In June 2014, the LiLaEst seminar took place at the National Library’s training centre in Pakretuonė. The theme of the seminar, suggested by its

host, the National Library of Lithuania, had a very concise title “Past. Present. Future”, which enabled to take a glimpse at the history of the three libraries, discuss on today’s urgent topics and project the future. Earlier on, in April 2014, in Tallinn, the executives of the national libraries of Lithuania, Latvia and Estonia signed the Memorandum of Understanding for Professional Cooperation manifesting a new step in the partnership between these libraries.

- **The Bill & Melinda Gates Foundation.** In February 2014, the National Library of Lithuanian launched the project “Libraries for Innovation 2”, financed by the Bill & Melinda Gates Foundation and the Ministry of Culture of the Republic of Lithuania. It will be continued until 2016. The project’s purpose is strengthening the potential of Lithuanian libraries to meet the demands of the developing community and positioning libraries as sustainable community institutions capable of improving the quality of the life of Lithuania’s people. Public libraries are instructed and encouraged to prepare projects for expanding the existing services and establishing new ones as well as obtain financial support for the realization of these projects.

