



ANNUAL REPORT 2010

This annual report covers the period from January to December 2010.

1. MEMBERSHIP

Members

The section has 154 members (31st December 2010)

2009: 162

2008: 162

2007: 166

There were 19 Standing Committee members and 5 corresponding members.

Standing Committee members on 31 December 2010

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

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

Christine Koontz, 2007-2011, USA, Information coordinator and web editor (first 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)

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)

Nadia Temmar, 2010-2011, Algeria (first term)

Ruth Wuest, 2007 - 2011 Switzerland (first term)

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

Corresponding members

Antonia Arahova, Greece

Daisy McAdam, Switzerland

Perry Moree, Netherlands

Amadou Anta Samb, Senegal

Nadia Temmar was co-opted in February 2010 as standing committee member after Hannelore B. Rader retired on 31 December 2009.

2. MEETINGS

2.1. Mid-Year Standing Committee meeting, The Hague, The Netherlands, February 26-27 2010, National Library (KB)

The meeting was organized by Perry Moree. 7 SC members and 2 observers were present.

Important items on the agenda were:

- Financial report 2009 for Management and Marketing Section
- Annual report 2009 for Management and Marketing Section
- Matters from Professional Committee and Governing Board: information
- Information coordinator and web editor, M&MS information strategy
- International Marketing Award: report from Dinesh Gupta
- Preconference in Stockholm, August 7-8 “Marketing Libraries in a Web 2.0 World”: report from Réjean Savard
- Programme for Gothenburg in cooperation with Academic and Research Libraries
- Programme for Gothenburg in cooperation with Management of Library Associations Section & Library Theory and Research Section : “Towards national strategies for library advocacy: Opening up access to research”
- Conference programme for San Juan 2011: possible themes and collaborators
- Decision on follow up of 2010 programme with Management of Library Associations Section & Library Theory and Research Section
- Publication of Athens proceedings : decision
- New projects: proposals and decision. Proposal to liaise with Liber (Ligue des bibliothèques européennes de recherche – Association of European research libraries) Steering Committee on Organisation and Human Resources

2.2. Standing Committee Meetings in Gothenburg, Swedish Exhibition and Congress Centre, meeting 1: 10 August 2010, 8:30-11:20 and 2: 15 August 2010, 9:45-11:15

Present at SC meeting I: 14 SC members, 2 corresponding members and 20 observers.

Present at SC meeting II: 11 SC members and 3 observers.

Important items were:

- Report from the M&M Chair and Secretary
- Report from M&M Information Officer and Group
- Information from last Professional Committee: report from Raymond Berard from information received from PC
- Pre-conference in Stockholm, August 7-8, “Marketing Libraries in a Web 2.0 World”: report from Réjean Savard
- M&M programme in Gothenburg:
 - o Programme for Gothenburg in cooperation with Academic and Research Libraries: “Reconstructing library services in challenging times” (13 August, 9:30-12:45): report from Trine Kolderup Flaten
 - o Programme for Gothenburg in cooperation with Management of Library Associations, Library Theory and Research, Education and training, Statistics and Evaluation, LIS in developing countries SIG: “Towards national library strategy: opening up access to research”. Part 1: “Improving library advocacy” (12 August, 9:30-12:45); Part 2: “Looking for relevant research”; Part 3: “Bridging advocacy and research: a joint agenda for filling data gaps, training research skills and enhancing visibility” (12 August, 13:45-17:00) : report from Raymond Bérard
- International Marketing Award: report from Dinesh K. Gupta
- MMS Information strategy: situation in August 2010
 - o do our members get sufficient information on our activities?
 - o website update

- open mailing list
- Should we go back to the newsletter?
- Appointment of a web editor
- Satellite meetings in connection with WLIC in 2011: no M&M satellite in 2011
- Conference programme for San Juan, 13-18 August 2011: theme and collaborations
- Projects:
 - Project MatPromo: status update by Àngels Massísimo
 - Wiki-based annotated Bibliography: status report by Dinesh K. Gupta
- New projects: proposals and decision
- Revised Strategic Plan 2009 – 2011
- New IFLA's strategic plan 2010-2015 : identifying up to 3 measurable actions to be undertaken by M&MS, based on the priority activities and to be included in the priority activities 2010-2011
- Recruitment activities
- Date and venue for Mid Year Meeting 2011: decision
- Emerald/IFLA partnership

3. COOPERATION WITH OTHER SECTIONS AND GROUPS IN 2010

Our section cooperated in 2010 with several other IFLA sections to organize sessions at the WLIC Congress: 76th IFLA General Conference and Assembly in Gothenburg (see details in item 4.1):

Academic and Research Libraries section. As our partnership with Academic and Research Libraries has always proved successful, we have decided to renew it in San Juan in 2011 for a session. Another partnership with Academic and Research Libraries (together with Statistics and Evaluation) is also planned for a pre-conference in Turku (Finland) in 2012.

- Management of Library Associations, Library Theory and Research, Education and training, Statistics and Evaluation, LIS in developing countries SIG for a all day session in Gothenburg. The joint session was well prepared, but coordination between so many sections was a problem. This why we decided not to renew the partnership in 2011 although this Gothenburg session was meant to be part of a 2 year programme (2010-2011).

The chair liaised with LIBER (Ligue des bibliothèques européennes de recherche – Association of European research libraries), Steering Committee on Organisation and Human Resources on a proposed seminar on “Human Resources and the Library top Management”.

This seminar will take place in June 2011 in Barcelona.

It will be a high level seminar for the next generation of senior leaders in European Research libraries.

The LIBER leadership programme is aimed at people who are already in positions of senior management, but who wish to do more to enhance their leadership qualities in preparation for the step up to the next big challenge – that of taking responsibility for leading an organisation through changing times.

The leadership seminar programme will be in three parts :

- A first session in Barcelona (June 2011, 27th and 28th), with courses ;
- A year for tutorship, including a professional training (between one and two weeks) ;
- A second seminar in Tartu (June 2012, 25th and 26th), with courses and shared experience.

4. PROFESSIONAL ACTIVITIES

4.1. Conferences and sessions

- **Pre-conference in Stockholm, August 7-8, “Marketing Libraries in a Web 2.0 World”**: Réjean Savard chaired the scientific committee, Eva Enarson, and her team at Stockom university library were the local (and efficient) organizers. It was a successful pre-conference with 75 attendees. All presentations will be posted on the web site. The papers will be published as IFLA publication.

- **Session (3 hours) in Gothenburg on “Reconstructing library services in challenging times”** with Academic and Research Libraries. Madeleine was a moderator. The session was successful with brilliant speakers and attracted a large audience of about 350.

- **Session in Gothenburg (full day): “Towards national library strategy: opening up access to research”**. Part 1: “Improving library advocacy”; Part 2: “Looking for relevant research”; Part 3: “Bridging advocacy and research: a joint agenda for filling data gaps, training research skills and enhancing visibility”. Organized jointly with Management of Library Associations, Library Theory and Research, Education and training, Statistics and Evaluation, LIS in developing countries SIG, the joint session was well prepared, but coordination between so many sections was a problem.

- 2011 session in San Juan

As our partnership with Academic and Research Libraries has always proved successful, we decided to renew it in 2011. Grace Saw (coordinator), Madeleine Lefebvre and Judith Broady-Preston have agreed to organize a session in San Juan on “Vision 2020: innovative policies and tools”. This session is meant to attract and engage with librarians of the future, equip them with skills and offer guidance to assist them survive the challenges that lie ahead in the next decade.

- 2012 pre-conferences

- Another partnership with Academic and Research Libraries (together with Statistics and Evaluation) is planned for a pre-conference in Turku (Finland) on 9-10 August in 2012: **“Library’s efficiency, impact and outcomes: statistical analyzes and other methods as tools for management and decision making”**.

Päivi Kytömäki, Claire Lebreton, David-Georges Picard, Angels Massísimo i Sanchez de Boado and Corey Sue have agreed to stand on the scientific committee.

The main organizer is Markku Laitinen, National Library of Finland (Statistics and Evaluation). Päivi Kytömäki, Oulu University (Management & Marketing) is on the organizing group in Finland, together with Jarmo Saarti, UEF Kuopio; Kristiina Hormia-Poutanen, National Library; Ulla Nygrén, Turku University.

- Réjean Savard organizes a satellite meeting in Martinique in 2011: **Francophony, libraries and sustainable development**, 10-12 August 2011 (with IAFBD and PAC).

4.2. 2010 IFLA International Marketing Award

First place was awarded to the Learning Resource Centre (LRC), Indian School of Business, Gachibowli, Hyderabad, Andhra Pradesh, India. The slogan for the winning campaign is "Knowledge Companion to Empower You!" The LRC developed a product line of information alerts for administration, faculty and students marketed as "Global InfoWatch." This umbrella product offers personalised access to all stakeholders' facts and figures to update their knowledge in selected relevant areas. Second place was awarded to Gail Borden Public Library District, Elgin, IL, USA. The second place winning slogan is "StoryTubes: Kids Go Live With Books." Youth and their favourite book, star in their own self-made videos for fun and prizes, with the goal of strengthening reading and libraries and the productive use of technologies.

Third place was awarded to the University of Bergen Library. The third place winning slogan is "The Magic of the Library-a presentation of the University of Bergen library." The first place winner was announced officially at the IFLA press conference on August 12.

Dinesh reported the duties of the members of the Jury of the IFLA International Marketing Award.

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

The jury started to work on the 2011 IFLA International Marketing Award. Application had to be submitted before 30 November 2010, the three finalists will be announced in March 2011. Sponsorship by Emerald has been secured until 2013.

5. INFORMATION AND MARKETING

5.1. Newsletter

The standing committee decided in 2009 to stop issuing a newsletter and to use the opportunity provided by the new IFLA website to have its news items placed continuously online. Unfortunately, following our new web editor's resignation in October 2009 only a few months after being designated, our section was unable to inform its members of our activities for far too long.

A revision of the section information strategy was discussed in 2010. It was wisely decided to resume publication of the Newsletter: issue 21 was published in August 2010 by Steffen Wawra (the last one was May 2009).

In August 2010, Christie Koontz very kindly accepted to be our web editor/information coordinator. She very quickly and efficiently fed the web site and a Newsletter (N°22) was published in February 2011. It was produced by Christie, with illustrations and layout by Rick Rice. The whole M&M section thanks her for her commitment. Christie was assisted as web editor by Claire Lebreton, a young colleague from Bibliothèque publique d'information (Paris).

The decision was made to have a regular publication of the Newsletter (2 issues a year: February and August).

5.2. Other Publications

- Publication of Athens proceedings

The standing committee welcome Tonia Arahova's proposal to publish the papers presented at the conference, "Service strategies for libraries", organized in Athens in 2009 by M&M and hosted by the Greek Ministry of Education and Religious Affairs. The proceedings were published early 2011.

- The papers of the pre-conference in Stockholm, 2010, "Marketing Libraries in a Web 2.0 World" will be published as an IFLA publication.

5.3. IFLA mailing lists

Raymond Bérard took over from Gunilla Lilie Bauer in September 2010 as owner/ moderator of the 2 mailing lists of the Management and Marketing Section (hosted by INIST in France):

- IFLA-MM (237 subscribers on 16 February 2011, with an average of 5 new members added every month)
- IFLA-MMSC (24 Standing Committee Members only!). This list is not currently in use. The S/C members use the list managed by ABES instead (ifla-mmssc@abes.fr)

6. PROJECTS

M&M section has two projects:

- MatPromo, an image database of library promotion tools.

MatPromo is coordinated by Àngels Massísimo (Universitat de Barcelona). This international project was at pilot phase in 2002-2003. 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 and no progress was registered in 2009 and 2010.

It was decided in Gothenburg to discontinue this project.

- Bibliography on marketing

The SC approved in 2009 a wiki-based, annotated bibliography project proposed by Dinesh K. Gupta. As no progress was registered on this project in 2009 and 2010, it was decided in Gothenburg to discontinue this project.

7. STRATEGIC PLAN

Revised Strategic Plan 2009 - 2011 and the new IFLA strategic plan 2010-2015:

The standing committee had a productive brainstorming session during the section dinner in Gothenburg from input given by the secretary. A draft updated strategic plan was produced and approved by the S/C:

<http://www.ifla.org/files/management-and-marketing/strategic-plan/2011-2015.pdf>

Three actions based on the IFLA priority activities 2010-2011, all related to the Award, were also selected by the chair:

Strategic direction 3: Transforming the profile and standing of the profession

Priority activities 2010-2011: To promote good practices through the International marketing award

- Action 1: To continue the IFLA International marketing award
- Action 2: To secure a sponsor
- Action 3: To manage the competition and publicize the award in every IFLA language
- Action 4: To promote the award in each country through the SC members networks

8. FINANCES

Administrative funds: the Section has been allocated 815 € in 2010. We spent it on the August issue of the newsletter.

We have been allocated 1000 € in 2011 (sections with 151 – 250 members)

The Section has not applied for, or received, project money in 2010.

Montpellier - Passau, 20 February 2011

Raymond BERARD
Chair

Steffen Wawra
Secretary