



## Strategic Plan 2006-2007

### Mission

- To investigate issues and undertake activities related to the management and marketing of library services and systems, including the use and development of theories, the education and development of librarians, and the application of management and marketing principles and tool in librarianship.
- To become a key forum of discussion of all aspects of management and marketing in all type of libraries around the world.
- To contribute to make IFLA a more and more challenging and rewarding arena for professional researchers, practitioners and educators.
- To contribute to make IFLA a powerful tool to defend and develop its professional principles and priorities all over the world.

### Goals

#### **1. To promote marketing principles and practices to ensure that the vital role of libraries is well understood and acted upon.**

*[Professional priority: Supporting the role of libraries in society]*

#### **Actions:**

- a. To continue to work with IFLA on the IFLA International Marketing Award
- b. To manage the competition and publicize the award in every IFLA language
- c. To promote awareness and education of marketing concepts through the award and the publication of its results

#### **2. To strengthen the abilities and knowledge of library and information science professionals managing libraries.**

*[Professional priority: Developing library professionals]*

#### **Actions:**

- 2.1 To prepare a satellite pre-conference on “Library management and marketing in a multicultural world” in Shanghai (China), 2005
- 2.2. To prepare a satellite pre-conference on “Library best management and marketing with the ICT” in Dakar (Senegal), 2006
- 2.3 To prepare a programme on “Strategic planning tools for the tomorrow people – library and information professionals of the 21<sup>st</sup> century” at the IFLA Conference in Seoul (Korea), 2006
- 2.4 To prepare a programme on library marketing – theme to be determined - at the IFLA Conference in Durban (South Africa), 2007
- 2.5 To achieve the publication of the papers from the satellite meeting in Bergen, Norway 2005, To publish “Management, marketing, evaluation and promoting of library services, based on statistics, analysis and evaluation in your own library” in IFLA Publications series, in Spring 2006, and to publicize it along 2006.

### **3. To provide guidance on the effective management and marketing of libraries.**

*[Professional priority: promoting standards, guidelines, and best practices]*

#### **Actions:**

- 3.1 To work with appropriate sections in order to develop practical tools for library managers such as web-based guidelines, and tips for managing and marketing libraries
- 3.2 To publicize the International review of marketing and information libraries, as soon as it is published, in IFLA Publications series, in 2006.
- 3.3 To continue the *MatPromo* project (image database of library promotion tools) in 2006
- 3.4 To coordinate the translation of the Marketing Glossary to every IFLA language in 2006-07
- 3.5 To create an M&M discussion list with every member of our Section and other possible interested people, and also a restricted discussion list for internal Standing Committee work

### **4. To promote the Section's membership in order to enhance the spread of the new management and marketing ideas and techniques all over the world.**

*[Professional priority: Supporting the role of libraries in society, Developing library professionals, Supporting the infrastructure of library associations]*

#### **Actions:**

- 4.1 To recruit new Section members through the M&M section's pre-conferences and open programmes via the active use of calls for papers and other techniques to open our activities to new speakers from outside IFLA circles
- 4.2 To identify and list the IFLA M&M Section current, new, and former members
- 4.3 To establish an updated list of our Standing Committee members and corresponding members
- 4.4 To review the status of all the SC members and corresponding members not keeping in contact with the Section, and to check their interest to continue working in the Section, or, if not, to replace them, when possible, with new and more active members
- 4.5. To investigate the most appropriate form of retaining former members who demonstrated a strong involvement in our Section, via honorary membership or other formulae, in order to keep them integrated and working with us if desired
- 4.6 To produce a new leaflet about our Section in every IFLA language and to distribute it in our programmes and in IFLA booth or otherwise

### **5. To contribute to the IFLA membership recruitment and development in collaboration with the IFLA Membership Development Committee and with other Sections involved.**

*[Professional priority: Supporting the role of libraries in society, Developing library professionals, Supporting the infrastructure of library associations]*

#### **Actions:**

- 5.1 To work on a toolkit for the different IFLA Sections to promote their membership recruitment
- 5.2 To work, with IFLA Membership Development Committee, to discuss, distribute and diffuse the toolkit, via IFLA Journal, IFLA Professional Reports, or other
- 5.3 To cooperate with appropriate IFLA Sections in order to identify and segment the different IFLA membership possible new markets