**SWOT Analysis of Belarusian National Library Awareness Day**

**(Minsk, May 19-20, 2017)**

****

**Compiled by Belarus LNSS Library Action Group and TPG Germany.**

**The objective of the National Library Awareness Day was to promote library services for Lifelong Learning in education and society involving the participation of primary, secondary, and higher educational institutions on an agreed day.**

**This included active student participation of Universities, National and Public Libraries, Associate Partners, Student Unions, Teacher Unions with the support of the Education Ministry and NGO’s.**

**REVIEW**

**INTERNAL:**

**Strengths**

1. Good location for this event – on campus of Belarusian National Technical University during the open air “City and Books“ festival
2. Open and free admission access to library exhibitions
3. Consultation with qualified librarian staff.
4. Time of the event was very convenient with ideal weather conditions.
5. Very friendly and focused atmosphere (people of all ages).
6. Entertaining event.
7. It was an opportunity to learn how to use the databases and services of four universities – lifelong learning focus.
8. It was an opportunity for general public to know about new publications and new books in library collections.
9. It was an opportunity to meet interesting people (staff, artists and writers, etc.)
10. Educational.
11. Introduction of new library services (online-catalogues, open access repositories, centers of academic writing).
12. It was an opportunity to create new contacts.
13. Active, creative and emotional participation of librarians.

**Weaknesses**

1. Limited budget for the event.
2. Visitors needed to spend their own time to go to the event.
3. The need to motivate the library staff to carry out activities at the weekend.
4. A lot of preparatory work - advertising, need for special equipment, inviting guests.

**EXTERNAL:**

**Opportunities**

1. Increased number of new readers to the library.
2. Promotion of LNSS in social networks, mass media and university sites.
3. Exposure of libraries status in society and different age groups.
4. Networking and cooperation with other libraries and stakeholders.
5. Popularization of reading of books as a way to spend free time.
6. Exposure of the event in media on national level.
7. Opportunity for people with disabilities to take part in event (open access).

**Threats**

1. The absence of visitors.
2. Possibly some visitors did not like the event.
3. The absence of Ministry of education.
4. More sponsorship would be more positive.

**CONCLUSION**

The event had an overall positive effect. The main goals were realised namely:

1. Positive view on libraries
2. Popularization of the project – LNSS
3. The event was supported by different youth organisations
4. Popularization of reading and books
5. Libraries demonstrated opportunities for lifelong learning
6. Appearance of people with special needs,

Overall the National Awareness Day in Minsk was a good start for the future NAD in Belarus.

**Belarus LNSS Library Action Group.**