

IFLA Standing Committee on Management & Marketing

WLIC Cape Town, First Meeting

August 15, 2015

DRAFT MINUTES

Attending:

Members: Perry Moree, Chair; Nancy Gwinn, Secretary; Silvère Mercier, Inf. Coordinator; Ruth Ornholt, Henar Silvestre Ferradal, Leslie Weir, Lamia Abdelfattah, Antonia Arahova, Mary Chute, Maureen Clapperton, Renaldas Gudauskas, Hella Klauser, Weibke Dalhoff, Borge Hofset (Corresponding)

Apologies for Absence: Christie Koontz, Nie Ha, Cindy Hill, Vera Keown, Damien Lodge, Maureen Clapperton, Judith Broady Martin.

Visitors Attending: 38

Perry Moree, Chair, opened the meeting at 9:45am.

Minutes from Midyear meeting

The minutes were approved with one correction.

Review of Action Items from Midyear meeting

- Perry completed the Annual Report and prepared a pre-conference newsletter.
- Nancy, Henar, Tonia, Agneta, and Hella all worked to find a new sponsor, to no avail, but Silvere was finally successful in soliciting BibLibre. Kudos to all who worked together to help with this success.
- Tonia, Henar and Silvere are still working on the survey of marketing award winners to evaluate the program's lasting effects.

Report from the Chair and Secretary

Perry thanked committee members for their contributions over the years that he has been the Chair. He is stepping down with reluctance, having completed the term, although he is staying on the Committee as a member.

Nancy thanked Perry from the committee and reminded members that Perry was stepping up to be the Division 4 Chair, which means he will be on the Governing Board and Professional Committee. The committee gave him a round of applause.

Nancy reported on the Officers' Conference briefing held earlier in the morning. She received a copy of the new draft IFLA Strategic Plan and Key Initiatives, 2015-16. The PC will ask for comment on the new draft by the end of September. The M&M Committee must develop an Action Plan and Communication Plan, which should align with the new draft.

The IFLA "Red Back" series on bibliographic control will be discontinued; standards will be published going forward under an open access license. The IFLA Journal will have themed issues and sections can propose to organize one. The IFLA Library will be expanded to include satellite papers and posters and metadata will be improved.

The IFLA Website will be completely revised. A committee will be formed to help with it. Anyone interested should let HQ know. New software will be made available to committees -- Basecamp and Survey Gizmo. The PC is also looking at online conferencing software and webinars. The committee will have to identify a member to be the administrator of BaseCamp.

Several new HQ staff members were introduced:

Louise Edwards, Director of Professional Strategies, will handle publication and communications strategies and professional network development.

Helen Mandl, Manager, Member Services, will oversee membership services, engagement with the regions and IFLA Library

Christina de Castell, Manager, Policy and Advocacy, will cover, copyright, e-lending, and advocacy.

Election of Officers

Nancy E. Gwinn was elected Chair. She is the Director, Smithsonian Libraries, Washington, DC, USA, and most recently served as Secretary.

Antonia Arahova was elected Secretary. She is Deputy Director of the National Library of Greece.

Perry Moore turned over the committee's treasury to the new chair. It amounts to 300 euro, as he reserved 100 euro for preparing the newsletter.

IFLA BibLibre International Marketing Award

Nancy gave an overview of the Marketing Award and the role of the jury. A timeline for receipt of applications will be developed. Initial judging is done via scoring on a spreadsheet, prepared by Silvère, with final selection taking place at the Midwinter meeting. She asked for volunteers to be on the jury. As not all the new members are present, she will also solicit them if necessary and then select the jury members. There were many volunteers.

Cape Town Open Session

Leslie reported that the open session, cosponsored with the Academic and Research Libraries Section and E-Metrics Interest Group, is titled "What Is Value?" There are 5 speakers, and it

looks like a very strong program. All the speakers are here, and the papers and powerpoints have been uploaded. Perry thanked Leslie for her work in planning the program.

MidYear Meeting, 2016

Perry reported that he had previously received offers from Judy Broady Martin to come to Wales. Lamia said she would like to host at the Biblioteca Alexandrina in Egypt, but as she was brand new, she thought 2017 might be better. Leslie offered the University of Ottawa, but next year's conference is in the U.S., which might reduce attendance. No decision was made.

Perry announced that the Section dinner would be held at Harbour House on Monday at 8:00pm.

Respectfully submitted,

Nancy E. Gwinn, Secretary

IFLA Management and Marketing Standing Committee

WLIC SC 2 Meeting, August 18, 2015
Cape Town International Conference Center

DRAFT MINUTES

Attending: Nancy E. Gwinn, Chair; Antonia Arahova, Secretary; Silvère Mercier, Information Officer; Perry Moree; Borge Hoffset; Hella Klauser; Henar Silvestre Ferradal; Lamia Abdelfattah; Maureen Clapperton; Nadia Temmar; Ludmila Zaytseva; Leslie Weir; Mary L. Chute; Wiebke Dahlhoff; Ruth Ornholt; Patricia A. Wand

Visitors attending: 10

NEW ACTION ITEMS

- 2016 Open Session in Columbus to be organized by **Silvère, Henar, Lamia, Ludmila, Mary, and Wiebke** on the topic of the International Marketing Award
- 2017 Open Session in Poland to be organized by **Hella and Perry** on the topic of “Marketing New Spaces and Services,” perhaps including the topic of “green” libraries. Perry will ask if Library Buildings and Equipment SC will cosponsor.
- 2017 Satellite meeting in Bergen, Norway, to be organized by **Ruth and Wiebke** on the topic of “Change Management and Library Transitions.” Please review Satellite Meeting Guidelines at <http://www.ifla.org/files/assets/hq/officers/conference-information/guidelines-satellite-meetings.pdf>.
- **All committee members** leading projects or programs are to fill in the new Action Plan template and submit to Nancy by **October 1**.
- Nancy to collect Skype addresses from all, in order to establish a monthly call for SC members. Deadline: **September 4**
- **All** are to consider possible candidates for IFLA Honours and Awards.
- **All** are to think about proposing a “themed” issue for the IFLA Journal on the topic of management and marketing.
- **Henar** to host February 2016 Midyear meeting in Madrid. She will confirm dates and prepare a draft schedule and logistics, along with a list of recommended hotels.

Introductions and appointments

The meeting started with a round of introductions of SC members present, including Patricia A. Wand, our new corresponding member. She is an experienced library manager, formally served as member of the SC in the Social Sciences Section. Nadia Temmar was appointed as our fifth corresponding member.

Henar Silvestre Ferradal was appointed as Information Coordinator of the Section. She will update and make more visible our M&M Section profile in (social) media like the newsletter, Facebook, LinkedIn, etc. It was decided that the server list should be used more instead each member creating his own profile.

Silvère Mercier was appointed new Chair in the Jury of the IFLA BibLibre International

Marketing Award. Other Jury members: Antonia Arahova, Ruth Ornholt, Nadia Temmar, Weibke Dalhoff, Lamia Abdelfattah, Mila Zaytseva, Leslie Weir, and Christie Koontz, Resource. An announcement press release for the 2016 Marketing Award will be prepared by Tonia and Silvère and put on the website at the end of September. The name of the award will include the name of the new sponsor BibLibre. Deadline for receipt of applications: January 10, 2016.

Satellite Meeting 2016: location and program

The 2016 satellite meeting will take place in Toronto, Canada, on August 10-11, 2016, hosted by the University of Toronto in Hart House. The location is convenient as there are direct flights between Toronto and Columbus OH. The one-day conference will be organized by Leslie, Rejean, and Wiebke. Topic: "Managing Human Resources in the Library and Information Context". Simultaneous interpretation (English/French) will be provided. Madeleine LeFebvre, Chief Librarian at the University of Ryerson, Toronto, will organize a tour in the new Library Building. Approximately 150-200 people can participate. The Law Libraries Section has asked to collaborate with us, and that was approved.

IFLA 2016 Columbus OH: program

The 2016 M&M Open Session in Columbus will be a two-hour program about the IFLA International Marketing Award. Award winners will be invited to give talks. Responsible team: Silvère, Henar, Lamia, Ludmila, Mary, and Wiebke.

Future programs

The 2017 IFLA WLIC will be held in Wroclaw, Poland. For the M&M Open Session Hella proposed the topic: "Green libraries for marketing reasons" in collaboration with the IFLA Buildings and Equipment Section. Perry and Hella are responsible for organizing the session. Ruth Ornholt suggested that a 2017 satellite meeting be held in Bergen, Norway, in collaboration with IFLA Public Libraries Section. It would be one and a half days on the topic of "Change Management and library transitions". Ruth and Wiebke will work together on this.

Other business

Nancy informed the SC about the new Action Plan and asked each SC member who is involved in a project or activity to fill the relative form and send it back to her. Deadline: **October 1**. Paper samples were distributed to all SC members.

Nancy reported that there is a Call for Awards and Honors for next WLIC 2016 and the SC members can think about it, check the deadline on IFLA website and discuss about it during Midwinter meeting. Nancy reported that SC members are invited to consider the possibility of proposing a theme issue for *IFLA Journal*.

Nancy will send an email asking for skype addresses in order to establish a monthly skype call among SC members to continue the momentum of committee work.

Midwinter meeting, 2016

Henar offered to host the Midwinter meeting in Madrid. Proposed dates: February 10-13, 2016. A possible schedule would be:

Wednesday afternoon & Thursday morning: Meeting of Jury of the IFLA BibLibre International Marketing Award.

Thursday afternoon and Friday morning: Meeting of M&M SC members.

Saturday: Tour
Henar will send further details.

Proposal for midwinter meeting for 2017: Biblioteca Alexandrina, Alexandria, hosted by Lamia.

The meeting adjourned at 14:50h.

Respectfully submitted,

Antonia Arahova, Secretary