



**IFLA Management & Marketing Section  
Mid-Year-Meeting of Standing Committee  
February 23<sup>th</sup> and 24<sup>th</sup> 2007, Geneva, Switzerland  
Venue: Uni Mail Building, Geneva**

**MINUTES**

**February 23 -24<sup>th</sup> 2007**

**Present:**

SC-members and corresponding members: Àngels Massísimo, Spain; Trine Kolderup Flaten, Norway; Steffen Wawra, Germany; Daisy McAdam, Switzerland; Dinesh K. Gupta, India; Perry Moree, The Netherlands; James Mullins, USA; Sheila Webber, United Kingdom; Christie Koontz, United States.

Observers: Mariétou Diop, Senegal (*meeting Friday 24<sup>th</sup>*) and Florence Muet, from HEG Geneva, [florence.muet@hesge.ch](mailto:florence.muet@hesge.ch)

**Agenda:**

1. Opening and confirmation of agenda
2. Apologies for absence
3. Minutes from Standing Committee meeting in Seoul August 19 –25<sup>th</sup> 2006 (approved)
4. Financial report 2006 for Management and Marketing Section
5. Annual report 2006 for Management and Marketing Section
6. International Marketing Award: Report from the chair of the jury
7. Report on publication from Shanghai pre-conference by Jim Mullins
8. Report from the M&M Chair
9. Report from the M&M Secretary
10. Report from M&M Information group
11. M&M Strategic Plan 2007-09 revision – task distribution
12. Programme for Durban – report from Trine Kolderup Flaten and Christie Koontz
13. Programme for Durban in cooperation with Research and Academic Libraries, report from Steffen Wawra
14. Practice concerning use of language in the M&M section's programme work
15. Pre-conference in Dakar – report from Àngels Massísimo
16. Conference programme for Quebec
17. Discussion: Pre-conference in 2008 – connected to Quebec?
18. Pre-conference before Milan 2009
19. Programme: theme and collaborators for Milan 2009 – preliminary discussion
20. New projects
21. M& M Section – recruitment activities
22. Any other business

1. Opening and confirmation of agenda

The agenda was approved, with these changes: Item 10 and 14 were to be discussed after item 19. For final approval and signing of the minutes from Geneva, Jim Mullins, Daisy McAdam and Sheila Webber were appointed.

2. Apologies for absence

Apologies for absence were received from Børge Hofset, Gunilla Lilie Bauer, Madeleine Lefevbre, Natalia Santucci, Novella Castagnoli . SC-members not attending: Jalel Rouissi,

Barbara Schneider-Kempf, Yawo Assigbley, Thierry Giappiconi, Rob Pronk, Qihao Miao.

### 3. Minutes from SC meeting in Seoul Saturday August 19<sup>th</sup> and Friday August 25<sup>th</sup> 2006

Minutes from the meetings in Seoul were distributed and approved by the three appointed members of the SC: Gunilla Lilie Bauer, Jim Mullins and Daisy McAdam.

No further comments were received, and the minutes were approved by the SC.

### 4. Financial report

a) The Financial report for the Section is incorporated in the “Annual report for 2005” re: p.5 on the agenda. Administrative funds: According to the new system The Section’s expenditure (up to the limit for the granted administrative funds, Euro 815) will be paid by IFLA HQ. For 2006 the Section was allowed to spend more, covering the payment for production of leaflet, 946,79 Euro. Administrative Funds are granted for 2007.

### 5. Annual report 2006 for Management & Marketing Section

The secretary’s draft of the Annual Report was handed out to the SC members.

The part “Financial report” was handled under p.4 on the Agenda.

These corrections were made under Financial report, 3. line: remove “to Passau University” and “and newsletter”.

With these corrections the annual report 2006 was approved.

### 6. International Marketing Award: Report from the chair/jury-members

The Award for 2006 and 2007 is sponsored by SirsiDynix.

Daisy McAdam reported activities from the jury meeting in Geneva, February 22. For this fifth award, application guidelines were available in the main IFLA languages on the Web. The deadline was November 30, 2006. Altogether there were 24 applicants from 12 countries including Argentina, Australia, Canada, Croatia, Estonia, Finland, Peru, Netherlands, Portugal, Singapore, United Kingdom, and USA.

The winners of the 2007 Award will be announced officially in August, during the WLIC 2007 in Durban, South Africa. The winners are:

**First place** was awarded to Olga Einasto, representing Tartu University Library, Tartu, Estonia for “The Night Library and The Mom-Student Library Project.” The slogan for the winning campaign was ‘Students Don’t Sleep! Come to the Library!’ The library’s campaign goal was to be responsive to diverse student market needs during exam week, providing a comfortable place for reading and study. Hours were extended and babysitting provided for those students who are also parents. A children’s room was also created for after hours services, since daytime kindergartens are closed. The first-place winner will receive airfare, lodging, and registration for the 2007 IFLA General Conference and Council to be held this year in Durban, South Africa, and a cash award of \$1,000 (U.S.) to further the marketing efforts of the library.

**Second place** was awarded to Mladen Masar, representing the Zadar Public Library, Zadar, Croatia for “Knjiga u diru” a localism translated to ‘Wheel of Books’ ‘Circle of Books’ or ‘Books Taking a Turn.’ The bookmobile campaign brought services to school children, the disabled and the elderly living in war-affected rural areas of Zadar county. The mobile library carried a comprehensive selection of CDs and DVDs equipped with a wireless Internet connection.

**Third place** was awarded to Doris Yvon Samanez Alzamora, representing Municipalidad de Miraflores (Public Library) of Lima, Peru, for ‘Leyendo en el Mercado’ translated to ‘Reading at the Market.’ The campaign offered books and other materials (and a chance to

sign up for a library card) via library staff who were pushing book-filled grocery carts into local markets. Vendors who bring their children to the market during the workday, were one of the targeted customer groups.

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The jury has 7 places, but only 5 are presently filled. All 7 places should be filled, for jury members to represent the diverse countries of the world. There is need for a solution for problems stemming from translations of award applications in order to optimally evaluate. One possibility is to have translators for diverse languages outside the group of jury-members. It was discussed that contact should be made with the sponsor SirsiDynix to assure they are content with the dissemination of the award. SC praised the Jury members for their very good work.

#### 7. Report on publication from Shanghai pre-conference by Jim Mullins

Jim Mullins reported on progress towards publication of the Shanghai pre-conference proceedings. The book (390 pages) will be printed by Saur in March as part of the Green Series. The book be edited by Jim, and given a proper layout by staff at the Purdue University Press. Jim pointed out that some of the papers were challenging due to translations.

#### 8. Report from M&M chair Àngels Massísimo

Re: “Annual report 2006” and “Strategic Plan 2006 -2007”:

The chair went through “Strategic Plan”, identifying what was achieved and what remains as challenges.

Point 3.1: We discussed whether we should collaborate with other sections or continue working on our own toolkit.

Point 3.4 will have to be moved to Strategic Plan 2007 -2009, as Christie will revise the glossary this spring (in the English version) and thus prepare for translation.

Point 3.5: The discussion list is established, and now more active use should be generated.

Point 4: Membership – we will ask for the correct number for 2007 M&M section members from IFLA HQ.

The chair raised a discussion on IFLA’s membership fees - should they be changed so that the size of the fee reflects members’ ability to pay – for example according to the size of the institution’s budget? National membership fees are often based on such scales. Steffen Wawra accepted the task to collect information on practice of this kind by various organisations.

IFLA membership work. The M&M working group on IFLA membership was established formally in the Oslo SC-meeting after the section was asked to assist the Professional Committee on this item. Steffen Wawra had chaired the group’s work on a document “IFLA Membership Recruitment – Leading The Charge”, where both Membership Recruitment Process, Action Plan for Recruitment, Definition of Benefits of Membership, Materials for Recruiting, etc. were systematically described.

This document has not been sent yet to IFLA HQ/Professional Committee (PC), but the chair would now write a formal letter to the Governing Board/ IFLA HQ and present the M&M group’s report, hoping that president Claudia Lux will continue the membership recruitment activity.

#### 9. Report from the M&M Secretary

The Section’s project, MatPromo received 2.000 Euro for 2007, and Administrative Funds 815 Euro.

In general the Secretary mailed information to all SC members including corresponding members, but not all the Section’s members.

10. Report from M&M Information officer / responsible (see after point 19).

11. Strategic Plan 2007-09 revision – task distribution.

Àngels proposed that all SC members should download and review the IFLA Strategic Plan, compare with M&M Section's Strategic Plan. She suggested new proposals or changes.

Deadline: end of May. Before the end of June Àngels, Steffen and Trine will make a proposal for discussion in Durban. The SC agreed on this procedure.

12. Programme for Durban 2006 together with Metropolitan Libraries, report from Trine Kolderup Flaten and Christie Koontz

19 papers were received on the Call for Paper within the deadline, and two after. As the Section was granted one extra program hour (4 in all), 6 papers were chosen for presentation during the Open Programme in Durban. These include: Anne Morris with Alison Barlow, Mary M. Somerville, Kathy Kunneke, Patricia Roberts, Inga Lundén, Luiza Baptista Melo with Cesaltina Pires. Some of these papers may also be used for a panel discussion. The committee will continue organizing the program.

13. Programme for Durban 2006 in cooperation with Research and Academic Libraries, report from Steffen Wawra

“Libraries in the spotlight: Effective marketing and promotional strategies” is a 2 hour session. The call for Paper resulted in 13 papers before the deadline, and three received after the deadline. Only three of the papers were relevant for the theme, and these three presentations were chosen for the programme.

14. Practice concerning use of language in the M&M section's programme work (see after point 19)

15. Pre-conference and programme for Dakar 2007: report by mail from the organizers

The Satellite Meeting in Dakar, Sénégal, in August 15<sup>th</sup> – 16/17<sup>th</sup>, on the theme: “Managing technologies and library automated systems in developing countries.

The Chair referred Réjean Savard and the other organizers plans so far: There is a need for more sponsors, as the conference is not fully financed, and according to the budget, another 3.500 USD for simultaneous interpretation and 2.500 USD for travel cost etc. is needed to fund the African speakers.

They also need 6 persons speaking both English and French as moderators.

The SC was also informed about recent changes of positions, etc. at the University of Dakar, and wondered if this would influence the organizing of the conference.

16. Conference programme for Québec

The theme “changing social environment” was decided in Munich MYM, but was changed to: “Managing Libraries in a changing environment – legal, technical and organizational aspects”. Madeleine Lefebvre, Jim Mullins, Daisy McAdam/Florence Muet, Dinesh K. Gupta and Trine Kolderup Flaten will work on this. Jim and Madeleine will decide how many SC members there should be when they know whether or not there will be other sections involved.

Sections to cooperate with include: Theory and Research Section, University Libraries Section, Statistics and Evaluation Section, National Libraries Section.

17. Pre-conference in 2008 – connected to Québec

Rejean Savard is working on a large conference – for the French speaking side. Daisy McAdam is involved in this work. Daisy and Trine provided information about the other

conference that is under preparation, chaired by Suzanne Payette from Public Libraries Section, together with Libraries for Children and Young Adults Section. Suzanne Payette is asking for more partnerships. Trine will ask her if M&M Section can be a co-sponsor for her conference. Christie volunteered to work with this conference.

#### 18. Pre-conference before Milan

Christie distributed a written proposal for either a programme or a pre-conference for Milan: “Offer Development: or How to Successfully Launch Products and Services to Library and Information Agency Customers” or “Developing Customer-Based Marketing Mix Strategies: Product, Price, Place and Promotion (the 4Ps) for Library and Information Agencies”. She added that participants would have to bring an experience/failure/case etc. for discussions, and some few Keynote-speakers and experts should be invited. Marketing award-applicants could be invited among others.

Christie was asked to develop her proposal further, after comments from the SC. Places for a pre-conference could be Italy, Florence, Italy, or Spain, Southern France, Germany or Switzerland.

#### 19. Programme: theme and collaborators for Milan 2009 – preliminary discussion

Proposals from Dinesh K. Gupta and Sheila Webber, but no conclusions or decisions were made.

#### **Saturday 24<sup>th</sup> – SC-meeting continue:**

Mail from IFLA HQ had arrived with names for new SC members. 15 nominations for 15 vacancies:

Renominations:

Gunilla Lilie Bauer, Dinesh K. Gupta, Trine Kolderup Flaten, James L. Mullins, Steffen Wawra.

Nominations:

Hannelore B. Rader, USA

Ludmila Zaytseva, Russian Federation

Grace Saw, Australia

Päivi Kytömäki, Finland

Raymond Berard, France

Réjean Savard, Canada

Ruth Wuest, Switzerland

Christine M. Koontz, USA

Lena Olsson, Sweden

Fang Shu, China

Steffen offered to write a draft for a welcome letter.

#### 10. Report from M&M Information officer / responsible

Steffen Wawra reported on the information Group's plans.

There are enough leaflets for Durban-meeting. We have to put a sticker with names of the new SC members from 2007 on the current leaflet. A new leaflet must be made for Quebec. Newsletter should be published short after MYM in Geneva. Steffen wanted opinions on layout/design, etc.

Discussion lists are established, but don't seem to be working. Gunilla will be asked to look into this.

The chair would like the Newsletter to come two times a year – and it was suggested it could be shorter.

Sheila Webber asked whether a newsletter could be replaced by a weblog, creating more frequency and easier distribution.

The secretary proposed one new newsletter by April 15 –20 – based on Annual report 2006. It would include the new SC members' names, minutes from MYM in Geneva and information on the pre-conference in Dakar and the programmes in Durban.

#### 14. Practice concerning use of language in the M&M section's programme work

The language question is also a concern for IFLA's Governing and Professional boards. The chair pointed out that there is an inconsistency between lack of IFLA provision of simultaneous translation in all conference rooms, and provision of translations of all papers. It was discussed how to manage a "pool" of translation helpers – in order to translate all "calls for papers", abstracts for evaluation, final papers and newsletters.

#### 20. New projects

Àngels Massísimo is responsible for the approved and financed project: further development of MatPromo Database. She wanted people to contribute.

Sheila Webber reported on following up on the theme of teaching marketing, re: "European Curriculum Reflections on Library and Information Science Education, the web site link is: <http://www.db.dk/LIS-EU/>

#### 21. M&M Section – recruitment and membership activities

Corresponding members are useful for the section. There can be 4 in all. The former ones do not respond to mails or messages, and they are now removed from the list. At present only Christie Koontz and Sueli Ferreira are corresponding members. From Durban on, Christie will be a SC member. Perry Moree would like to be added to the list, and Florence Muet, also. Both will send formal requests for this. There is room for one more corresponding member, as 4 are allowed.

#### 22. Any other business

Next year's Mid-Year-Meeting: Dinesh K. Gupta presented a formal invitation from his university: Vardhaman Mahaveer Open University at Jaipur, India for a Mid-Year-Meeting there in February 2008. The SC members appreciated this invitation.

Dinesh K. Gupta mentioned that a meeting could be combined with a conference.

As there are 10 new incoming SC members from Durban on, the chair decided it would not be appropriate to decide a place and time for the MYM without consulting the many newcomers.

The SC members expressed their warm thanks to Daisy for arranging our meeting in such a pleasant and good way.

March 27, 2007

Trine Kolderup Flaten  
Secretary

Àngels Massísimo  
chair