**IFLA** **Management** **and** **Marketing** **Standing** **Committee**

**Mid-Year Meeting, February 15-16, 2018**

**Federal Reserve Bank of San Francisco, California, United States**

**MINUTES**

Attending:  Nancy E. Gwinn, Chair; Leslie Weir, Secretary; Christie Koontz; Vera Keown, Co-Information Coordinator; Cindy Hill (Host); Ruth Ørnholt; Antonia Arahova, Jennifer Thompson; Patricia Wand; Ludmila Zaytseva (Jury Meeting only, remotely) Resource People: Noah and Anne Hall

Guests: Luis Herrera, City Librarian, San Francisco (February 16)

Nancy welcomed members and noted absences.  Mary Chute, Wiebke Dahlhoff; Anya Feltreuter; Renaldas Gudauskas; Nie Hua; Barbara Schleihagen ; Børge Hofset (Corresponding Member); Madeleine Lefebvre (Friend); and Silvère Mercier sent their regrets. Damion Lodge changed positions and no longer received support for IFLA travel and has resigned from the Committee.  Pat Wand replaces Perry Moree, who resigned in Wroclaw.  No news from Lamia Abdelfattah.

1. **Welcome and approval of the Agenda**

Nancy thanked Cindy Hill for hosting us at this very special place, the Federal Reserve Bank of San Francisco, and for the wonderful arrangements.

Cindy welcomed us to the ‘Fed’ explaining that a tour of the bank will take place on Friday.  Escorts are required for guests wandering around the building.  Cindy went on to point out the garden just outside our meeting room.  She highlighted that we were in Earthquake country, but that the building was designed to withstand earthquakes.  If a drill sounded, we were to follow instructions and bring everything along with you as it may take time to get back into the building.  Cindy then asked to confirm the number for dinner as we had a reservation for 11 at The Waterfront Restaurant. Cindy went on to confirm that the FRBSF Library team members (Anne Hall and Noah Pollaczek) would provide support for the meeting and would be joining us for dinner and the talk on Friday. Also on the agenda was the tour of the Mechanics Institute on Thursday afternoon.  Cindy went on to thank us for choosing SF.

Nancy proceeded to thank Cindy for arranging such fabulous weather.  And for the wonderful dinner the evening before, following the jury meeting, at Mexicana Restaurent.

1. **Approval of the minutes of the Wroclaw Meetings**

No correction to the minutes held in Wroclaw on August 19 & 14, 2017.

1. **M & M Action Plan**

Nancy did not send out the current version of the Action Plan, but will do so following the Mid-year meeting.

A discussion on tools provided by IFLA to support committees and working groups followed. It was noted that Basecamp was supported by IFLA.  Members decided that our listserv worked well for the Committee, although we might consider using Basecamp at a later date. Pat Wand asked whether IFLA supported zoom, which could be useful for meetings?  It was confirmed that IFLA doesn’t support Zoom, but it was noted that it can be used independently.

Action plan to be updated and shared following the meeting.

ACTION: Nancy Gwinn

**4. Report of the Jury for the IFLA BIBLibre International Marketing Award**

* 1. **Sponsorship of the Award**

Nancy noted that the current sponsor has only one year of sponsorship left and has confirmed that they will not be renewing their sponsorship. A new sponsor is required. Jennifer Thompson agreed to work with Nancy on the prospectus, to market our marketing award. We might begin by identifying the three top possible sponsors.  It was felt that we might lose momentum if we have to suspend for a year.

Sponsorship of the award provides a wonderful, international profile. The question arose as too whether we might wish to reconsider the distribution of the award funds. Need to have a sponsor for November/December to launch the call for 2019. Could we get a list of exhibitors and then target them as possible sponsors? Last time, we approached all the big players, OCLA, Sage, etc. Might we wish to approach PressReader or Goethe Institute?

If we don’t find a sponsor, we may still have to suspend for a year or try to keep it going without funding.  Award might be invitation to present at our session.

Nancy made a request in December for an extra hour for a 1-hour session to present the awards, but the request was refused. We need to make the case for the extra hour in future years. This year, the presentation can be with the IFLA Awards or we could try to integrate the award winners into our programme.

Next steps:

* Nancy to send prospectus used last time to Jennifer
* Jennifer to draft new prospectus
* All members of the Committee to work together to pitch to our vendors.
* Tonia confirmed that we do have the list of IFLA exhibitors and we will plan to target them.

Nancy and Jennifer to work on prospectus for new sponsor

ACTION: Nancy Gwinn

Jennifer Thompson

Questions: should we re-jig Awards? What should the amount of the awards be and the total sponsorship required? If it is just about financial award or is the prestige as important?

Is there an opportunity to leverage the IFLA global visioning process.  Might it be a turning point for IFLA with mapping of all libraries.  During 2018 IFLA’s profile will rise as IFLA markets itself.  Should we plan to match what we currently receive to maintain the prestige?

Pat agrees with Christie that we should go ahead with the 2019 award even without sponsorship and suggests that, if we do have sponsorship, that we graduate the funds between the three.  If no space in the programme for a session on the award, it is seen as a good idea to engage the winners in whatever programme we are doing.  It was recommended that we list all the winners of the awards on the website. Could we do a Webinar ceremony, when we don’t do the programme, allowing the winners to present their projects.  Sponsorship could host the webinar.

Silvère, as Jury Chair, and Jury members to make recommendations on the future of the award.

ACTION: Silvère Mercier

**4.2 Results of of the deliberation of the IFLA Biblibre International Marketing Award Jury deliberations:**

Thanks to all those that participated, including Silvère for making it all possible by receiving, prepping and inputting the proposals, the initial analysis of the proposals by all and the in-person (Tonia, Ruth, Jennifer, our advisor Christie (on day 2) and Leslie) deliberations and especially our wonderful colleague Mila who participated virtually in both sessions, first in the middle on the night and then in the late evening. And a special thank you to Cindy and her colleagues Noah and Anne who made it all possible in supporting the jury on site and supplying the technology.

After much discussion, debate and negotiation, the jury selected:

1st place - # 45, NYC Public Library Youth Amnesty (US) - Public 2nd place - #6, Keeping up with the Librarians (New Zealand) - Public 3rd - #27, Greetings from Zagreb (Croatia) - National/Academic

The top 10 include:

Submissions: 3, 6, 11, 12, 18, 27, 41, 45, 46, 48

Submissions (35 academic, 21 Public, Total 56) - thanks to Ruth for the stats!

China 23

Russia 5

India 4

Australia 3

USA 2

Germany 2

Philippines 2

France 2

Nigeria 1

And 1 each from Pakistan, New Zealand, Egypt, Denmark, Costa Rica, Poland, Croatia, Lithuania, Malaysia, Nigeria, Sweden, Canada

Jennifer and Leslie to draft press release. It was agreed that the announcement should include links to the websites of the relevant library/project.

ACTION: Jennifer Thompson

Leslie Weir

Jennifer has volunteered to work with Nancy on the prospectus for the sponsorship of the IFLA International Marketing Award 2019-2014. All members of the Section will need to help us market the sponsorship. The jury also recommends that further discussions take place at Kuala Lumpur regarding the sponsorship, ideas for updating and improving the technical infrastructure supporting the jury and the need to document related policies, such as conflict of interest for jury members. Currently Jury members do recuse themselves when submissions from their institutions are under consideration.  Policies should be clear and be documented.

**5. International Marketing Award Winners Survey**

Vera presented the draft surveys. The titles of the survey will be revised to International Marketing Award Winners Survey and follow-up. The different language versions of the survey will be tested with native speakers the committee, including Nie Hua, Mila, Silvère, Nadia, and Henar. All Members to give input to Vera by February 28, 2018. Tonia to confirm if Survey Monkey can automatically translate the responses. The results will need to be gathered and retained from year to year. The data could be retained in spreadsheets, but it could be far more efficient if IFLA had a survey tool that supported the survey on an on-going basis.  There is no group space or survey tool, or meeting platform (Zoom) at IFLA for sections. This should be brought up at Global Visioning session in Barcelona

Application should require provision of a generic email address for follow-up survey and ask where the applicant heard about the award

ACTION: Silvère Mercier

Vera to send note to our division chair (Tonia) about the plan for the survey to allow her to brief the Professional Committee. Tonia reminded members that IFLA wants each section to update their website with news, including Minutes, award announcements, updates on mid year meetings, profile members, etc.

**6. Programme (KL) - Marketing in a digital environment**

Jennifer and Anya co-chairs, Jennifer to provide update in the absence of Anya.

March 5th meeting took place to review proposals - 4 received at that point. Should we include this year’s winners, since we were not successful in getting the additional 1-hour session?

The session will begin with Keynote VR specialist from Wroclaw (applications in the works with IFLA and others for funding to support travel), followed by 7-minute presentations and closing with discussion at tables on the issues brought up by presenters. Members of the section could act as facilitators. We could include the awards presentation at the opening (or maybe at the end)? To be confirmed.

Anya and Jennifer to finalize the KL programme

ACTION: Anya Feltreuter

Jennifer Thompson

**7. Brainstorming on programme for Athens**

Session should on Management. Programme chair to be Ruth. Christie & Pat volunteered to work with Ruth. Suggested topics include Diversity and Using big data in the library, Skills and competency for the future for both individuals and profession

Will M & M host a Satellite meeting? Affirmative!

Nancy to put out call for Planning Group. Ruth to work with Tonia to identify local contact and confirm interest.

ACTION: Nancy Gwinn

Ruth Ørnholt

**8. Communications plan**

Template and plan developed by Vera Keown. Vera researched other plans, ideally each initiative should have its own sub-plan with the highlights of all being included in the section high level plan. Plans should include ‘actions plan’ goals and each should include a communication plan (**What** we are trying to accomplish and **who** are we trying to communicate with. Our website will need to be revamped to provide clear messages with both Marketing and MANAGEMENT being emphasized. Timelines and deadlines should be included.

Research required on social media use - target those that are effective.  Use time invested for the best return. We need:

Market research

Accessibility

Access to distribution channels (some are blocked by countries)

Evaluate and Measure success (or lack there of)

Jennifer suggested that we spend quality time on updating our website profile before our next award call - we may be able to use the results in knowing our effectiveness.

We need to use social media to share, share, share

Tonia suggested that we consider having a ‘best practices management award’. It could be a great deal of work, but might be doable for 2020/21?

The section should use communication to build our network. Should we create a mailing list? We could then promote the work that we do for the section. The Section, working with the Information Officer must be more active in updating website and informing division chair and professional committee of our work/ initiatives. Knowledge management and Library Building sections set the example.  Public libraries are also active. M & M needs to step up its game.

M & M must have an overall communications plan as a priority. Communications Working Group to be struck to develop the overarching communications plan with a draft for KL Meeting.

ACTION: Nancy Gwinn

Follow-up on the Toolkit:  The marketing of public libraries (Christie). It should go up on the website and link, as is. Tonia is interested in taking the toolkit and generalizing it to other libraries, working with Christie.  Aim for Governing Board Meeting of December 2018.  Christie is happy to have her work serve as a base.  Tonia to send draft, to serve IFLA as a whole.

Information Officer – as the Information Officer needs to present at meetings and Henar is not in a position to travel at this time, another may be required. Our web and social media presence will be critical to the success of our communications plan.  Training is available.

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Guest Speaker: Luis Herrera, City Librarian, San Francisco, spoke on what he sees as four trends in society. He provided the context of strong engagement with museum of modern art and the strong interest on the Library board in civic engagement expertise.

**1. Disruption**

Museum - challenges in accessing and serving new users

Public libraries - shift in communities

First to have a full time social worker to help with homelessness

Public safety

Train staff on drug OD

Changes in collections

**2. Engagement**

User experience

Human design factor

Partnerships

Joy

13-18 teen group - board of advisory teens designed their space - Mix @ Main library

**3.  Radical partnerships**

With vision and purpose

SF LOMA

LOMA on the move - exhibits and programmes in the community

Public knowledge partnership

Artists teenage with public

5 artists from around the world

**4.  Telling of the story**

More sophisticated

Specialized staff

Research strategy and analytics - team of three

Future readiness

Many thanks to Luis Herrera, an incredible leader in public libraries who is now taking his retirement. It was wonderful for him to share his thoughts on the opportunities for public libraries in the society of today. And many thanks to Cindy for arranging such a simulating session.