

**INTERNATIONAL FEDERATION OF
LIBRARY ASSOCIATIONS AND
INSTITUTIONS**

**SECTION ON MANAGEMENT AND
MARKETING**

NEWSLETTER

No. 11, July 2002



Message from the Section Chair, Réjean Savard

Dear friends and members of the M&M Section,

We are now very close to our annual meeting and the general Conference of IFLA. This year Glasgow is waiting for us and will give us a chance to visit beautiful Scotland. Of course there will also be a very interesting program!

First, plan to arrive a few days in advance to attend our pre-conference satellite meeting on «*Using Market Research to Improve Customer Satisfaction*,» organized by Sheila Webber and Christie Koontz. You will find the details inside this Newsletter or in visiting our special web site: <http://dis.shef.ac.uk/sheila/ifla/>.

I also invite you to attend our two business meetings where we will discuss and decide upon our future projects. The first meeting is scheduled on Saturday, August 17, from 11.30 to 14.20; the second one on Friday, August 23, from 8 to 10. Locations for the meetings will appear in the IFLA conference program. We need your input to make sure this Section stays a very dynamic one.

A special invitation for all the members of the Section: please plan to attend our program on «*Change and Its Impact on Staff*,» Tuesday morning from 8.30 to 11. This session was organized in cooperation with the Section on University Libraries. This should be a very interesting topic with very good speakers, among them members of our Standing committee: Tom Wilding, Marielle de Miribel, and Àngels Massisimo.

Finally, our Marketing Library Services to Academic Communities Discussion Group will meet on Sunday morning from 8.30 to 10.20. Come to listen Aira Lepik (Estonia), our Secretary Christina Tovoté (Sweden), and Stephen Town (UK), who will present brief papers on the marketing of information literacy to faculty and students on academic campuses.

I really hope to see you there and I wish you a good summer!

--Réjean Savard, Chair

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Revision of Guidelines for Teaching Management to Information Professionals

The Section on Management and Marketing and the Section for Education and Training agreed last year to prepare a new and revised

edition of the *Guidelines for Teaching Management to Information Professionals*. These guidelines were first published in *IFLA Journal* in 1993 by Miriam Tees, a former professor at the School of Library and Information Studies at McGill University (Canada). It took several years to prepare these Guidelines and many people were involved.

Almost ten years after their publication, the environment of libraries and information services has changed a great deal, and it seemed appropriate that we should begin a revision of these guidelines. An informal committee has been formed with their first task being to read the *Guidelines* and other documents related to the teaching of management and marketing to library and information professionals.

There is still much work to do, and I would like to take the opportunity of the General Conference in Glasgow to organize a meeting of the committee and of any person interested in the revision of the *Guidelines*. I therefore invite anyone interested to meet Sunday, 18 August, 11h30 to 13h00 in the Malin Room (SECC). Before the meeting, make sure you have read the first edition of the *Guidelines (IFLA Journal 19 (3), p. 292-321)*. Your input will be appreciated. Any suggestions can be sent to me before the meeting (even if you cannot attend) at the address below.

I hope to see you there !

--Réjean Savard, Chair
(rejean.savard@umontreal.ca)

Report from Rome

The Section held its third Midyear Meeting in Rome at the Biblioteca Nazionale Centrale, on

Houston (Texas) Public Library Wins Marketing Award

The Houston Public Library in Houston, Texas (USA) has been announced as the winner of the first IFLA 3M International Marketing Award for an entry by Andrea Lapsley, for a project entitled The Powercard Challenge. The award will be presented by IFLA at a press conference on Tuesday morning, 20 August, 10.30-12.00 at the IFLA Conference in Glasgow, Scotland. The award, sponsored by 3M Corporation, one of IFLA's Gold Corporate Partners, rewards excellence in the implementation of creative, results-oriented marketing projects or campaigns. 3M will also recognize the winner at its reception in Glasgow. The award winner receives airfare, lodging, and registration for the conference as well as a cash award of USD 1000 to further its marketing efforts.

Also receiving recognition are second and third place winners, the Calgary Public Library in Calgary, Alberta (Canada) for an entry by Grant Kaiser, entitled Rediscover Your Calgary Public Library, and the Queens Borough Public Library, in New York, New York (USA) for its entry by Gary E. Strong, entitled The Opening and Promotion of the Flushing Library. Daisy McAdam, chair of the selection jury, reports that there were 39 candidates from 14 countries and that the selection jury had a very difficult time because of the high quality of many of the entries.

Àngels Massisimo, Natalia Santucci, Marielle de Miribel, and Christina Tovoté joined Daisy McAdam in serving as the selection jury. Congratulations to all the candidates, and particularly to the winners!

14-17 February 2002. Eight Standing Committee members were joined by two observers for this meeting. Natalia Santucci of the BNC hosted the meeting, and the group was welcomed by dott. Livia Borghetti, Direttore.

After a report on our budget from Christina Tovoté, a discussion on our strategic plan, and a report on some past activities, the meeting focused on our projects for Glasgow, a

Section Programs In Glasgow

The Impact of Change in Academic Libraries on

Staff: Open Session, joint with the University Libraries and Other General Research Libraries Section.

Time: Tuesday, August 20, 08.30-11.00
Moderator: Réjean Savard
Panelists: Sue McKnight, Australia
Marielle de Miribel, France
Sarah Jones and Tom Wilding, USA
Angels Massisimo, Spain

Marketing in Academic Libraries Discussion Group

Topic: Marketing Information Literacy Programs
Time: Sunday, 18 August, 08.30-10.20
Presenters: Christina Tovoté, Sweden
Aira Lepik, Estonia
Stephen Town, United Kingdom

discussion of the marketing award (see Newsletter #10, February 2002), and proposed projects for Berlin. The details for the satellite program in Glasgow were discussed. We will need to provide some case studies in the form of marketing problems, particularly for academic libraries, and with some data that participants can work with. Réjean encouraged everyone to publicize the satellite meeting on any discussion lists that people can use.

The open session that the section is planning with the Section on University and Other General Research Libraries has been approved. Sue McKnight (Australia) and Tom Wilding are coordinating this session, which is entitled "Change and Its Impact on Staff." Marielle de Miribel will also be speaking. The workshop that had been proposed with the Section on Libraries for the Blind was not approved for Glasgow.

Finally, the Discussion Group of Friends and Advocates has been cancelled, but the Marketing in Academic Libraries Discussion

Group will hold a meeting in Glasgow. Several topics have been proposed, and Tom Wilding is working on the final agenda for that meeting.

Information about the marketing award has been distributed. Applications for the award are due by 31 March. Daisy MacAdam is serving as chair of the committee for the award, and we discussed making several additions to the committee to make sure that there is good representation for all over the world. The committee was encouraged to look for really good examples of marketing in order to educate other IFLA members on what marketing is really all about.

Several good ideas for the IFLA 2003 conference in Berlin were suggested. The Section will propose both a pre-conference meeting in Vienna and a post-conference meeting in Geneva. "Leadership and risk taking: performance measurement and statistics" is proposed for Vienna and "E-learning for training in marketing and management of libraries" for French-speaking librarians only is proposed for Geneva. In addition, ideas for open sessions on lobbying and politicians and on marketing library associations for library and information professionals are being considered.

We talked about the Section's website on IFLAnet, and the committee asked Tom to look into the problems with it. We also discussed the corresponding members and confirmed that Lourdes Feria (Mexico), Massaya Takayawa (Japan), Luis Herrera (Argentina), and Sergej Kazantzev (Russia) are corresponding members of the M&M Standing Committee currently.

While the group enjoyed very productive meetings, we also had a wonderful time in Rome. Our small, charming hotel was quite close to everything, and just across the river from Vatican City. In



Left to right: Novella Castalvoli, Réjean Savard, Maria Seissl, Christina Tovoté, Tom Wilding, Sissel Nilsen, Natalia Santucci, Christie Koontz, Daisy MacAdam.

addition to a tour of the BNC, we had a visit to the Vatican Library, a walking tour of "Roma Barocca," some wonderful food and wine, and a walking tour, "Among the Ruins." A few of us stayed an extra day in Rome and visited the Vatican Museum and the Sistine Chapel.

**IFLA SECTION ON
MANAGEMENT AND
MARKETING
ANNUAL REPORT 2001**

SCOPE STATEMENT

The Section on Management and Marketing has an enabling role for the study of management and marketing issues within library services and systems. It collaborates with other IFLA Sections in applying management and marketing theory and practice to specific types of services and operations throughout the world. A particular concern is to identify emerging theories and practices which may impinge on libraries, and to ensure that managers are made aware of these developments in order to anticipate change, and promote best practice. The Section works with educators and trainers to promote the inclusion of management and marketing studies in the curricula, especially in developing countries. Its activities bring together practitioners, educators and researchers in the fields of management and marketing to exchange ideas, knowledge and experience.

MEMBERSHIP

The section has a membership of 156 as of the end of the year.

OFFICERS

Officers elected in IFLA Boston are:

Chair – Dr. Réjean Savard, Université de Montréal, Canada

Secretary/Treasurer – Christina Tovoté,
Stockholm University, Sweden
Information Co-ordinator – Tom Wilding,
University of Texas at Arlington, USA

STRUCTURE

Linked with the section are The Friends and Advocates of Libraries Discussion Group and The Discussion Group on Marketing Academic Libraries.

MID-YEAR MEETING IN VIENNA APRIL 28-29

The second mid-year meeting of the section took place in Vienna in April. Maria Seissl, our SC member, had made many preparations for the visit presenting the town in a very welcoming light. Eleven SC members participated and we combined cultural events with fruitful discussions.

After the guided tour of the state hall of the Austrian National Library and a welcoming speech by the Director General of the Austrian National Library, Dr. Hans Marte, the formal meeting started with a presentation by the president Dr. Sigrid Reinitzer of the Austrian Library Association.

The major topics of this meeting were elections of officers, the programme for Boston, future programmes, projects, etc. A very intense discussion took place about one of our main projects: the international marketing award sponsored by 3M Corporation.

PRE-CONFERENCE IN QUÉBEC AUGUST 14-17

Education and research for marketing and quality management in libraries was the theme of section's pre-IFLA Satellite meeting project held on 15-16 August 2001 in Québec City before IFLA '01 Boston. The objectives of the meeting were to:

- Bring together experts – researchers, educators and practitioners – in order to exchange information and ideas about marketing and quality management as they apply to the management of libraries and other information services

- Share international experiences
- Identify and discuss research strategies in these fields
- Promote the development of courses in marketing and quality management.

Partners were Université de Montréal - École de bibliothéconomie et des sciences de l'information; IFLA Management and Marketing Section; and IFLA Education and Training Section.

The meeting was a great success with about 100 participants including a couple of ALP grantees and 15 people from French speaking countries in Africa, as well as grantees. All participants were invited to a reception at the National Assembly of Quebec and a visit to the city library. The papers that were presented will be published by SAUR in the IFLA Publication Series (see information about this publication in Newsletter no. 10, February 2002, p.7). The meeting in Quebec was at the same time very professional and entertaining, with social events such as whale watching and a cultural evening.

MEETINGS AT IFLA '01 BOSTON

The new Discussion Group of Knowledge Management has very interesting topics for the future and its meeting was crowded with 79 people attending. Karen Muller from our section was elected convenor. The Guest Lecture with Larry Pruzac, which was crowded and very interesting, was one of the M&M section's initiatives through the former chair Michael Koenig.

Friends and Advocates Libraries Discussion Group: Twenty-five people participated and Réjean Savard was asked to be moderator. Sue Martin, the convenor, will make a programme for next year, probably about the campaign "@ Your Library."

Discussion Group on Marketing Academic Libraries: There was in their meeting a very good and interesting speaker: Madeleine Lefebvre from Halifax. 75 people attended and the discussion afterwards was rewarding and led to several suggestions for topics for next year and how to use the "@ Your Library" Campaign in the academic world.

OPEN SESSION: The open session on Knowledge Management was entitled: Knowledge Management for Not-For-Profit Organizations and was arranged by the sections of Social Science Libraries, Government Libraries, and Management and Marketing. Michael Koenig, the former chair of M&M, was the initiator of this session and gave the first speech entitled Knowledge Management, User Education, and Librarianship.

WORKSHOP JOINT WITH THE SECTION OF NATIONAL LIBRARIES

The workshop on Marketing National Libraries, 23 August, had the following topics:

- Part 1: Is it really necessary to market National Libraries?
- Part 2: How to raise the profile of the National Library?
- Part 3: National Libraries - not for researchers only: how to market the content of the National Libraries?
- Part 4: Marketing tools: cultural programmes, exhibitions, the Internet, relationship with the press etc.

Natalia Santucci and Perry Moree from our section were among the speakers. Library of Congress promised to make a report and a printed pamphlet as well as a contribution to the IFLA web site.

MEETINGS OF THE STANDING COMMITTEE

Two meetings were held in Boston. In the first one elections took place and the Chair Réjean Savard and the Secretary/Treasurer Christina Tovoté were elected for another two years. The Information Officer Marielle de Miribel had given notice that she wanted to resign, and Tom Wilding was elected in her place. Patricia Layzell Ward made a report of her study, The problem of management teaching in LIS. In the second meeting projects such as the Marketing Award and programmes for IFLA 2002 Glasgow were discussed. Réjean and Alice were appointed to represent the section in the campaign board of the IFLA campaign "@ Your Library."

Three working groups were established or continued their work:

A: Using the web for courses in marketing.
Contact person: Alice Calabrese

B: Guidelines for continuing education and management and marketing. Contact person: Pat Layzell Ward

C: Communication. Contact person: Angels Massisimo

There was also a working group appointed for the award.

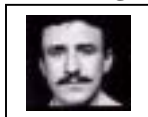
PROJECTS

The IFLA/3M International Library Marketing Award: The launching of this prize will be in Glasgow 2002 and March 2002 should be the deadline for applications. A jury was elected: Angels Massisimo, Marielle de Miribel, Daisy Mac Adam (chair), Christina Tovoté and Natalia Santucci.

The Glasgow
Logo
Explained



This logo is closely related to the work of Charles Rennie Mackintosh, a famous Scottish architect. He was born in the Townhead area of Glasgow, close to the Glasgow Cathedral. Early in his career, he became one of the most celebrated architects of his generation. He met Margaret



Macdonald, his future wife, at Glasgow School of Art and much of what can be seen in his buildings and collections comes from the couple's artistic collaboration. His masterful handling of light and space can be seen in many of well-known pieces of furniture, which have themselves become icons.

Mackintosh took his inspiration from the Scottish traditions and blended them with the flourish of Art Nouveau and the simplicity of Japanese forms. Much of his work has survived. It can be seen today alongside that of his close collaborators in the group known as “The Four” and the other artists and designers who collectively created “The Glasgow Style.”

Information excerpted from Charles Rennie Mackintosh Society (www.crmsociety.com/)

What about the motifs? The motifs (4 squares and 4 petals) are suggested by architectural and decorative art from Charles Rennie Mackintosh, as we can see on famous realizations, the Daily Record Building, and the Queen’s Cross Church



Daily Record Building



Queen's Cross Church

What about the colours of the logo? Purple and green are the colours of Glasgow Scottish Tartan.

-Marielle de Miribel, M&M SC member

News from Around the Section

Sissel Nilsen reports that the report from the Open Session in Boston on marketing national libraries is now available. Standing Committee members Natalia Santucci and Perry Moree were panelists in that session. The address for the report is: <http://www.ifla.org/VII/s34/wsreport01.htm>.

Perry Moree's paper, 'The Marketing Strategy of the Dutch National Library: its

necessity and consequences,' from this open session in Boston has been published in: Dr. Sigrun Klara Hannesdottir (ed.), *Global Issues in 21st Century Librarianship*. Nordinfos 25th anniversary publication (Helsinki 2002), p. 156-160. Perry points out that he has acknowledged his membership on the standing committee in the publication!

Standing Committee member, Tom Wilding, notes that the papers from a workshop in Boston on partnerships in academic libraries have been published in *Library Management*, v. 23, no. 4/5, 2002. Tom's paper, "External partnerships and academic libraries," may be found on p. 199-202.

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.

IFLA Headquarters can be contacted at P.O.Box 95312, 2509CH The Hague, Netherlands.

A few pictures from the Mid Year Meeting in Rome



Visit to the Vatican Library



Standing Committee at work in the Biblioteca Nazionale Centrale



Standing Committee members on tour in Vatican Library

On the following page are guidelines issued by the IFLA Publications Committee for the *IFLA Journal*. Submissions are encouraged!

***IFLA Journal* - Notes for Contributors**

Aims and Scope

The *IFLA Journal* aims to promote and support the aims and core values of IFLA as the global voice of the library and information profession by providing authoritative coverage and analysis of (a) the activities of IFLA and its various constituent bodies and members, and those of other bodies with similar aims and interests and (b) completed, ongoing and proposed policies, plans and programmes related to the development of library and information services around the world.

Writing for the *IFLA Journal*

Contributions to the journal may include: original articles and features; news and information about current and forthcoming activities and events in the field of library and information services; reviews or announcements of new publications, products or services; information about education and training opportunities, fellowships, honours and awards; personal news; obituaries; letters to the Editor.

Articles and features

Articles and features are subject to review by the Editorial Committee. Articles and features are normally published only in English. Authors whose first language is not English should not be inhibited from submitting contributions in English because of this; the correction of minor grammatical and linguistic errors in English is considered to be an integral part of the editorial process.

There is no rigid stipulation regarding the length of articles and features, but they should normally not be less than 2000 words in length. Contributions of more than 15,000 words may be published in two or more parts in successive issues.

Articles and features should be accompanied by an English-language abstract of not more than 100 words, a brief statement of the professional qualifications and experience of the author(s), including current official designation and full address and contact details, and a recent photograph (not a passport photo) of each of the authors suitable for publication.

Authors are expected to check their work carefully before submitting it, particularly with regard to factual accuracy, completeness and consistency. They should provide sufficient background information to enable readers unfamiliar with the activity or country being described to understand it easily. Acronyms and abbreviations should be used sparingly; they should be spelled out in full the first time they are used.

Other contributions

The primary language of publication for contributions other than articles and features is English, but such contributions may be published in the other working languages of IFLA - French, German, Russian or Spanish - if appropriate.

Illustrative material

Contributors are encouraged to submit photographs and other illustrations to accompany their contributions. Statistical data should, if possible, be presented in the form of charts or diagrams, rather than tables.

Bibliographical references

References should follow the full form stipulated in ISO 690-1975, Documentation – bibliographical references – essential and supplementary elements, using either the numeric or the Harvard method of citation in the text. Lists of references should appear at the end of a contribution, not as footnotes.

Copyright

Authors are responsible for obtaining copyright clearance for the publication of any copyrighted material (including illustrative material) which may be included in their contribution.

Format

All contributions should, whenever possible, be submitted in standard electronic formats, either as e-mail attachments or on 3.5 inch diskettes. The preferred format for textual matter is MS Word. Contributors who are unable to submit their work in electronic format should supply textual matter in clearly typewritten manuscript. Photographs may be in colour or black and white. They should be submitted either in TIF format or in hard copy as positive prints or transparencies. Other illustrations should be suitable for publication without further treatment.

Publication

The decision of the Editorial Committee with regard to the publication of any article or feature is final. Other contributions are published at the discretion of the Editor, if necessary after consultation with the Editorial Committee.

Authors of articles, features and reviews will receive one complimentary copy of the issue in which their work appears.

Submission

All contributions (except advertisements), in whatever format, should be addressed to:

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