

IFLA Management and Marketing Standing Committee

**Mid-Year Meeting, February 11-13, 2015
Goethe Institute, Munich, Germany**

MINUTES, March 12, 2015

Revised and approved, August 15, 2015

Attending: Perry Moree, Chair; Nancy E. Gwinn, Secretary; Silvère Mercier, Information Officer; Antonia Arahova; Leslie Weir; Hella Klauser; Paivi Kytomaki; Henar Silvestre; Agneta Holmenmark; Ludmila Zaytseva

On Thursday, February 11, the Standing Committee met with German colleagues to discuss issues of leadership, organization, and change management. Attending were colleagues from the Public Libraries of Munich and Frankfurt/Main, University Libraries of Essen-Duisberg, Mainz, and Passau; Bavarian State Library, and the Max Planck Institute. Barbara Lison, Director of the Public Library Bremen and IFLA GB Member was a special guest.

On Friday, February 12, Perry Moree called the SC meeting to order at 9:15am. He reported on apologies received from members unable to attend.

The agenda and the minutes of the previous meetings in Lyon, France, were approved.

NEW ACTION ITEMS

Perry:

- Transfer committee funds to new chair in Capetown
- Ask Ruth Ornholt to prepare summary of best paper from Lyon conference for newsletter and submit it to Silvère by May 1.
- Write up meeting with German colleagues and about our visits to foreign libraries for newsletter by May 1.
- Finalize section annual report; send to HQ and to Silvère for posting.

Nancy:

- Send marketing award proposal to Rockefeller U. Press and Sage

Silvère:

- Prepare section newsletter before WLIC in Capetown
- Put Mila's status report about marketing award on website
- Prepare synopses of papers from cancelled 2014 satellite conference for newsletter, including link to full papers
- Post section annual report on website
- Contact Libraries Without Borders about marketing award proposal

Leslie:

- If we find a new marketing award sponsor, prepare promo for newsletter
- Continue to work on satellite conference and Columbus program

Mila:

- Write about the status of the marketing award for newsletter by May 1

Tonia, Henar and Silvère:

- Prepare survey of former marketing award winners concerning impact of the award by April 1 and distribute to committee for comment by April 15

Tonia, Hella, Leslie:

- Prepare draft of strategic plan for Capetown agenda once Perry gives the high sign

Tonia:

- Talk to Eugenides Foundation about marketing award proposal

Agneta:

- Talk to Board member of Axiell about marketing award proposal **[Board member she knew is no longer on the Board]**

Hella:

- Contact EKZ in Germany about marketing award proposal

All:

- Indicate interest in standing for section officers to Perry by May 1
- If a newsletter article hasn't been assigned, consider sending items of interest to Silvère by May 1.

ACTION ITEMS FROM PREVIOUS MEETING

Perry sent letter to James Keller to notify him that he was no longer a member of the committee due to nonattendance.

Perry sent a letter to Dinesh Gupta requesting him to send the marketing award archive to the committee; he received no response.

Several members reported that their institutions had signed the Lyon Declaration.

Silvère updated the website; he didn't have the data to create the Google map showing marketing award winners for the last 10 years. Mila will send him the data, and he will create it when the committee is ready to announce the next round.

OFFICER REPORTS

Perry presented the annual report. The committee approved it with minor corrections and it will be posted on the website.

Financial -- There were no expenses for the year. Perry will transfer remaining committee funds to the new chair at the Capetown conference.

Nancy reported that she was asked to serve on an IFLA PC subcommittee to review the statutes and rules of procedure covering Special Interest Groups for a report to the PC and GB at their April meeting.

SECTION NEWSLETTER

Perry noted that there was no section newsletter in 2014 and asked that one be prepared before the Capetown meeting. He encouraged all to send material to Silvère. He agreed to prepare one before 2015 conference if committee members will send him material.

After some discussion, committee members agreed to Hella Klauser's suggestion and committed to prepare newsletter items as follows:

- Silvère: prepare synopses of papers that were going to be used in the cancelled satellite meeting from Lyon.
- Perry (???) will ask Ruth Ornholt to prepare a summary of the best paper from the Lyon conference program.
- Leslie will prepare a promo for our program session in Capetown.
- Perry will write up our meeting with German colleagues at the midterm meeting and our visits to great libraries over the last couple of years.
- Mila will write about the status of the marketing award program, which Silvère will also put on the website.

Deadline for submission to Silvère is **May 1**.

SECTION MEMBERSHIP AND LEADERSHIP

Thirteen members will either be continuing or possibly renominated. We know about 2 new nominations at this time. **[NOTE: More nominations were received than vacancies so there will be a run-off election.]**

Corresponding Members: Borge Hofset and Madelein Lefebvre will continue. There are 3 vacancies.

Perry plans to stand for Division Chair.

There will be an officer election in Capetown. Perry will send out a call for names of people interested in standing for officers, corresponding members, and Marketing Award jury members, to be sent to him by **May 1**.

CAPETOWN PROGRAMS

Leslie reported that our program is being cosponsored with Academic and Research Libraries section and the EMetric group. She has been working with Vicki McDonald and Helen Adey. The title is "What is value?" It will be a 3 hr. session without simultaneous interpretation. The committee will not issue a call for papers but will invite speakers to ensure a well-balanced program. Three speakers--Helen Namhilla, National Library of Namibia, Daniel Hook, Director of Research Metrics at Digital Science (UK), and Caroline Brazier, Director of Collections, British Library-- have agreed so far. They need two more. Let Leslie know if we think of someone good.

2016 PROGRAMS IN COLUMBUS, OHIO, USA

The committee reviewed the prospectus for the 2016 satellite meeting, titled “Managing Human Resources in the Library and Information Context: How Do We Want to Work Tomorrow?” to be held at the University of Toronto in advance of the WLIC. Leslie is working with Bonnie Smith, Assistant Program Director for Human Resources at the University of Florida. Madeleine Lefebvre would like to host a reception at Ryerson in the new building. There has been an offer of sponsorship funding from local research libraries. The Committee approved the plan.

Since the Satellite meeting is on HR, the 2016 program should be on a marketing theme. One idea is to use the winners of the 2016 marketing award (if we have them) and/or former winners. To get information about former winners, the committee agreed to do a survey to see if we can incorporate information about the longer term impact of the award. Tonia, Hella and Silvere will construct the survey by **April 1** and send it to the committee for review by **April 15**. Tonia will ask Christie to be on the subcommittee.

Back-up or future program: Managing Data Management Programs in Libraries

Hella reported that the German Library Association is concentrating on the US for 2016-2019 and has an Memorandum of Understanding with the American Library Association for activities to take place.

International Marketing Award

Mila gave a status report on the marketing award. Because of the loss of sponsorship, there will be no award for 2015.

The discussion turned to fund-raising and Leslie's draft proposal. She will delete the three-year financial totals and emphasize the annual cost.

Committee members volunteered to contact the following potential funders:

- Nancy - will send proposal to Rockefeller U Press and Sage
- Madeleine was going to talk informally to OCLC; Nancy will coordinate
- Agneta knows board members at Axiell; will contact them and will send the proposal to Axiell
- Tonia will talk with contacts at the Eugenides Foundation in Greece
- Sylvere will talk with a contact at Libraries Without Borders
- Hella will contact EKZ in Germany

Mila announced that although she must officially leave the committee in Capetown, she would like to stay on the jury if she becomes a Corresponding Member.

Strategic Plan 2016-20

Perry reported that the Section's plan needs to be synchronized with overall IFLA plan, which is supposed to be ready in May. The Group to work on the plan are the Chair, Secretary, Hella, Leslie, and Tonia. It will be on the Capetown agenda for approval. Perry will send out the link to the overall IFLA strategic plan as soon as it appears in order to start work. He would like to see a more lively plan with more activity in addition to normal conference programming. He would like to see us send in our document officially to show how the alignment works.

IFLA Honours and Awards 2015-- no candidates at present.

Project Proposals--none at present

2016 Mid-Year Meeting

Have had offers from Greece and Wales.

Section promotion

The Standing Committee business meetings at conferences have been attracting quite a few visitors. Do we have a way of communicating with them and promoting section membership?

It was suggested that the Chair should announce before the meeting starts that these are business meetings and encourage observers to attend programs and become section members. Since we collect email addresses, the Chair or Secretary can send a communication after the conference saying we were glad to see them, hope their institutions are or will be a member of the section, encourage them to look at our website, send them the newsletter, etc.

The meeting adjourned at 2:15pm.

Respectfully submitted,

Nancy E. Gwinn, Secretary