



**IFLA Management & Marketing Section
Annual meeting of the Standing Committee 2009**

Venue: Fiera Milano Convention Centre, Via Giovanni Gattamelata 5, Milan, Italy
Time: Saturday, August 22nd, 2009 11.30 - 14.20

MINUTES

SC meeting I:

Present section members: Antonia Arahova (Greece), Raymond Berard (France), Shu Fang (China), Trine Kolderup Flaten (Norway, acting chair), Dinesh K. Gupta (India), Børge Hofset (Norway), Päivi Kyömäki (Finland), Madeleine Lefebvre (Canada), Daisy McAdam (Switzerland), Perry Moree (The Netherlands, acting secretary), Lena Olsson (Sweden), Réjean Savard (Canada), Grace Saw (Australia), Steffen Wawra (Germany), Ruth Wuest (Switzerland), Ludmila Zaitseva (Russia)

New members from 2009: Judith Broady-Preston (UK), Agneta Holmenmark (Sweden)

Observers: Marietou Drorigue Diop (Senegal), Amandine Jacquet (France), Mike Koenig (USA), Alessandra Mariani (Italy), Luciana Marulli-Koenig (USA), Marielle de Miribel (France), Amadou Anta Samb (Senegal), Natalia Santucci (Italy) & Nadia Temmar (Algeria)

1. Opening and confirmation of agenda

The agenda was approved. Unfortunately our chair Àngels Massíssimo was indisposed and not able to attend. Our secretary Trine Kolderup Flaten will act as chair and former secretary and corresponding member Perry Moree will act as secretary.

It should be noted that all three former chairs of the standing committee are present in this meeting: Mike Koenig, Réjean Savard and Marielle de Miribel.

2. Apologies for absence

Apologies have been received from Christie Koontz, Àngels Massíssimo & Jim Mullins. Also Sheila Webber (UK), Hannelore Rader (USA) were absent.

3. Minutes from mid-year meeting in Berlin, February 20-21, 2009

The minutes were approved with one alteration in item 12 (2009 should read 2010).

4. Information from the Division VI's last Coordinating Board

M&M is placed in the new IFLA structure under Division IV: support of the profession. Trine Kolderup Flaten will inform the new officers on the new structure. She also informed about the unanimous decision of the GB to move WLIC 2011 from Brisbane to Göteborg.

5. Report from the M&M's Chair and Secretary

It has been a busy year with the preparation of two pre-conferences, especially for the Chair and Secretary. There were no new projects, nor was any money spent.

6. Report from M&M Information Officer and Group

According to Christie Koontz there haven't been many contributions of section members to the newsletter. The SC decides to stop issuing newsletters and to use the opportunity provided by the new IFLA website to have its news items placed continuously on line. For this a web-editor is needed, as most of the information/content is provided by the chair and secretary. The IFLA webmaster will facilitate the work for sections' web-editors. IFLA will encourage online information, and that will eventually have consequences for the yearly newsletter award. M&M will continue to publish an Annual report. All present would like to thank Christie Koontz and Rick Rice for their tremendous work on the professional and basically stunning newsletters they have published.

7. Report on the pre-conference in Athens on "Service strategies for libraries", organized by M&M and hosted by the Greek Ministry of Education and Religious Affairs (co-sponsor: Management of Library Associations Section)

Antonia Arahova reported on this successful pre-conference with 198 attendees from nine countries (including Greece). The social events: visits to the National Library and the spectacular new Acropolis Museum, and a conference diner on the top floor of a hotel with a view of the Parthenon. As Àngels Massísimo (who has done all preparations on this conference together with Christie Koontz) was unable to attend, Christie Koontz prolonged her presentation and Perry Moree improvised a lecture on "Building a Digital Library". There were few representatives from our co-sponsor, the Management of Library Associations Section. Trine Kolderup Flaten will contact the chair. Antonia Arahova will deliver a written report, and was given thanks by the acting chair for all her work.

8. Report on the pre-conference in Turin on "Libraries as Place and Space", organized by M&M and four other sections (Library Theory and Research, Public Libraries, Academic and Research Libraries and Library Buildings and Equipment)

Trine Kolderup Flaten reported. Also, the Turin pre-conference was well attended (195) and it had great lectures, tours and dinners. The papers will be available on the web soon. All involved are given thanks.

9. International Marketing Award. Report from Daisy McAdam and election of new chair and members of Award Jury

After eight years and seven Marketing Awards, Daisy will step down as jury chair, as her second term as SC-member has expired. She leaves the new jury with a convenient situation, as there are three years to go with the sponsor Emerald.

Daisy McAdam informed that this year's winners were:

First place is awarded to the National Library Board, Singapore, represented by Sharon Koh, for the marketing campaign "Go Library".

Second place is awarded to Wrexham County Borough Council, Wales, United Kingdom, represented by Jane Purdie for "Happy days/Take a Fresh Look at Your Library".

Third place is awarded to the Alberta Library, in Edmonton, Canada, represented by Janis Galloway and Bill Rice, for the Alberta Campaign/Books and beyond"

Daisy McAdam will announce the winners at the IFLA press conference on Monday morning 24th. Trine Kolderup Flaten thanked Daisy McAdam for all her wonderful work on the award (and the section) and provided her with an official IFLA certificate of appreciation.

Election of new chair and of the Award jury, and supplementary members

The present jury members Christie Koontz, Dinesh K. Gupta, Lena Olsson and Ludmila Zaytseva were all re-appointed. Nadia Temmar is added as new member, and covers Arabic

and French languages. Àngel Massísimo was wanted as new member, but should be asked if she was willing to join the Jury. If needed the jury should look for assistance with knowledge of Chinese. As new chair Dinesh K. Gupta was chosen unanimously. Trine congratulated Dinesh with this well deserved appointment.

10. Program for Milan “Where do we stand? Where do we want to be in 10 years?” (Monday August 24). Report on the preparations from Steffen Wawra

Steffen Wawra explained that there will be four speakers and room for discussion in this three hours programme. All section members are looking forward to this session. One point comes up marginally: in general an outside speaker should not need to pay the IFLA conference one-day fee.

11. Election of the two formal officers of the section: Chair and Secretary. Appointment of Information Officer and Group

As Àngel Massísimo had served four years as Chair and Trine Kolderup Flaten four years as Secretary, both had informed the section's members that they would not stand for election as officers. New officers were proposed: Raymond Berard as chair and Steffen Wawra as secretary. They were elected unanimously. For web-editor new member Judith Broady-Preston was proposed, she accepted this appointment.

12. New corresponding members to be appointed

With a maximum of five corresponding members allowed and Sueli Mara Ferreira finishing her four years term, and Florence Muet leaving, three new corresponding members (next to existing Antonia Arahova and Perry Moree) are appointed: Nadia Temmar, Amadou Anta Samb and Daisy McAdam. (see contact informations (1))

13. Pre-conference WLIC 2010 in Sweden. To be discussed

Because of the move from Brisbane to Göteborg the deadline for sending the pre-conference forms to IFLA HQ has been postponed till November 15th. The majority of the SC members plead for a pre-conference. Steffen Wawra mentioned Munich or Berlin as possible venues, and would investigate the possibilities there and report during the second SC meeting in Milan. Also Stockholm was mentioned. As possible theme for 2010 "research/library related research and practitioners". This theme was proposed by the chair of Library Theory and Research Section last year, and our section was invited to cooperate with them on this theme. (See minutes item 16 from SC meeting in Quebec 2008. Education and Training Section was one other co-sponsor for this theme.)

14. New projects: proposals and decision

Dinesh K. Gupta is working on a project plan for the wiki-based marketing bibliography. He will organize the persons who had volunteered to work with him in order to cover the different languages. Daisy McAdam will prepare a concise history of the M&M International Marketing Award. No funds needed for these projects at the moment.

15. Revised Strategic Plan 2009-2011

All are invited to provide addenda and input for our section's new strategic plan, to be decided on at the next mid-year meeting.

Recorder: Perry Moree

SC meeting II:

Venue: Fiera Milano Convention Centre, Time: Saturday, August 27th, 2009, 13.15 - 14.45

From this meeting on, the new chair and secretary's term of office started.

Present section members: Antonia Arahova (Greece), Raymond Berard (France), Shu Fang (China), Trine Kolderup Flaten (Norway), Dinesh K. Gupta (India), Børge Hofset (Norway), Päivi Kyömäki (Finland), Madeleine Lefebvre (Canada), Daisy McAdam (Switzerland), Réjean Savard (Canada), Grace Saw (Australia), Steffen Wawra (Germany), Ruth Wuest (Switzerland), Ludmila Zaitseva (Russia), Hannelore Rader (USA), Judith Broady-Preston (UK), Agneta Holmenmark (Sweden), Amadou Anta Samb (Senegal), Nadia Temmar (Algeria)

Observers: Kari Bjørklid (Norway), Sandra A. Boys (Barbados), Subnum Hariff (UK), Lisa Hinchliffe (USA), Amandine Jacquet (France), Mike Koenig (USA), U. Korya (Turkey), Margareta Lundberg Rodin (Sweden), Amadou Anta Samb (Senegal)

16. Report from the M&M programme in Milan

The section's open programme was excellent. Very interesting and good presentations followed by a debate. 450 attended the programme.

The room was too small with only 380 seats - and more than 70 persons had to stand during the programme.

17. Conference programme for Gothenburg, Sweden, 2010 – theme and collaborators

a) Pre-conference

Réjean Savard had worked out a proposal for a joint pre-conference in Stockholm with Information Literacy Section on the theme “marketing and information literacy in the Millenium age” (evening August 6 - 8).

Trine delivered a message from Sheila Webber, who had attended the SC II meeting for Information Literacy - where they had voted for collaboration, but wanted one day conference in Gothenburg on Monday August 9, 2010.

Action line:

Réjean is asked to contact Lena Olson and Christina Tovote to get an official confirmation of their proposal and venue.

Chair of MM section to negotiate with the chair of the IL Section to sort out what alternative they should go for"

A discussion about the theme gave also a proposal for: "Marketing in the web 2.0 age" - or "Marketing Information Literacy in the web 2.0 age".

b) Open programme

1. Trine reported a formal statement from the chair (re-elected) of Education and Training Section that they confirmed their interest in cooperation for an open program on the theme research and practitioners in Gothenburg - together with Theory and Research and Management & Marketing sections. They had asked Gillian Hallam to work on this.

Judith Broady-Preston told that she had discussed program-cooperation with Gilliam Hallam, and ended up with a different theme (“managing services to facilitate knowledge tranfer and

open access with a focus on education and training issues”) and different co-sponsors (Education and training, Knowledge management).

It was unclear if this was an alternative proposal or an additional proposal for another open programme.

Action line: The Chair asked Trine Kolderup Flaten and Judith Broady-Preston to sort out this matter no later than September 15

Steffen Wawra had worked out two different proposals - one on "Values and the technology development" and another "The Global Memory and the Digitization". Sponsor could be Academic and Research Libraries Section, and others.

2. Sue McKnight, outgoing chair of Academic and Research Libraries Section visited with an invitation for a joint open, 3-hours programme for Gothenburg: "Reconstructing the library" - dealing with radical cooperation, the future of libraries, creativity, reorganization, mergers etc. More programme timeslots were needed to arrange this programme, as both sections already had used their 2-hour slot. For these large sections it is likely that extra timeslots were given by Professional Committee. Madeleine Lefebvre supported strongly the theme and proposal, and wanted to work on this programme. So did Trine Kolderup Flaten and the whole committee.

Action line: Madeleine and Trine will contact the two representatives from Academic and Research and form a working group. Antonia Arahova's proposal "Managing the past and the future of our libraries - innovative options" can be included in this theme.

18. Conference programme for San Juan, Puerto Rico 13 - 18th August 2011 – preliminary discussion

Steffen Wawra's proposals were actual for San Juan 2011. To be discussed at MYM 2010.

19. Recruitment activities

No action taken.

20. Possible cooperation with other Sections

See plans for open programmes and pre-conferences. (item 13, 17 and 18)

21. Venue for Mid Year Meeting 2010 – decision

At MYM February 26-27, 2010 there were invitations for these venues: Finland, Den Haag, Netherlands, Oslo or Bergen, Norway.

Action line: Antonia Arahova suggested Athens, and would check if this was an option (by 15 September). A majority of the SC-members voted for Athens as venue for MYM 2010, with Den Haag as an alternative.

22. Any other business

a) The Section had received a proposal from Antony Jose, chief librarian, Management Development Institute, Gurgaon, India for cooperation on a conference there. As this is not the IFLA way of organizing conferences, our section will not participate in these plans. Chair to write to Antony Jose.

b) Daisy McAdam: The Press conference and the announcement of the Award winners went well, all winners were present this time.

c) Judith Broady-Preston: As new web-editor she wanted to discuss how the section should show its public face on the IFLA webpage.

The chair proposed to look into this (with demo of potential of new web site) at the MYM in February - and all members agreed.

d) Trine reported that Àngels Massísimo per mail had told that she was willing to be a new member of the Award jury.

The Chair called the meeting to a close.

Recorder: Steffen Wawra

(1) Corresponding Members – contact informations

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