



## **IFLA Management & Marketing Section**

### **ANNUAL REPORT 2009**

This annual report covers the period from January to December 2009.

#### **1) MEMBERSHIP**

##### **Members**

The section has 162 members (2<sup>nd</sup> December 2009)

2008: 162

2007: 166

There were 19 Standing Committee members and 5 corresponding members.

##### **Standing Committee members on 31 December 2009**

Raymond Bérard, 2007-2011, France, Chair & treasurer (first term)

Steffen Wawra, 2007-2011, Germany, Secretary (second term)

Judith Broady-Preston, 2009-2013, UK (first term)

Chao Chen, 2009-2013, China (first term)

Shu-Fang, 2007-2011, China (first term)

Dinesh K. Gupta, 2007-2011, India (second term)

Dr. Ken Haycock, 2010-2011, USA (first term)

Børge Hofset, 2009-2013, Norway (second term)

Agneta Holmenmark, 2009-2013, Sweden (first term)

Trine Kolderup Flaten, 2007-2011, Norway (second term)

Christine Koontz, 2007-2011, USA (first term)

Päivi Kytömäki, 2007-2011, Finland (first term)

Madeleine Lefebvre, 2009-2013, Canada (second term)

Angels Massisimo I Sanchez de Boado, 2009-2013, Spain (second term)

Lena Olsson, 2007-2011, Sweden (first term)

Réjean Savard, 2007-2011, Canada (first term)

Grace Saw, 2007 – 2011, Australia (first term)

Ruth Wuest, 2007 - 2011 Switzerland (first term)

Ludmila Zaytseva, 2007 – 2011, Russia (first term)

*James L. Mullins resigned in October 2009. Dr. Ken Haycock filled this vacancy as he was the unsuccessful candidate who received the highest number of votes in the most recent election for places on the Standing Committee.*

*Hannelore B. Rader retired on 31 December 2009.*



### Corresponding members

Antonia Arahova, Greece

Daisy McAdam, Switzerland

Perry Moree, Netherlands

Amadou Anta Samb, Senegal

Nadia Temmar, Algeria

## **2) MEETINGS**

### **Mid-Year Standing Committee Meeting, Berlin, 20-21 February 2009, The Prussian State Library**

The meeting was organized by Steffen Wawra and took place at The Prussian State Library in Berlin.

10 SC members and 1 observer were present.

Important items on the agenda were:

- International Marketing Award for 2009,
- Pre-conference in Athens, August 19-21 2009: "Service strategies for libraries"
- Pre-conference in Turin, August 19-21 2009: "Libraries as places and spaces"
- Milan Programme: "Where do we stand – where do we want to stand in 10 years?"

planning a vision: libraries of the future"

- Programme for Brisbane 2010: proposals and discussion
- Projects: current state, proposals and decisions

### **Standing Committee Meetings in Milan, meeting 1: August 22, 2009 11.30 - 14.20 and 2: August 27, 2009, 13.15 - 14.45**

Present at SC meeting I: 18 SC members, 1 corresponding member and 9 observers.

Present at SC meeting II: 17 SC members, 2 corresponding member and 9 observers.

Important items were:

- Report on the pre-conference in Athens on "Service strategies for libraries", organized by M&M and hosted by the Greek Ministry of Education and Religious Affairs (co-sponsor: Management of Library Associations Section)
- Report on the pre-conference in Turin on "Libraries as Place and Space", organized by M&M and four other sections (Library Theory and Research, Public Libraries, Academic and Research Libraries and Library Buildings and Equipment)
- International Marketing Award. Report from Daisy McAdam and election of new chair and members of Award Jury
- Program for Milan "Where do we stand? Where do we want to be in 10 years?" and report
- Election of the two formal officers of the section: Chair and Secretary
- Appointment of Information Officer
- New corresponding members
- Pre-conference WLIC 2010 in Sweden.
- New projects: proposals and decision
- Conference programme for Gothenburg, Sweden, 2010 – theme and collaborators (pre-conference and open programme)
- Conference programme for San Juan, Puerto Rico 13 - 18 August 2011 – preliminary discussion
- Possible cooperation with other Sections



### **3) COOPERATION WITH OTHER SECTIONS AND GROUPS IN 2009**

The pre-conference in Athens on “Service strategies for libraries” was co-sponsored by Management of Library Associations Section.

The pre-conference in Turin on “Libraries as Place and Space”, was organized by 5 sections: M&M, Library Theory and Research, Public Libraries, Academic and Research Libraries and Library Buildings and Equipment.

2010 Gothenburg Conference: M&M will team up with the Academic and Research Libraries section for a joint open, 3-hour program on "Reconstructing library services in challenging times" (provisional working title)

2010 Open session with MLA, M&M, Education and Training, Statistics and Evaluation, SIG LIS Education in developing countries: 2 consecutive programmes of 3 hours each on the theme "Towards national library strategy: opening up access to research". It is part of an ambitious 2 year programme (2010-2011).

### **4) PROFESSIONAL ACTIVITIES**

#### **IFLA International Marketing Award**

After eight years and seven Marketing Awards, Daisy McAdam stepped down as jury chair,. She left the new jury with a convenient situation, as there are three years to go with the sponsor Emerald.

First place was awarded to the National Library Board, Singapore, represented by Sharon Koh, for the marketing campaign "Go Library".

Second place was awarded to Wrexham County Borough Council, Wales, United Kingdom, represented by Jane Purdie for "Happy days/Take a Fresh Look at Your Library".

Third place was awarded to the Alberta Library, in Edmonton, Canada, represented by Janis Galloway and Bill Rice, for the Alberta Campaign/Books and beyond"

Daisy McAdam announced the winners at the IFLA press conference on Monday morning 24th.

Trine Kolderup Flaten thanked Daisy McAdam for all her wonderful work on the award (and the section) and provided her with an official IFLA certificate of appreciation.

From 2009 onwards the jury members are : Dinesh K. Gupta (India), Christine Koontz (USA) , Ludmila Zaytseva (Russia) , Nadia Temmar (Algeria) , Lena Olsson (Sweden), Angels Massisimo (Spain)

#### **Pre-conference in Athens on “Service strategies for libraries”, organized by M&M and hosted by the Greek Ministry of Education and Religious Affairs (co-sponsor: Management of Library Associations Section)**

198 from nine countries (including Greece). attended this pre-conference. As Àngels Massísimo (who has done all preparations on this conference together with Christine Koontz) was unable to attend, Christine Koontz prolonged her presentation and Perry Moree improvised a lecture on “Building a Digital Library”.

Antonia Arahova was given thanks by the acting chair for all her work.

#### **Pre-conference in Turin on “Libraries as Place and Space”, organized by M&M and four other sections (Library Theory and Research, Public Libraries, Academic and Research Libraries and Library Buildings and Equipment)**



The Turin pre-conference was well attended (195) and it had great lectures, tours and dinners.

### **M&M programme in Milan**

The section's open programme was excellent and challenging. 450 attended the programme.

### **Satellite meetings for 2010**

Wilhelm Windmark, director of Stockholm University library, has agreed to host a satellite pre-conference on "Marketing Libraries in a Web 2.0 world" (August 7-8)

Réjean Savard has agreed to take charge of the scientific aspect of the satellite meeting. Initial plans to co-organize it with Information literacy had to be dropped but both MM and IL have agreed to work on a joint conference programme in 2011.

### **Open programme for 2010 Gothenburg Conference**

M&M will team up with the Academic and Research Libraries section for a joint open, 3-hour program on "Reconstructing library services in challenging times" (provisional working title). Trine and Madeleine are working on this session with our colleagues from ARL section.

**2010 Open session** with MLA, M&M, Education and Training, Statistics and Evaluation, SIG LIS Education in developing countries: 2 consecutive programmes of 3 hours each on the theme "Towards national library strategy: opening up access to research". It is part of an ambitious 2 year programme (2010-2011).

The MYM meeting in The Hague (February 2010) will have to decide whether it continues this programme in 2011.

## **5) INFORMATION AND MARKETING**

### **Newsletter**

A Newsletter (N°20) was published in 2009. It was produced by Christine Koontz, with illustrations and layout by Rick Rice.

The SC decided in Milano to stop issuing a newsletter and to use the opportunity provided by the new IFLA website to have its news items placed continuously online.

The difficulty to use the new web site, coupled with the resignation in November of our web editor prevented us from giving information to the MMS members.

A revision of the section strategy is on the agenda for the 2010 MYM.

### **Other Publications**

The proceedings of the Montreal pre-conference were published in 2009:

« Francophonies et bibliothèques : innovations, changements et réseautage : actes du premier congrès de l'Association internationale francophone des bibliothécaires et documentalistes et satellite IFLA, Montréal, 3-6 août 2008 / sous la direction de Dominique Gazo et Réjean Savard (published by « Association internationale francophone des bibliothécaires et documentalistes, cop. 2009)

This follows the publication in 2008 of the proceedings of the Dakar pre-conference:

« Managing technologies and automated library systems in developing countries: open source vs commercial options : proceedings of the IFLA pre-conference satellite meeting"/ edited by Bernard Dione and Rejean Savard (published by K.G. Saur, 2008),



## 6) **PROJECTS**

MatPromo is an image database of library promotion tools.

This international project (currently at pilot phase) is funded by IFLA.

This database is intended to collect images of objects currently used by all types of libraries to promote their services and to raise their profile: posters, leaflets, badges, calendars, stationery and all kinds of objects from all over the world can be included. Graphic description, kind of object and the role it plays in the promotional task are described for each image.

MatPromo is coordinated by:

Àngels Massísimo (Universitat de Barcelona)

Development: Josep Manuel Rodríguez Gairín (Universitat de Barcelona)

Jorge Franganillo (Universitat de Barcelona)

Sergio Chávez (Universitat de Barcelona)

José Antonio Gómez (ANABAD, Murcia)

Tomás Saorín (ANABAD, Murcia)

Marielle de Miribel (Université Paris X)

The project dates from 2002 – 2003, and is hosted for free at University of Barcelona. A second phase for developing the database were approved and granted 2.000€ for 2007 and 1.000 for 2008.

The work had to be postponed. No progress was registered in 2009.

### Bibliography on marketing

The SC approved in 2009 a wiki-based, annotated bibliography project proposed by Dinesh K. Gupta.

Financial requirements (2000 €) had been estimated, but not specified.

Teams were supposed to work with Chinese, English, French, German, Russian, Spanish and Arabic material.

No progress was registered on this project.

## 7) **FINANCES**

Administrative funds: the Section has been allocated 815 €

Three were no expenditures in 2009..

The Section has not applied for, or received, project money in 2009.

Montpellier-Passau, February 2010

Raymond BERARD  
Chair

Steffen Wawra  
Secretary