



MARTYNAS MAŽVYDAS NATIONAL LIBRARY OF LITHUANIA
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MAJOR DEVELOPMENTS AND ACTIVITY PRIORITIES FOR 2105–2016

2015 was a significant year for the Martynas Mažvydas National Library of Lithuania as the institution underwent essential managerial reforms, the reconstruction of the main library building has neared completion and preparations are under way for the grand opening in the autumn of 2016.

Changes were made to the library's organisational structure and performance model, allowing the institution to plan and manage its resources more effectively in the face of the dynamic shifts occurring on the national and international stage as well as to promote technological and social innovation. This reform will help the National Library integrate more successfully into the international network of libraries and informational institutions.

Organizational structure of the activity management:



By contributing to the implementation of national information policy, the National Library seeks to ensure the public access to knowledge and information, create opportunities for the use of information as a strategic resource for the development of all areas of public activity and become an effective part of the mechanism managing the state's information resources. These goals determine the activity priorities of the National Library.

Activity priorities for 2015–2016

1. Improving access to information resources and cultural heritage for all information users by promoting services and expanding their use

The National Library looked to find the best solutions for meeting users' needs by reworking its performance model, which is now configured for a transition to the more effective formation and use of information resources, setting up infrastructure that meets time requirements and an overhaul of the structure of the National Library's services.

This includes a newly developed strategy for creating collections and a renewed model for promoting the use of the national bibliography. We have also explored various possibilities for the

open use of metadata from the national bibliography, which would allow us to increase the use of data and apply it to the creation of other information products and services. We have used market research as a tool for modernising the user service system, taking advantage of changes of infrastructure in the new National Library building. By giving readers access to electronic publications, we created new services that increased the functionality of the interactive e-public service site www.ibiblioteka.lt. These services can be accessed through a general access framework or using various devices (smart phones, laptops, tablet devices and e-readers). The site offers a special platform for publishers who wish to upload e-books and information about them as well as receive statistical viewing and borrowing information. In order to develop a virtual cultural space that meets the public's needs and create new products and services based on digital content and its metadata, the National Library has continued to develop the Information System for Virtual Electronic Heritage (VEPIS). New tools are being developed for preserving and generating modern digital content, and with this in mind, the National Library continues to expand the Lithuanian Integrated Library Information System (LIBIS).

2. Improving the provision of specialised information to public, business and research institutions

In order to increase the National Library's role in providing analytical information relevant to decision-making for specialists working in public, business and research institutions, it is essential that an appropriate platform and necessary infrastructure are set up. For this purpose, we have been strengthening the National Library's cooperative efforts with Lithuanian and foreign organisations working with public institutions in the field of research and analytical services, and renewing the model for servicing public establishments by increasing the number of public establishments serviced. In 2015, the National Library established an Information Analysis Division which will be providing research and analytical services to Lithuanian public establishments and business organisations with the help of experts from research institutions.

The National Library also seeks to form strategic partnerships with stakeholders among Lithuania's research and public institutions for the purpose of developing models and tools for processing big data and representing the Lithuanian library network in this area. The National Library has become increasingly more involved with research, political and business organisations, entering into mutual agreements and organising joint events as well as other initiatives (including think tanks) with the aim of positioning the library as an equal partner capable of implementing joint projects to a high

standard using the State Information Resources Interoperability Platform. We are increasing the accessibility of e-services, participating in projects for the development of e-democracy and collaborating with partners on the semantization of strategic information resources, the integration of cultural resources into the digital dimension, the secure informational interaction of electronic content and other issues.

KEY FIGURES IN 2015

Collections:

Books and bound periodicals	4,567,550
Manuscripts	83,091
Audiovisual materials	83,484
Cartography	13,153
Other materials (including printed music, broadsheets, etc.)	1,502,698
Total holdings	
- in items	6,553,595
- in titles	1,782,647
Registered users	9,121
Number of visits	98,211
Number of virtual visits to the National Library's catalogues	534,429
Number of documents borrowed	845,026
Number of workplaces for users	253
Library staff	468 (including 356 professional librarians)
Total operating budget	
-Incomes (thousand EUR)	12,669.8
-Expenditures (thousand EUR)	12,237.1

DEVELOPING THE FUNCTIONS OF A PARLIAMENTARY LIBRARY

In carrying out its function as a parliamentary library, the National Library provides information and bibliographical services to the leadership of the Lithuanian Seimas, members of the Seimas, their advisers, committee and commission members as well as other civil servants. The National Library has been developing its cooperative partnerships with public, business and research

organisations, intensifying and expanding the informational and bibliographical services it provides, organising joint events, and aiming to expand the accessibility of public e-services to the Lithuanian public and improve communication about the activity of public establishments by increasing its interaction with them. A letter of intent was signed between the National Library and the Government Office, establishing the partners' agreement to create more opportunities for the public to use the services of the Government Office and receive information on issues they are interested in through libraries, and to strengthen the perpetuation of Government policy in public libraries as actively operating community centres. The document also emphasises the importance of mutual cooperation in ensuring the provision of analytical information relevant to decision-making. The Director General of the National Library Prof. Dr. Renaldas Gudauskas is a member of the Council for the Management of Public Information Resources established by the Government and represents the national library system in this policy-shaping body.

In order to provide the public, research and business specialists as well as the general public with informational content that is relevant to their decision-making, the National Library must make use of efficient and reliable information processing tools, evaluate the speed at which information is circulated and communicated as well as the rapidly evolving competitive environment and focus the efforts of analysts from various fields on these tasks. In order to create sound foundations in this field, the National Library has been developing its cooperative relationship with the information and research institutions of Lithuania and the greater Baltic region. 2015 saw the establishment of an Information Analysis Division in the National Library, the purpose of which is to provide management solutions and information analysis services to the public establishments, business entities and other organisations of Lithuania.

There were also some noteworthy public events organized together with the Ministry of National Defence – presentation of the book *What We Need to Know to Be Prepared for Extreme Situations and in the Event of War*, discussions *History as a Weapon in Information Warfare* and *Hostile Informational Operations in Lithuania*. Listeners were introduced to the basic principles of propaganda in the 21st century, the targets and objectives of hostile informational operations in Lithuania, the main channels, tools, types and techniques used for hostile propaganda in Lithuania. Participants discussed why information warfare was a threat to Lithuania. The National Library hosted a round table discussion on *Science, Politics and Business in the Context of the Lithuanian Defence Industry*, organized with the public institution Think Tank LT. The event was attended by politicians and representatives of business, research and non-governmental organisations.

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. In 2015, the National Library together with the Swedish Institute and the Embassy of Sweden in Lithuania, organised an international conference on *Reading Among Children and Young Adults as a Challenge in the 21st Century: Libraries Empower Social Changes 2015*. Attending the event and welcoming guests with a speech, was Queen Silvia of Sweden, who had come to Lithuania on state visit with her husband Carl XVI Gustaf. The conference was participated by publishers, writers, librarians, experts running programmes for the promotion of reading and other specialists from Lithuania and Sweden.

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.

NETWORKING AND COLLABORATION

The Seimas of the Republic of Lithuania declared 2016 the Year of Libraries. The National Library has taken on an active role in the implementation of the goals established by the Year of Libraries programme. Based on this programme, the institution seeks to increase the appeal of the library's image to the public and its social partners; to highlight the advantages of the library network; to present the ambitious goals of libraries for becoming an initiator of social innovation in the areas of reading, life-long-learning, digital literacy and other fields; and to reveal the potential of developing multifaceted services and the public gain this would generate.

The principal areas of activity for the National Library's international cooperation are participating in the activity of international professional organisations, cooperating with national libraries and participating in international projects and document exchange programmes. In 2015 the National Library continued collaboration with:

- **The International Federation of Library Associations, IFLA.** The National Library is a member of this organisation's National Libraries and Bibliography Sections, and takes part in the UNIMARC Committee's activities. For 2015–2019, Prof. Renaldas Gudauskas, Director

General of the Martynas Mažvydas National Library of Lithuania, was elected as a member of the IFLA Management and Marketing Standing Committee, and Jolita Steponaitienė, Director of the Information Resource Formation and Development Centre of the National Library was appointed to the IFLA Standing Section Committee of Acquisitions and Collection Development. They were nominated for these positions by the Lithuanian Librarians Association.

- **The Conference for Directors of National Libraries (CDNL).**
- **The Association of European Research Libraries (LIBER).** The National Library takes part in the activity of the Committee on Heritage Collections and Preservation and the Manuscript Librarians Group.
- **The Conference for Directors of European National Libraries (CENL).**
- **The European Library (TEL) and the European Digital Library *Europeana*.** Established by the European Fund, the *Europeana* online digital library serves as an interface for millions of cultural objects digitised in Europe. In 2015 recommendations on how to use European cultural heritage in four different fields: research, education, the creative industries and tourism, have been presented in a white paper entitled *Transforming the world with culture: next steps on increasing the use of digital cultural heritage in research, education, tourism and creative industries*. Director General of the National Library Prof. Dr. Renaldas Gudauskas also contributed to creating these recommendations.
- **The *Bibliotheca Baltica* Association of Libraries in the Baltic Sea Region.**
- **UNESCO Intergovernmental *Information for All* programme (IFAP).** Director General of the National Library Prof. Dr. Renaldas Gudauskas is a representative of Lithuania at the programme's Council. The representative's participation in the IFAP programme's events is coordinated by the Lithuanian Ministry of Foreign Affairs and the Lithuanian National Commission for UNESCO. On 2 October 2015 the Seimas of the Republic of Lithuania hosted a round table discussion on *Services based on Multilingual and Multicultural Content for a Networking Society* moderated by Prof. Dr. Renaldas Gudauskas, Director General of the National Library, and Dr. Daiva Vaišnienė, Chairwoman of the State Commission of the Lithuanian Language. The discussion was organised by the Seimas Committee on the Development of Information Society along with the national *Information for All* committee and the public institution Think Tank LT. The event brought together the politicians, scientists, experts and NGO representatives of Lithuania to discuss the concepts of multilingualism and multiculturalism as defined by UNESCO documents. Based on this discussion, recommendations were prepared for the Lithuanian national *Information for All* committee, the

intergovernmental council of the UNESCO programme *Information for All* (IFAP) as well as national institutions related to the theme of the event, the development of information society and legislation.

- **International ISSN, ISBN and ISMN agencies.**
- **The International Board on Books for Young People (IBBY).**
- **The International Association of Law Libraries (IALL).**
- **The International Reading Association (IRA).**
- **The International Association of Music Libraries (IAML).**

The Bill & Melinda Gates Foundation remains the important partner. In 2014-2016, the National Library implements the project “Libraries for Innovation 2”, financed by the Bill & Melinda Gates Foundation and the Ministry of Culture of the Republic of Lithuania. 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.

In the area of cooperation with national libraries, the most active ties were promoted with the National Library's long-standing *LiLaEst* partners: after the national libraries of Estonia, Latvia and Lithuania signed a Professional Cooperation Memorandum in 2014, and the libraries organised various meetings between experts and specialists during which they shared their experience in the field of library service development. In view of the common goal to provide public, research and business specialists as well as the general public with analytical information relevant to their decision-making, a dialogue was initiated on the point of establishing a competence centre for analytical services in Baltic National Libraries and the joint execution of impact assessments for national libraries.
