

**IFLA Management and Marketing Standing Committee
Meetings, August 16 & 19, 2014
Lyon, France**

Chair Perry Moree opened the meeting at 9:30am on Saturday, August 16, 2014, and at 11:30am on August 19. The Agenda was approved.

Members Present: Perry Moree, Chair; Nancy Gwinn, Secretary; Antonia Arahova (first meeting), Hella Klauser, Päivi Kytömäki, Réjean Savard; Silvère Mercier; Nadia Temmar; Ludmila Zaytseva; Agneta Homenmark; Ruth Ornholt; Leslie Weir. Corresponding Members: Børge Hofset; Madeleine Lefebvre; Raymond Bérard (second meeting); Honorary Member: Christine Koontz

Absent with Apologies: Shu Fang, Grace Saw, Judith Broady-Preston, Cindy Hill

Absent without apology: James Keller, Lamia Blanca, Henar Silvestre Ferradal

Observers at one or both meetings: Evelin Morgenstern (Germany); Mary Chute (USA); Isabell Jouneau (France); Delphine Duprez (France); Betty Cheurier (France); Mireille Kok (Netherlands); Claire Sonnefraud (France); Camille Lefebvre (France); Nicole Giraud (France); Aurelia Houdayer (France); Lucile Grandjean (Switzerland); Damian Lodge (Australia); Mongi Slim (Islamic Development Bank), Richard Atuti (Kenya); Premchand Havroo (Mauritius); Mathilde Servet (France); Samia Hassan AlShiba (Qatar); Givty Bookye (Ghana); Tirong arap Tanui (Kenya); Christine Jonson Adrial (Sweden); Chris Koh (Singapore); Natalia Gomez (Columbia); Grandjean Lucileg (Switzerland); Celeste Claro (WIPO); Evelyn Morgenstern (Germany); Dagmar Groothuis (Germany); Marwa El Sahn (Egypt);

Following introductions of committee members and guests, members approved the minutes of the Midterm meeting, held on February 21-22, 2014 in Washington, DC.

ACTION ITEMS:

- Perry to send appropriate letters to remove nonparticipating members.
- Perry to ask Dinesh to transfer his marketing award archive to the SC.
- All SC members to work on having their institutions sign the Lyon Declaration.
- All SC members to urge IFLA colleagues to sign the IFLA release form that will allow IFLA to distribute their contact information, especially email addresses.
- All SC members were to send articles and information to Silvère for the section newsletter.
- Silvère Mercier to update website; create another Google Map pointing to just the winners (first, second, third) of the last 10 years (or as far back as we have information)
- Chair, Secretary, Hella Klauser, Leslie Weir and Tonia Arahova to work on section Strategic Plan and Action Plan.
- Leslie Weir and Nancy Gwinn to revise the proposal to Emerald to continue its support of the Marketing Award
- Leslie Weir and Réjean Savard to plan Satellite Conference in Toronto before the 2016 IFLA Conference

Report from Chair and Secretary

Perry reported on the Officer's Training session held earlier that morning. The procedures for removing nonparticipating SC members were reviewed. As the M&M SC has several in that category, Perry will inform Headquarters that they should be removed from the section. Possibilities for removal are James Keller, Henar Silvestre Ferradal, and Shu Fang.

IFLA HQ reminded officers of the requirements for section Strategic and Action Plans. Perry had already drafted a new strategic plan, but there were suggestions for improvements in contents and format. Our section has never filed an Action Plan, but we will do so now. The Action Plan covers an election cycle, and at least two points need to relate to IFLA's Key Initiatives.

The Professional Committee has discovered that few sections are spending their administrative funds, so they are being reduced to 150euros per section for 2016. As Perry is presently holding 450 euros in section funds, he has not requested any additional funds.

Nancy added to information from the Officer's Training Session. She encouraged committee members to attend the President-elect's program, which will focus on the Trends Report. President-elect Donna Scheeder's theme will be "Libraries--A Call to Action." Also, committees were urged to have representatives at two other meetings. Leslie Weir agreed to attend the IFLA Market Session and Agneta Holmenmark will attend the session hosted by the Committee on Standards. With regard to the latter, Patrice Landry described the work the Standards Committee has been doing, in particular the new IFLA Standards Procedure Manual, which is available on the IFLA website. Standing Committees were urged to update their websites with more news and other information, especially after the conference. Suggestions for the M&M website included a report on the open session with a photo and photos of Marketing Award winners.

Significant time was spent describing the Lyon Declaration on Access to Information and Development, which is designed to convince the United Nations to include libraries and access to information in their new Sustainable Development Goals. Over 130 signatures have already been received from institutions and other organizations. Standing Committees were urged to have their institutions sign on and also to produce bullet points on real stories of how their libraries support development. The Declaration will be launched on Monday and institutions can sign by going to an IFLA email address on the website.

SC members should urge their IFLA colleagues to sign the IFLA release that will allow IFLA to distribute contact information so that section members can be contacted more easily through email addresses.

Perry reported that our nominee for a Scroll of Honor was not approved.

Report from Information Coordinator

Silvère announced that he will do a section newsletter this fall. Perry will submit a report on the Open Session. Nancy will prepare a report of highlights of committee meetings. The committee applauded Silvère for his work on the satellite conference, Libraries as Media, which unfortunately had to be cancelled. Two of the submitted papers were published on the M&M website, however.

Report on Lyon Open Session

Ruth reported on the open session, "Less=less. Managing for Greater Impact," co-sponsored with the Public Libraries Section. The program is set and should be quite interesting, including a paper from Spain where there have been great financial problems, a paper on marketing, and a presentation from the third place winner of the International Award from Singapore. Ruth asked the committee whether we should continue to issue a call for papers, as it entailed a great deal of work. Committee members applauded Ruth for her leadership in helping to organize the program.

Réjean reported that the post-satellite meeting in collaboration with the International Association of French-speaking Librarians, is well in hand with 45 speakers from many countries and 150 registrants. Papers will include discussions about partnerships and working with museums and archives. A bus has been organized to take people from Lyon to the conference site, which is 5 hours away. This conference happens every three years and is conducted only in French.

IFLA International Marketing Award

Ludmilla thanked jury members for their help in her first time as jury chair. She explained the new selection methodology, using an online application and a spreadsheet for comments. Applications came from all types of libraries with a variety of marketing plans. Had two winners in third place (National Library Board, Singapore; Stellenbosch University South Africa); 2nd place (Regina Qu'Appelle Health Region Health Science Library, Canada), first place (Jiri Mahen Library, Czech Republic). She also thanked Silvere for creating a Google map on website of where winners come from.

Nancy outlined the discussion she has been having with Eileen Breen of Emerald Publishing over whether Emerald will continue to sponsor the award. She sent a proposal to Emerald in the summer that asked for cash awards to the top three winners (\$2,000, \$1,000, \$500) and to bring the first and second place winners to the conference. Eileen feels the proposal needs to be strengthened with more information on how Emerald will benefit and have more exposure.

Brainstorming revealed the following ideas:

- Rename the award the IFLA Emerald International Marketing Award
- Mention Emerald more in any local writing or promotion of the award
- Put Emerald logo on application form and any other promotional materials
- Invite Eileen to be part of the jury (NOTE: Nancy invited her and she is pleased to accept.)
- Promote award with the Emerald name more in use of social media, perhaps Facebook, YouTube, Twitter, and have committee members do this on any local listservs they might use to promote the award
- Advertise the prize in the IFLA Journal
- Suggest to Emerald that they could also promote the award more -- we can provide images, graphics, information about the award

Leslie will work with Nancy on developing a better proposal package.

Proposal for Analysis and Evaluation of Marketing Award

Perry introduced the proposal from Dinesh Gupta, former jury chair, for a project to analyze and evaluate the impact of the Marketing Award since its beginning. The proposal was brief and

asked for 1500 Euros, but without any budget detail. Nancy had requested more detail before the meeting, but there was no response. The following comments were made:

- The Marketing Award Jury wishes to establish some criteria for the project.
- It is very difficult work to try to contact past winners to get enough feedback on impact
- Should the jury work into the process a request that winners give feedback about long-term impact after one year?
- Perry should ask Dinesh if he will transfer his archive to the SC.

M&M Strategic Plan

Perry presented his draft Strategic Plan to cover the next five years, 2016-2020. The Governing Board is just beginning work on the IFLA Strategic Plan and Key Initiatives for the same period. The SC will also need to complete an Action Plan to cover the next election cycle, 2016-2018. Hella, Leslie, Tonia will work with Perry/NEG on new Strategic and Action plans. Guidance for the documents is in the Officer's Corner.

Midyear meeting 2015

Three locations were discussed for the Midyear Meeting in February 2016: Judith Broady-Preston had offered the U. of Aberystwyth in Wales; Hella offered the Goethe Institut in Munich; and Tonia offered the Greek Institute of Byzantine Studies in Venice. The committee voted for Munich. As had been done in Moscow, the event may include a program for other librarians as well as the meeting and tour of local libraries.

Open Session at IFLA WLIC in Capetown, 2015

Perry received two invitations to cosponsor open sessions in Capetown: Knowledge Management and Academic & Research Libraries. The committee voted to cosponsor with Academic & Research Libraries on the topic of Values. The discussion about an Open Session at the Columbus, OH conference was tabled until the Midyear Meeting

Satellite Meetings

There will be no satellite meeting in 2015. The committee decided to hold a satellite meeting before the 2016 conference in Columbus, OH on the topic of Human Resources/Staffing for the Future. Leslie and Réjean volunteered to plan it in Toronto. Perry will ask whether Continuing Education & Workforce Planning and/or New Professionals would like to cosponsor.

Committee Member Reports

Leslie Weir attended the IFLA Market Session, where sections were encouraged to work with other sections and divisions. She learned that there was much interest in the sections dealing with Marketing from other sections, and that few sections have either Strategic or Action Plans. A one-page description of IFLA structure for new members is on the IFLA website.

Agneta attended the meeting of the Committee on Standards, which mainly concerned the new Handbook on Standards, endorsed by the Professional Committee and now available on the IFLA website, which provides lists of existing standards and guidance on how to prepare them. The Committee is now undertaking a study on the impact of standards, results to be presented in a satellite meeting in Capetown. Anyone can comment on the handbook via the web.

Ruth attended the IFLA Market on Buildings where a new prize for the best buildings constructed in 2012-2014 was announced. An architectural firm is sponsoring it. The Public Libraries Section is creating a database listing "libraries to see before you die." Anyone can contribute the name of a library.

IFLA Honors and Awards

Committee members were urged to tell Perry if they think of a good candidate.