

Management and Marketing Standing Committee Mid-Year Meeting
Ottawa, Canada
February 26 – 28, 2020
Minutes



Members in front of Library and Archives Canada interacting with the Bench of Knowledge in a snowstorm

1. Opening and confirmation of agenda

Anya Feltreuter, Chair, welcomed everybody to the Mid-Year Meeting and opened the Mid-Year Meeting. She remarked that we had a full programme beginning with the meeting of the IFLA PressReader International Marketing Award Jury, followed by the business meeting, and then a programme for National Capital Region Library Community (Alfred Pellan Room) entitled *The Millennial Shift in the Library Workforce*. The formal meeting was to close with tour of the Library and Archives Gatineau Preservation Centre on Friday morning. Anya reminded members that the Committee dinner would take place this evening at Beckta's Play, Food & Wine in the Byward Market, hosted by Library and Archives Canada. The Chair then thanked Leslie Weir and Library & Archives Canada for hosting this year's Mid-Year Meeting. She went on to note that, although Leslie had offered to host the meeting annually since becoming a member, this was the first time for her to host the meeting, and as it worked out, during a snowstorm that had begun the previous day and was forecast to continue for the duration of the meeting. Luckily, members had arrived well in advance of the meeting.

2. Apologies for absence

Anya acknowledged those in attendance, both in person and virtually. In attendance in-person: Anya Feltreuter (Chair), Leslie Weir (Secretary), Jeremiah Walter (Information

Coordinator), Ruth Ørnholt, Renaldas Gudauskas, Jeannie Bell, Antoine Torens-Montebello, and Alberta Comer, as well as Christie Koontz (Consultant)

Remote Attendance: Cindy Hill, Stephen Woods, Vera Keown and Nie Hua who made valiant efforts to participate but technology did not cooperate

The Chair confirmed that she had received regrets from Barbara Schleihagen, Bonnie Mager, Dilara Begum and Josephine Siegrist. Also absent were Azenath Ateka, Anna Belkina and PinHong Su

Anya also recognized the LAC staff members attending to provide support to the meeting: Anne Chartrand and Heather Husby-Wall

3. Welcome to Ottawa

Anya asked Leslie Weir, Secretary of the Management & Marketing Standing Committee and host of the Mid-Year Meeting, to welcome the members to Ottawa. Leslie thanked Anya for recognizing the host of the meeting and the warm welcome provided by Library & Archives Canada. Leslie welcomed the members to Ottawa and after referring to her numerous unsuccessful pitches to host the mid-Year meeting in Ottawa, she asked if the members appreciated the extraordinary measures that Ottawa had taken to provide the members with a truly unique experience hosting the meeting in the coldest national capital in the world during a snowstorm. Leslie then gave a quick overview of the programme for the Mid-Year Meeting (attached) and thanked Anne Chartrand and Heather Husby-Wall, the LAC staff, for all their support in organizing the meeting.

4. Minutes from meetings in Athens

Approved as distributed.

5. News from Division IV and Governing Board, IFLA Governance Review

Anya presented on behalf of Catharina Isberg, M&M member and Division IV Chair. Highlights include work on officers' support programmes, encouragement for members to submit nominations for awards and the Governance review that is underway. There will be communication on the review following the April meeting in The Hague. Members can reference the meeting minutes from the midterm January Division IV meeting (<https://www.ifla.org/publications/node/92599>) as well as the information published after the Governing Board (GB) meeting in December is available at <https://www.ifla.org/node/92711>. Since the GB meeting the Professional Committee has been busy working on the professional structure of IFLA. Their aim is to make it easier for more people to get involved in IFLA. As noted in the December information there is a plan for further consultation in March 2020 where members can share their views directly. Important issues for midterm SC meetings are to follow up on Action Plans, ongoing projects and planning for WLIC 2020 in Dublin. If we have any questions, we can contact Catharina or our professional support officer. Catharina really believes in communication and in January, CPDWL published in their newsletter

<https://www.ifla.org/node/92755?og=82>), an IFLA Division IV, Division Chair Letter, written by Catharina. If we are in need of something similar, we are to let her know. Anya highlighted that Basecamp is available for all members and urged everyone to set up and account. Anya will send instructions for those that have not yet signed up. IFLA approved all of the M&M programmes for Dublin 2020. Anya confirmed that M&M will not have a satellite meeting in Dublin, and reminded members that we are involved in numerous sessions and programmes.

Action: Anya Feltreuter

6. Report from the meeting of the Jury for the IFLA PressReader International Marketing Award

Cindy Hill, Chair of the 2020 Jury, provided an update on current award process. It has been decided to delay the deliberations this year, due to a late start and lower number of submissions than hoped and so will take place virtually in April. She noted that we are in the second of a three-year arrangement with sponsor Press Reader. M&M's contact at PressReader was Mark Ritchie, but he has departed from PressReader. Our main contact is now Sandra Young. We plan to complete the 2020 process and then begin preparations for 2021. The jury plans to begin the 2021 process at Dublin in August by marketing the award at their Session #marketinggenius "What's the Story?" – Cindy to coordinate with winners, Halley Reynolds from Dublin as keynote. Antoine suggested that we communicate the names of the winners to the journalists at the WLIC and try to set up interviews. We will need to coordinate with IFLA Communication lead and hope that we might receive an IFLA Daily briefing mention. We could also approach journalists that are not present – approach leads in various counties, such as ALA. We need a communication plan for the award to include lead-up and post award including coordinating its promotion on key lists and with contacts around the world. Ruth commented on the challenge in not having the deliberations at this midyear meeting because of the extension. Good meeting talking about processes and the work of the jury. It was agreed to hold a similar meeting in Dublin – Cindy to schedule.

Action: Cindy Hill

7. Marketing Award Survey

Vera Keown provided an update on the marketing award survey that was designed to track the impact of winning the award. Two rounds have taken place so far with different approaches. Neither were successful. This time, we used Survey Monkey and which may have gotten lost in spam filters. Contacts may also have left and so the emails may no longer be valid. Alternative suggested – at the time of winning, require winners to commit to write a report after a certain period of time – 6 or 9 or 12 months. Alberta commented that we definitely want an assessment and that it was good to tie it into the expectations for the winners. Might we wish to work with the IFLA assessment committee? Christie suggested that do something with this year's the winners. Jury to discuss and make recommendations. We might ask winners what they did to promote their win. As well, we could like to receive feedback on the award process. First survey

went out to the top 10 and retrospective winners. Christie clarified that there were actually three surveys – first went back to the beginning, second to the recent top 10 and third just to the top 3. Perhaps we might consider having two kinds of sessions – how to write a submission and how to leverage the award for impact. Christie suggested that we should document what was done over the past 6 years on the evaluation of the impact of the award.

Action: Vera and Christie

8. Annual Report 2018-19 & Action Plan 2019-20

Anya highlighted the support she received in developing the Annual Report and Action plan from Leslie, Alberta and Jeannie. The Annual Report demonstrates just how much M&M has accomplished over the past year. Anya provided the highlights in the annual report including the development of the Communications Plan, activity on Facebook, Mid-Year meeting in Stockholm with jury deliberations, business meetings on Zoom and in-person and, of course, the visit to the Abba Museum. Anya highlighted the very successful award process for 2019 with 115 submissions – our most successful yet and thanked the Jury and its Chair, Leslie. She went on to mention the great Satellite Meeting in Samos. The three programme sessions in Athens were very successful and two were in the top sessions for attendance at ILFA! *#marketinggenious: Beg Borrow and Steal* placed 2nd and *Library Love Stories* placed 3rd. The challenge with posting Library Love Stories on the IFLA website was with copyright for videos. There is a French graduate student planning to write their theses on Love in libraries! In Athens, Nancy Gwinn, chair finished her mandate on the community and announced her retirement from the Smithsonian and Anya was elected chair, Leslie was re-elected Secretary while Jeremiah was appointed Information Coordinator (having taken on the role in the spring, even before officially join the Committee in August when Henar Silvestre went on parental leave). A series of working groups were set up to manage the business of the Standing Committee. All members are required to participate and be active in the Standing Committee

9. Report from Coaching Initiative

Vera/Barbara/Renaldas/Dilara are all involved with the initiative. Vera confirmed that it was well underway. The session was scheduled for August 17th at 1:45. There will be many improvements building upon the inaugural sessions last year in Athens. These include more training by Webinar for the coaches, including 5 recorded sessions on different aspects of coaching. Training will take place in English, but it is planned to have the slides available in the 7 official languages of IFLA. Live webinars are planned as well. They hope to record the live sessions and release the recordings in June. The call for coaches has just gone out. Format – 20 minutes sessions with individuals, template provided. Anya encouraged members to considering being coaches. If interested, email Anya and she will pass on names.

Action: Anya/All

10. Report from Session Workplace Morale, Burnout, and Toxic Leadership in Library Environments

Jeannie and Stephen are our leads. They will be participating in a teleconference with Ray from CPDWL, scheduled for the 18th. They have drafted a bibliography that is not exhaustive, but tries to cover all types of libraries. The plan is to distribute the bibliography at session and then post to M&M page. Katrina Kaetenda Davis to speak amongst others. The presentations would be followed by round table discussions. Stephen shared session details by email with members. Note: Public Library awards conflict with coaching session. Anya congratulated the members on their participation and highlighted the need for such sessions as there remains stigma attached to these challenges in some countries.

11. Report from session Sustainable Development Goals - How to use SDG's in real life? (together with MLA Section) – An interactive session on the SDG is planned for Thursday 20th at 8:30 (M&M missing from programme, Anya to follow-up). Christie gave background on the UN sustainable Goals and IFLA's initiative of the Map of the World

Action: Anya

12. Report from session #marketinggenius "What's the Story?" Marketing Award Winners + Keynote Speaker

Cindy to take this on as chair of the Jury, with Anya's support (who has been the contact to date with Keynote) and Leslie, who convened last year's session in Athens. Programme to include this year's winners (once selected). Keynote confirmed, Hayley Renyolds

Action: Cindy/Anya

13. Report from the Management Skill Building Group

Anya, Catharina, Antoine, Josephine and Maria are involved. Mary Ellen Davis, Executive Director of ALA, is leading the process for CPDWL which will include a 1-hour Webinar in April, exact date to come (to be recorded and available afterward), Vera is one of the speakers – on building and strengthening teams to be successful. Other speakers include Kim Moon and Anya.

14. Report from the Information Team

Jeremiah, Information Coordinator, reported that we have a great team in place including Nie Hua, Nafisah, Azenath, Nick and himself. There have been discussions about expanding platforms, starting with a ramp up for Facebook first (where we already have 4K followers). All members with Facebook added as administrators and are free to post, or if shy, send to Jeremiah or Anya. Mailing list of 350. Development of guidelines for best practice underway. Active posting at Congress planned, volunteers needed to help. Priority is to keep our website up to date. IFLA has announced that the new website will be launched in Dublin. Members' institutions could follow us on Facebook (Jeannie). We could highlight library conferences from all around the world.

Highlight exciting things happening in our institutions (occasionally, doesn't have to be every week)

15. Draft updated toolkit

Christie reported on the progress in updating the marketing toolkit. She has developed 2 tool kits in the past, a Mapping toolkit for libraries with Sirsi Dynix and an ALA national survey on linguistically isolated populations marketing tool kit. These were designed to facilitate the development of marketing planning by librarians for their library in a systematic way. This is a very complex environment with many variables in different kinds of libraries located in many different countries. Christie presented the different possible approaches in a document shared in advance of our meeting and asked for input. We could develop a Marketing workbook or a Library marketing toolkit (with a 4-step model) that would include PowerPoint exercises, a workbook, a resource list and a hyperlinked glossary. Either would be large investments and would require updating on a regular basis. We need to decide what we are trying to do. Jeremiah wondered if we might wish to do a webinar initially and record for future use. Jeannie wondered if we might wish to take asynchronous or synchronous approaches. Anya mentioned that we have received many requests for toolkit (which is now out of date). Jeannie felt that the PowerPoint and Workbook might be too much information. It was felt that the Guide could be a great resource, that it could be translated later and adapted by individual libraries under a creative commons licence. Christie highlighted that the Workbook would be a great deal of work – it would have to be different for each market. Jeremiah wondered if we could generalize it. Christie suggested the possibility of working with Ruth (public libraries) and someone from academic libraries might be a good combination. Alberta wondered how to keep up-to-date?

Action: Christie to send out for comment.

16. Future programmes: Proposals

Let us draw from the minutes of the Athens meeting where we brainstormed ideas.

Other ideas:

- How to use social media
- Website marketing
- Management Boot Camp
- Appreciative inquiry (Stephen)
- Social networking – implications for management, relationships, stars, how people perceive themselves in networks

Further discussion planned for Dublin

17. Satellite Meeting in Rotterdam 2021?

Christie suggested a Marketing workshop based upon tool kit. Anya reported that Nick (corresponding member from the Netherlands) has volunteered to do local arrangements – he is an academic librarian. We agreed that the theme would need to

be discussed with the host institution and that it could be either a management or marketing theme. We should look at partnering with another IFLA committee. Satellite is a go! Volunteers: Alberta (visiting the Netherlands this summer for a week) Ingrid Bonn (public libraries)

Action: Anya and Leslie to sound out possible IFLA partners with Alberta and Ingrid as volunteers

18. Other Business

Anya asked the members to consider whether we should continue to hold Mid-Year Meetings. It was decided that we should continue the practice and that participants should be able to participate in-person or remotely. The programme should always include a session for the local library community as was done in Ottawa. It is good to have a 'real' meeting and engage with the local library community.

19. Closing of the meeting

Anya thanked Leslie Weir and the LAC team for hosting this year's meeting and highlighted the excellent programming that made the meeting such a success. She mentioned how members were looking forward to the afternoon's programme *The Millennial Shift in the Library Workforce* and the visit to the Gatineau Preservation Centre the following day. Anya then called the business meeting to a close at 12:15 at which time the speakers for the afternoon programme joined the members for lunch.