



**IFLA Management & Marketing Section's Standing Committee  
Mid-Year Meeting, Berlin 2009-01-29**

**VENUE:**

**The Prussian State Library, the conference room of the General Director,  
Location: Potsdamer Platz (in the very centre of Berlin)**

**Time: Friday 20<sup>th</sup>, 16.30 – 18.30 and: Saturday 21<sup>st</sup> February 9.30 - 17.00**

**MINUTES**

**Present:** Àngels Massísimo, Spain, Trine Kolderup Flaten, Norway, Steffen Wawra, Germany, Päivi Kytömäki, Finland, Daisy McAdam, Switzerland, Réjean Savard, Canada, Ruth Wuest, Switzerland, Raymond Berard, France, Børge Hofset, Norway (only Saturday), Perry Moree, Netherlands.

**Observer:** Nadia Tammar, Algeria

1. Opening and confirmation of agenda

The agenda was approved.

2. Apologies for absence

Apologies had been received from the rest of the SC-members.

3. Minutes from Standing Committee meeting in Québec August 9 & 15th, 2008

The minutes were approved.

Réjean Savard corrected the information in item 8 about the proceedings from the Montreal pre-conference: "The French-speaking communities ..." These proceedings will be published by the co-organizer Francophonie, and not in the IFLA series.

4. Report from Presidential 3. Meeting, Berlin, February 19-20th

Réjean Savard reported. Network and digitations were the theme. Among the 180 participants there was a very good representation from Arabic countries which gave interesting possibilities for networking. About 45 students from Humbolt University took also part. It was a very good conference in content and in organization.

5. Report from Governing Board (GB), Professional Committee(PC) and Division VI Coordinating Committee

Trine Kolderup Flaten and Réjean Savard reported, and emphasized the coming changes in IFLA structure taking effect from Milan. This implies postal elections this spring for chairs of the new (five) divisions – who will form the new PC together with some members from GB. A new PC chair will be elected, most likely Patrice Landry, Switzerland.

There have been many nominations for our section's Standing Committee – in all 12 for 5 + 1 vacancies – as Gunilla Lilie Bauer has told that she would have to leave our SC. A postal ballot will be needed.

In Milan WLIC there will be elections in all sections for chair and secretary/treasurer who are formally the sections' officers – and most sections will also appoint an information officer. Ángels Massísimo and Trine Kolderup Flaten have both served for four years, and will not stand for a new period as officers.

#### 6. Annual report 2008 for Management and Marketing Section: Report from the Chair and the Secretary-Treasurer

The annual report was approved.

Some items were commented on: The secretary pointed out that administrative money could be spent more freely than before.

The chair emphasized the need for recruiting more members. (See item 18 from the Quebec SC minutes – about addressing the section members). Ruth Wuest asked if there were plans or methods for this – and the chair answered that a solution was to set up a questionnaire, linked to M&M's part of the new IFLA website.

Furthermore: (ref.: Quebec minutes item 19) cooperation with other sections was in progress.

Corresponding members: After Florence Muet withdrew, we have 3 corresponding members. Two persons have formally asked to be corresponding members: Amadou Antasan, from Senegal and Sandra Boyce from Barbados.

A debate on the criteria for appointing corresponding members of the SC, and whether or not they should represent IFLA-members – as the other SC-members are nominated by formal IFLA-members. Some of our corresponding members have no connection to formal IFLA-members.

The question will be investigated – and decided upon at the first SC-meeting in Milan.

#### 7. Report from M&M Information Officer and Team

Steffen Wawra, member of the Section's Information team, pointed out the need for new leaflets. Without names in it, in order not to make them so quickly outdated?

Ángels Massísimo reported that Christie Koontz had problems with producing the newsletter, because of her designer's illness – and the lack of contributions from the section's members. The chair urged the members to contribute with good content.

Daisy McAdam, chair of the Award-jury said that the winners had given their consent to publish their projects.

Päivi Kytömäki said it would be good to have statistics for the visits on the different pages at IFLAnet.

#### **The meeting continued on Saturday 21th:**

#### 8. IFLA International Marketing Award: Report from the Jury's Chair

Daisy McAdam reported:

Emerald decided to give us a new 5-year contract. She had sent them a draft for a new contract, but it was not yet signed. As agreed upon, the proposal contained a 12.000 USD per year as contribution from the sponsor.

For this year's Award 22 candidates from 16 different countries and in 4 different languages came within the deadline in January and the judging would be done by e-mail within March 15. As a whole the contributions seemed rather conventional.

Jury-member Dinesh K. Gupta planned to prepare a promotion campaign for Milan, not least to encourage more applications on digital resources and services. Our sponsor wants more emphasis on technology. New, updated criteria have to be ready - and

spread via information material and posters, for example in the IFLA booth/area in Milan. Daisy McAdam, whose term expires this year, will work on this with Christie Koontz, the incoming chair of the jury.

#### 9. WLIC 2009:

9a. Preconference in Athens, August 19-21th : “Service strategies for libraries” (M&M is sponsoring the programme with MLAS co-sponsoring).

Ángels Massísimo reported: The work is divided between two committees: one for evaluation and content of the conference, the other work on the organizing: venue, social programme, and practical matters. The venue will be in a house in the city – owned by the Ministry – fitted for conferences. Parts of the practical preparations are somewhat slow, and may create problems.

Deadline for papers/abstracts is extended. They had received 27 so far – in several languages. A program should be finished by March 20.

9b. Preconference in Turin, August 19-21th: “Libraries as places and spaces” (M&M is co-sponsoring the programme).

Trine Kolderup Flaten reported: Around 35 papers were received. Evaluation planned finished by the end of February and a draft programme by the middle of March. So far the local partner has handled the practical organisational matters in an excellent way.

9c. Milan Programme: “Where do we stand – where do we want to stand in 10 years? – planning a vision: libraries of the future” (M&M is co-sponsoring the programme).

The question of having a call for paper was raised. As it seemed to be too late for that, the speakers had to be chosen and asked. The committee proposed in Quebec for preparing this programme consisted of: Steffen Wawra, Daisy McAdam and Raymond Berard, together with Claus Chenova and Werner Stephan from Academic and Research section.

In the discussion several agreed in taking a broad approach to the chosen theme, as many of the other open programmes would deal with digitation of heritage material.

#### 10 Programme for Brisbane 2010: proposals and discussion

##### 10a. Pre-conference

An invitation from Singapore to have a pre-conference there, had been received. There was a discussion about having a pre-conference that far away from Brisbane. Europeans could well stop over in Singapore on the way to Australia, but Americans would go directly, but out from the west-coast.

Theme was discussed, and several good proposals came up.

The conclusion was: The invitation from Singapore was absolutely interesting. The chair should send the section’s suggestions for theme to Singapore, and after having heard their say, our SC-members should decide by e-mails which we should go for. Possible co-sponsors were mentioned, but would depend on the choice of theme. Then we would be able to send the form for Pre-conferences to IFLA HQ within the deadline in March, in order to have it approved by the PC.

Børge Hofset proposed that the Singapore contacts were invited to our SC-meeting in Milan.

##### 10b. Open programme

Good proposals for themes were discussed both in Montpellier MYM (see also Minutes from Quebec item 3, and item 16).

The SC-members decided on the proposal from Ragnar Audunson: “Cooperation between researchers and practitioners – in order to have more knowledge about library management.” One co-sponsor should be: Library Theory and Research. Also Sections for public libraries and for academic libraries could be potential co-sponsors.

A possible topic for a pre-conference in Puerto Rico was proposed by Réjean Savard: “Convergence of different types of libraries ...

#### 11. Projects: current state, proposals and decisions

The section has for now only one project going: Dinesh K. Gupta’s wiki-based annotated bibliography. He is working on it together with Sheila Webber, and they will report on this in Milan. A team for handling the other languages should be finally identified in the Milan SC-meeting.

Dinesh K. Gupta had proposed to ask for money to prepare a new and updated printed edition of the book on international marketing that he had edited previously in IFLA series.. A discussion followed on whether or not we needed a revised edition. The conclusion was: A “no” for the moment, but he should be asked to give more detailed information about how he wanted to revise the book. There were also several that wanted a concentration on the annotated bibliography.

The chair asked for more proposals for projects, but there were no.

#### 12. Venue for Mid Year Meeting 2010: proposals

Päivi Kytömäki invited for Finland.

Perry Moree pointed out that Den Hague always would be an option. Steffen Wawra said that München was available, and so said Børge Hofset and Trine Kolderup Flaten for either Oslo or Bergen in Norway.

The venue has to be decided in Milan.

#### 13. Any other business

Réjean Savard told that the IFLA General Secretary had asked for statistics etc. that could show how unemployment could affect/increase library use. This could be a good argument for strengthening libraries in time of economic crisis.

Both Àngels Massísimo and Trine Kolderup Flaten reminded again that they would not go on as officers in the section. New officers were to be elected at the Milan WLIC, and the SC-members should think of successors.

The chair called the meeting to a close.

Recorder: Trine Kolderup Flaten

Àngels Massísimo  
Chair

Trine Kolderup Flaten  
Secretary