



International Federation of Library Associations and Institutions

Management and marketing section newsletter

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M&M – programme in Buenos Aires with the Public Library Section

by Trine Kolderup Flaten

The Section's programme in Buenos Aires **Management and staff development – how to provide new skills for librarians in order to meet new challenges in the digital world** will take place Wednesday the 25th of August at 10.45 – 12.45.

There will be full simultaneous translation available. The speakers are:

Dr. Dominique Babini, from the Latin-American Council for Social Sciences, Buenos Aires, Argentina, who will tell us about the virtual libraries on Social Sciences in Latin America, and how to prepare the librarians for the new kind of work in this context.

Director **Jens Thorhauge** from the Danish State Library Directorate, Copenhagen, Denmark, who will tell how his Directorate organised a nationwide programme for trainers and leaders in order to meet the demands for new services and new technology.

We recommend this programme strongly to all of you, it will certainly be both interesting and very useful.

The Virtual Client: a new paradigm for improving client relations in libraries and information services

This is the title of the Pre Conference and Satellite Meeting being held in São Paulo (Brazil) from August 18th to 20th, 2004. It is organised by the IFLA Management and Marketing Section (M&M), in collaboration with the Library and Information Science Department of the School of Communications and Arts, University of São Paulo, and the collaboration of the École de Bibliothéconomie et des Sciences de l'information, Université de Montréal.

There is a full programme of speakers from many countries. Full details are at: <http://www.eca.usp.br/iflamkt/>



World Library and Information Congress:

70th IFLA General Conference and Council: Libraries: Tools for Education and Development

August 22-27th 2004, Buenos Aires, Argentina
<http://www.ifla.org/IV/ifla70/index.htm>

From the Editor

I am acting as Editor for a few issues of the *IFLA Management and Marketing Section newsletter*. This issue looks back on a highlight of 2003, the award of the 3M International Marketing award. We also look forward to an exciting programme at Buenos Aires at the World Library and Information Congress.

If you have any information or news to share for the next issue, please do send it to me.

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*The next newsletter will be issued
for the Buenos Aires conference*

3M International Marketing Award 2003: sponsored by the IFLA Management and Marketing Section

by Christie Koontz (photo, right)

To recognize those libraries that develop and implement effective marketing programs, the Management and Marketing Section of the International Federation of Library Associations and Institutions (IFLA) and 3M Library Systems joined last year to create the IFLA/3M International Marketing Award. First, second, and third prizes were presented this past August at IFLA's Annual Conference in Berlin, Germany, by Winston Tabb, US delegation, at the closing session in Berlin on August 9. The top three winners will be profiled, in this article. The first-place winner received airfare, lodging, and registration for the 2003 IFLA General Conference, and a cash award of \$1,000 (U.S.) to further the marketing efforts of the library.

Criteria and Applications

Altogether there were 15 applicants from 7 countries (4 from Spain, 4 from USA, 3 from UK, 1 from India-Tanzania-Serbia-Thailand.) Any library, agency, or association in the world that promotes library service was eligible to receive the award. For this award, applications were available in the five official IFLA languages (English, Spanish, French, Italian, German) starting at the beginning of 2003 on the Web sites of both sponsors, IFLA and 3M.

2003 applicants were judged on such criteria as the creativity and innovation as demonstrated by solutions to marketing challenges, effectiveness of marketing goals, and an ongoing commitment to marketing.



gram called "Literary Pathways." This is a program featuring actors or guides leading tour participants and reading selections of works, into neighborhoods in which famous authors lived, or were portrayed in their writings. The library requires the literary travelers to register for a library card. The nearest library is often a stop on the tour as well. The library encourages families and children to participate together, thereby creating a basis for a whole new generation of library users.

The campaign is supported by a variety of communication media from posters in bakeries, to publicity articles in specialty magazines and local newspapers. Brochures and buttons were developed as well as point of purchase displays in the libraries.

Second Place: "CU e-Intellectual Property" Center of Academic Resources, Chulalongkorn University, Bangkok, Thailand

Submitted by: Ms. Yupin Chancharoensin and Ms. Supaporn Chaithammapakorn.

Contact email: yupin.c@car.chula.ac.th

The second place winner is from Bangkok, Thailand and the 1999 site of an IFLA marketing workshop, sponsored by the Management and Marketing Section. The Center of Academic Resources within the university, offered a full text in house database of graduate theses which was well accepted, but little used. To increase use and better serve the academic community, the library added in faculty research data, so the staff created a well-developed marketing plan to increase use of the database by 10%. A second objective was to provide easier access to the database at anytime from

2003 winners

First Place: "The Marketing Campaign: Literary Pathways." Consorci de Biblioteques de Barcelona (CBB) Spain

Submitted by Mireia Sala, Director. Contact email: msalaf@mail.bcn.es

The public library system of Barcelona, Spain, is developing non-users into users through a pro-



anywhere. These objectives were to be met within 18 months. The campaign used all the tenets of marketing, including customer identification and segmentation, marketing strategy and evaluation. The database was renamed to "CU e-Intellectual Property."

Third place: "We Got News for You!" Newman College of Higher Education Library and Learning Resource Centre, Birmingham, UK

Submitted by Janice Bell and Maureen Carter

Email contact: library@newman.ac.uk

Newman College Library designed a campaign to communicate changes in the library's staff, programs and services. The library staff identified primary target markets, as academic staff and students. The goal was to make the markets more knowledgeable about the 'new' and larger library, and to increase use of a growing array of virtual services. The library created a newspaper "The Library Times," which is published and available on campus and available on the college's intranet. The winning features of this application were again the identification of customer groups, the precise and systematic communication to those groups through various and sundry media, and evaluation based upon measurable objectives.

Please contact chair Daisy McAdam, for more information regarding other applications.
Email: Daisy.McAdam@ses.unige.ch

Oslo 2005: Satellite meeting

Management & Marketing's Satellite meeting in connection with the World Library and Information Congress: 71st IFLA General Conference and Council in Oslo 2005 will be **Management, marketing, evaluation and promotion of library services, based on statistics, analyses and evaluation in your own library.**

Co-sponsors are: Public Libraries, and Library Theory and Research Sections

Conference venue: Bergen city, Norway

Time: From Tuesday 9th, after lunch, to Thursday 11th of August, after lunch.

Participants will be offered a special tour to Oslo: including sightseeing: fjords, glaciers, mountains, etc.

Trine Kolderup Flaten



Some marketing items you may have missed

Armstrong, J.S. (2004) *Advertising principles*. Pennsylvania: the Marketing Department of The Wharton School, University of Pennsylvania. <http://fourps.wharton.upenn.edu/advertising/index.htm> ("advertisingprinciples.com attempts to summarize all that is known about how to create an effective advertising campaign. It converts this knowledge into principles for the development and testing of TV commercials and print ads.") It includes a Dictionary of Advertising.)

Bates, M.E. (2004) "Marketing for the Info-Entrepreneur." *Free pint*, (159). <http://www.freepint.com/issues/060504.htm#feature>. (This is a sample section from of the report Marketing for the Info-Entrepreneur: Top Techniques to Build Your Business, by Mary Ellen and published by FreePint (see <http://www.freepint.com/shop/report/>)

Fichter, D. (2003) "Why and How to Use Blogs to Promote Your Library's Services." *Marketing library services*, 17 (6). <http://www.infotoday.com/mls/nov03/fichter.shtml> (Explains what a weblog (blog) is, gives some examples of library blogs, and advice about setting one up. If you are interested in library blogs, you could also look at Anne Clyde's page of links etc. (<http://www.hi.is/~anne/weblogs.html>), and LIS Blogsource (<http://www.lisblogsource.net/>) .

Gupta, D. K. (2003) "Marketing in Library and Information Services: A new discipline for LIS in Asia." *Malaysian Journal of Library and Information Science*, 8(2), 95-104.

Ohio Library Foundation. (2003-2004) *Marketing the library*. Columbus: OLF. <http://www.olf.org/marketing/> (A tutorial intended for public libraries, although some of the material could be used by other types of library. Includes an overview "What is library marketing? Why do libraries need to market?", sections on Planning, Promotion, Products and the Internet, plus a section giving examples from Ohio public libraries.)

Niederlander, M. (2003) "Marketing" *Our Libraries - Resource Links*. LibrarySupportStaff.com <http://www.librarysupportstaff.com/marketinglibs.html> (Lots of useful references and links. The page seems a little random in its organisation, but is well worth scrolling through.)

University of the Witwatersrand library. (2004) *Library week 2004 feedback and pictures*. Johannesburg: University of the Witwatersrand. http://www.wits.ac.za/library/new/library_week2004_feedback.htm Summary of interesting events held by the University as part of South Africa's Library Week 2004.

International Review Of Marketing In Library And Information Centers: Call for interest in an IFLA M&M Project

By Dinesh K. Gupta

The interest in marketing has tremendously increased over the last two decades in almost all kind of libraries throughout the world. Even the reasons for applying marketing have not been much different. Some of the common reasons identified are: that the founding missions being found increasingly ill-suited for the demands of the marketplace; budgets becoming excruciatingly tight while such units claiming for more support; the recruiting and fund-raising arenas having become extremely competitive; rising competition among similar service providers etc.

During recent time information professionals feel some closeness and there is considerable increasing interest in marketing of library and information services throughout the world. But, there is no systematic study that gives us a clear picture of the initiatives made for marketing of library services at the international level. The review is an attempt in this direction, aims at:

- Tracking the stage of the LIS marketing at international level Systematizing the marketing of library and information services and presenting in more useful manner
- Identifying potentials of library and information services marketing, as case for further study and researches
- Set an example to pool best practices such resources in other sectors of libraries
- Encourage inter-sector collaborations in regards to theory and best practices of marketing of services

The Framework: This comprehensive review of various related themes broadly divided in the following sub-themes but not limited to only these:

- Marketing and Library services: Linkage, development, benefits, barriers, Information sources in
- Marketing of Library and Information Services:
- Review of literature, Web based resources, Databases,
- Role of Professionals Associations and Institutions in Marketing orientation of LIS, e.g., IFLA, FID, SLA, ASLIB, ALA, CILIP, ILA, ALIA, CLA,...etc.
- Marketing of Library services in different kind of libraries, e.g., National, Academic, parliamentary, governmental, Public, Special, Rural, Children, Research, hospital, Multicultural, etc.

- Manpower development for Marketing LIS: Skills and qualities of staff, Need for Education and Training, Course curricula, teaching methods, guidelines, etc.
- Research and Evaluation: Research and Development in marketing LIS,
- Country Reports
- Best Practices

The project Team: The project team includes the following members of the Standing Committee of Management & Marketing Section of IFLA:

Dr. Dinesh K. Gupta, VM Open University, Kota, India dineshkg@sancharnet.in

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Prof. Angels Missisimo, Universitat de Barcelona, Spain massisi@fd.ub.es.

Prof. Rejean Savard, Université de Montréal, Canada Rejean.Savard@Umontreal.ca

You may kindly contribute in this review in any of the following ways:

- Contributing a paper/ note on any aspect of marketing lis in your country.
- Compling list of publications on marketing lis in your country sending the names of library schools/ institutions/ associations.
- Offering/offered education/ training on marketing lis by any means and at any level.
- Giving details of libraries which have adopted marketing approach.
- Suggesting names of colleagues/ researchers who are working on marketing LIS.
- Suggesting any other marketing related information about your library/ association that you would like to bring to the notice of the library community.

You are welcome to supply any such information/ data/ note by 31 August 2004. A volume of select papers will be brought out. We would be happy to respond your queries, if any.

The next issue of the *Newsletter* will be published in August 2004

This will include a report from the mid-year M&M meeting in Budapest

National Public Library Geographic Database

Dr. Christie Koontz, a long time member of the M&M section, conducted a poster session at last year's IFLA, co-sponsored with the Bill and Melinda Gates Foundation. Florida State University's GeoLib Program (www.geolib.org) which Christie directs, is developing the National Public Library Geographic Database. The database includes the locations of 16,000 public libraries, data sets from the US Census, and library use statistics from the National Center for Educational Statistics.

The goal of this database is to provide consolidated information on public libraries nationwide, easily accessible over the Internet. The project is sponsored by the Institute of Museum and Library Services (www.imls.gov) A preconference and program is planned for the Oslo IFLA meeting in 2005.

A key ingredient to the long term success of the PLGDB is the ongoing incorporation of other relevant data. Christie would like your feedback as to what data your country might find desirable in a database for the libraries in your country. The US database is designed to offer public librarians access to data that can



shape local, regional and national library policies. For more information about GeoLib and its programs and to find out about the latest status and data releases of the National Public Library Geographic Database check back on this website regularly.

For more information contact project director, Dr. Christie Koontz, 850.644.2007 or e-mail ckoontz@admin.fsu.edu.

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