

Management & Marketing Section
Business Meeting 1
Minutes
WLIC 2019 Athens

11:15 – 1:15, August 24, 2019

In attendance: Nancy Gwinn (Chair), Leslie Weir (Secretary), Jeremiah Walter (Information Coordinator), Tonia Arahova, Catharina Isberg, Anya Feltreuter, Renaldas Gudauskas, Cindy Hill, Ruth Ørnholt, Barbara Schleihagen, Stephen Woods, Christie Koontz, Nie Hua, Pat Wand, Jeannie Bell, Mary Chute, Josephine Siegrist, Antoine Torens-Montebello, Alberta Comer, Mary Chute



1. **Opening and Confirmation of Agenda:** Nancy Gwinn, Chair, called the meeting to order at 11:20. Nancy began the meeting by welcoming the members and observers to the Management & Marketing Section Business meeting. Nancy then asked attendees to introduce themselves. Antonia Arahova, out-going member, out-going Division IV Chair and in-coming Governing Board member, offered everyone a warm welcome to Athens.
2. **Approval of the Agenda:** Once the introductions were complete, Nancy asked if there were changes to the agenda. The agenda was approved with modifications: #5 Division IV Meeting Briefing moved to Meeting 2 #10 and #10 Officers briefing moved from Meeting 2 to Meeting 1 #5 and new #6 added on Athens Sessions, following items to be renumbered.

This being her last meeting as Chair and a member of the Management & Marketing Section, Nancy took a moment to highlight longtime that she was a long-time IFLA activist starting with her involvement with Preservation. She later became a member of the Governing Board and then joined Management & Marketing. Nancy went on the emphasize that she likes to be engaged and committed. Leslie then made a presentation of a gift to thank Nancy for all of her many contributions to the section, beginning as a member, then Secretary and finally Chair.

3. **Minutes from Meetings:** Minutes form the Mid-year meeting in Stockholm were reviewed and approved.
4. **Election of Officers:** Nancy reminded members that the Call for Nominations for Chair received 1 nomination, Anya Feltreuter. Nancy made a call for nominations from the floor, none were received. Anya elected Chair by acclaim. The call for nominations for

secretary received one nomination, Leslie Weir. Nancy made a call for nominations from the floor. None were received. Leslie was elected Secretary by acclaim. Nancy turned over the Chair to Anya.

5. **Officers Briefing:** Leslie and Anya attended the officers briefing. Leslie gave a brief summary of the highlights of the meeting. Raissa Teodori, Chair of the Professional committee introduced the agenda and thanked outgoing Division Chairs and thanked Tonia for all she has done to prepare for WLIC. Christine Mackenzie, was then introduced as incoming President.

Welcome to all was made by Glória Pérez-Salmerón, outgoing President. She emphasized the involvement of all in the strategic framework and the participatory approach to IFLA journey stating that IFLA has many faces, but together is a big diamond shining everywhere. She urged us to take down silos, establish common goals and develop ourselves and our organization as a learning organization. The Global Vision that started in Athens has come full circle. We are IFLA! Reminder to attend the President's session on Monday morning: Libraries as Motors of Change.

Christine Mackenzie then provided a tribute to Gloria's leadership and thank Raissa as chair as Professional Committee reminding us that 'We are IFLA', changing the way we think about IFLA with her theme, Let's work together, with ourselves, librarians, library associations, government, industry. And now we launch the governance review to ensure have the structure to serve the association. Everyone needs to be involved and own it, starting with President-elect session, Wednesday 9:30 in the Banquet Hall

Gerald Leitner then highlighted that this was a special conference with a new strategy, done differently, build by us, librarians from all around the world. Strategy to be launched on Monday after the President's session: IFLA Strategy 2019-2024: inspire, engage, enable, connect. New ILFA website to be launched in December 2019. Under development, 80% ready.

2020 Dublin (inspire, enable, engage, connect

2021 To be announced

2022 Auckland

Satellite Meetings should be in:

2020 - Ireland or UK

2021 - in the region of the WLIC

The Roadmap was emphasized with Athens highlighted for first actions for governance strategy. Workshop with officers, consultation processes, open discussion resulting is a draft June 2020 followed by a vote at the general assembly in Dublin. The 2021 election will be based on new governance.

Vicki MacDonald was then introduced as new Professional Committee Chair who will lead the discussion on the new structure for divisions and units. A proposal will be drafted and workshops held. SIGs and Standing Committees will be involved. IFLA will 'Listen and then Act' - Officers workshop planned for The Hague in June 2020.

Leslie asked Tonia to provide an update on the Professional Committee decisions made the previous day, on locations for satellites and the IFLA Namespaces (technical infrastructure to maintain standards) initiative (October 2019 begins; January 2020 set up complete; January through April, testing; May 2020 fully functional expected).

The rest of the meeting focused on the development of Action Plans by ILFA units based upon the focus areas.

Pat complemented IFLA on the strategic planning process, which seems more effectively reaching librarians in developing countries. It was agreed that we all have a responsibility to work on engaging colleagues from developing countries. It was noted that IFLA prefers that corresponding membership be for people who can't attend due to financial limitations.

6. **Programmes in Athens:** Anya asked those responsible for sessions in Athens to update members. Antoine briefed the members on Library Love Stories (Thursday at 10:30). Value love as much as story-telling. Listen to stories and tell stories, 40-50 love stories already collected, but would love to have more. Members can visit Facebook and or blog of new professionals to add stories. Think of stories and write in your own language. You might be contacted to tell the story yourself. Simultaneous interpretation for French - live stream by IFLA, one of only 6 sessions selected! Anya and Catharina briefed members on the Coaching Session (Thursday at 8:30). Joint with CPDWL on Coaching, a Drop-in Session with one to one coaching for congress delegates will be held. Finally, Leslie described our open session, Beg, Borrow & Steal, with Bonnie Mager as Keynote, the three winners and a brief workshop on 'true' marketing by Christie (Monday at 8:30).
7. **Draft Annual Report 2018-19 and Action Plan 2019-20:** Anya explained that the Annual Report was in preparation, draft to be shared with members in September for comment before submission by October 31, 2019. Anya then introduced the Action Plan for 2019-20 and explained to members that there were problems with the google docs and the current version of the Action plan was not displaying properly. The two focus areas have been finalized as:

Focus Area 1: Management - Increase knowledge and improve practices to reflect best management practices in libraries to support them in attaining their goals and to inspire and enhance professional practice globally.

Focus Area 2: Marketing – Increase capacity and knowledge of marketing processes and practices in member libraries and IFLA sections to support them in meeting their goals.

In Business Meeting 2, we will focus our discussions on the projects and initiatives to be included under each focus area. Stephen asked for clarification as to whether the actions plans should focus on reaching IFLA members or the larger library community. Leslie confirmed that ILFA wishes to reach the larger library community and at the same time, reach its members and expand its own capacity – IFLA, IFLA members and libraries globally.

8. **Satellite Meeting in Samos:** Anya asked Ruth to report on the satellite meeting held on August 22-23, 2019 in Samos. Great Success with a fabulous host, Samos Public Library. Manolis Pyrgiotis, director of the Public Library of Samos went above and beyond in creating a memorable event for all those that participated. Manolis also recruited sponsorship from the Samos Wine Cooperative. It was a strong programme with excellent papers that will be published in the IFLA website. Ruth thanked the 5 members (Christie, Nie Hua, Mary, Pat and Barbara) on the Review Committee. Anya then thanked Ruth for all her incredible work on the satellite.

Pat recommended that the committee consider holding joint satellite meetings in the future.

9. **IFLA PressReader International Marketing Award:** Deferred to Meeting 2.
10. **Presentation to Tonia:** Leslie presented a gift to Tonia, and then highlighted Tonia's incredible contributions to the Management and Marketing Section over her long involvement, as a member and Secretary and thanked her for all her support. She went on to highlight Tonia's recent role as Division Chair IV and going forward, her membership on the Governing Board, during a critical time for IFLA as we reimagine our governance.
11. **Section Dinner:** The Section dinner was confirmed for Monday, August 26th at 9:30 to be held at Point A, on the roof top of the Herodion Hotel. Members attending the OCLC Reception will be able to walk to the restaurant. Leslie to send out details to members by email.

Meeting adjourned at 1:15

Management & Marketing Section
Business Meeting 2
Minutes
WLIC 2019 Athens

4:30 – 6:30, August 26, 2019

In attendance: Anya Feltreuter (Chair), Leslie Weir (Secretary), Jeremiah Walter (Information Coordinator), Nancy Gwinn, Tonia Arahova, Catharina Isberg, Cindy Hill, Ruth Ørnholt, Barbara Schleihagen, Stephen Woods, Christie Koontz, Nie Hua, Pat Wand, Jeannie Bell, Mary Chute, Josephine Siegrist, Antoine Torens-Montebello, Alberta Comer, Mary Chute, Bonnie Mager, Mila, Dilara

Regrets: Renaldas Gudauskas dropped by to express his regrets



1. **Opening and Confirmation of Agenda:** Anya Feltreuter, Chair, called the meeting to order at 4:30. Anya began the meeting by introducing herself, as the new Chair. She explained that her style is based upon transparency; being informed; trust (please get back to her if members do not understand anything) and she will trust members will keep their commitments); and work. She looks forward to getting to know members. Anya then welcomed members and observers to the Management & Marketing Section Business meeting. She clarified that observers and members alike were welcome to participate actively in the meeting and speak freely. Anya then asked attendees to introduce themselves.
2. **Division IV Leadership Forum:** The forum began with a welcome from the in-coming Division Chair, Catharina Isberg. Tonia, out-going Chair, joined the meeting in progress, as she was at the First Timers session. Short updates were provided by each section, followed by a discussion of IFLA priorities and actions plans. Catharina reminded members of the important goal to bring in the 40 countries that are not currently IFLA members.
3. **IFLA PressReader International Marketing Award:** Leslie, 2019 Jury Chair, introduced the Jury Document shared in advance with members. Recommendations include limiting the jury to 7 members, the members being drawn from the elected members of the Management & Marketing Committee are eligible, to serve a 3-year mandate, renewable once. The Chair drawn from the jury members and is appointed by the M&M Chair. . A clear approach on conflict of interest for Jury members has been established which allows for jury members to recuse themselves completely from deliberations for

any round in which their institutions submit a project for consideration. With mid-term resignations from the jury, replacements may be appointed to finish out their term.

Motion to endorse the recommendations on jury membership. Vote: unanimous.

Call to go out for 4 new jury members to join the three continuing members (Ruth, Leslie and Cindy). Cindy to take over from Leslie as Chair for 2020. Request for advice as to whether to name just top 3, top three as part of top 10 or top 3 with honourable mentions. Retain Top ten with 1st, 2nd and 3rd was the preferred approach which referred to the jury for decision. A suggestion was made to revise the background material for submitters to ensure that it is clear who, what and when to apply and to explain why to go into the competition. It was noted that submissions are not limited to IFLA members.

ACTION: Cindy to put out call for new jury members

4. **Action Plan 2019-20:** Anya reminded members that the two focus areas have been finalized as:

Focus Area 1: Management - Increase knowledge and improve practices to reflect best management practices in libraries to support them in attaining their goals and to inspire and enhance professional practice globally.

Focus Area 2: Marketing – Increase capacity and knowledge of marketing processes and practices in member libraries and IFLA sections to support them in meeting their goals.

Anya then had members break into groups of 5-6 to discuss possible initiatives and projects that might fall under one or both of the two focus areas. Each group posted their suggestions on the wall and then presented them to the plenary. Suggestions received included:

Marketing: How to use social media; Marketing Award Jury; Partner with IFLA Map of the World; Attract people to study Library Science; Website marketing, a webinar on tips, marketing boot-camp; Branding (images, technology & design)

Management: Management Boot-camp and Management Blogs; Management innovation; Coaching Session; Award for a management project; Management webinars; Change management (Session); Learning tool for management; How is management going to change when Millennials take over leadership positions; Failure session; exchange with managers in other professions.

Both: Social media (Facebook for now); Sessions; design thinking; Story-telling; Newcomers, forum for exchange of ideas with NPSIG

Each member then had 5 votes to apply against the initiatives identified. Members were asked to identify activities they were interested in participating in. Anya gathered all the suggestions and will reflect them in the draft of the Action Plan that she will prepare for member comment.

ACTION: Anya to prepare draft Action Plan
Leslie to prepare Annual Report 2018-19

5. **Future Sessions:** Continue work with CPDWL on Coaching initiative. Knowledge café: place with tables for IFLA delegates on specific topics. Workshop with different stops and panel, workplace low morale, Burn-out and coping (not low morale - doesn't fit), Exchanges with managers from other industries.

Burnout - recording booth in the vendors, perhaps? 30-seconds on how you deal with burnout. Confessions, Twitter campaign, Volunteers: Stephen, Jeannie,

Marketing, Storytelling, Partner with other section(S), but which? Map of the world? Library associations? Include awards. Volunteers: Barbara and Christie

Shall we hold a Satellite meeting for WLIC 2020 Dublin? It is very labour intensive and using up our volunteer resources. Midyear meeting workshop, perhaps?

6. **Management & Marketing Midyear Meeting:** Leslie volunteered to host the midyear meeting in Ottawa. Her offer was accepted and Leslie and Anya will confirm timing (February or March 2020) and discuss a possible 1-day programme for the area library community.

ACTION: Leslie and Anya to confirm dates

7. **Corresponding Members:** Anya checked in with HQ and the IFLA website. Corresponding membership should be for participants that can't normally attend WLIC, but would like to participate actively in the work of the section. We might consider those that ran for election but were unsuccessful, or those that attend as observers might be considered for corresponding membership? Up to 5 corresponding members can be named. Corresponding members can't vote and are not eligible to be on the Marketing Award Jury and they need to be active in the work of the committee.

ACTION: Anya will put out a call.

Former members can become consultants rather than corresponding members.

Meeting adjourned at 6:25

