

**IFLA Management & Marketing Section SC I  
World Library & Information Congress, Singapore, August 17, 2013**

**Present:**

Perry Moree (Chair), Madeleine Lefebvre (Secretary), Nancy Gwinn (incoming Secretary), Hella Klauser, Grace Saw, Ludmila Zaytseva, Agneta Holmenmark, Børge Hofset, Christie Koontz, Leslie Weir (incoming member),

A number of interested observers were present.

**1. Opening and confirmation of agenda**

Perry welcomed the members and the observers. The agenda was confirmed.

**2. Apologies for absence**

Perry wasn't sure if Silvère would attend (he came later). Antonia will arrive on Monday. James Keller, Païvi, Rejean, Nadia and Judith sent regrets. Incoming members Henar and Cindy also sent regrets.

**3. Minutes from the Mid-Year meeting in Moscow February 13 2013.**

One correction in item 4 – “free registration for four German students”. Minutes approved as amended.

**4. Reports from M&M Chair and Secretary**

Perry commented on the very successful Moscow meeting, and expressed thanks to Ludmila and her colleagues for all their work. He referred to the newsletter now on the website and thanked Silvère.

Perry and Madeleine attended the Professional Committee meeting earlier this morning. The new IFLA Library repository - [www.library.ifla.org](http://www.library.ifla.org) - will be useful for accessing M&M presentations and other documents. Translations will also be added. The meeting included an overview of key initiatives: digital content; copyright; OA and award; e-lending and standards (coordinator Patrice Landry).

**5. Reports from Information coordinator**

No report.

**6. News from IFLA Professional Committee (PC) by M&M Chair**

See 4.

**7. M&M programme in Singapore - "marketing on a shoestring"**

Nancy, Christie and Hella have organized the session, to be held on the Sunday afternoon. They received 35 proposals, which they reviewed with regard to topic and regional spread. Europe, Canada, and Australia were all represented. A new format was used. 8 people were asked to write full papers but during the session they will have only 5-7 minutes to present in a lightning round. It's an innovative approach. Christie will moderate. Perry will open the session. Nancy suggested in future we should think about translations ahead of time.

An M&M book on marketing has been published, as a follow up to the 2006 book; hence it is called "Marketing in library services 2". It is representational of world practice, not just one point of view. Christie edited it and acknowledged Dinesh for his work on this project.

### **8. IFLA International Marketing Award (Nancy)**

A variety of applications were received. Three winners were chosen after short listing ten. Third: Khakas Republican Children's Library in Russia for the project "Reading Is a Useful Habit". Second: Saskatoon Public Library's rebranding campaign. First is the University of Tartu (Finland) - Talking Textbooks. The Jury needs to examine the guidelines: - eg should a previous winner apply again? Or should we set a limit of years before they can reapply? We need to discuss whether Emerald is interested in continuing sponsorship. Discussion may take place at this conference. We also need to review the website or how we represent the award on the web.

Discussion ensued about winning twice. Nancy moved:

**For the IFLA International marketing award, first prize winning institutions cannot apply again for a period of five years. Carried.**

A new Chair is needed for the award jury. Dinesh has raised the issue. The Jury will meet to discuss this during the conference. Silvère said he would like to join the jury.

Christie mentioned that the application process on the web is designed to be a learning process in itself.

### **9. Strategic Plan 2014-2016 (Perry)**

Perry reported that he hasn't delivered a new one - there is one currently in place, which gels with the current IFLA Strategic Plan. Perry has a discussion coming up with Joanne Yeomans (IFLA Professional Support Officer) about how IFLA deals with Section Strategic Plans. We still need to ascertain whether we can appoint a vice chair (Hella's question). Two officers per section committee is statutory, but we can have informal

structure. Hella also wanted to see more discussion about topics, concrete objectives for the year.

#### **10. Election of officers 2013-15: Chair and Secretary**

Perry is in his first term as Chair and is willing to run again. Elected by acclamation. Nancy Gwinn was elected Secretary by acclamation.

Perry made a presentation to Madeleine and thanked her for acting as Secretary and for also her time on the Standing Committee (she steps down after this meeting). Madeleine expressed her thanks and her enjoyment of her years on the committee, and confirmed her interest in remaining active with M&M.

#### **11. Proposal to appoint corresponding members**

Perry stated that there had been no response from Daisy and Amadou. He nominated Børge Hofset and Madeleine Lefebvre as new corresponding members. Agreed. Nancy asked what the term is for corresponding members. Perry will check. [*Note: According to IFLA Rules of Procedure, 18.30, Corresponding Members may serve for a period of two years, renewable once on the approval of the Chair.*]

#### **12. Mid-year meeting in the US: location, date and programme.**

Tentatively planned for Washington (offered by Nancy), with Christie's help. Dates may be Feb 27- March 1. The Program - Possible exchange of ideas with local colleagues?

Perry is writing the history of the section: "Born to market and manage ..."

Unfortunately there are conflicting opinions of how the section began. Perry will check files in IFLA HQ for more information. We have 400 euros to spend. Nancy suggested that we could also write an article for the IFLA Library.

#### **13. Section dinner**

Grace offered to coordinate a Section dinner for the Monday evening.

SCI adjourned.

(respectfully submitted by Madeleine Lefebvre)

## **IFLA Management & Marketing Standing Committee**

### **Minutes, August 21, 2013**

**Present:** Committee Members: Perry. Moree, Chair; Nancy Gwinn, Secretary; Silvère Mercier, Information Coordinator; Grace Saw, Ruth Ornholt, Agneta Holmenmark, Helga Klauser, Leslie Weir, Børge Hofset, Ludmilla Zaytseva; Corresponding Members: Christie Koontz

Perry Moree called the meeting to order at 8:00am.

Perry expressed disappointment that Professional Committee meetings are not well-attended by chairs and secretaries. The idea of committees having co-chairs was again discussed, but no decision made. It may not be approved by the PC. It was suggested that a third person from the committee be added to the PC mailing list, but without an official title.

Perry received a message from former member Daisy McAdam. She has really retired and is not interested in continuing as a Corresponding Member. Perry will give her access to M&M's Linked In network.

#### **→ Action Items (also see red arrows below)**

- If committee members have suggestions for nominees for IFLA award, please forward them to Perry before the midyear meeting.
- Send Perry ideas about projects, regardless of any need for funding. He will have a small amount of administrative funds from IFLA.

#### **1. Debrief on M&M Open Session, Singapore: Marketing on a Shoestring: A Lightning Round**

General opinion was that the session was excellent with about 175-200 attendees. The format of having 10 minute presentations of papers followed by discussion worked extremely well. Speakers adhered to the time limits. Two of the speakers didn't show up; the German speaker had sent a message citing illness just before the conference, but the message wasn't received in time. There was a problem with the program, in that the program description and names of speakers were not listed. Program planners will be urged to adhere to the IFLA deadlines next year. However, that didn't seem to discourage attendance this year.

**Policy:** Should the papers of speakers who don't attend the conference be published? The consensus was that the committee should make it clear in the future that papers will not be published if speakers don't appear, although we will retain the papers this time.

#### **2. M&M Open Sessions at 2014 IFLA conference in Lyon**

Ruth Ornholt brought an invitation from the Public Libraries Section to collaborate on a program. M&M tries to alternate management and marketing themes, so next year should be on management. Various themes were offered, such as "change management" or "doing less with

less—finding time wasters in an organization and ways to streamline, making sure the focus is on the top priorities, etc. Anne Kenney, library director at Cornell University, USA, was suggested as a speaker.

- ➔ Ruth will take these ideas back to the PL Section; she volunteered to chair a program committee with Agneta and Christie.

The Academic Libraries Section also approached M&M about a session collaboration.

The Knowledge Management Section had also approached M&M with an invitation to collaborate, but this will not be pursued.

### **3. Satellite Meetings in 2014**

#### **A. Library as Media, Aug. 14, 2014**

Silvère had earlier proposed chairing a satellite meeting on this topic to be held at the Centre Pompidou on Thursday, August 14, in collaboration with the Statistics Section. The theme concerns how to manage the library as an information/content producer and how to expose content within the library. There will be a call for papers. Silvère and his staff will manage the conference. About 120 attendees are expected.

#### **B. Francophonies, Libraries and Confluences, Aug. 23-25, 2014**

Réjean Savard is organizing a satellite meeting in collaboration with the Association Internationale Francophone des Bibliothécaires et Documentalistes (AIFBD; [www.aifbd.org](http://www.aifbd.org)) to be held in Limoges at the Bibliothèque francophone multimedia on Aug. 23-25. The meeting is primarily for librarians and documentalists from all the French-speaking countries of the world. About 150-200 attendees are expected.

#### **C. Open Session, 2015**

One idea for this session would be “Managing Advocacy” with IFLA’s Stuart Hamilton or Ellen Broad, and perhaps featuring speakers from the IFLA Leaders Program (Margaret Allen, CEO and State Librarian, State Library of Western Australia Advocacy and marketing are closely allied).

### **2. Midterm Meeting, Washington, DC late February [Note: Dates were set for February 20-22, 2014.]**

- ➔ Nancy offered to host the Midterm Meeting in Washington. Ideas for inclusion were:
  - Invite some of the local library luminaries to meet with committee (Winston Tabb?, managers, marketing staff?)
  - Organize tours

### **3. International Marketing Award**

Mila Zaytseva agreed to serve as Chair of the award jury. Continuing members are Nancy, Nadia, Christie, and Antonia, and new members will be Ruth, Grace and Silvère. The following schedule was established:

➔ Sept. 15, 2013 – Mila will forward award forms to Silvère to create web forms for submission of applications. Christie will take a first stab at revising the criteria. Silvère will also create a Google docs method of sharing applications with jury. A new spreadsheet will be created that will include a 1-5 ranking system, with 5 as highest, to help with selection.

We will state that English is preferred. If translation is required, Google translator will be used.

Oct. 15 – Announcement of 2014 award

Jan. 10, 2014 – Deadline for receipt of applications

➔ Christie has offered to update the marketing glossary, which is about 12 years old. She will use the American Marketing Association definitions (with permission ☺).

Respectfully Submitted,

Nancy E. Gwinn, Secretary