



**IFLA Management & Marketing Section  
Annual meetings of the Standing Committee 2010**

**Venue:** Swedish Exhibition and Congress Centre (Svenska Mässan)

**Time:** Tuesday 10 August 2010, 8:30-11:20 (room G2) and Sunday 15 August 2010, 9:45-11:15 (room G2)

## **MINUTES**

### **SC meeting I+II:**

**SC-Meeting I: Present section members:** Antonia Arahova (Greece), Raymond Berard (France, acting chair), Judith Broady-Preston (UK), Trine Kolderup Flaten (Norway), Dinesh K. Gupta (India), Børge Hofset (Norway), Agneta Holmenmark (Sweden), Christie Koontz (USA), Päivi Kyömäki (Finland), Madeleine Lefebvre (Canada), Perry Moree (The Netherlands), Lena Olsson (Sweden), Réjean Savard (Canada), Grace Saw (Australia), Steffen Wawra (Germany, acting secretary), Ruth Wuest (Switzerland)

**SC-Meeting I: Observers:** Frederick Baada (Ghana), Sue Corey (Canada), Andreas Degkwitz (Germany), Maryke Dewaerheyt (The Netherlands), Odile Dupont (France), Els van Eijck (The Netherlands), Albert K. A. Finn (Ghana), Kelebogile Kgabi (Botswana), Claire Lebreton (France), K. Mshan (India), Joseph Ndinoshiho (Namibia), John Bosco Ntungirimana (Burundi), Rose N. Pinchilas (Haiti), Milvia Priano (Belgium), Deva E. Reddy (USA), Rebecca Seriola (South Africa), Claire Smith (Northern Ireland), Melanie Surkan (Germany), Cecile Trevion (France), Lorraine Waitman (USA)

**SC-Meeting II: Present section members:** Raymond Berard (France, acting chair), Judith Broady-Preston (UK), Trine Kolderup Flaten (Norway), Dinesh K. Gupta (India), Børge Hofset (Norway), Agneta Holmenmark (Sweden), Christie Koontz (USA), Madeleine Lefebvre (Canada), Réjean Savard (Canada), Grace Saw (Australia), Steffen Wawra (Germany, acting secretary)

**SC-Meeting II: Observers:** Sue Corey (Canada), David-Georges Picard (France), Claire Lebreton (France)

### **1. Opening and confirmation of agenda**

The agenda was approved.

### **2. Apologies for absence**

Apologies have been received from Ludmila Zaytseva, Nadia Temmar, Lena Olsson, Angels Massísimo i Sanchez de Boado, Ken Haycock, Chao Chen and Shu Fang.

### **3. Minutes from mid-year-meeting in The Hague, 26-27 February 2010**

The minutes were approved.

### **4. Report from the M&M Chair and Secretary**

- The Chair pointed out, that the Information and Communication Strategy of M&M is very important for a successful work of the Section. The informations about the M&Ms activities and the informations for the Section members and for the whole IFLA community are one of the core activities of the Standing Committee. We see a rapid increase of Web 2.0

applications, particularly wikis, blogs and podcasts. The Chair suggested to use these tools for the virtual collaborative work of M&M.

- The chair reported on the proposal to liaise with LIBER (Ligue des bibliothèques européennes de recherche – Association of European research libraries), Steering Committee on Organisation and Human Resources: a seminar on “Human Resources and the Library top Management” is planned.

5. Report from M&M Information Officer and Group  
see 10. M&M Information strategy

6. Information from last Professional Committee: report from Raymond Berard from information received from PC

The Chair reported on decisions about the practice of Pre-conferences from IFLA's Professional Committee:

- many of Pre-conference activities we perform have to overcome the enormous obstacle of distance. The Professional Committee decided not to have more than 6 hours by plane between the city center of the General Conference and the city center of the Pre-conference.
- no more than 2 or 3 days between pre-conference and general conference – IFLA don't want to lose participants to the General Conference.
- if the pre-conference should be organized in co-operation with another independent organization, an explicit consent of IFLA is needed.

7. Pre-conference in Stockholm, August 7-8, “Marketing Libraries in a Web 2.0 World”: report from Réjean Savard

Réjean Savard, chair of scientific committee, reported on this successful pre-conference with 75 attendees. All presentations will be posted on web site. The papers will be published as IFLA publication. The chair of M&M also thanks the chair of local organization, Eva Enarson, and her team.

8. M&M programme in Gothenburg

- 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: Madeleine Lefebvre will moderate the session.

- 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”: the joint session is well prepared, but the selection of papers was very difficult: Do all papers hit the criteria? The high number of organizing sections seems to be a problem.

9. International Marketing Award: report from Dinesh K. Gupta

**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 will be 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. The chair thanks Dinesh and the Jury for the excellent work.

#### 10. M&M Information strategy

The summary after the discussion is: Christie Koontz very kindly accepted to be our web editor/information coordinator. Our section was the last one without a web editor! She will be assisted by Claire Lebreton, a young colleague from Bibliothèque publique d'information (Paris) who is very interested by our activities. The decision was made to have a regular publication of the Newsletter (2 issues a year: February and August). The chair asked all members and friends of M&M to send Christie information on what's going on in your country to make the Newsletter attractive to potential members.

#### 11. Conference programme for San Juan, 13-18 August 2011: theme and collaborations

Some ideas of themes are offered and discussed: "Current and/or emerging issues in Library Advocacy", "How do we manage a library without physical content?", "Think about the new generation of Library managers", "Innovative policies and tools – a vision for the new decade in Libraries", "Reconstructing the Libraries – Managing Libraries in 2020". The guests from Ghana pointed out that we should not forget the developing countries.

The proposed topic for San Juan: "Vision 2020: innovative policies and tools". Scientific committee: Grace Saw (coordinator), Madeleine Lefebvre, Judith Broady-Preston. Academic libraries section is interested to partner with us.

Milvia Priano suggested to plan a pre-conference on statistics. The decision was made to organize a Satellite meeting in 2012 based on statistics with a strong connection with management and marketing efforts.

The Proposed topic: " Library's efficiency, impact and outcomes: statistical analyzes and other methods as tools for management and decision making" (title to be confirmed)

\* Venue: Turku, Finland

\* Date: 9– 10.8.2012 (One day seminar, get together party the evening before)

\* Co-sponsors: Management and Marketing, Statistics and Evaluation and Academic and Research Libraries Sections

\* Main organizer: Markku Laitinen, Planning Officer, National Library of Finland.

\* Organizing group in Finland: Päivi Kytömäki, Oulu University; Jarmo Saarti, UEF Kuopio; Kristiina Hormia-Poutanen, National Library; Ulla Nygrén, Turku University

#### 12. Revised Strategic Plan 2009 - 2011 and the new IFLA strategic plan 2010-2015

The chair suggested to have a brainstorming session during the section dinner. The secretary will give some input for the discussion. After a very productive working dinner, we produced a draft updated strategic plan. We also need to identify up to 3 actions based on the IFLA priority activities by October. IFLA strategic plan is available on: <http://www.ifla.org/files/hq/gb/strategic-plan/2010-2015.pdf>

*Please note, the Management & Marketing Section Strategic Plan 2010 – 2015 is now available:*  
<http://www.ifla.org/files/management-and-marketing/strategic-plan/2011-2015.pdf>

### 13. Recruitment activities

The chair pointed out that 2011 will be an election year at IFLA.

\* 10 of us will end their first term in 2011: Shu Fang, Ken Haycock, Christie Koontz, Päivi Kytömäki, Ludmila Zaytseva, Lena Olsson, Réjean Savard, Grace Saw, Ruth Wuest, Raymond Bérard

\* 3 of us will end their second and last term: Dinesh Gupta, Trine Kolderup Flaten, Steffen Wawra.

Calls for candidates by IFLA HQ: October 2010. We must find potential candidates for the 3 vacant positions. (hoping that those who end their first term will stand for election!)

\* Hannelore Rader retired in December 2009 and will have to be replaced.

### 14. Date and venue for Mid Year Meeting 2011: decision

Antonia confirmed her proposal to host us in Athens.

Dates: Friday 25 - Sunday 27 February 2011 (+ Thursday 24 for Award jury, to be confirmed)

\* Friday 25 February

    morning: Standing committee meeting

    afternoon: library visit

\* Saturday 26 February: standing committee meeting

\* Sunday 27 February morning: museum visit

### 15. Any other business

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

Recorder: Steffen Wawra