

Management & Marketing Section
Mid-Year Meeting
Minutes
Offices of the Swedish Library Association
Stockholm, Sweden

February 14, 2019

In attendance: Nancy Gwinn (Chair), Leslie Weir (Secretary), Anya Feltreuter (Host), Renaldas Gudauskas, Cindy Hill, Vera Keown, Henar Silvestre Ferradal, Ruth Ørnholt.

Attendance by Zoom was possible, members joined the meeting in progress: Nadia Temmar joined the meeting at 2:36 and Pat Wand joined the meeting at 3:26



1. **Opening and Confirmation of Agenda:** Nancy Gwinn, Chair, Nancy called the meeting to order at 12:45. Nancy began the meeting by thanking Anya Feltreuter, our host, and the Swedish Library Association for allowing us to meet in their offices. She highlighted the lovely lunch, hosted by SLA we enjoyed before Wednesday's Jury Meeting and the excellent presentations given at the Thursday morning programme.

Nancy then asked if there were changes to the agenda. The agenda was approved with one modification: 6 Marketing Toolkit/Guidelines, should be attributed to Tonia Arahova, not Christie Koontz
2. **Apologies for absence:** The Chair confirmed that excuses were received from Wiebke Dalhoff, Nie, Hua, Barbara Schleihagen, Pat Wand, Mary Chute, Mila Zaytseva,
3. **Minutes from Meetings:** Kuala Lumpur (August 24 & 29, 2018) (correction in the name of attendee Henar Silvestre Ferradal) and Zoom Meeting (December 4, 2018) were reviewed and approved as modified.
4. **Survey of Marketing Award Winners** (item 5 on the agenda was moved up to item 4). Vera reminded colleagues that the survey would cover the top 3 winners who would be surveyed twice, within 6 months of the win and then 18-24 months later. This is the culmination of 4 years of work. Vera, who will be stepping off the Committee in August will provide the template. Leslie to provide contact information for the winners. Discussion about whether a member institution might be able to provide access to Survey Monkey? We could use Google Docs, if Survey Monkey is not available. To start with 2018 winners

Action: Survey to 2018 winners
Vera for template
Leslie for contact Info

5. **IFLA PressReader International Marketing Award:** Leslie, as Chair of the Jury, gave the briefing on this year's award process. The call went out on November 26, 2018 with an original closing date of January 10, 2019, which was extended to January 18, 2019. Posted on the IFLA website and heavily on social media with M&M members posting to their local social media, leveraging #marketinggenius and incredible graphics (see above!).

Jury 2019:

Leslie Weir (Canada), Chair 2019
Jennifer Thompson (Australia), Vice-Chair (Recused herself from the deliberations)
Henar Silvestre Ferradal (Spain), Information Coordinator
Antonia Arahova (Greece)
Ruth Ørnholt (Norway)
Ludmila Zaytseva (Russia)
Christie Koontz (USA), Adviser.

Record number of applications received: 116 from 30 countries!

43 China,
23 Russia,
3 from Australia, Brazil, Canada, Sweden Zimbabwe,
2 from Columbia, Ecuador, India, Kazakhstan, Korea, The Philippines
1 from Bahrain, Bulgaria, Costa Rica, El Salvador, Finland, Indonesia, Kenya, Malaysia, Mexico, Morocco, New Zealand, Nigeria, Pakistan, South Africa, Uganda, US, Zambia

And the winners are:

1st 2018 UBC Library Digital Colouring Books Campaign (Canada)
<https://about.library.ubc.ca/colour-our-collections/>

2nd Bring Pocket Library to Light/ Taskukirjasto tutuksi (Finland)
<https://library.sunshinecoast.qld.gov.au/Children/Story-Seats>

3rd Story Seat (Australia)
<https://library.sunshinecoast.qld.gov.au/Children/Story-Seats>

Also in the Top 10 (Alphabetical by project name):

Find the Clues to Open Access (Spain) – University of Leon
<https://www.facebook.com/REBIUN/>

FOPL Open Media Desk (Canada) – Federation of Ontario Public Libraries
<http://www.fopl.ca>

Libraries Without Boundaries (Zimbabwe) – Zimbabwe Rural Schools Library Trust
https://www.youtube.com/playlist?list=OLAK5uy_mEL9PJ-EUSUKK4V1jMasF88E_MtwB84k

Krasnoyarsk Billion Pages (Russia) – State Universal Scientific Library of Krasnoyarsk Region
<https://yard.kraslib.ru>

Night at the Library (China) – Nanjing University Library
<https://youtu.be/faxNbcVK0bk>

Reading Star (China) – Chongqing Library
https://mp.weixin.qq.com/s?__biz=MzA3MDIyOTYyMQ==&mid=2650729024&idx=1&sn=19d1b146af1197299fe1911d74eeada1&chksm=86ca415ab1bdc84c8d4a2a3821267f2d206062487fcb6d2e5a0bb7c8b48ef88a4f1d48ba11f6&mpshare=1&scene=23&srcid=0107xh7o2Xs4eBrq5kc0zsCA#rd

The Marketplace (Australia) – Ipswich Libraries
<https://www.ipswichlibraries.com.au/marketplace/>

It was noted that many of the submissions were not actually marketing projects, rather they were highlighting the actual initiative or new service. It was suggested that we might wish to include a primer on marketing at an upcoming congress session and might wish to develop a Webinar for possible submitters on the award purpose and how to prepare a submission that focusses on the marketing. The Webinar could then be posted to our website and could be referenced in our call.

Action: Award letters - Nancy
Press release - Leslie
Notify PressReader – Leslie

Leslie went on to explain that the Jury is working on updating and documenting how it functions. An initial draft was shared with the Committee and it was noted that the Jury would develop a final version with recommendations and submit the document for approval by the M&M Committee at its second meeting in Athens. Nancy raised the question of the size of the jury. She suggested that a smaller jury might be more efficient. We also need to ensure regular change over of jury members and ensure consistency through staggered mandates with the Chair being selected from the Jury. 2020 Jury Chair to be named in Athens, call for 2020 new Jury members to take place in September 2019.

Action: Jury Recommendations for approval in August – Leslie & Jury
Call for new jury members in September--Nancy

6. **Marketing Toolkit/Guidelines** – Tonia (Deferred)

7. **Satellite Meeting in Samos:** Ruth reported the satellite meeting scheduled for August 22-23, 2019 in Samos. The Keynote will be from Greece. The call for papers was to close on February 15th but will be extended to March 1. Vera, Heather, Christie, Mary, and Barbara to review papers. Speakers to receive confirmation by March 15th. Library visit to public library on Samos. Satellite Website available on IFLA page. There will be no fee for participants.

Action: Extend deadline for papers - Ruth

Review papers –Ruth, Vera, Heather, Christie, Mary and Barbara

8. Programmes for IFLA WLIC 2019, Athens

- a. Joint with CPDWL ON Coaching: Anya reported that there will be a Drop-in Session hosted in Athens with different tables for different themes (e.g. Staffing, budgeting, performance reviews, etc.) with a Coach at each table with note taker

We were reminded that Coaching differs from mentoring; it's all about asking the right questions. And that it differs in different counties - the art of coaching
The first session was very well attended in KL, but expectations were not clear for either participants or coaches.

Proposal was submitted to the professional committee for a session in Athens - 2-hours. There will be a Webinar on May 28th with professional coaches (Australia and Sweden) which will be posted to the IFLA website after session. Readings provided. This is an IFLA- sponsored session and so the 2-hours doesn't take up allocations of committees. Call for coaches being prepared by Cindy and Anya and they encouraged M&M members to volunteer.

Action: Coordination with CPDWL– Anya and Cindy

- b. Joint Open Session with New Librarians: Love Stories – Leslie provided an update. The Call is posted for the 2-hour session. The first paper has already been received. Call for reviewers: Anya, Henar and Cindy volunteered to act as reviewers with Ruth as a back-up.

Action: Review of submissions jointly with New Librarians – Anya, Henar and Cindy

- c. Beg borrow and steal - Open 1-hour Session in Athens on marketing. Bonnie Mager as keynote, winners to give brief presentations.

Action: Coordination of session – Leslie as Jury Chair

9. **Management & Marketing Communications Plan:** Leslie reminded members of the review of the Communications Plan at the December 8th Zoom Meeting. It was agreed to revised the report to remove the reference to 'minimum' for the timeframes for reporting. We may wish to plan a session in the future on developing Communication Plans, as suggested by Vera. The plan was approved and is ready to be posted.

Action: Revise plan as agreed – Leslie and post – Henar

10. Future Committee Programme and Activities:

- a. Communications and Communication Plan – Satellite Meeting? In New Zealand? Might wish to bring in keynote form outside the profession. Cover channels, social media?
- b. Professional/personal Social media presence
- c. Hobbitville in the shire (NZ) (Jennifer)
- d. Library Leadership Programme (Renaldas) - Psychology of managerial incompetence
- e. Fail camp, walk of shame

Programme committee to be struck in Athens

11. Other Business

Election results are in. There are 11 members leaving the committee and 11 names were submitted and so no election was necessary. The spreadsheet provided by IFLA was shared.

Nancy thanked Anya Feltrueter once again for a fabulous meeting: a wonderful hotel, great meeting venue, excellent meals and educational tours and outings. We all look forward to touring the beautiful city of Stockholm tomorrow before heading home.

Meeting adjourned at 3:30