



**Annual Meeting of the Standing Committee 2008**  
**SC meeting I August 9<sup>th</sup> 11.30 -14.20 and**  
**SC meeting II August 15<sup>th</sup> 11.00 – 13.50,**  
**Venue: Quebec City Convention Centre, Quebec City, Canada**

**MINUTES**

**SC meeting I**

**Present:** Àngels Massísimo, Spain, Trine Kolderup Flaten, Norway; Christie Koontz, USA; Ludmila Zaytseva, Russia; Päivi Kytömäki, Finland; Jim Mullins, USA, Raymond Berard, France; Réjean Savard, Canada, Ruth Wuest, Switzerland; Dinesh Gupta, India, Fang Shu, China, Lena Olsson, Sweden; Daisy McAdam, Switzerland; Børge Hofset, Norway, Steffen Wawra, Germany, Sheila Webber, UK, Perry Moree, Netherlands.

**Observers:** Marielle de Miribel, France; Agneta Holmenmark, Sweden; Nadia Temmar, Algeria; Dolla Isse, Libanon; Nozha Ibnlkhayat, Marokko; Zhang Zhvgoang, China; Amadou Anta Samb, Senegal; Phodiso Tube, Botswana; Sinikka Sipilä, Finland (Chair of Management of Library Associations).

1. Opening and confirmation of the agenda

The chair proposed a change of place for item 13 and 17. With this change the agenda was approved.

2. Apologies for absence

Apologies for absence were received from all those who were not present: Madeleine Lefebvre, Canada, Gunilla Lilie Bauer, Sweden, Grace Saw, Australia, Hannelore Rader, USA, Antonia Arahova, Greece, Florence Muet, Switzerland, Sueli Ferreira, Brazil.

3. Minutes from mid-year-meeting in Montpellier February 29<sup>th</sup> and March 1<sup>st</sup> 2008

The version distributed had left out item "15 Conference programme for Milan 2009 - theme and collaborators"- with this text:

*Good discussion and several proposals and comments. Lena Olsson proposed "Marketing/advocacy - open access", Børge Hofset: Could Lena's proposal be a pre-conference before Brisbane? Florence Muet proposed: "Users involvement in library design ... design services". Päivi Kytömäki proposed: "Ways to use library and the impact on learning". Raymond Berard proposed: "Convergence of Public Libraries, University Libraries, Research Libraries ..."*

*Trine Kolderup Flaten pointed out that Raymond Berard's proposal could be seen as a heading, where some of the other subjects might fit in. Actual sponsors: Academic and Research Libraries, Public Libraries and others.*

*Interested to work on Milan programme: Lena Olsson, Børge Hofset, Raymond Berard and Ruth Wuest". The Chair asked the proposers to elaborate their theme more, and send it by mail.*

With this quotation the minutes was approved.

Chair Àngels Massísimo gave warm thanks to Raymond Berard, organizer of the Montpellier meeting, and handed over a book to show the Section's gratitude.

#### 4. Information from the Division VI's Coordinating Board

The chair and secretary reported:

Only one paper should be recommended from each division for IFLA Journal, and the sections had to choose one paper to recommend to their division.

From Milan on, IFLA will implement its new structure. The sections will be much the same as before, but there will be 5 Divisions instead of 7, and their Coordinating Board meetings will be changed into a "Leadership Forum".

Before Milan there will be an election process: for sections there will be nominations for SC, but for the new divisions there will be nomination for new chairs followed by a postal ballot.

Changes in the WLIC schedules have been discussed by the Governing Board. More flexibility for timeslots for programmes (1, 2 or 3 hour's slots).

The Sections' administrative money and the use of them are also discussed in GB.

#### 5. Report from the M&M Chair and Secretary

The Secretary reported that there had been no expenditures so far in 2008. Newsletter had been produced and distributed via ILFAnet by Information Officer Christie Koontz.

The Chair reported that M&M wanted partners for joint projects on recruitment.

For the International Marketing Award we had a new and very good sponsor, Emerald, for at least two more years.

Publications: Réjean Savard had already finished the editorial work on the proceedings from Dakar pre-conference 2007, and the book would be launched at the "IFLA publication" session on Tuesday August 12<sup>th</sup>.

The work on the M&M's pre-conference in Athens was in progress, after Turin had been chosen as venue for the joint "Library as places and spaces"-conference.

#### 6. Report from M&M Information Officer and Group

Christie Koontz reported that her second Newsletter was launched in late spring, and the next would come in the autumn. She planned for Newsletters twice a year.

#### 7. Report from Christie Koontz on the pre-conference in Montreal August 5 -7<sup>th</sup> "Navigating with youth", where M&M is one of the co-sponsors.

Christie Koontz, who had represented M&M in the organizing committee, reported that the pre-conference had been excellent, and that Suzanne Payette and her team had organized everything very, very well. Good papers, wonderful cultural evening, etc. 165 attendees.

#### 8. Report from the pre-conference organized by Réjean Savard: "Libraries and the French-speaking communities of the world: innovation, change and networking".

This was a French-speaking conference, sponsored by "Association Internationale Francophone des Bibliothécaires et Documentalistes". There were 250 attendees from 26 countries, included 75 speakers. A cultural evening, a reception in the city hall - and an organized boat-trip to Quebec after the conference had added to the very good outcome. The proceedings from the conference would be published in the IFLA series.

#### 9. International Marketing Award: report from Daisy McAdam

Daisy McAdam reported: Thanks to jury member Dinesh K. Gupta we have a good new sponsor for 2008 - and two more years to come.

Dinesh K. Gupta had worked out a brochure for the 2009 award.

From 2008 onwards the jury members are: Daisy McAdam, Switzerland, chair; Dinesh K. Gupta, India; Christie Koontz, USA; Ludmila Zaytseva, Russia and Lena Olsson, Sweden. Nadia Temmar, Algeria should join when Arabic language skills were needed.

This year the competition was judged by e-mail. The criteria were slightly updated. The winners will be presented at the IFLA press conference Monday August 11<sup>th</sup>.

First place was awarded to Ros Dorsman of Central West Libraries, Australia, where an online classroom partnership had been developed: inline homework help for school students. The slogan for this campaign was: "Have you done your homework?".

Second place was awarded to Shelley Civkin, Richmond Public Library, Canada for the Ralphy card Campaign. The winning slogan was "Go Anywhere, Learn Anything: read Every Day".

Third place was awarded to Grant Kaiser, Calgary Public Library, Canada. The winning slogan was "The Neatest People Have a Library Card."

10. Programme for Quebec Tuesday 12<sup>th</sup> 8.30 – 11.45, sponsored by Theory and Research and Statistics and Evaluation: "Managing Libraries in a Changing Environment – Legal, Technical and Organizational Aspects"

Thanks to helpful SC members, the Call for paper had been translated into all IFLA languages. Jim Mullins reported that 44 - 45 papers were received, well spread. Finally 8 papers were chosen, one of the authors withdraw rather soon. Another withdraw short before the WLIC. The remaining 6 papers will have 15 -20 minutes each, and there will be room for questions etc. and a panel debate at the end. There will be Simultaneous interpretation. Raymond Berard and Trine Kolderup Flaten would give a hand if practical help is needed during the session.

11. Programme for Quebec Tuesday 12<sup>th</sup> 16.00 -18.00 in cooperation with Academic and Research Libraries: "Public and Private Partnerships".

M&M's representatives in the organizing of this programme, Grace Saw and Hannelore Rader were not present. No other information on the subject.

12. Pre-conference in Torino before Milan WLIC 2009 on "Libraries as places and spaces" a cooperation between five sections: Library Theory and Research, Public Libraries, Academic and Research Libraries, Library Buildings, M&M

The Secretary reported that, at last, Turin, Italy, had been chosen as a good venue for this pre-conference. Decision on programme planning, Call for papers, budget etc. will be discussed by the chairs and secretaries from the cooperating sections at a meeting on Thursday August 14<sup>th</sup>.

13. Pre-conference in Athens 2009 organized by M&M, chaired by Christie Koontz, and hosted by the President of the General Library Council in Greece, in cooperation with Antonia Arahova. Theme "Marketing-mix and Marketing Strategies in Libraries"

This item will be handled in the second SC meeting. However, as some of the SC-members would not be present then, all should have a chance to volunteer for working on this conference. Dinesh K. Gupta, Perry Moree, Ludmila Zaytseva, volunteered. Nazha Ibnlkhayat, one of the observers, speaking Arabic and French, volunteered.

(See: after item 16)

### 17. New projects, proposals and decision

Dinesh K. Gupta had for this meeting prepared a written presentation for his wiki-based, annotated bibliography project. Financial requirements estimated: Euro: 2000,-.

Florence Muet had also distributed a corresponding project for the French part of the material. Fang Shu promised to work on the Chinese material. This was a promising start for the proposed teams working with Chinese, English, French, German, Russian, Spanish and Arabic material. For a start, Sheila Webber would work with Dinesh on definitions/guidelines for the registration. A meeting would be needed for this purpose.

The SC appreciate that this project now is brought closer to the starting point, and the project will be presented to the professional board as the main project from M&M section.

Dinesh K. Gupta was asked to figure out more in detail how the money for the project should be used.

Dinesh K. Gupta also proposed to start the work on a revised edition in 2011 of the "Marketing Library and Information Services: International Perspectives, published in 2006. This matter would have to be discussed first with IFLA HQ who is responsible for IFLA publications.

### **SC meeting II**

**Present:** Àngels Massísimo, Spain; Trine Kolderup Flaten, Norway; Christie Koontz, USA; Päivi Kytömäki, Finland; Raymond Berard, France; Réjean Savard, Canada; Ludmila Zaytseva, Russia; Ruth Wuest, Switzerland; Fang Shu, China, Lena Olsson, Sweden; Daisy McAdam, Switzerland; Børge Hofset, Norway, Steffen Wawra, Germany; Antonia Arahova, Greece.

**Observers:** Rosalind Dorsman, Canada; Marielle de Miribel, France; Stephen Marvin, USA; Kyle Rimkus, USA; Sandra Boyce, Barbados; Dolla Isse, Libanon; Nozha Ibnlkhayat, Marokko; Amadou Anta Samb, Senegal;

### Apologies for absence

Apologies for absence: Jim Mullins, USA; Dinesh K. Gupta; Sheila Webber, UK; Perry Moree, Netherlands; Madeleine Lefebvre, Canada; Gunilla Lilie Bauer, Sweden; Grace Saw, Australia; Hannelore Rader, USA; Florence Muet, Switzerland; Sueli Ferreira, Brazil.

### **New information since previous meeting:**

**Item 12** (Pre-conference): The meeting on Thursday August 14th with the other cooperators settled: task distribution, Call for Paper with specific themes and deadlines, conference dates (August 19 -21), website. It was decided that one from each section formed a committee for evaluation and programme work together with our contacts in Turin. For M&M section Trine will join the committee, with Lena Olssen and Päivi Kytömäki as backup.

### 13. Preconference in Athens - continue:

The chair reported. The Greek partners wanted a somewhat broader theme for the pre-conference, and therefore cooperation with one of the larger sections would be an advantage. Since the previous meeting, Representatives from M&M had been talking to "Management of Library Association Section (MLAS). They agreed upon the theme "Service Strategies for libraries", and had proposals for committee members for evaluation and programming, plus for a consultative group that covered a wide range of languages and contacts in the

Mediterranean, the near east and eastern Europe. A draft for Call for Paper, with deadline for abstracts December 1<sup>st</sup>, were also prepared and discussed. The chair will follow closely the preparations from this pre-conference.

A discussion on costs and participation followed, and the question of having this as a post-conference came up again. For practical reasons the majority wanted this as a pre-conference. The question of possible grants for attendees from Africa, Eastern Europe, etc. came up, and Antonia Arahova asked anyone who had an idea of possible sponsors for this, to pass on the information. She added that a website for the conference may be arranged by the Greek Ministry.

#### 14. Report from the programmes M&M chaired/co-sponsored in Quebec

- a) The open programme, held on Tuesday August 12, from 8.30 - 11.45, chaired by Jim Mullins alone (as Madeleine Lefevbre was ill), was a great success. There were at least 530 attendees, and they stayed to listen to all 6 papers. The questions and discussion had from 250 attending, ending up with 150 at the end of the short debate. The cosponsors were very totally content with this programme, too. Jim Mullins had made a very good written report.
- b) Programme with Academic and Research Libraries Section on "Public and private partnerships" Tuesday August 12, from 16.00 -18.00, gathered more than 350 attendees, and was evaluated by the participants as good. Evaluation forms were used.

An engaging discussion followed on how to follow up the programme work from Call for Papers to the actual presentations at WLIC or pre-conferences.

Paper recommended for IFLA journal through Division VI was voted on. The majority voted for David McMenemy, Steven Buchanan and Christine Rooney-Browne: Measurement of library services: to quantify or qualify.

#### 15 Conference programme for Milan 2009 - theme and collaborators

A written proposal from Steffen Wawra was distributed (follow as attachment to the minutes) on "Where do we stand - where do we want to stand in 10 years? - planning a vision: Libraries of the future".

This proposal had strong support from several - Lena Olsson, Daisy McAdam who found this as a good follow-up of WSIS, Ludmila Zaytseva, Réjean Savard.  
Cosponsor: Academic and Research Libraries Section. Others??  
Evaluating committee: From M&M: Steffen, Daisy, Raymond.

#### 16 Conference programme for Brisbane - preliminary discussion

A proposal from the chair of Library Theory and Research Section for cooperation with some other sections: Theme: How to enhance cooperation between research/researchers and practitioners in the library field. Several supported this idea in general, but it had to be developed more from Library Theory and Research, and discussed further at the MYM. Marielle de Miribel told about Education and Training section and a proposal for cooperation on a programme.

#### 18. Recruitment activities

The chair wanted to exploit the possibilities offered when the new IFLA website is ready, which allows Sections to have their own page with much more content. This can be used for recruitment.

For interested IFLA-members it is possible to become a "corresponding member" of the Standing Committee. A written application will be handled in the next SC meeting (usually MYM), and decided on.

The chair wanted to address, one by one, the Section members, in order to keep them as future members. Marielle de Miribel, former chair of M&M , wanted to work with her on this.

#### 19. Possible cooperation with other Sections

Jesus Lau, on behalf of his section, had approached the chair, Àngels Massísimo, - and also the Information Officer, Christie Koontz, with a proposal from Information Literacy Section on cooperation on a project dealing with guidelines on how to act in information literacy programmes. 1) he asked for a complete review of the document and - perhaps -2) ask M&M to write a little chapter on how to promote Information Literacy skills.

#### 20. Venue for mid-year-meeting February 2009

The offers for Den Haag or Norway as venues remain. Per e-mail Sueli Ferreira has proposed Sao Paulo.

Steffen Wawra proposed to have the MYM in connection with the Presidential 3.meeting held in Berlin Thursday 19<sup>th</sup> and Friday 20<sup>th</sup> of February 2009. He offered to organize venue etc. for MYM to be held on Saturday 21<sup>st</sup> and Sunday 22<sup>nd</sup> of February in Berlin.

The SC-members were happy with this proposal, and decided to have the MYM in Berlin at these dates.

Daisy McAdam stated that the Award Jury then would meet Friday 20<sup>th</sup> of February.

#### 21. Any Other Business

The International Marketing Award - Daisy McAdam: The new sponsorship with Emerald should last for 5 years. The annual donation - in sum - was converted from USDollars into EURO. There had to be a revised edition of the criteria for the award, etc. Some new jury members should also be elected.

Christie Koontz reported that IFLA Journal had asked the Award jury for an article on the award.

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The chair called the meeting to a close.

Recorder: Trine Kolderup Flaten, Secretary