

LIETUVOS NACIONALINĖ
MARTYNO MAŽVYDO
BIBLIOTEKA

STRATEGIC ACTIVITIES AND PRIORITIES 2017–2020



THE MISSION

OF THE NATIONAL LIBRARY OF LITHUANIA

To be the Lithuanian space
of knowledge creating value
to the public



THE VISION

OF THE NATIONAL LIBRARY OF LITHUANIA

To become an integral part of the State
information policy, culture, education,
science and economic progress



Lithuania again has a fully operating exceptional national institution. Despite the prolonged processes of reconstruction of the main building, the Martynas Mažvydas National Library of Lithuania has strengthened its mission even more in the fields of culture, education, science, economy and State information policy. It is obvious that the National Library, which was newly opened in autumn of 2016, will be significantly different. During the eight years of reconstruction, many things have changed in the world, especially in the area of information technologies. The spaces of the reconstructed building of the National Library will be better adapted to the changed needs of information users and expectations of visitors. We have developed a wide-range strategic activity field of managing cultural, educational, scientific, economic and political information flows. In addition to the mission that is being performed we seek to become a centre of Vilnius Knowledge Block, thus significantly contributing to the development of modern Vilnius.

A recently performed reconstruction of the organisational structure and activity framework made it possible to more efficiently plan and manage the institution's resources, more promptly react to dynamic changes of the national and international environment and encourage technological and social innovations. All this will undeniably undoubtedly help the National Library to integrate into the international network of libraries and information institutions even more successfully.

For more than 20 years the Martynas Mažvydas National Library has been a parliamentary library.

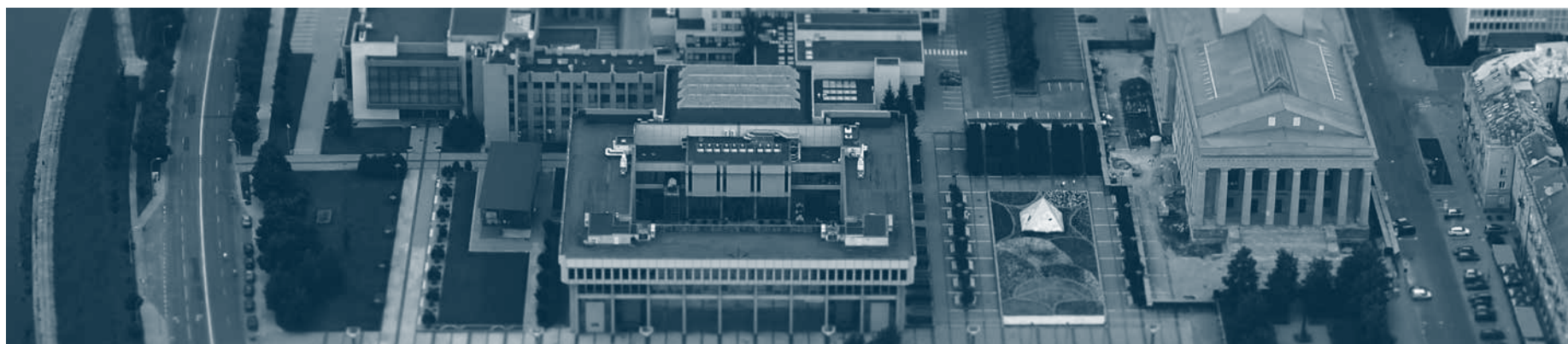
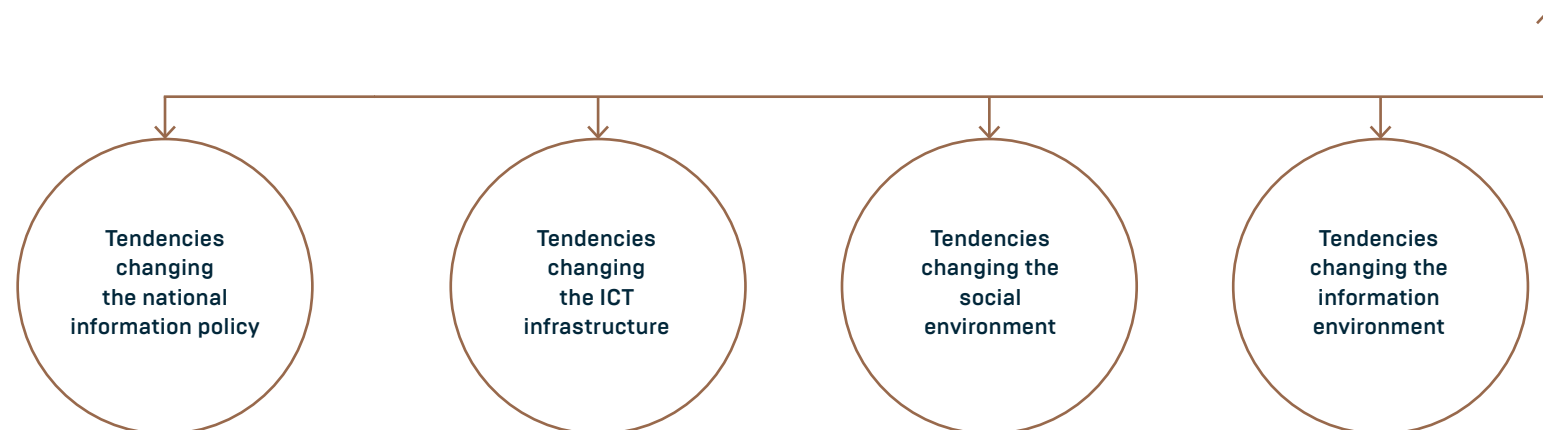
Until now its activity has been limited to the analysis of relevant information, making reviews and providing information and bibliographic supply services. In the nearest future we hope to expand the range of our services and increase the number of institutions we service. We have signed agreements of cooperation with the President and the Government of the Republic of Lithuania and the Municipality of Vilnius. Therefore the function of the parliamentary library will be strengthened by supplying qualitative analytical information to a larger number of public authorities and municipalities. The future belongs to the analytics based on Big Data, therefore it is our focus. The National Library's Big Data related perspective model for intellectual activity in 2017–2020, which was presented and approved at the annual meeting of the Conference of Directors of National Libraries in Cape Town (South Africa) in 2015, will become a new, supplemented reality. We hope that it will significantly contribute to the implementation of Lithuania's innovation policy, enhancement its competitive advantage and creation of the Lithuanian knowledge society.

A stylized, handwritten signature in black ink, consisting of a large, flowing 'R' followed by a horizontal line and a small flourish.

Prof. Dr. Renaldas Gudauskas
Director-General of the Martynas Mažvydas National
Library of Lithuania

ENVIRONMENT OF THE NATIONAL LIBRARY OF LITHUANIA

THE NATIONAL LIBRARY OF LITHUANIA
Organisational resources management
Change management
Sustainable development assurance



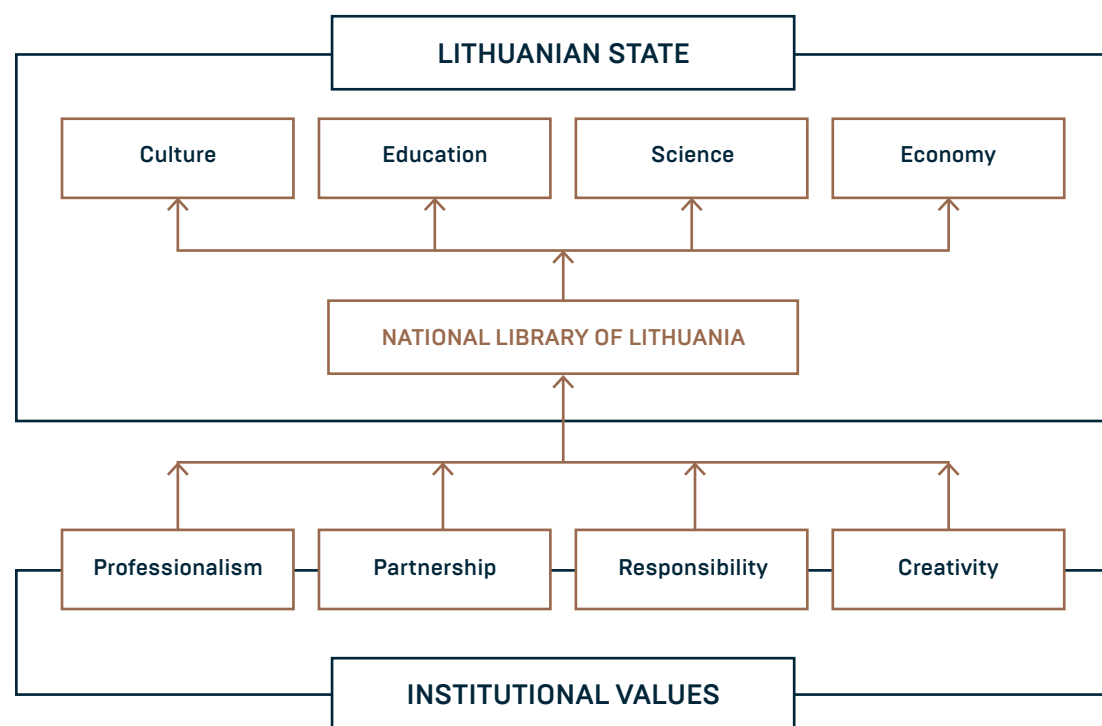
The National Library of Lithuania (NLL) is performing its mission – to be Lithuania's knowledge space creating value for the society – in a rapidly changing environment, which underlies all trends of its activity. Global tendencies are evident on the national level as well. The flows of information are increasing exponentially and digital content becomes more important in all fields of science, economy and culture. Because of rapid technological revolution, which transforms the infrastructure of information and communication, the changing information environment is closely and often controversially related to changes in social environment. The rush of the virtual space spurred by the spread of the Internet, which overcomes time and geographical barriers, to all areas of life challenges education and

the concept of protection of intellectual property, other property and personal data. The open access development makes huge impact on the evolution of science. The report "The Future of Jobs" at the Global Economy Forum of 2016 on demographic, socio-economic and technological dimensions underlying changes in labour market, emphasises the paramount importance of the mobile Internet, cloud computing and data processing technologies. The importance of protecting the society's cultural and national identity is increasing – not only for the sake of the public creative potential, but also for the national safety. All changes of the key areas of progress – society, economy, science and management – are related to the creation and use of knowledge.

National information policy ensures the accessibility of knowledge and information to the society, makes the possibilities to use the information as the strategic source of all areas of public activity, therefore the NLL has to be a reliable strategic partner of knowledge and information access development and contribute to accelerating the progress of the Lithuanian knowledge society and the increase of Lithuania's international competitive ability.

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MAP OF THE VALUE CREATION OF THE NATIONAL LIBRARY OF LITHUANIA



The National Library of Lithuania plays a significant role in the fields of the national documentary heritage preservation, mainstreaming and integration into the areas of the European cultural heritage.

contribute to the implementation of the aims of the Information Society Development Programme for 2014–2020 “Digital Agenda for the Republic of Lithuania” – it is aimed to develop the relations with the business sector creating information products and to increase the electronic inclusion. Documents are the main means for knowledge creation and expression making impact on the further progress of the civilisation, therefore the development of

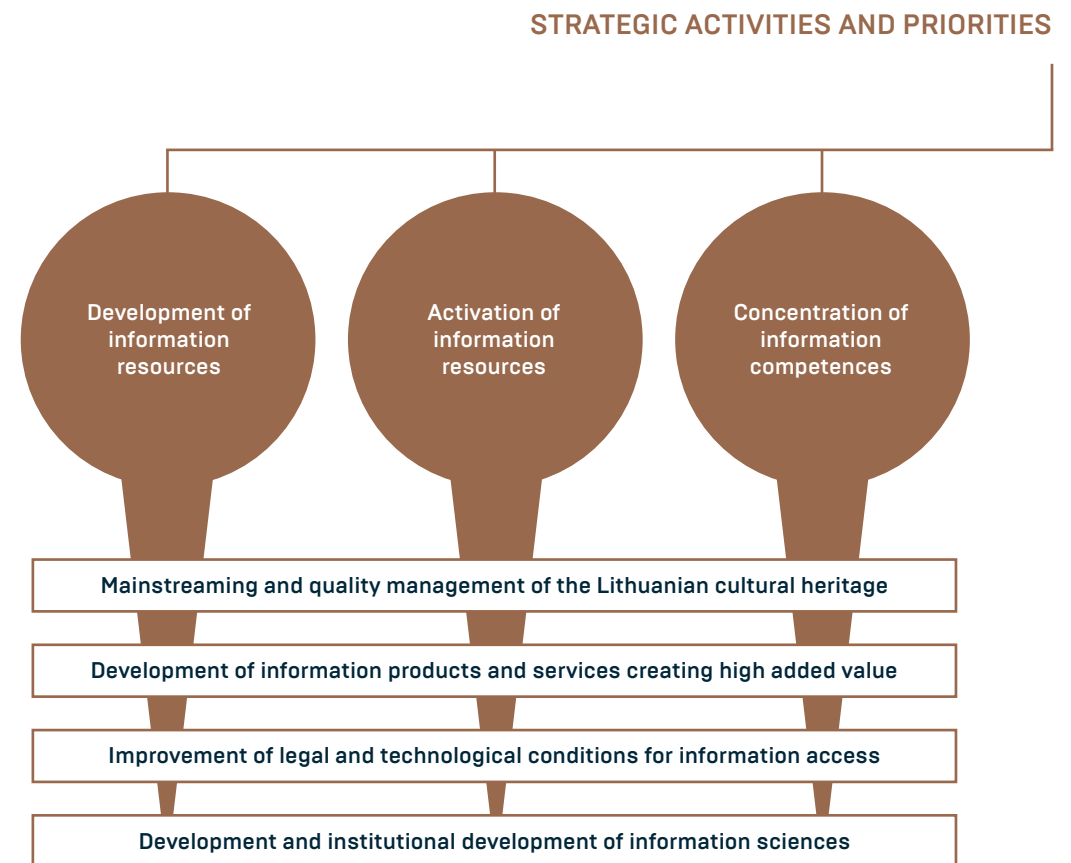
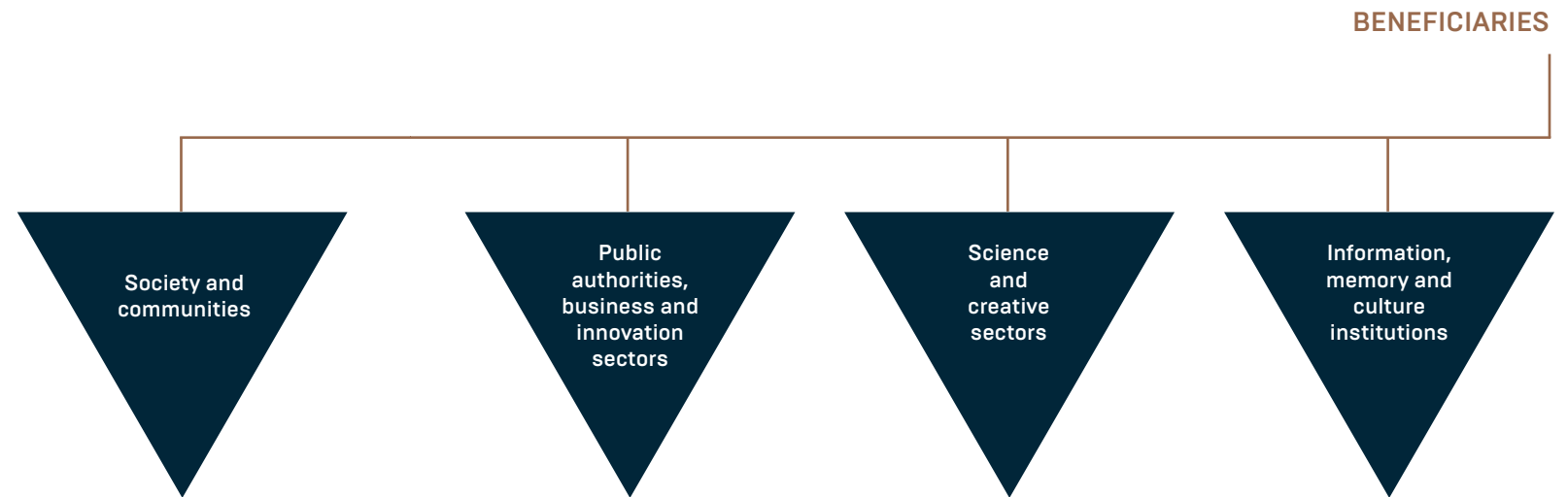
the documentary heritage is important for the sustainable development. The NLL plays a significant role in the fields of the national documentary heritage preservation, mainstreaming and integration into the areas of the European cultural heritage. With reference to the UNESCO Recommendation concerning the preservation of, and access to, documentary heritage including in digital form of 2015, their preservation and access, the priority of the NLL is the mainstreaming of the Lithuanian cultural heritage and quality management, it also actively participates in the implementation of the Programme of Digital Cultural Heritage Actualisation and Preservation for 2015–2020.



When in the autumn of 2015 the United Nations adopted the 2030 Agenda for Sustainable Development, the International Federation of Library Associations and Institutions (IFLA) declared the actions that can be taken by libraries as institutions when entering the national and regional strategies for implementing the aims of sustainable development in social, economic and environmental fields. When the Agenda for Sustainable Development was prepared, the NLL, being a member of IFLA, also signed the Lyon Declaration on Access to Information and Development of August 2014. By undertaking to encourage sustainable development and education of democratic society as well as following the National Progress Programme intended for the implementation of the National Progress Strategy “Lithuania 2030” for 2017–2020, the NLL raises

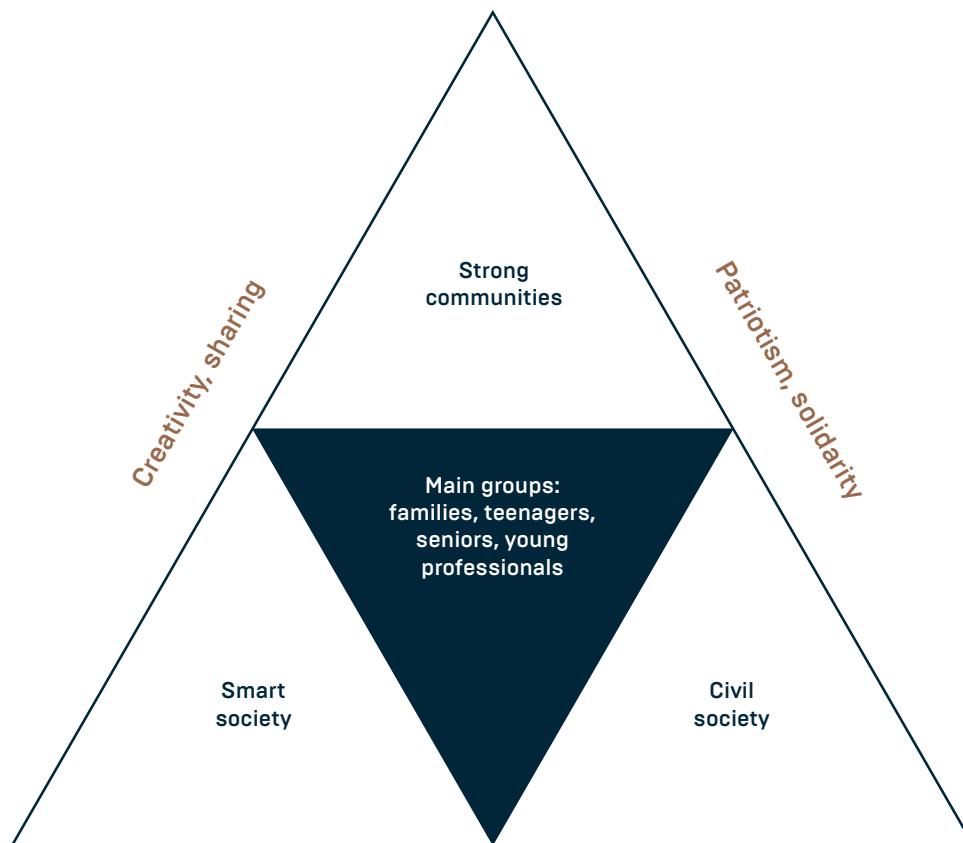
the aims of developing the information competence of the society, developing the open access to information resources, encouraging lifelong learning, knowledge creation, dissemination and use. Global aims of the sustainable development are also reflected in the Strategic Activities of Library Development approved in 2016, the purpose of which is to develop a structural dialogue on the level of the Lithuanian library system and the State management, to ensure the interaction and compatibility of activities based on value provisions of smart society, smart economy and smart management. In line with this document, the NLL, as the centre of information competences, takes the encouragement of information science and institutional development, development of information products and services, creating high added value, and the improvement of legal and technological information access conditions as priority areas of activity. These priorities of the NLL also

THE STRATEGY MAP OF THE NATIONAL LIBRARY OF LITHUANIA



THE VALUE AND BENEFIT TO THE USERS CREATED BY THE NATIONAL LIBRARY OF LITHUANIA

FOR THE SOCIETY AND COMMUNITIES

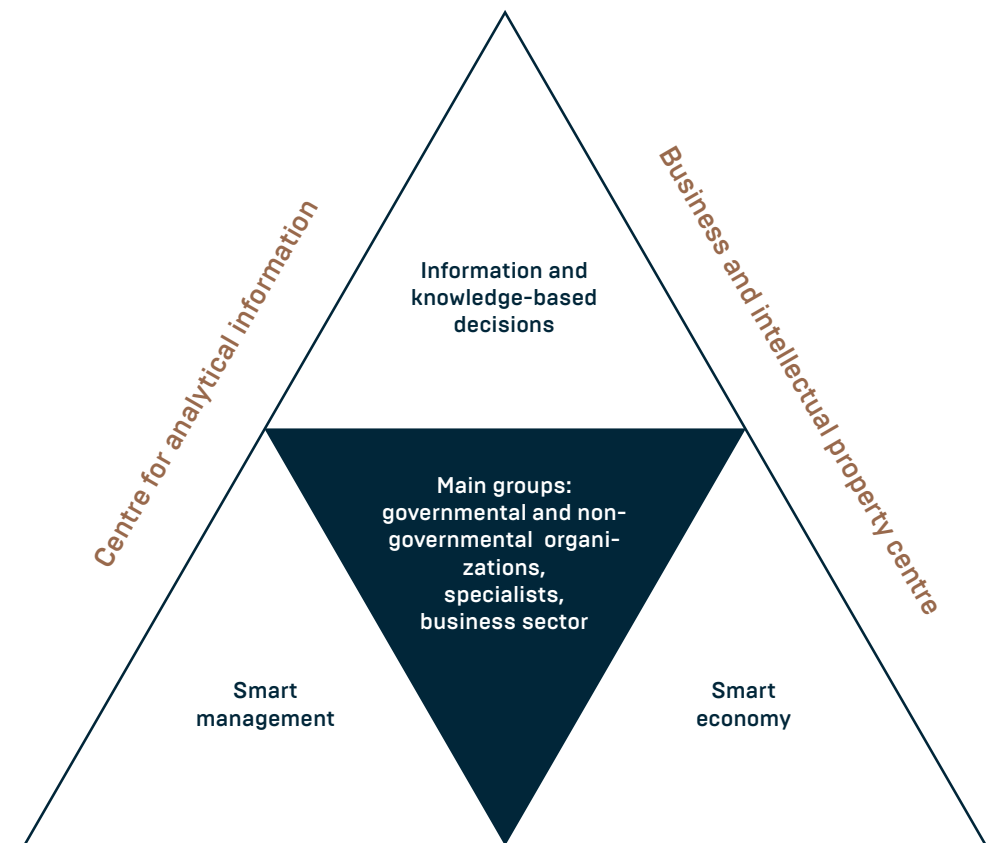


Wisdom, responsibility

The NLL contributes to the implementation of the National Progress Strategy "Lithuania 2030" by developing a smart, civil and strong society. The NLL creates value for various society groups not only ensuring the access to the documentary heritage published in Lithuania and global knowledge, but also providing the spaces for work and cooperation,

by arranging events, developing educational activity for families, the youth and older people, increasing their cultural experience, social integration and competitive ability in the labour market. The NLL aims to become a unique space of work and professional development for young professionals, ensuring a comprehensive meeting of informational needs.

FOR PUBLIC AUTHORITIES, BUSINESS AND INNOVATION SECTORS

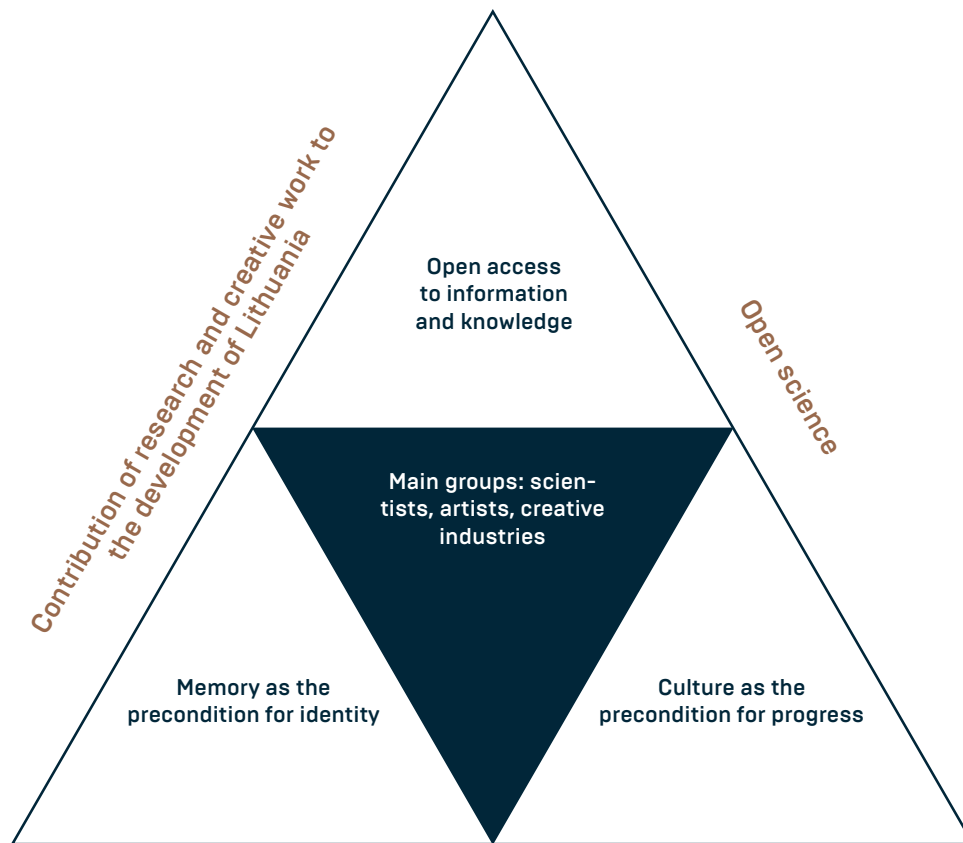


Access to State e-services

The NLL provides the services of management solutions and information analysis to the Lithuanian governmental institutions, non-governmental and business organisations. By creating the big data processing models and tools the NLL develops strategic partnerships with the concerned Lithuanian research

institutions and public authorities, in this area it seeks to represent the network of the Lithuanian libraries. The NLL develops information and other services for business community, giving the priority for publishers and e-publishing, innovative creation of information and cultural products.

FOR SCIENCE AND CREATIVE SECTORS

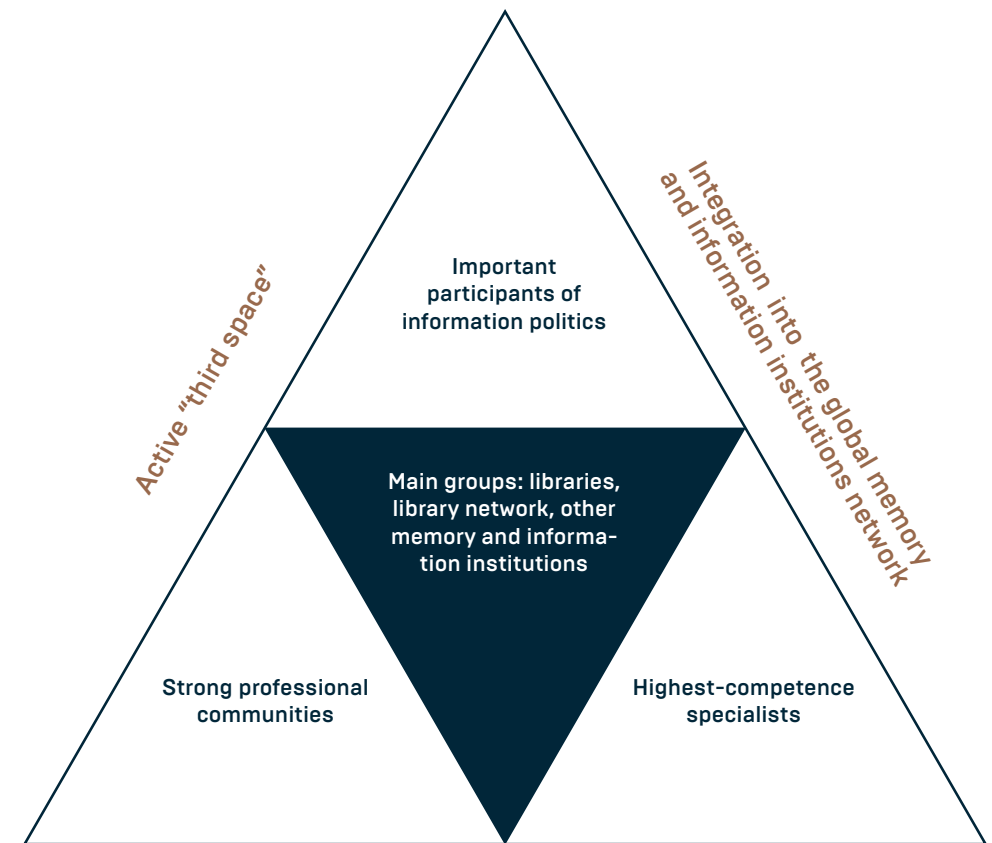


Creative workshop: inspiration and sharing

Cooperating with the researchers of humanities, social and economic sciences the NLL ensures the correlation between the memory as the condition of identity and the culture-based progress. The NLL provides services in helping to carry out the research activity, takes care of the promotion of its results, makes every

effort to ensure the integral development of open science and access to the achievements of science. The NLL permits the authors and creative industries to use its collected objects of cultural heritage more conveniently for enriching the cultural identity and expression of the society.

FOR INFORMATION, MEMORY AND CULTURE INSTITUTIONS



Institutional and technological development

The NLL creates value to the library network and other information institutions by strengthening the professional community, encouraging participation in forming the information policy, cooperating in the processes of integration into the global memory network. The NLL provides centralised services to the libraries and other institutions such as

protection of the documentary cultural heritage objects, development and maintenance of common integral IT infrastructure and studies of library activities and information resources. The NLL aims at developing the management of library activity, coordinating the process of specialist development in libraries, creating the standards of digital and information literacy.

STRATEGIC ACTIVITIES OF THE NATIONAL LIBRARY OF LITHUANIA

DEVELOPMENT OF INFORMATION RESOURCES

OBJECTIVES FOR 2017–2020

Implement the
information resource
development strategy
meeting the society
needs

Develop the partnership
with publishers in
the context of national
information policy

When developing
the information
resources
we seek to

Ensure the
protection of the
documentary
cultural heritage
when implementing
the targeted legal
initiatives

Ensure the
preservation of
the documentary
cultural heritage
by implementing
target
digitisation
programmes

The development of information resources (the fund of the NLL) covers the collection and storekeeping of the fund of all documents, created in analogical and digital forms, necessary for the implementation of the mission of the NLL. The development of information resources has to ensure sustainable functioning of information chains author–publisher–library–user and Lithuanian cultural heritage–library–user in the changing environment of information, society and technologies.



ACTIVATION OF INFORMATION RESOURCES

OBJECTIVES FOR 2017–2020

Develop
information
competences of the
society and encourage
lifelong learning

Develop
open access to
information resources
for scientific and
creative purposes

When activating
information resources we
seek to

Encourage the
knowledge creation,
dissemination and use
for the State's progress

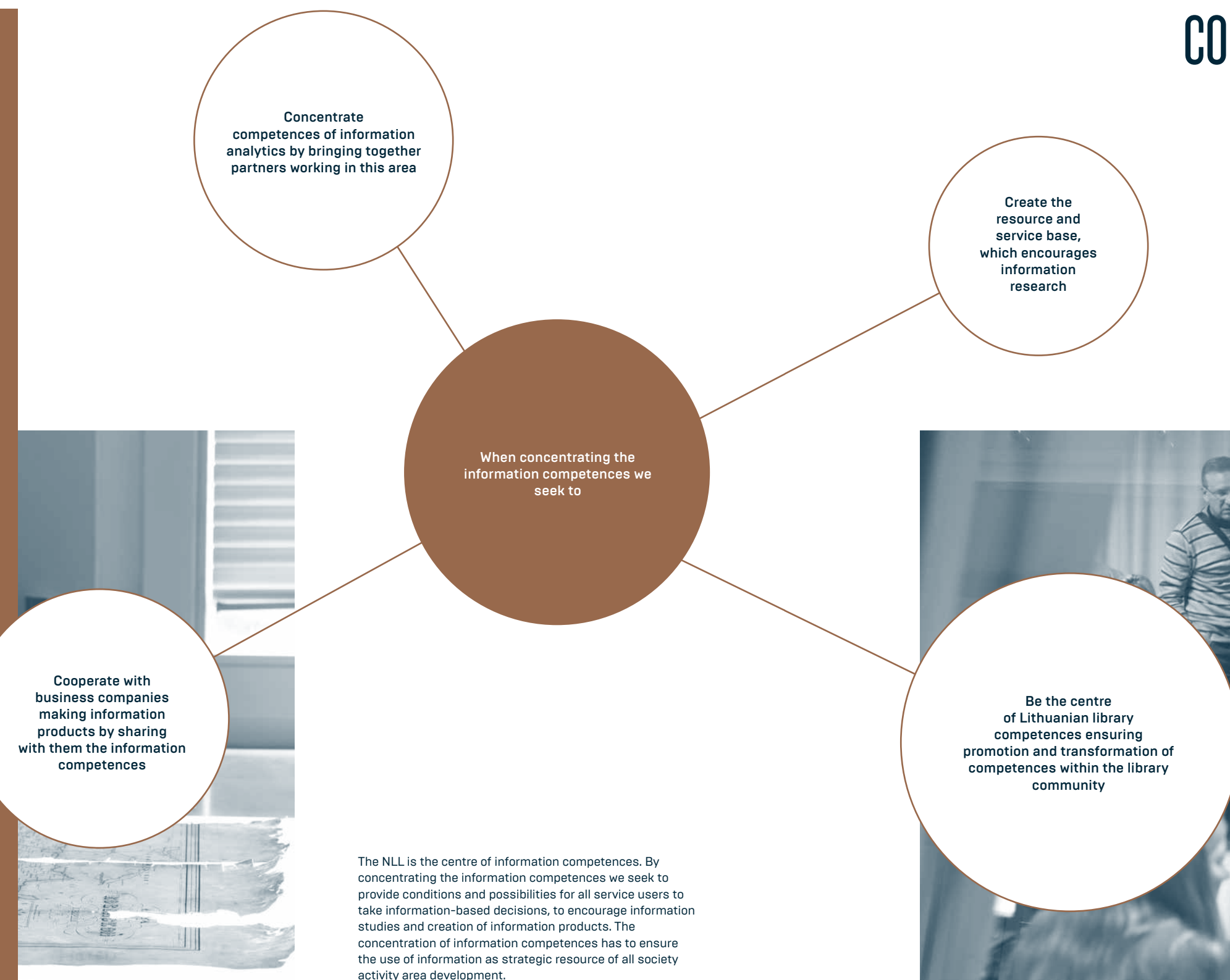
Ensure
promotion of
culture as the
value-related
foundation of the
society

The activation of the information resources encompass arrangement of the access to the information resources (both of the NLL and remote) for the purpose of providing benefit to users by opening the cultural heritage and global knowledge, by creating the added value of information and providing intellectual services. The activation of the information resources has to ensure the right to information and to develop abilities to use it effectively.



CONCENTRATION OF INFORMATION COMPETENCES

OBJECTIVES FOR 2017–2020



THE PRIORITIES AND MAIN TASKS OF THE NATIONAL LIBRARY OF LITHUANIA FOR 2017–2020

The priorities of the activity of this period are determined by the aim to create favourable conditions for sustainable activity of the NLL, following the long-term strategic activities. They were determined with reference to the recent national and global strategies in the fields of culture, education, science and economy for the purpose to ensure the management of information and knowledge use, creation of social capital, expansion of competitive advantage in the digital world from the positions of information, memory and culture institution.

MAINSTREAMING AND QUALITY MANAGEMENT OF THE LITHUANIAN CULTURAL HERITAGE

To ensure legal and technological conditions for creating new added value by using and reusing the cultural heritage	To increase the integrity and sustainability of the virtual space of the cultural heritage on the base of inter-institutional cooperation and digitisation activities	To encourage the use of digital cultural heritage for studies, education, tourism and creative industries	To develop the integration of the Lithuanian cultural heritage into the space of the European cultural heritage	To make the National Bibliographic Data Bank the priority means of searching for cultural products and their study
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DEVELOPMENT OF INFORMATION PRODUCTS AND SERVICES CREATING HIGH ADDED VALUE

To ensure the search and access of digital cultural heritage and e-services and products based on the principle of one-stop shop	To improve the access to the digital cultural heritage by implementing new services of its content management, maintenance, use and analysis	To improve the quality of the derivative information products taking into account new tendencies, technological possibilities and user needs	To increase the accessibility of the mass media resources by creating the e-archive of periodical press and the services of press analytics	To develop the extended services of information and Big Data analysis and research, provided to decision makers, by cooperating with other organizations working in this area
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IMPROVEMENT OF LEGAL AND TECHNOLOGICAL CONDITIONS FOR INFORMATION ACCESS

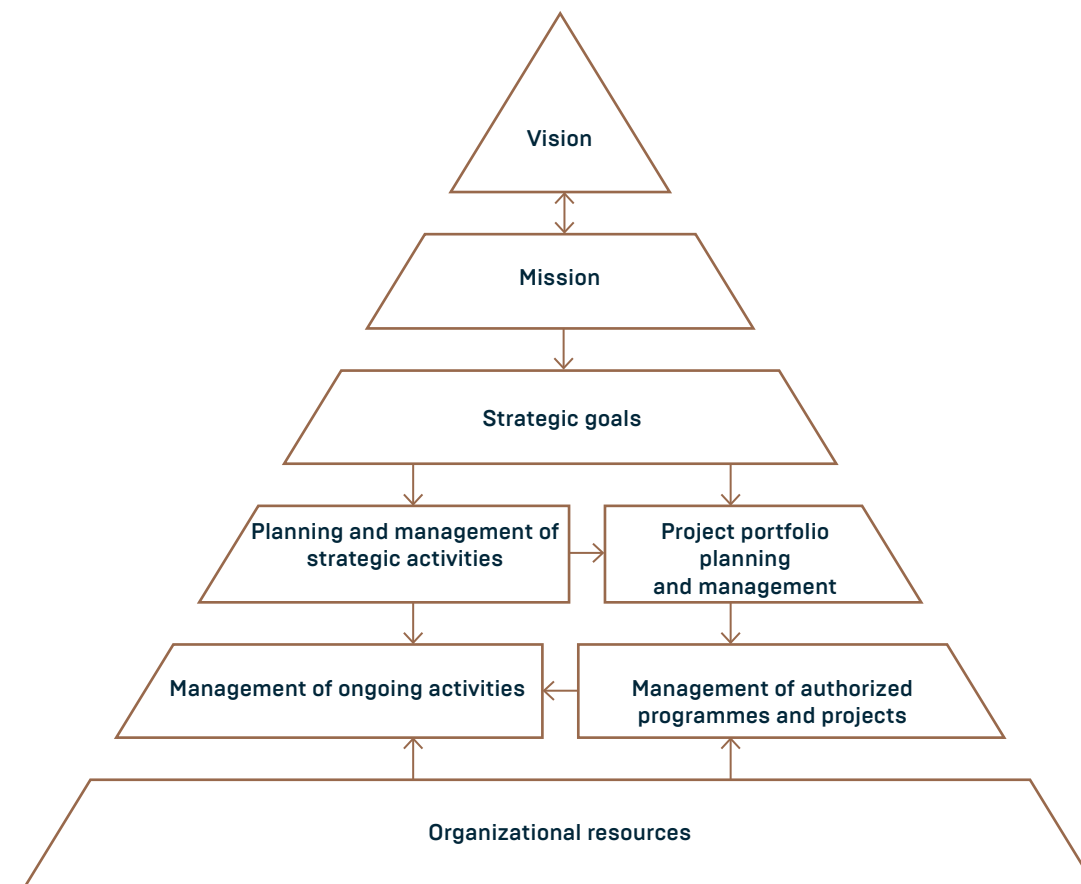
To include provisions on submission of legal deposit copies of periodical and non-periodical e-publications into legal acts regulating submission of legal deposit	To facilitate the conditions for all authors of cultural products for use of the objects of cultural heritage collected in the library by presenting their license and legal status information	To facilitate the conditions for all authors of cultural heritage for use of the objects of the Lithuanian and global cultural heritage by developing the mechanism of the orphan work search	To provide the access to e-publications collected by the National library in all public libraries of Lithuania	To improve the technological conditions of library activity by creating and providing the cloud computing services for public libraries of Lithuania
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DEVELOPMENT AND INSTITUTIONAL DEVELOPMENT OF INFORMATION SCIENCES

To develop the databases of the national bibliography as a strategic information resource	To establish the centers of competence and promotion of information science standards	To improve the access to scientific content by relating the information systems of higher education scientific works with the information systems of the National library	To create an effective system of methodological support for public libraries by using ICT means	To create and implement a model for library staff competence improvement based on the international practice and standards
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WHAT THE NATIONAL LIBRARY OF LITHUANIA SHOULD BE TO BE ABLE TO IMPLEMENT THE VISION

For the NLL to be able to implement its own vision, it has to change constantly, to create both internal structures and processes and to establish partnership relations which help to achieve the set objectives. Since 2012 the structure of the NLL activity management has been based on the correlation of activity planning and management with the planning and management of the ongoing projects.



During the recent years a lot of attention is given to the strategy of human resources which has to ensure the development of the library staff competence improvement system, the fostering of the staff's abilities to participate in the changes and to initiate them in all areas of library activity, in the development of strategic management, decision making processes, focused activity planning and analysis, the assessment of activity result impact on the society and the institution itself, the implementation of result-oriented management systems.

The tasks of the library are to strengthen the leadership of the institution and competitive advantage in the space of information and intellectual services, to integrate into the processes of socio-economic development. The Lithuanian society and its interests in the activity of the NLL employees have to become an important priority at the same time perceiving and cherishing an exceptional role of the national institution in implementing the vision of the Lithuania's future.





MARTYNAS MAŽVYDAS
NATIONAL LIBRARY
OF LITHUANIA

**Strategic Activities and
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