

# **IFLA Management and Marketing Standing Committee**

**M&M SC Mid-winter Meeting, February 11-13, 2016**

**Madrid, Spain**

**Venue: IE Business School**

## **DRAFT MINUTES**

Attending: Nancy E. Gwinn, Chair; Antonia Arahova, Secretary; Henar Silvestre Ferradal; Information Officer; Perry Moree; Silvère Mercier; Hella Klauser; Lamia Abdelfattah; Leslie Weir; Wiebke Dahlhoff; Ruth Ornholt; Renaldas Gudauskas; Christie Koontz.

### **Approval of Agenda and Minutes of SC Meetings in Cape Town**

The meeting started with warm thanks to M&M Information Officer, Henar Silvestre Ferradal and her colleagues for the very professional preparation and hosting of the meeting. Chair Nancy Gwinn asked for the approval of the Minutes of M&M SC Meetings in Cape Town, August 2015 and the approval of the agenda.

Agenda and minutes approved.

### **IFLA BibLibre Marketing Award 2016**

Silvère Mercier, Chair in the Jury of the IFLA BibLibre International Marketing Award, reported the decision of the present Jury members: Antonia Arahova, Henar Silvestre Ferradal, Ruth Ornholt, Weibke Dalhoff, Lamia Abdelfattah, Leslie Weir, and Christie Koontz. The Jury had hard work as they received 71 applications from 26 countries in 6 languages. It was the highest since the award began. The winners for 2016 were:

[2016 Winner!] Vancouver Public Library, Canada: “Inspiration Lab Launch Campaign”

[2nd place] Xiamen University Libraries, China: “Each library experience is a memorable treasure”

[3rd place] Sunshine Coast Libraries, Australia: “Pop Ups!”

Among the 71 applicants, the jury selected the 10 projects that were most inspirational. The following projects did not make it to the podium but deserved to be highlighted:

[Australia] Western Downs Libraries: “FreeRange Resources Project”

[China] National Library of China: “Metrolibrary”

[Colombia] Medellin and its metropolitan area: “Capture project and loyalty users of public libraries through mobile technology”

[Egypt] The Library of Alexandria: “Egyptian Crafts Festival Bibliotheca Alexandrina”

[Greece] Aristotle University of Thessaloniki: "Thesswiki@the Aristotle University of Thessaloniki"

[Poland] Planeta multimedia library: "Read and Run"

[Russian Federation] Syktyvkar, Komi Republic: "Library prodlënka: Literary creation the game rehabilitative living".

A press release will be circulated the next days. A website publications and webmap will be formed. The winners will be notified and an email letter sent to the ones who didn't win. The committee decided that neither the first nor the second place winner would be allowed to apply for the following five years.

### **WLIC Draft program Columbus**

The first SC meeting in WLIC in Columbus will take place on 13/8 9.45-12.15. The open session will be on 17/8 at 11.45. Duration: 1 hour. Topic: IFLA Marketing Award. The winners will received their 2016 awards (Wiebke will contact IFLA HQ for certificate format). Award winners will be invited to give talks. Christie will give an opening 10 minute speech.

The SC dinner is planned for Monday night 15/8.

### **Satellite Meeting 2016: location and program**

Leslie Weir reported that the satellite meeting will take place in Toronto, Canada. Date: August 10-11, 2016, at the Hart House, hosted by the University of Toronto. Approximately 150-200 people can participate. The location is convenient as there are direct flights between Toronto and Columbus OH. Rejean Savard is the co-organizer. Topic: "Managing Human Resources in the Library and Information Context". Simultaneous interpretation English/French will be provided. Madeleine LeFebvre, Chief Librarian at the Ryerson University will organize a tour in her new Library Building, August, 9th. The speakers are selected and the program is ready. The website will be fully operated the next days. Expenses like venue, coffee breaks, grants to speakers and similar are under discussion and the registration fees will be decided soon. Speakers are coming from different countries and the panels will be distinguished and representative. A hotels list will be also proposed.

Nancy reported that there is a Call for Awards and Honors for next WLIC 2016 and the SC members can think about it, check the deadline on IFLA website and discuss about it during Midwinter meeting. Nancy reported that SC members are invited to think of writing articles for *IFLA Journal*.

### **Future programs**

IFLA WLIC 2017 will be held in Wroclaw, Poland. The proposed topic for the open session is "Green libraries for marketing reasons" Perry Moree and Hella Klauser are responsible for organizing the session. Perry reported that the IFLA Buildings and Equipment Section is willing to cosponsor. The topic title evolved into: "Marketing new spaces and services".

### **Satellite Meeting 2017 in Bergen**

Ruth Ornholt reported on the advantages of organizing a one and a half-day satellite meeting in Bergen preceding Wroclaw in collaboration with IFLA Public Libraries Section for 2017. Proposed topic: "Change Management and library transition". Ruth and Wiebke will work together on this. Ruth indicated that the venue in Bergen will be free of charge and the director of Bergen Public

Library is member of IFLA Public libraries section. No or quite low registration fees will be charged. Also a library tour will be arranged and maybe a bus tour from Bergen to Oslo. There are convenient direct flights from Oslo to Wroclav and from Copenhagen to Wrocclav.

### **Other business**

Nancy reported that she had sent the new Action Plan to IFLA.

Nancy reported that she participates in the International Leadership Program, which focuses mainly on library associations and training for advocacy. Program Mentors are long time IFLA people.

Christie volunteered to take on the project to evaluate the impact of the Marketing Awards over the years. After discussion the Jury will decide and be responsible how to go on with the evaluation. A proposal was to review the approach and evaluate the winners' experiences six months after receiving the award.

Lamia proposed a Facebook group.

Tonia will coordinate the next test skype call among SC members in April 5th. A main call is scheduled in June before WLIC. She will also check another software called Zoom to see if it is more effective than Skype.

The meeting was adjourned at 19:50h.