



INTERNATIONAL FEDERATION OF LIBRARY ASSOCIATIONS AND INSTITUTIONS

SECTION ON MANAGEMENT AND MARKETING

NEWSLETTER

No. 10, February 2002



Message from the Section Chair

Dear Friends of the Section Management and Marketing,

Like most of you I have been busy since the IFLA General Conference in Boston last August. Many things happened also since we came back home, and I am sure that it will be impossible for us to forget those terrible events that happened in the United States on September 11, a few days after we left that country. Violence is not a solution to resolve the difficult problems we are facing in our society, and I wish to express our solidarity with all the people in the world who are trying to find peaceful ways to get a better society.

So we have to keep on working ! Our Section did wonderful things in the last years and we still have a lot to do. Our mission is important: without good management and marketing knowledge and techniques, librarians and libraries will find it difficult - if not impossible - to succeed. And we all believe of course that libraries play a very important role in society, for example in preserving free and democratic access to information. Therefore, I think our work in the Section is contributing to build a better society.

This year again we are preparing different programs for the IFLA General Conference in Glasgow. We also have working groups on different topics related to the management of libraries. We have the publication of the Québec pre-conference on «Marketing and quality management» which will be published in January. These activities might look isolated but all these actions are pieces of our contribution for a better society. I believe this contribution is very important and I invite all of you to renew your involvement in our Section.

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IFLA 3M INTER- NATIONAL MARKETING AWARD

The M&M Section, in partnership with the 3M Corp., one of IFLA's Gold Corporate Partners, has announced the first *IFLA 3M International Marketing Award*, to be awarded during 2002. The objectives of the Award are to: 1) reward the best library marketing project worldwide each year; 2) encourage marketing in libraries; and 3) give libraries the opportunity to share marketing experiences.

The IFLA/3M International Marketing Award will honour organisations that have recently implemented creative, results-oriented marketing projects or campaigns. Any library worldwide that promotes library services is eligible to receive the award, no matter the kind or amount of resources spent in its campaigns, if it is ready to submit a proposal which:

- presents a new and original project of marketing for a library of any kind,
- gives an explanation about the purposes and the advantages of the project from a local perspective
- develops a well-balanced marketing plan
- describes the follow-up of the realisation of the project
- contains a realistic budget
- expresses the needs of the public involved
- gives a full description of the methodology followed
- summarizes the marketing project in 5 lines

Candidate libraries must have implemented their project or campaign not early than 1998. They can find the complete application form and rules at <http://www.ifla.org/III/misc/app-form.doc>, after 2 January 2002. Proposals will be reviewed by the IFLA/3M International Marketing Award Committee on the basis of how well they meet the following criteria:

- 1) Strategic approach to marketing communications, indicated in the research and planning stages of a submitted project;
- 2) Creativity and innovation as demonstrated by the originality of solutions to the marketing and communication challenges;
- 3) Potential for generating widespread public visibility and support for libraries, irrespective of the kind or amount of resources employed;
- 4) Effectiveness illustrated by efforts to emphasise the organisation's communication and marketing goals;
- 5) Commitment to ongoing marketing and public relations activities.

Other factors such as clarity of planning, awareness of relations with external bodies, and allocation of resources (staff, materials, time) will also be taken into account.

We would like now to encourage all libraries concerned with marketing and public relations to send their applications to the IFLA/3M International Marketing Award, written in any of the five IFLA languages, by e-mail or by traditional mail ("snail mail"), by 31st March 2002.

Three finalists will be recognized for their outstanding achievements and will be announced in July 2002. From these, a first place winner will be chosen and two honourable mentions will be given. The winner will receive airfare, lodging and registration for the 2002 IFLA General Conference and Council in Glasgow, Scotland, as well as a cash award of USD 1,000 to further marketing efforts of the recognized institution or organisation. The winner will be officially announced at the IFLA Conference – the 75th anniversary - August 18-24, 2002, in Glasgow.

--Àngels Massisimo

Pre-conference Satellite Session Planned for Glasgow

The M&M Section will continue the very successful tradition of pre-conference satellite programs by offering a two-day satellite meeting in Glasgow on “Using Market Research to Improve Customer Satisfaction.” The meeting will be led by Standing Committee members Christine Koontz (Florida State University, USA) and Sheila Webber (University of Sheffield, UK) and be situated at Ibrox Library, a branch library of the Glasgow City Libraries.

Participants will have an opportunity to learn more about the use of formal research methods to solve specific problems and situations related to the quality and effectiveness of services in meeting their customers’ needs and expectations. Participants will hear short lectures and work on case studies, as well as have opportunities to develop

strategies for solving their own local problems.

To learn more about the meeting, please visit the Section’s website at:
<http://www.ifla.org/VII/s34/somm.htm>

Section Activities in Boston

The Section had a busy, interesting conference in Boston in August 2001. In addition to two full Standing Committee meetings, the Section sponsored a workshop on National Libraries, an open session on Knowledge Management, and two discussion group meetings, one on Library Friends and Advocates and one on Marketing in Academic Libraries. All sessions were well attended. The following are reports from some of the section’s activities in Boston.

Workshop on National Libraries

Jointly with the Section on National Libraries, the Section on Management and Marketing held a workshop on the marketing of national libraries to their constituencies. A number of themes arose out of the presentations, including whether national libraries should be more “temples of learning” than actors in the contemporary marketplace and, therefore, not consider marketing a priority at all; the identification of the customer for national libraries (all people or only define segments such as serious researchers); and achievement of balance between immediate needs for access and long-term needs for preservation.

Participants identified a number of strategies for marketing:

- 1) Development of a clear mission statement
- 2) User surveys and other formal feedback from customers
- 3) Development of customer-centered services
- 4) Simplification of communications with potential customers
- 5) Realignment of resources to reflect mission
- 6) Fostering partnerships with other cultural institutions
- 7) Development of an active outreach program including exhibitions, publications, concerts, etc.

Library Friends & Advocates Discussion Group

The Discussion Group on Library Friends and Advocates met on Sunday 19th August. About 30 people shared the experiences presented there and took part in a very rich discussion on them. Our Chair, Réjean Savard, acted as facilitator and presented the two speakers. The whole session was translated into sign language.

M. Philippe Sauvageau, from Québec, told us some very touching experiences about disseminating information among African French-speaking rural areas through books and television. The programmes are supported by the "Agence pour la Francophonie" as a part of its policy of service and support to the French language and French speakers in the world, but the experience of introducing targeted information to the public in the rural areas is a very useful way to meet information needs and to give support to the "information poor world" – and also to raise strong support

among people, which is the basis for any effective advocacy.

The New York Public Libraries presented a very different, but also valuable experience: promoting library advocacy among the public libraries of the city of New York. The crisis of the seventies, and the subsequent reaction of the public, led librarians to think that well-done daily work is one of most positive means of advocacy, and this is also a reason why an advocacy campaign it is not to be started in a moment of crisis.

We also had the opportunity, during the meeting, to browse the American Library Association's *Library Advocacy Handbook*, a useful guide for libraries to start to monitor a range of advocacy activities. Finally, one of the questions put during the discussion was about the possibility of creating and maintaining a discussion list for the Discussion Group, through which the colleagues from different parts of the world could keep in contact and share their concerns and experiences during the year – a very interesting possibility we ought to think about.

--Àngels Massísimo

Marketing in Academic Libraries Discussion Group

The Boston meeting marked the third meeting of this discussion group and was attended by about seventy-five people. Madeleine LeFebvre spoke about a marketing and outreach project she had conducted at St. Mary's University in Halifax, Nova Scotia, Canada and shared with the attendees some of her data gathering and communication methods.

Preliminary indications are that her project has had very successful results with renewed interest in the library and its programs and increased use of the library by students and faculty. LeFebvre's paper will be published shortly. We will include a reference to it in a future issue.

Standing Committee Meetings

Rèjean Savard and Christina Tovoté were re-elected as the Section's officers for the next two years. Tom Wilding was elected as Information Officer, replacing Marielle de Miribel, who indicated that she would not be able to serve another term. The section thanked Marielle for her very important contributions to during the last two years and especially for her wonderful work on the newsletter and the website.

Patricia Layzell Ward presented a report on the teaching of management and statistics courses in library education programs and recommended that the section develop a working group on this subject, prepare guidelines for course constructions, and to explore a partnership with the Section on Statistics.

John Berry briefed the Standing Committee on the announcement of a world-wide **@your library** campaign and previewed the proposed logo, translated into the non-English IFLA languages. He also presented a proposal to move forward with an IFLA award for marketing, to be sponsored by 3M Corporation (see announcement on p. 2 of this newsletter). The Standing Committee was enthusiastic in its support of the award and was pleased to



Members of the Standing Committee at the Midyear meeting in Vienna, Austria, April 2001

be able to play a significant role in evaluating the candidates for the award and selecting the finalists and winner. Don Leslie, a representative of 3M Inc. was present at the meeting and spoke about the award.

Daisy McAdams, Angels Massisimo, Natalia Santucci, Marielle de Miribel, and Christina Tovoté will serve as the committee from the section to develop the guidelines for the award and to serve as the jury for the evaluating of nominees.

Christie Koontz and Sheila Webber presented the plans for a satellite meeting before the Glasgow conference in 2002. The seminar will be limited to 40 attendees and cover three focus areas (see the announcement of this meeting on p. 3 of this newsletter).

An open session, joint with the University and Other General Research Libraries Section is planned for Glasgow. The topic will focus on the impact of change on library staff and include presentations from both managers' and staff members' perspectives. Tom Wilding is serving as

the representative on this open session for the Section.

Preliminary discussions about sessions for Berlin were held, but no decisions were made yet. Possible topics include performance management, training on the use of campaign materials, and training on the process of applying for the marketing award.

Many ideas for new initiatives for the Section were mentioned. These include a discussion group on digital libraries and the hybrid environment, and satellite meetings before or after the Berlin conference on leadership and risk-taking, and e-learning for marketing and management of libraries. There is also an interest in corporate communications.

Finally, it was agreed to hold the Section's mid-year meeting in Rome in February or March at the invitation of Natalia Santucci.

Following the tradition set in other conferences, the Standing Committee invited members and their guests and other friends to join in the Section's dinner at the Ye Olde Oyster House in downtown Boston. The Old Oyster House is one of Boston's oldest restaurants, going back to the 19th century (young by some standards, but quite old for the U.S.). About twenty section members and friends attended this social event. We hope to continue this tradition in Glasgow.

**Standing
Committee
Membership,
2001-2003**

The following people make up the Section Standing Committee for 2001-2003. You

can find information for contacting them on the Section's website on IFLAnet.

- Rèjean Savard (Canada) (Chair)
- Christina Tovoté (Sweden) (Secretary)
- Tom Wilding (United States)
(Information Officer)
- John Berry (United States)
- Alice Calabrese (United States)
- Tatiana Ershova (Russian Federation)
- Thierry Giappiconi (France)
- Péter Hegedüs (Hungary)
- Elga Kavadias (Greece)
- Christie Koontz (United States)
- Nancy Kranich (United States)
- Claudia Lux (Germany)
- Angels Massisimo (Spain)
- Daisy McAdam (Switzerland)
- Marielle de Miribel (France)
- Perry Moree (Netherlands)
- Sissel Nilsen (Norway)
- Eugenia Rosinskaya (Russian
Federation)
- Natalia Santucci (Italy)
- Sheila Webber (United Kingdom)

In addition to these members, the Section also has the following corresponding members:

- Lourdes Feria (Mexico)
- Luis Herrera (Argentina)
- Serguei Kazantzev (Russia)
- Masaya Takayawa (Japan)

**Satellite
Meeting on
Marketing
and Quality
Management**

Over one hundred people attended the 2001 satellite meeting in Québec City on Marketing and Quality Management in Québec City before the Boston conference. The meeting included several days of papers and discussion on this important topic, and especially how

these topics are included in library education programs. A mix of Plenary and concurrent sessions, some including simultaneous translations, allowed time for in depth coverage of the topic with time for discussions and conversations as well.

Rèjean Savard and his colleagues made very good plans, including social events at the public library and an evening at a maple sugar plant and restaurant. Many participants took a bus to Boston following the conference, stopping in Plymouth, New Hampshire, where the local library community provided lunch and a tour of the public library and the state college library.

The papers of the satellite meeting have been published as IFLA Publications 99 by K.G. Saur as *Education and research for marketing and quality management in libraries/La formation et la recherche sur le marketing et la gestion de la qualité en bibliothèque*.



Preview of Glasgow meetings

In addition to the standing committee meetings, the section will be sponsoring or co-sponsoring several things during the Glasgow conference. Jointly with the

University and Other General Research Libraries Section, the section will hold an open session on the impact of our changing library environment on staff, with a number of presentations offered on the stress felt by staff members, the additional training needs that are being identified, and strategies by managers to restructure organizations and jobs and to provide developmental opportunities for staff members.

The Marketing in Academic Libraries Discussion Group, also joint with the University and Other General Research Libraries Section, will focus on the marketing of information literacy programs to college and university campuses.

Prior to the Glasgow conference, the section will hold a satellite meeting at the Ibrox Library in Glasgow on the use of formal market research methods to improve customer service and satisfaction. More information may be found on p. 3 of this newsletter.

News from Our Members

Christie Koontz, a Standing Committee member, wrote a brief description of the Camel Mobile Library project for the December 2001 issue of Information Outlook, the monthly magazine of the Special Libraries Association (v. 5, no. 12, p. 33). **Daniel Ruheni** (Daystar University, Nairobi, Kenya) described his innovative project to bring library services to the people in rural areas of Northeastern Kenya during the Section's satellite meeting in Québec City in August 2001.

Standing committee member and section secretary, **Christina Tovoté**, participated in the London Online Information Conference in December 2001. Christina was invited to participate by Sheila Webber, another standing committee member, and to speak about the Nordic Information Literacy Institute, an institute-without-walls, which she is engaged in creating. Christina says, "My belief is that the information literacy courses are one of the best ways and a great opportunity to make the libraries visible and important today. Everybody is asking for it, especially companies. This summer we will start a summer school in Copenhagen for tutor librarians, and I will stress the importance of marketing and building strategic alliances. I'm trying to combine my two main interests: marketing and library pedagogic, as you can see." You can get more information from Christina at her email address, Christina.tovote@bibl.mah.se.

A few words from the editor

We have been very very fortunate for the last few years to have had **Marielle de Miribel** as our Information Officer and the editor of our newsletter. This issue marks the first issue edited by the new editor, and it comes with his apologies for its being late. I realized how much time Marielle has spent on our newsletter and website in the past, and it makes me even more appreciative of her contributions to us all. Merci, Marielle, from all of us...and from me for your many hours of work. And thanks also for your advice and words of encouragement to me!

The next issue of the newsletter will be sent out in June in time for news of the upcoming Section's activities in Glasgow. It will also have a full report of the Section's midyear meeting in Rome.

Please do send information to the editor about any activities in your local areas and pictures that I can include in the newsletter would be particularly welcome!

--Tom Wilding



The Newsletter of the Section on Management and Marketing is published twice per year, once in the winter and again in the late spring or early summer. The Newsletter is distributed to all members of the section and is also included on the section's website on IFLAnet. Announcements and other information for possible publication should be sent to: Tom Wilding, Director of Libraries, University of Texas at Arlington, Box 19497, Arlington TX 76019-0497, USA. The may also be sent to wilding@uta.edu; or may be faxed to: 1-817-272-5797.

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