

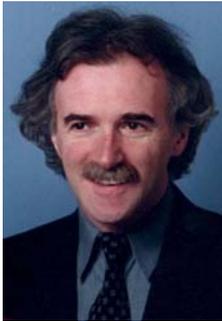


**INTERNATIONAL FEDERATION OF
LIBRARY ASSOCIATIONS AND
INSTITUTIONS**

**SECTION ON MANAGEMENT AND
MARKETING**

NEWSLETTER

No. 12, February 2003



Message from the Section Chair, Réjean Savard

The changing of the guard...

As you all know, the process to nominate members for IFLA sections is on its way and institutional or association members have until February the 3rd to nominate people. This process is important for every section of IFLA and particularly important for our Section Management and Marketing: many of the most active members of the standing committee are finishing their first or second term.

Our Section as you know is relatively young: it has been established in 1997 and although our membership is growing and already more important than many older sections, it is still fragile. Therefore I feel it is very important to assure that we continue to count on very dynamic people in the Section. I hope all those who are finishing a first mandate will agree to be nominated for a second term. Those who are finishing a second term unfortunately cannot come back for a third mandate according to the IFLA Statutes. To replace them, we need to recruit new standing committee members who will be committed to accepting to give to the Section as much energy as our friends who are leaving did during their terms. Being a standing committee member is an important responsibility because all the actions and programs emanating from the Section rely on these colleagues.

Moreover, after two mandates as chair - which gave me a lot of pleasure and satisfaction - I will have to step down at the next General Conference in Berlin. Same thing for our secretary Christina Tovoté and our communications officer Tom Wilding. Therefore we will need also to find new officers to lead the Section, and this is also crucial for the future of the Section. Needless to say, we are in an important stage in the history of our young Section. I urge you to consider giving more time to the Section as libraries around the world need our support to strengthen their knowledge and skills in management and marketing.

--Réjean Savard, Chair

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Section Events in Glasgow

The Management and Marketing Section had a very successful conference in Glasgow in August 2002. On Sunday morning, the Discussion Group on Marketing Academic Libraries met with an audience of about 75 people. The session began with two presentations, one by our Section's Secretary, Christina Tovoté, and the second by Aira Lepik.

Christina Tovoté, from the Stockholm University Library (Sweden), presented "Marketing and Strategic Alliances," focused on the alliances academic libraries should foster and what benefits they can derive from these. Aira Lepik, from the Tallinn Pedagogical University (Estonia) spoke on "Relationship Marketing: an Opportunity for Libraries," analysing the nature and content of relationship marketing as a process and comparing its principles with existing library relationships.

The third speaker for the meeting was Stephen Towne, from the Royal Military College of Science at Cranfield University (United Kingdom). He spoke on "Marketing Information Literacy to Academic Communities," and described a project of the SCOUNL (Society of College, National and University Libraries) Information Skills Task Force.

The discussion group was extended for a second two-year term, which will end at the IFLA Conference in 2003. It has been sponsored jointly by the Section on Management and Marketing and the Section on University Libraries and Other General Research Libraries.

Also co-sponsored by these two sections was an open session held on Tuesday morning. This session, entitled "The Impact of Change in Academic Libraries on Staff," was chaired by our Section Chair Réjean Savard and featured four papers:

- Managing cultural change: the challenge of merging library services, curriculum development and academic professional development [Gestión del cambio

cultural: el reto de la fusión de los servicios bibliotecarios, el desarrollo de los planes de estudios y la formación continua]

SUE MCKNIGHT (Deakin University, Geelong, Australia)

- Changing expectations: the views of the manager and the staff member
TOM WILDING and SARAH JONES (University of Texas at Arlington, Arlington, USA)
- Tools for keeping staff and managers in tune with users and colleagues
Quelques outils pour gérer les conflits internes en bibliothèque
Algunas herramientas para gestionar los conflictos internos en la biblioteca
MARIELLE DE MIRIBEL (Université de Paris, Paris, France)
- Leadership and technology change in libraries
ANGELS MASSISIMO SANCHEZ DE BOADO (Docent / Investigador, Barcelona, Spain)

Approximately 250 people attended the open session, and all of the papers were very well received. Several of them are available from the IFLA Conference website. The Wilding/Jones presentation can be obtained by sending email to wilding@uta.edu.

Prior to the start of the conference, the Section sponsored a satellite program in Glasgow. There is a report from the satellite program elsewhere in this newsletter. During the conference, the first annual IFLA/3M Marketing Award was presented. This is also reported on elsewhere in this newsletter.

The section held two very busy and active Standing Committee meetings. It is customary to have one meeting at the beginning of the conference, and the second at the end. At the first Standing Committee meeting, members discussed the section activities in Glasgow to make sure that all details had been taken care of and received reports from four working groups:

- **Marketing Award:** SC member Daisy McAdam reported on the work of the award committee. This year there were thirty-nine applicants, and while there were communication problems, the committee feels that this first year was very successful. The committee recommends that more work be done to publicize the award and to encourage applications, especially from non-English speaking countries and from developing countries. They also recommend that the award winners be publicized and that their work be available on the web.
- **Guidelines for Teaching Management and Marketing:** an open session was to be held on Sunday, so a further report was to be made at the second SC meeting.
- **Newsletter and Information:** Tom Wilding, Information Officer, reported that the Newsletter no. 11 had been sent shortly before the Conference and that he would try to have another issue ready by December. The Section's leaflet needs further work to include "management," since the old leaflet only mentioned marketing.
- **Distance Course on Marketing:** Alice Calabrese reported that distance courses developed in the United States could cost as much as 15,000 USD. Existing courses might be available, however, and the question of whether a self-paced course would require an instructor.

Further work needs to be done on this, and SC and GB member Claudia Lux agreed to raise some of our questions at the Governing Board meeting.

A number of plans were described for the Berlin Conference in 2003, including a satellite meeting in Geneva before IFLA and a second in Vienna following the conference. In addition, an open session and a workshop were discussed. The open session's topic would be corporate communications, and the workshop would be on marketing library associations.

At the second meeting of the Standing Committee, the Section's events during the week were reviewed and some additional work on plans for future activities was discussed.

The working group on communications met and developed several ideas for getting additional reports for the newsletter, and some plans for improving the website were discussed.

An open meeting on the Guidelines for teaching management and marketing was held and a number of ideas for tools for teaching and learning were identified. Réjean will develop ideas between now and the Section's midyear meeting.

Daisy McAdam reported on progress for the Geneva satellite meeting. A scientific committee to review papers has been formed. The meeting will be bi-lingual, French and English and be held at the University of



Standing Committee Members, August 2002

Geneva. The meeting will be joint with the Section on Education and Training. Plans for the post-conference satellite meeting in Vienna progressed, with a topic of Practical Leadership in Management Issues, focusing on effectiveness and measurement. This meeting will be joint with the Section on Statistics.

The open session in Berlin will be on how to communicate with top decision makers, especially those outside the library but with decision-making authority that affects the library. Perry Moree, Nancy Kranich, and Thierry Giappiconi will work on this proposal.

Farther into the future, an idea was voiced for a satellite meeting in 2004 in Sao Paolo, prior to the IFLA Conference in Buenos Aires, on improving customer relationships in the information environment. A project to develop a database of marketing projects was proposed by Angels Massisimo and José Gomez. While at this time it is not possible for the IFLA website to support a database, a pilot project might still be pursued.

Finally the SC voted to hold its mid-year meeting in Barcelona in February.

First IFLA/3M Marketing Award

The first presentation of this new award was made at the 3M Reception on Wednesday evening during the IFLA Conference in Glasgow. Three applicants were recognized by the committee this year, with the first prize going to the Houston Public Library in Houston, Texas (USA) entitled “The Powercard Challenge.” The project focused on a long-term plan to increase library card registration and library use by the city's children for its project. Andrea Lapsley of the Houston Public Library submitted the winning project description.

The project's goal was to increase the number of Houston area children who had library cards from about 100,000 to more than 300,000 in just three years, and to increase the circulation of books to children by 30% during this same time.

Second place went to “Rediscover Your Calgary Public Library,” submitted by Grant Kaiser for the Calgary Public Library in Calgary, Alberta (Canada). This innovative program used television advertising targeting those groups identified as non-library users. The advertising focused on the high cost of books and other materials, the convenience and ease-of-use of public libraries, and the increasing complexity of the information world.

The entry awarded third place was submitted by Gary E. Strong for the Queens Borough Public Library, New York, New York (USA). The opening of the Flushing Library, a new branch library, was the subject of the third place winner. The marketing campaign raised awareness of the new library, addressed the irritation felt by customers whose service was very limited during construction and served as a focus of advocacy for stakeholders of the library.

More information about the award winners and the other applicants' proposals can be found on the IFLAnet and on the website of Marketing Library Services (<http://www.infotoday.com/mls/mls.htm>), where you will find an article about the award written by SC member Christine Koontz.

Twenty Attend Satellite Meeting in Glasgow

“Using Market Research to Improve Customer Satisfaction,” was the topic of the Section's satellite meeting in Glasgow on August 15-16, 2002. SC members Sheila Webber and Christine Koontz organized the program, and a number of SC members and others contributed case studies that were used by attendees to apply the principles and tools learned during the workshop. The workshop was held at the Ibrox Library, a branch of the Glasgow City Libraries.

During the first day Christine Koontz presented several sessions on marketing research, and then joined Sheila Webber in reviewing the key types of internal and external data sources. Sheila Webber talked about qualitative research and the data that must be collected and analysed. Christine Koontz ended the day discussing GIS and used a case study of a public library location to show its application.

The second day of the workshop focused on case studies, and all retreat participants worked on developing plans for market research for projects participants were working on at their institutions.

Workshop participants came from a variety of nations and types of libraries. India, Nigeria, Jordan, Canada, Sweden, France, Italy, United States, and United Kingdom were all represented by the attendees. Lunch was provided both days, and participants enjoyed a social evening and dinner at the Stravaigin Restaurant in the Kelvinbridge area of Glasgow.



GIS Program Awarded Grant

The GeoLib Program of the Florida Resources and Environmental Analysis Center (FREAC) at Florida State University (Tallahassee, Florida, USA) was awarded 249,081 USD, through a 2002 Institute of Museum and Library Services National Leadership Grant for Libraries in the Research & Demonstration category.

In this two year demonstration project, Florida State University's GeoLib Program, partnering with FSU's Information Use Management and Policy Institute, will develop a nationwide public library database system linked to a digital base map that will include data sets from the United States Census and the National Center for

Educational Statistics. The database will provide consolidated information on public libraries nationwide and make it easily accessible over the Internet.

Christie Koontz, director, Geog Lib Program and member of the M&M Standing Committee, is the principal investigator for the project.

While national digital inventories of accurate locations and critical external information are available for major public agencies, such as hospitals and emergency health care, fire, police and schools, no comparable national digital database for public libraries has existed. With the database developed through this project, public librarians and policy makers will be better able to answer such questions as: is the library providing the right balance of library services in light of changing populations? how can public libraries bridge the digital divide through provision of equitable access to the Internet? what are the effects of poverty on library services?

The Newsletter of the Section on Management and Marketing is published twice per year, once in the winter and again in the late spring or early summer. The Newsletter is distributed to all members of the section and is also included on the section's website on IFLAnet. Announcements and other information for possible publication should be sent to: Tom Wilding, Director of Libraries, University of Texas at Arlington, Box 19497, Arlington TX 76019-0497, USA. The may also be sent to wilding@uta.edu; or may be faxed to: 1-817-272-5797.

IFLA Headquarters can be contacted at P.O.Box 95312, 2509CH The Hague, Netherlands.



Standing Committee Members at Work



Réjean Savard and Christina Tovoté conducting meeting while Marielle de Miribel and Maria Seissl listen to proceedings.



Christina Tovoté leads discussion at 2002 Satellite Meeting at Ibrox Library



Marielle de Miribel, Angels Massisimo, and Natalia Santucci developing work plan



Small Group working on a presentation



Satellite meeting participants taking a welcome break between sessions