



Management & Marketing Section

M&M Newsletter

N°9 June 2001

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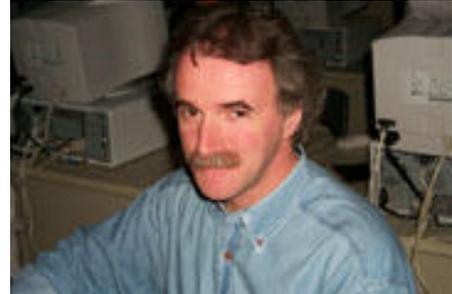


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EDITORIAL

Dear Friends of the M&M Section,

We are already in June and in a few weeks we will be in Boston for the next IFLA General Conference. I invite you to look at this issue of our Newsletter to become familiar with the various elements of the program, which have been organised by the people from our dynamic Section. Don't forget our traditional and very casual Section Party on Friday August 24: we will let you know in Boston exactly where it will be held. It will be the opportunity for you to bring friends and future members of our Section.



I would like also to remind you that we will have a Satellite pre-conference once again this year, which will be held in Québec City from August 14 to 16. Under the theme, «Education and Research for Marketing and Quality Management», this meeting, organised with the Section on Education and Training, is offering a very interesting program with participants from more than 20 countries. Again this year the ALP program will send us 5 Danida grantees. The French speaking countries (La Francophonie) will also finance 10 people from developing countries for their participation in the Québec meeting. Look at the web site for the most recent version of the program: (<http://www.fas.umontreal.ca/EBSI/ifla/>). You will be able to see the professional calibre of our program. Participants are also invited to two important social events: a welcome reception at the National Assembly, and a very special and unique cultural event: a traditional «Partie de sucre» on beautiful Ile d'Orléans.

I would like also to draw your attention to the fact that we are offering a shuttle between Québec City and Boston after the satellite meeting. A bus will leave Québec on the morning of August 17 (Friday) and after a stop for lunch in a New England city where we may visit a library and meet American colleagues, we will arrive in Boston by the end of the afternoon. (Apply as soon as possible if you want to reserve a seat on the bus!).

In this Newsletter you will also find a copy of the registration form, which I invite you to fill out and send in as soon as possible. Be sure to reserve your hotel room before July 1st as well. After this date we are not able to guarantee that you will find a room.

See you soon, in Québec or in Boston!

Réjean Savard, Chair
Management and Marketing Section

MINUTES FROM M&M VIENNA MID-YEAR MEETING 28-29 APRIL 2001

1) After the guided tour of National Library and a Director General of the Hans Marte, the formal presentation by the the Austrian Library members and over 20 education, communication one of two associations (the

Present

Thierry Giappiconi, France; Peter Hegedüs, Hungary; Christie Koontz, USA; Daisy McAdam, Switzerland; Angels Massisi, Spain; Sissel Nilsen, Norway; Maria.Seissl, Austria; Natalia Santucci, Italy; Réjean Savard, Canada; Christina Tovoté, Sweden; Tom Wilding, USA.

the State Hall of the Austrian Welcome Address by the Austrian National Library, Dr. meeting began with a president Dr. Sigrid Reinitzer of Association which has 1000 Special Groups. It works with and parliamentary issues and it is other is for public libraries).

2) Apologies for absence.

Marielle de Miribel, our to attend because of lack of time. Perry Moree sent his cancellation in the last minute for the same reason. Pat Layzell Ward, John W Berry and Alice Calabrese also sent their regrets that they could not come to Vienna.

information officer, was not able to attend because of lack of time. Perry Moree sent his cancellation in the last minute for the same reason. Pat Layzell Ward, John W Berry and Alice Calabrese also sent their regrets that they could not come to Vienna.



3) Elections in Boston

The two years in office of the present chair Réjean Savard and secretary Christina Tovoté have come to an end and this year is election year. Both chair and secretary are standing again but the information officer Marielle de Miribel has announced her resignation. The duties of an information officer are demanding. There has been a lot of problems with the updating of our website. The presentation folder also needs at least a new first page since the last one was made for Jerusalem. We will all think of a person able and willing to replace Marielle.

4) New members and corresponding members

We have looked through the list of corresponding members and it needs to be updated. Réjean read from the statutes and pointed out that corresponding members should be from countries that cannot participate often. Sissel suggested that we ask the regional officers for input.

5) Information and marketing: how do we proceed?

Should we have a poster session? A section on marketing should definitely have a marketing plan.

A leaflet for Boston is an urgent matter. Christie can make one with a small amount of money and with the text from Marielle.

Tom said that the list must be more active. It has 200 to 250 members.

One way is to write to the people in our lists of participants from the Jerusalem meetings. We could also for instance select a target group for more intense marketing among the associations and institutions in our countries.

Translations into German and Russian are also very important .

A group link on the website could be useful.

Should we have a new logo or not? Christie will ask for a new logo and let us compare them.

Christie, Réjean, Natalia and Christina form a little subcommittee for the leaflet.

6) The Discussion Groups

We have to ask Josche Neven about the planned DG sessions in Boston. Only the Friends and Advocates Group is in the preliminary programme.

Tom reported from the Marketing University Libraries Group that there will be a joint meeting in Boston with the Section on Academic Libraries. The topic is not decided yet.

The nice thing with a DG is that it can be more spontaneous, meet at any place and discuss a lot of topics. It was very successful last year so we should not put too much structure to them.

7) Economy

Christina reported that the University of Malmö, in which she has put the section money in an account, has announced that they will charge us 12 % for deposits. She will check with her own bank if they do the same.



8) The Pre-seminar in Quebec

We have 60 attendees already and 10 Danida grantees have been invited this year too. Those are good figures since we aimed at 80 persons and there is still time to apply. It is important that we send the programme to our respective library lists in our countries!

We are invited to the National Assembly and there are plans of making a very special so called sugar party one day.

On Friday there will be a bus tour to Boston for those of us who have to be in Standing Committee meetings on Saturday morning.

Réjean stressed that it is important to register soon.

More than 20 countries are represented among the speakers.

Thierry said that he has problems with coming to his speech.

Sissel said that the programme is very crowded and that we have to say no sometimes.

Christie: We do not want to be like Harvard! It is better to let people in at this stage of our section.

Réjean: It has been really hard to say no to very interesting speakers but they have been chosen with great care by a scientific committee which is good afterwards as well.

Angels: It is important to keep a list of refused papers to follow up and give alternatives in order to sell the section.

Tom: Refusals should be very polite: It does not fit here but...

Sissel: Calling for papers is not a tradition in Scandinavia but maybe even in other countries you have to ask people who you want to speak.



9) Boston

This year we have the Open Session on Monday 20 August together with Social Science Libraries and Government Libraries. The title is "Knowledge Management for Not-For-Profit Organizations". Michael Koenig is the first speaker and he has been involved in the planning of the session from our section.

The joint workshop "Marketing National Libraries" with the Section on National Libraries on Thursday 23 August has been put together by Sissel Nilsen. There are some problems with technical matters and there will be no translations before the conference but we will do it as before through the section. The speakers have not been asked to send papers or even titles beforehand. They have a very short time and it will be more of a discussion together with the audience.

Thierry said it is important to question the quality of the speakers' view of marketing.

Should we ask for a large room with how many seats?

The first part of the workshop will be more theoretical and the second more practical. It is also necessary to wrap up what has been said and discussed.

Sissel said that they wanted a politician for speaker but no-one was interested. Winston Tabb is still trying to find one.

Thierry said that it would be a good thing in our sessions to have speakers from outside with their view but then there is always the problem of how to pay them.

Natalia said that we could have museums and historical libraries with their marketing strategies. They are forming an interesting link between museums and libraries in Italy which she is setting up in her cultural district. This is a proposal for future programmes.

Sissel will ask Winstone for someone to take notes during the workshop for eventual translations.

The question of a social evening was discussed. Friday night will be the only free evening. Tom will look for a good restaurant.

10) The Marketing Award

The minutes from this discussion have been sent out separately to the persons present in Vienna for further consideration by Tom, John and the sponsor.

Here they are compiled:

Discussion in the M&M SC at the Midyear meeting in Vienna about the suggestion of a Marketing Award.

An unsorted résumé of the opinions in the group without names of who said what:

Réjean recapitulated the story of the idea. From the beginning it was an award from our section, now it has become more of an IFLA award.

The purpose is not clear. Will individuals or libraries be awarded?

The library should be the purpose.

The @ sign is small in this context.

The word GLOBAL is dubious. We should use INTERNATIONAL instead.

The Executive Board has to approve so we are very much in a hurry. Should we wait till next year? But there is the 75 years anniversary next year and it would be nice to launch it in Boston so that it could be a reality in Glasgow.

The section should be connected to the jury.

Translations are very important.

What is the award? A plaque or money? It should be at least 5000 US dollars. The cash should go to marketing the winning library, as a kind of follow-up.

Should we make different categories such as different libraries or a special category for developing countries etc?

It is a real task for the jury to encourage small countries to participate.

It is also important to spread the ideas behind marketing.

What will happen if we slow it down one year? Is there a risk of losing the sponsor ?



The SC meeting in Vienna

From left to right :

Réjean Savard, Chair, Canada, Thierry Giappiconi, France, Peter Hegedus, Hungary, Sissel Nilsen, Norway, Natalia Santucci, Italy, Christina T ovoté, Secretary, Sweden, Daisy Mc Adam, Switzerland, Maria Seissl, our hostess, Austria, and Thomas Wilding, USA.



11) Glasgow

In Glasgow next year the Open session will be joint with the RT of Library Associations and deal with marketing these associations. A special interest should be paid to South and West Africa because of their great efforts to create good associations. Christie and Sheila Webber are in charge of this session. Angels and

Christina will be part of the planning group too.

Christie also suggested a workshop on marketing research. Thierry noted that there must be a project, without it no marketing.

Sissel raised the question if it is necessary with a pre-seminar every year.

Angels: It could make synergy effects with the marketing award.

Tom: Why not make the pre-seminar a workshop on how to apply and be eligible for the prize, how to teach how to make a marketing plan, training etc.

The question is whether the pre-seminar will take place in Glasgow or in Sheffield where Sheila works.

We also have a workshop or a session on Human Resource Management in our plans joint with Education and Training for Glasgow.

Thierry has suggested many times doing something on the link between politics and librarianship. How do we deal with the decision makers? He will give us a formal proposal in Boston.

Réjean has also received a formal proposal from the Section of the Blind. We should widen it to disabled. Natalia said that this is of big interest for public libraries. Then it cannot be an open session, according to Thierry.

Maria said that there are programmes for disabled in many countries and Christie said that it especially interesting for countries without a law about this. It could be a pre-seminar for Berlin.

12) Mid-year meetings in future

Are our meetings worthwhile? Yes, they create a commitment, was the answer from us all. There are now three suggestions: French Antilles, Accra and Rome. It could be a concrete workshop if we choose Accra and it is more according to IFLA policy to be in a third world country. Besides we have got money for that workshop from the PB.

CONCEPT AND SYMBOLS BEHIND A LOGO : THE 67^E IFLA CONCIL AND GENERAL CONFERENCE IN BOSTON 2001

By Michael Dowling, ALA (American Library Association)

Since the U.S. colors are red, white, and blue it was decided to use the colors in the logo. Boston and its surrounding areas are associated with the revolutionary war against the British and the founding of the United States so the creators put in the 13 stars that were the number of stars on the original flag of the United States

The stars represent the 13 original states which were the 13 colonies of Great Britain at the time of the American Revolutionary War. The colonists were upset over being taxed without representation and laws restricting their freedom. In 1773 the colonists staged the Boston Tea Party, dumping British Tea in Boston Harbor. In 1775 the Revolutionary War begins when the first shots are fired in between British and American troops at Lexington, Massachusetts (just outside of Boston).

The thirteen original colonies were Massachusetts, New Hampshire, Rhode Island, Connecticut, New York, Pennsylvania, Maryland, Delaware, Virginia, North Carolina, South Carolina, Georgia.

The idea was to stay close to the structure of the standard IFLA logo highlighting Boston, IFLA, and the date 2001. The logo was designed by Hirsch O'Connor Design Inc. in Chicago, in December 1997.

CONCEPTS ET SYMBOLES DERRIERE UN LOGO : LE 67^E CONGRES DE L'IFLA A BOSTON EN 2001

Comme les couleurs des Etats-Unis sont le rouge et le bleu, c'est celles que nous avons choisies pour ce logo. Boston et les alentours ont joué un rôle important dans la Guerre de Sécession contre les Anglais et la fondation des États-Unis, c'est pourquoi le graphiste a intégré les 13 étoiles du premier drapeau des Etats-Unis, correspondant aux 13 premiers états de la fédération : Virginie, Massachusetts, New York, Delaware, New Jersey, New Hampshire, Maryland, Caroline du Nord et du Sud, Pennsylvanie, Georgie, Connecticut et Rhode Island.

Tandis que s'affirmait dès le XII^e siècle l'autorité royale anglaise sur ces colonies par l'intermédiaire du gouverneur, celles-ci se dotèrent d'assemblées politiques élues par les propriétaires, assemblées qui, en votant le budget, s'habituaient à une certaine indépendance et refusèrent peu à peu les charges fiscales imposées par Londres. En chassant les Hollandais et les Français des 13 colonies, (traité d'Utrecht en 1713 et traité de Paris en 1763), les Anglais avaient éliminé d'autre part tout danger immédiat pour les colons, qui n'avaient plus besoin de l'aide militaire de la métropole. La rupture entre la grande Bretagne et ses colonies fut définitive lorsque les Anglais réagirent avec énergie par la fermeture du port de Boston (1774) au boycottage de leurs marchandises par les colons.

Au début de la guerre, Thomas Jefferson avait rédigé la déclaration d'indépendance, adoptée par le Congrès Continental le 4 juillet 1776 (Independance Day) qui rejetait l'autorité du roi d'Angleterre.

La répression anglaise fit l'unité des 13 colonies américaines : la bataille de Bunker Hill (17 juin 1775) ouvrit la Guerre d'Indépendance entre le sanglais et les « Insurgents » qui, avec l'aide française (La Fayette, Rochambeau), remportèrent la victoire. La Grande-Bretagne capitula à Yorktown le 19 octobre 1781 et signa le traité de Versailles en avril 1783.

Tiré du Dictionnaire *Le Petit Robert 2*

L'idée était de rester fidèle à la structure du logo de l'IFLA tout en mettant en valeur Boston et la date 2001. Le logo a été créé par Hirsch O'Connor Design Inc, à Chicago, en décembre 1997.

AGENDA M&M IN BOSTON

Cliquez ici pour voir le planning →

date	Vendredi		
	80	800	
Nbr	SCM	800	
MM	900		
	100	800	
W		000	
		001	
		100	
		002	
PP		1000	

← Click here to see your planning

PROGRAMME FOR M&M AFFILIATES IN IFLA CONFERENCE IN BOSTON

Saturday, August 18, 2001

11.30-14.20

33. SC I Management and Marketing



Sunday, August 19, 2001

08.30-10.20

65. Performance Measurement in Public Libraries Discussion Group

10.30-12.20

74. Friends and Advocates of Libraries Discussion Group

This discussion group will discuss the question of forming friends groups in nations with strong library programs, and the question of providing library support and finding friends and supporters in those nations without strong public library support.

The topic, taking off from last year's concerns about the extreme differences in the needs for advocacy between the industrialized and developing nations, will be the basic requirements for effective advocacy in any organization, and the use of the Web in advocacy.

The first speaker is Mary Berman, administrator at the Mid-Manhattan branch of the New York Public Library, and chair of the New York Library Association's Legislative Committee.

77. Performance Measurement in Academic Libraries Discussion Group

78. Marketing Library Services to Academic Communities Discussion Group

A report on a marketing projects at St. Mary's University (Halifax, Nova Scotia, Canada) and the library's response. The speaker will be Madeleine Lefebvre, and the speaker will be followed by a discussion period.

Monday, August 20, 2001

08.30-11.00

99. Social Science Libraries with Government Libraries and Management and Marketing - SI
« Knowledge Management for Not-For-Profit Organizations »

1. Knowledge Management, User Training and Librarianship

MICHAEL E.D. KOENIG (Dean and Professor, Palmer School of Library and Information Science, Long Island University, Brookville, USA)

2. Knowledge Management at the Finnish Government - Now, Never or Later?

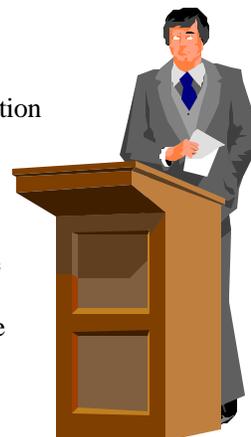
MAIJA JUSSILAINEN (Project Manager, Prime Minister's Office, Helsinki, Finland)

3. Japan InK - Distributing the Information Networked Knowledge (InK) Base to the Japanese Research Community.

EISUKE NAITO (Director, Human and Social Information Research, National Institute of Informatics, Tokyo, Japan)

4. Knowledge Sharing in a Learning Resource Center by Way of a Metro Metaphor

TOVE BANG (Library Director, The Aarhus School of Business, Aarhus V, Denmark)



11.10-13.00

109. Knowledge Management Discussion Group

In this start-up meeting for a Discussion Group, the papers of the previous Open Session on Knowledge Management (see meeting 99) may be discussed further.

Additionally some short reports on successful examples of implementing Knowledge Management will be presented, amongst others: 'Experiences with Knowledge Management in France by JEAN-PHILIPPE ACCART (University of Grenoble and ENSSIP, Lyon, France. The Social Science Libraries Section will sponsor this Discussion Group.

Tuesday, August 21, 2001

12.00-14.00

131. Poster Sessions

❁12. The Campaign for America's Libraries@your library

DEBORAH DAVIS and PATRICIA GLASS SCHUMAN (American Library Association, Chicago, USA)

❁25. International Friends of the Alexandria Library

ALAN HOPKINSON (Middlesex University, London, U.K.)

❁26. Towards the Construction of Benchmarks for Information Literacy: an Evaluation of Inform. Competence among Graduate Students at the University of Cape Town

KARIN JAGER and MARY NASSIMBENI (University of Cape Town, Rondebosch, South Africa)

❁27. RGU.COM - Developing a Virtual Campus for LIS Education from Print Based Distance Learning to Knowledge Management on the Internet

IAN M. JOHNSON (The Robert Gordon University, Aberdeen, U.K.)

❁36. MALIBU: Managing the Hybrid Library for the Benefit of Users - Integration, Integration, Integration!

ANN LEES (The Library King's College, London, UK)

❁40. Participative Management and Technological Resources in University Libraries

RAIMUNDA RAMOS MARINHO (UFMA, Sao Luiz, Brazil)

❁45. The Virtual Library as the Finest Tool for the ILL Services: Ten Years Work to Improve the End-user Satisfaction in a Small Country

MARIE THÉRÈSE PAQUES-LEDENT (Université de Liège, Liège, Belgium)

Thursday, August 23, 2001

08.30-12.30

 182. National Libraries with Management and Marketing Workshop :
« Marketing National Libraries »

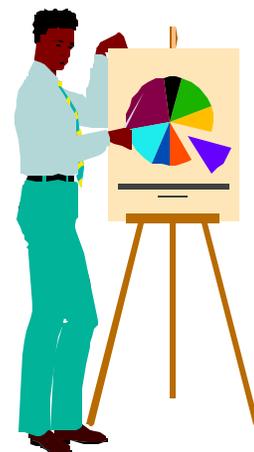
🚩 1. *Is it really necessary to market National Libraries?*

• National Library, Rome, Italy

NATALIA SANTUCCI (National Library, Rome, Italy)

• National Library of the Netherlands, The Hague, Netherlands

PERRY J. MOORE (Koninklijke Bibliotheek, The Hague, Netherlands)



✠ 2. *How to raise the profile for the National Library?*

- National Library of Latvia
ANDRIS VILKS (National Library of Latvia, Riga, Latvia)
- National Library Board, Singapore
R. RAMACHANDRAN (National Library of Singapore)
- National Library of Scotland
IAN MCGOWAN (National Library of Scotland, Edinburgh, Scotland, UK)

✠ 3. *National Libraries - not for researchers only: how to market the content of the National Libraries?*

- National Library of Australia
PAM GATENBY (National Library of Australia, Canberra Act, Australia)
- Royal Library of Belgium
WILLY VANDERPIJPEN (Royal Library of Belgium, Brussels, Belgium)
- The British Library
MICK OSBORNE (The British Library, London, UK)

✠ 4. *Marketing tools: cultural programmes, exhibitions, www, relationships with the press etc.*



- Library of Congress
JILL BRETT (Library of Congress, Washington D.C., USA)
- National Library of New Zealand
CHRISTOPHER BLAKE (National Library of New Zealand, Wellington, New Zealand)
- National Library of France
VIVIANE CABANNES (Bibliothèque nationale de France, Paris, France)

Friday, August 24, 2001

08.00-10.00

 218. SC II Management and Marketing

19.00- 22.00

The « Party » of the M&M Standing Committee and friends



PERSONALITIES' PORTRAITS

DAISY MCADAM

UNIVERSITY OF GENEVA, SWITZERLAND
NEW ELECTED SC MEMBER

① Who are you ?
(the role you play in your organization, tell us about yourself and your link with marketing and management in libraries)

I am the headlibrarian of the Faculty of Economics and Social Sciences at the University of Geneva, Switzerland. Two months ago I was elected President of the Steering Committee of the University Libraries of Geneva. As headlibrarian, I think marketing is a state of mind and management the way to action. Public relations and communication are essential in a proper integration of libraries in the information society.

② What are your projects ?

Conduct a lobby action in Switzerland, intensify networking in my country among university libraries, work with my partners on a national Virtual Campus project (the Library School, the Library of the University of Lausanne, and my own library) and finally collaborate with professors in my faculty on teaching projects for information retrieval and bring in tutorial teaching by domains.

③ Which project(s) did you realise successfully ?

What were the challenges ? and have the challenge(s) come down ?

The main challenge was to move from a traditional library 15 years ago towards a user-oriented library which has now become a model of its type. We use electronic



ressources extensively. Of course the smooth running of the library would be impossible without the diligence of each member of staff. We work together closely as a team and try to communicate constantly. I am also working on a cooperation program with the University of Economics in Varna, Bulgaria. Another challenge was to collaborate directly with a team of architects for over a 10 year period. This resulted in the creation – in two

distinct stages – of a modern user-oriented library of 1,300 places in downtown Geneva.

④ What are your motivations in the library field ?

The best exploitation possible of all resources that are available both inside and outside the library. That is a challenge but marketing is the essential way, the only way : bring the right document to the right user at the right time.

⑤ Why are you involved in IFLA ?

For the experience of networking and sharing ; meeting other enthusiastic professionals comforts me in my

daily professional life. And going to IFLA's conferences is like reading professional literature for a whole year.

After my recent election to M&M SC I am happy now to be more closely involved and look forward to further collaboration.

⑥ Tell us 3 important things in your life

My family (I am a mother of 3)
– My job – Culture (music, reading, painting)

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QUEBEC SATELLITE MEETING HIGHLIGHTS

Dates: August 14-15-16

Place: Hôtel Château Laurier, 1220 Place George-V ouest, Québec G1R 5B8.
Rooms starting at 129\$CDN (single or double): RESERVE BEFORE JULY 1st
(laurier@vieux-québec.com).

Registration fee: 60\$CDN (free for participants from developing countries and students)

Speakers: Christiane Volant (France), Darlene Weingand (USA), France Bouthillier (Québec), Sueli Ferreira (Brazil), Sheila Webber (UK), Claude Poissenot (France), Jane Schmidt (Australia), Jalel Rouissi (Tunisia), Christie Koontz (USA), Chris Hagar (USA), Aira Lepik (Estonia), Nuria Balagué (Spain), Lamia Badra (France), Christine Ollendorf (France), Linda Ascroft (UK), Claudette Poulin (Québec), Don Leslie (USA), Dinesh K. Gupta (India), Richard Boivin (Québec), Waldomiro Vergueiro and Telma de Carvalho (Brazil), Daniel Ruheni (Kenya), Marielle de Miribel (France), John Buschman and Dorothy Warner (USA), Diane Mittermeyer (Québec), Olivier Badot (France), Judith Broady-Preston and Emma Barnes (UK).

Tom Wilding (USA) and Maureen Clapperton (Québec) will do the wrap up and conclusion.

See the full program at : <http://www.fas.umontreal.ca/EBSI/ifla/index.html>

Attendance : 90 (estimated)

Social and cultural events : Welcome reception at the National Assembly on Tuesday August 14 (no to be missed!) and «An evening on Île d'Orleans with a traditional «partie de sucre» on Wednesday August 15 (see : www.iledorleans.qc.ca).

Buses departing Boston for Montreal every day : 00h45 ; 10h00 ; 14h00 ; 17h30. Duration: approximately 7 hrs. Cost: Approximately 70\$ US, one way (a shuttle bus is organized on Friday August 17 after the meeting to bring participants to Boston).

For information: rejean.savard@umontreal.ca

IFLA PRE-CONFERENCE AND SATELLITE MEETING QUÉBEC 2001

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