



**Management and Marketing Section
ANNUAL REPORT
2018-2019**

Introduction

This Annual Report corresponds with the Management & Marketing Action Plan prepared for the period 2018-2019.

The Management and Marketing Section had a productive year under the leadership of Chair Nancy Gwinn and with the support of Secretary Leslie Weir and Information Coordinator Henar Silvestre Ferradal (replaced by Jeremiah Walter starting on June 1, 2019, when Henar took parental leave).

Highlights for the Management & Marketing Section (M&M) include:

- M&M approved and posted its first communications plan. M&M, using Facebook more frequently to communicate with its stakeholders, has gained many new followers.
- The midyear meeting in Stockholm was hosted by Anya Feltreuter at the Swedish National Library Association offices. This meeting included jury deliberations for the IFLA PressReader 2019 International Marketing Award and the M&M business meeting which was followed by additional meetings and presentations by Swedish librarians.
- 2019 was a successful year for the IFLA PressReader International Marketing Award with 116 submissions from 30 countries. The winners were:
 - 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>.
- In May, M&M collaborated with CPDWL to host a successful webinar on coaching. The webinar is recorded and available online.

- M&M arranged a satellite meeting on August 22-23 in Samos hosted by Samos Public Library. The meeting's theme was *recruiting and managing the new generation of employees to attract new markets and create new services*. The compelling programs were well attended. Papers from the meeting are now available in the IFLA Library.
- M&M arranged and co-arranged 3 successful sessions at the IFLA meeting in Athens. Of all IFLA section sessions (not including the opening, closing, newcomers, general assembly, or OCLC symposium), M&M's session *Beg, Borrow, or Steal Great Ideas from around the World* was the second most-attended session at the congress. *Library Love Stories* tied with IFLA New Professional SiG for the 6th most-attended session. More information about the sessions may be found in the project/activities section found below.

Business meetings in Athens

At the first business meeting in Athens, Nancy Gwinn, M& M chair for the past 6 years, completed her time as chair and on the M & M Committee. We celebrated the contributions of departing members Antonia Arahova, who served as chair of Division IV, secretary of the M & M Section, and jury member of the marketing award. We also welcomed many new members! Anya Feltreuter was elected chair and Leslie Weir was elected secretary. Jeremiah Walters was appointed information coordinator.

At the second business meeting, Anya Feltreuter, in her new role as chair, led the committee in a brainstorming session that also served as a way to integrate new members into the committee structure. The outcome of this session was that members were placed on one of the following teams: the Information Team, the Marketing Award Jury, the Coaching Initiative Working Group, or the Management Skills-Building Working Group. Two working groups are also preparing for the open sessions in Dublin.

In addition, committee members decided to more closely adhere to IFLA guidelines for corresponding memberships and approved allowing former members to serve as committee consultants. Following the meetings, the chair invited interested observers from Kuala Lumpur and Athens to serve as corresponding members.

PART 1: Projects/Activities

Objective 1	
<p>Promote the importance of marketing for libraries and present model programs to help librarians understand how to do it.</p> <p>This objective relates to the Key Initiative Capacity Building, stimulating libraries to consider marketing as an important function and providing models through the awards programme, which recognizes and promotes successful programs. We consider “Capacity Building” to include improving library functions and enhancing staff perspectives and skills that will result in better functioning libraries and strengthening their role in their communities.</p>	
Projects/Activities	Progress
<i>List the Projects you’ve worked on, as identified in your Action Plan.</i>	<i>Give brief details, including status (not started, in progress, near completion, completed)</i>
Administer the International Marketing Award, 2019; replace infrastructure to support submissions and deliberations; call for applications; organize jury review; select awardees.	Completed.
Risks	
<i>Identify any problems or concerns (e.g. missed deadlines, lack of resource) and how you would propose to address them.</i>	
Output	Impact
<i>Please state what the output of your project/activity was (e.g. Report, Standard, Workshop etc.) and provide a URL to it.</i>	<i>Describe what difference the project or activity has made to the Unit, IFLA members, the wider profession or society at large.</i>
2019 was a successful year for the IFLA PressReader International Marketing Award with 116 submissions from 30 countries, compared to only 56 submissions from 21 countries in 2018.	During the year, M & M officers, together with committee member Jennifer Thompson, updated the profile of the award and aggressively marketed it to increase submissions.

	<p>Other committee members helped in sending out a worldwide call for applications.</p> <p>The increase in submissions and the wider country participation confirms that the committee's work resulted in attracting broader engagement.</p>
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Communications	
<i>Describe how the output and outcomes of the project/activity have been communicated to the Unit, IFLA members and the wider profession.</i>	
<p>The results of the Marketing Award have been communicated via press release, social media (Facebook), M&M webpage, e-mail list, and e-mails to the national library associations and other networks.</p>	

Objective 2	
Administer the International Market Award for 2019 and evaluate its long-term success.	
<ul style="list-style-type: none"> a. Work with IFLA, committee members and the new sponsor, PressReader, to raise the profile of the award, resulting in increased submissions and creating higher profiles for winners and their best practices. b. Develop new infrastructure to support the submission and selection process (Infrastructure that was used previously, sponsored by the previous jury chairs' institution, is no longer available and must be replaced). c. Document and update jury roles, responsibilities, and processes. d. Annually evaluate and assess the impact on recipients and track this impact to determine if libraries are developing long-term capacities and providing best practices to the larger library community. 	
Projects/Activities	Progress
<i>List the Projects you've worked on, as identified in your Action Plan.</i>	<i>Give brief details, including status (not started, in progress, near completion, completed)</i>
<ul style="list-style-type: none"> a. Raise the profile of the award. 	Completed – but this is an ongoing task.

	<p>During autumn 2018, committee member Jennifer Thompson updated the profile of the award and marketed it to attract an increase in submissions.</p> <p>Other committee members made calls for applications worldwide.</p> <p>However this should be done annually.</p>
b. Develop new infrastructure to support the submission and selection process.	Completed. New infrastructure was developed and implemented.
c. Document and update jury roles, responsibilities, and processes.	Completed. Jennifer Thompson created a draft and the new document was approved at M&M's business meeting in Athens.
d. Evaluate impact annually on recipients and track impact over longer term.	Completed. Survey to assess previous winners was developed by committee member Vera Keown. Unfortunately, only one person responded to the survey so no conclusions could be drawn at this time. The committee will discuss if this survey should be continued and, if so, how can we increase survey responses, or, alternatively, we will need to determine other means of assessing the impact of the award.

Risks

Identify any problems or concerns (e.g. missed deadlines, lack of resource) and how you would propose to address them.

- a. Even with a great campaign, it is not easy to find ways to engage with different countries. Countries where the section has committee members are more likely to apply – probably because of personal outreach. It is also a delicate balance to improve marketing each year, making it new and fresh, while keeping enough of the former format so people will easily recognize the Award.
- b. No one in the committee had the skills for developing the infrastructure but, thanks to funding from IFLA who also provided contacts, we hired someone to complete the work.
- c. To ensure consistency over time, it is important that jury members are well informed about the prior work of the jury. To ensure that such knowledge is passed on from year-to-year, it is vital that some jury members have previous experience on the Marketing Award Jury. However, it is also important to have new perspectives and, for that, we need new jury members. To have committee balance, it is necessary to have members with legacy knowledge and members who bring a new perspective.
- d. In addition, the old guidelines were not clear on whether a committee member could be on the jury if his or her organization had applied for the award. The new guidelines are now clear on this point.

d. Unfortunately, we only had one response to the survey, so no conclusions could be drawn at this time.	
Output	Impact
<i>Please state what the output of your project/activity was (e.g. Report, Standard, Workshop etc) and provide a URL to it.</i>	<i>Describe what difference the project or activity has made to the Unit, IFLA members, the wider profession or society at large.</i>
<p>a. Increased the number of award submissions.</p> <p>b. Same as above.</p> <p>c. Clarified the roles of the jury members to ensure long term viability of award and its submission and execution process.</p> <p>d. Not possible to make conclusions because we had only one response to the survey.</p>	<p>a. A wider understanding of the importance and the complexity of marketing for libraries. A wider knowledge of the IFLA PressReader Marketing Award. The more competitive the process (through an increase in submissions received) and the better known the award leads to an increase in the perceived value of winning it.</p> <p>b. A new infrastructure makes it easier to submit applications and easier for jury members to evaluate the submissions. In addition, less time is needed to complete the task.</p> <p>c. Jury roles were clarified and different experiences and competences within the committee were better utilized.</p> <p>d. It was not possible to reach conclusions because we had only one response to the survey .</p>
Communications	
<i>Describe how the output and outcomes of the project/activity have been communicated to the Unit, IFLA members and the wider profession.</i>	
<p>a. Via press release, social media (Facebook), M&M webpage, e-mail list, and e-mails to the national library associations and other networks.</p> <p>b. Not communicated to the public.</p> <p>c. Not communicated to the public.</p> <p>d. Not communicated because the survey was inclusive since we had only one response to the survey .</p>	

Objective 3	
Keep up committee momentum and promote M&M with local librarians at midterm meeting.	
Projects/Activities	Progress

<i>List the Projects you've worked on, as identified in your Action Plan.</i>	<i>Give brief details, including status (not started, in progress, near completion, completed)</i>
Held midyear Standing Committee Meeting and networking opportunity with local librarians in February 2019.	Completed.
Risks	
<i>Identify any problems or concerns (e.g. missed deadlines, lack of resource) and how you would propose to address them.</i>	
Some committee members may not be able to participate in midyear meetings so we offered online participation options.	
Output	Impact
<i>Please state what the output of your project/activity was (e.g. Report, Standard, Workshop etc) and provide a URL to it.</i>	<i>Describe what difference the project or activity has made to the Unit, IFLA members, the wider profession or society at large.</i>
The midyear meeting in Stockholm was hosted by Anya Feltreuter at the Swedish National Library Association offices. This meeting included jury deliberations for the IFLA PressReader 2019 International Marketing Award and the M&M business meeting which was followed by additional meetings and presentations by Swedish librarians.	One of the benefits with the midyear meeting is that committee members get to know each other better and have opportunities to discuss further work in the section. It was also a great opportunity for committee members and Swedish librarians to meet and discuss their experiences.
Communications	
<i>Describe how the output and outcomes of the project/activity have been communicated to the Unit, IFLA members and the wider profession.</i>	
The midyear meeting was communicated via social media (Facebook), ILFA M&M webpage, e-mail list, and e-mails to committee members.	

Objective 4

General networking, informing the IFLA network about professional issues not mentioned in Kis, sharing best practices.	
Projects/Activities	Progress
<i>List the Projects you've worked on, as identified in your Action Plan.</i>	<i>Give brief details, including status (not started, in progress, near completion, completed)</i>
Open sessions at WLIC2019.	Completed.
Risks	
<i>Identify any problems or concerns (e.g. missed deadlines, lack of resource) and how you would propose to address them.</i>	
It is difficult to plan and execute successful sessions because planners usually do not know if the presenters are effective speakers or even if they (the speakers) will attend their session.	
Output	Impact
<i>Please state what the output of your project/activity was (e.g. Report, Standard, Workshop etc) and provide a URL to it.</i>	<i>Describe what difference the project or activity has made to the Unit, IFLA members, the wider profession or society at large.</i>
The Session 153: #marketinggenius - Beg, Borrow, or Steal Great Ideas from around the World with presentations by IFLA PressReader International Marketing Award Winners 2019 and a keynote speech by Bonnie Mager from Invercargill City Libraries and Archives, New Zealand. Marketing workshop with Christie Koontz.	A wider understanding of the importance and the complexity of marketing for libraries. A wider knowledge of the IFLA PressReader Marketing Award. The more competitive the process (through an increase in submissions received) and the better known the award leads to an increase in the perceived value of winning it.
The Session 259: Library Love Stories together with IFLA New Professional SiG, a 2 hour session exploring this theme from a range of different angles - from the ways that libraries can tap into ideas of love and passion as a way of celebrating libraries, to representations and	Of all IFLA section sessions (not including the opening, closing, newcomers, general assembly, or OCLC symposium), M&M's session <i>Beg, Borrow, or Steal Great Ideas from around the World</i> was the second most-attended session at the congress. Library Love Stories tied with IFLA New Professional SiG for the 6th most-attended session.

<p>reinterpretations of traditional love stories, to managing relationships whilst maintaining professional conduct, and more! This session was webcast and is available online.</p>	<p>Before the session, we collected stories from different parts of the world which was then shared with the audience. In addition, the open mic at the end of the program allowed attendees to engage and share their own personal stories.</p> <p>The panel discussed a wide-ranging variety of topics from how to deal with sexual harassments to how to make the library more LGBTQ-friendly.</p>
<p>The session Session 251: Coaching Drop in Session with CPDWL. This session offered career and professional development coaching for individuals.</p>	<p>The focus of the coaching was to help attendees with their career and professional development needs. The coach helped individuals move from where they were to where they needed or wanted to be in their professional life; different areas were covered, depending on the need. The coach and attendee explored and discussed areas of need.</p> <p>The session was a way for colleagues to share experiences and encouraged discussion on such topics as competencies, career planning, and moving up into management.</p>
<p>M&M arranged a satellite meeting on August 22-23 in Samos. Hosted by Samos Public Library, the meeting's theme was <i>Recruiting and managing the new generation of employees to attract new markets and create new services</i>. Committee member Ruth Ornholt arranged the satellite with help from other committee members and a local host, Samos Public Library and Manolis Pyrgiotis. The compelling programs were well attended. Papers from the meeting are now available in the IFLA Library The meeting's theme was <i>recruiting and managing the new generation of employees to attract new markets and create new services</i>. The compelling programs were well attended. Papers from the meeting are now available in the IFLA Library.</p>	<p>One of the benefits of satellite meetings is that fewer people attend, making it easier to network and get to know other attendees. Many new contacts were made.</p> <p>It was also a great opportunity for librarians, not able to visit WLIC, to engage in IFLA.</p>

Communications

Describe how the output and outcomes of the project/activity have been communicated to the Unit, IFLA members and the wider profession.

All of the sessions were widely marketed before and during WLIC, both on the internet and via flyers handed out to congress delegates. The satellite had a webpage and was also marketed on social media, the IFLA-webpage, and e-mails.

The Session 153: #marketinggenius - Beg, Borrow, or Steal Great Ideas from around the World was not recorded, but the presentations have been highlighted on social media (Facebook), M&M webpage, e-mail list, and e-mails.

The Session 259: Library Love Stories was recorded and is possible to view online. The link has been shared on social media (Facebook), M&M webpage, e-mail list, and e-mails.

The session Session 251: Coaching Drop in Session has been evaluated by the Coaching Initiative Group and the result will guide us in further improving future coaching sessions. The webinar on coaching created before the congress has been widely viewed.

Objective 5

Develop a communications plan to better inform all section members, increase section membership and support the global library community in using best practices in Management and Marketing.

Projects/Activities	Progress
<i>List the Projects you've worked on, as identified in your Action Plan.</i>	<i>Give brief details, including status (not started, in progress, near completion, completed)</i>
A communication plan for M&M was created. Vera Keown created a first draft. Anya Feltreuter edited the draft with help from Chair Nancy Gwinn, Secretary Leslie Weir, and Information Coordinator Henar Silvestre Ferradal. The communication plan was approved by the committee at the midyear meeting.	Completed but needs to be updated to coordinate with the new action plan.

Risks

Identify any problems or concerns (e.g. missed deadlines, lack of resource) and how you would propose to address them.

The document should be updated regularly to ensure that it continues to reflect the current work and goals of the committee.	
Output	Impact
<i>Please state what the output of your project/activity was (e.g. Report, Standard, Workshop etc) and provide a URL to it.</i>	<i>Describe what difference the project or activity has made to the Unit, IFLA members, the wider profession or society at large.</i>
Communication plan for the M&M Section.	The plan clarifies when and how communication should be done. It also clarifies the roles of officers and committee members.
Communications	
<i>Describe how the output and outcomes of the project/activity have been communicated to the Unit, IFLA members and the wider profession.</i>	
The use of a communication plan will make communication from M&M more easily understood, while ensuring that communication remains relevant and timely for the Unit, IFLA members, and the wider library profession.	

Professional Unit meetings or conference calls

Please show how the Standing Committee has conducted its business over the year.

Date <i>When the meeting was held</i>	Location or type of meeting <i>Physical or virtual meeting (telephone, skype etc)</i>	Main outcomes <i>Briefly summarise the main outcomes of the meeting and how these were communicated to the membership of the Professional Unit</i>
1. Midyear-meeting, Stockholm, Sweden 13-15 February 2019.	Physical meeting with the possibility to participate online/call in.	Deliberations for the Marketing Award jury. Business meeting and opportunity to network with Swedish librarians.
2. Meeting about focus areas for the Action plan, spring 2019	Zoom-meeting.	The committee discussed and decided on the focus areas. Leslie Weir reported from the Professional Unit Action Planning Workshop in The Hague.

3. Smaller meetings with different working groups in the committee has taken place during the year.	Zoom-meetings.	Planning for open sessions and webinars.
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