

CENL Action Plan and Communications

Marcie Hopkins CENL AGM, 19 Oct 2020

Action Plan 2020/21



- Priority 1 Support national libraries to increase their impact and to be strong organisations
 - Run EKN grant, bursary scheme, Covid-19 and Hidden Stories Fund
 - Run 2020 and 2021 AGMs
 - Webinar options: diversification of funding sources
 - Identify partnerships with relevant organisations
- > Priority 2 Develop national library services
 - Surveys and webinars on the topic of innovating services, service strategies and cultural programmes

Action Plan

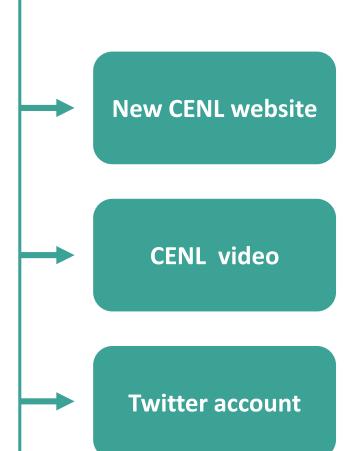


- > Priority 3 Develop as memory institutions
 - Webinar option: best practice in collection management and stewardship
 - Support knowledge sharing and collaboration: network groups / bursary scheme / web forum
- Priority 4 Strengthen CENL as a community
 - Revise fee model banding for all CENL members
 - Liaise with 3 CENL network groups
 - Implement Communications Plan / Run CENL Website and social media
 - Strengthen peer-to-peer network through updated contact list, bursary scheme and web forum
 - Prepare transition of Secretariat

Communication Strategy



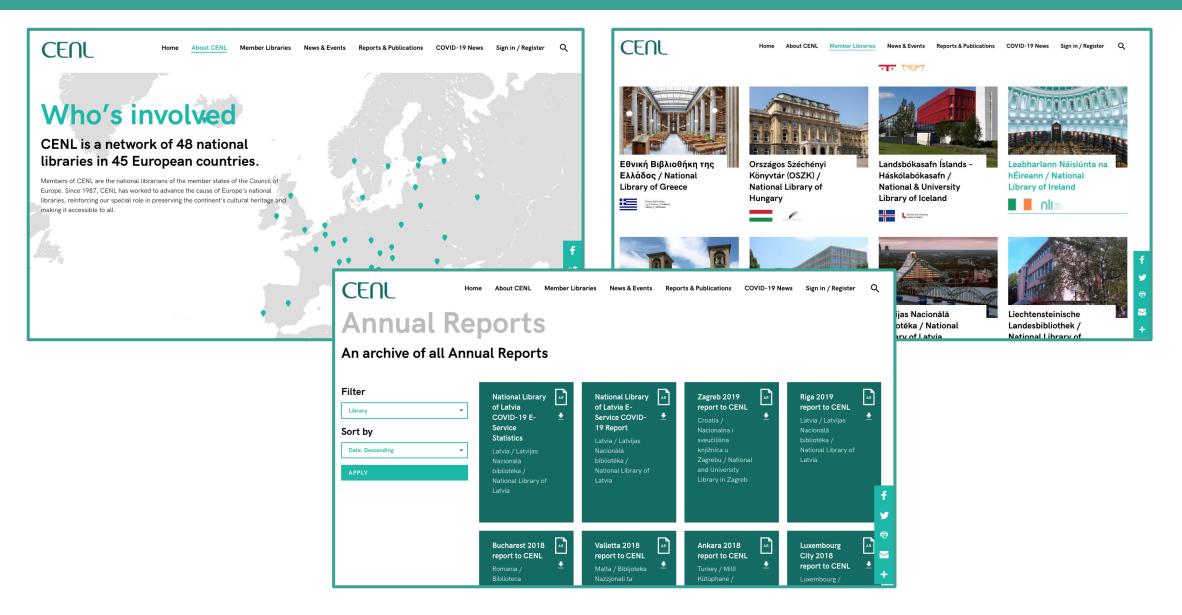
- Promote the importance of the Member Libraries in contributing towards:
 - Intellectual, educational, cultural, social and economic development of the communities they serve
 - Heritage, innovation, creativity and economy
- Promote the wide range of activities occurring across our Member Libraries
- Promote CENL's image as an inclusive and international body that brings together the national libraries of Europe
- ➤ Build community for CENL members
- Promote the skills & knowledge exchange opportunities to CENL members











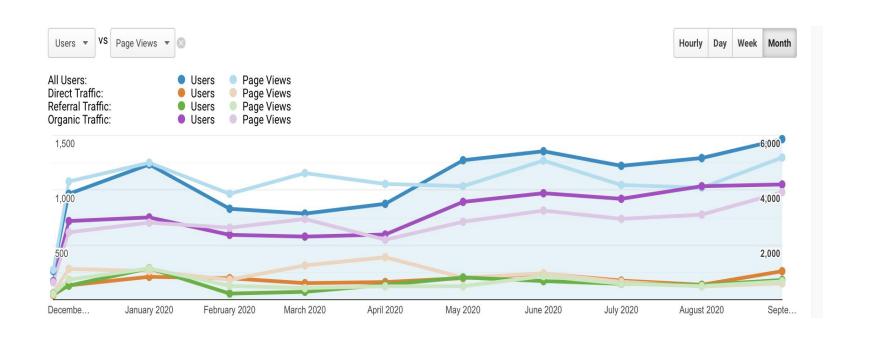


Members' Area









61,962 page views

14,126 website hits

Newsletter



CENL

28th August 2020

CENL News



Covid-19 Support Fund

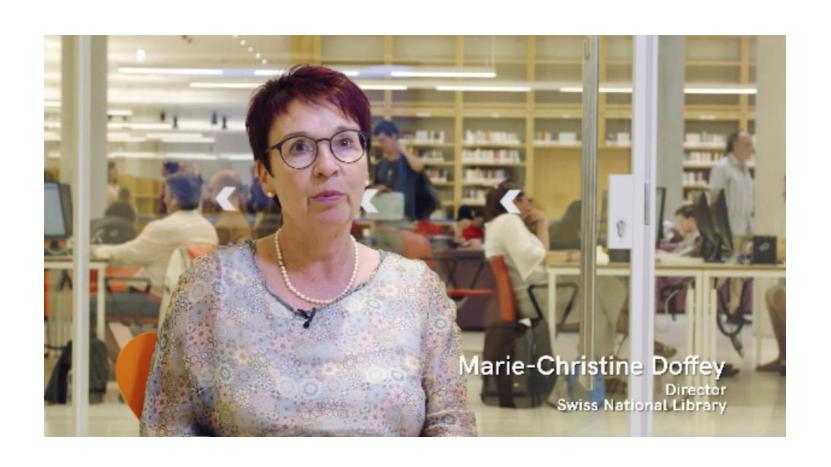
The CENL Executive Committee is proud to announce a new Covid-19 Support Fund. National Libraries have been badly affected by Covid-19 with the majority having to close their doors for a long period of time. These closures had major impacts on the finances of our CENL members and this fund is a solidarity response to bring financial support to our most affected members and help

➤ New monthly newsletter

30-40% opening rate

Promotional video





14,912 impressions

2,213 media views

Twitter





Following

CENL_EUROPE

@CENL_EUROPE Follows you

CENL, the Conference of European National Librarians, brings together, celebrates and promotes the importance of national libraries across Europe.

Joined May 2019

162 Following 198 Followers



Followed by Lucy Royle, Shezza Rashwan, and 7 others you follow

Tweets Tweets & replies Media Likes

Pinned Tweet

CENL_EUROPE @CENL_EUROPE · 25 Nov 2019

We are thrilled to announce that the CENL website is now LIVE! We are eager for you to engage and discover all it has to offer...Start by watching our trailer intro video featuring some of our National Library Directors. #CENLLAUNCH #CENL Full version @ cenl.org



@CENL_EUROPE

85,000 Tweet impressions

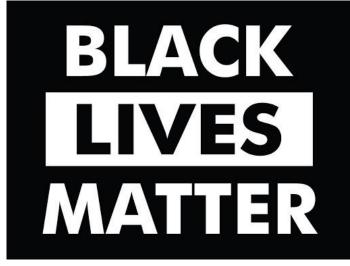
201 followers

239 tweets

Adapting to a changing world







Webinars

Covid-19 Fund

> Hidden Stories Fund

Webinar







New funds

Covid-19 Support Fund



Respond and provide funding to help CENL members respond to immediate challenges connected to the Covid-19 crisis, and offer support to adapt and reimagine ways of working together for the longer-term future.

New funds

Hidden Stories Fund



Support CENL members who have new projects to collect, preserve, research and highlight the stories from, by and related to underrepresented communities in their national collections.

Covid-19 Information

